AN EMPIRICAL STUDY ON AWARENESS ABOUT DIGITAL PAYMENTS OF URBAN CUSTOMERS IN YSR KADAPA DISTRICT

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Abstract
A convergence of technological advancements, diverse client tastes, and the expansion of e-commerce and the digital economy have all contributed to the move towards online payment methods. Digital payment methods are now more widely available to urban customers because to the proliferation of smartphones and the ubiquitous availability of internet connectivity. Consequently, digital alternatives like mobile wallets, internet banking, contactless cards, and peer-to-peer payment systems have put pressure on traditional payment methods like cash and cheques. It is aimed to assess requirement of digital payment methods on monetary landscape in urban areas. The significance of this paper determines the attitude towards digital payment among urban customer in YSR Kadapa district.

Key words: MSMEs, Women Entrepreneurs, Micro finance.

Introduction
Web Banking is an electronic payment framework that permits clients of a bank or other organization to direct an assortment of monetary exchanges through the money related establishment's site. The net banking industry will regularly attach with or be a part of the central financial industry worked by a bank and is rather than branch banking which was the standard way clients got to banking administrations. Digital payment could be a method of payment which is made through digital modes. In digital payments, the person who pays and the person who gets, both utilize advanced modes to send and get cash. It is a quick and helpful approach to make payments.

A major reason for the evolution of digital payment is Demonetization and also the emergence of the many competitive applications like Google Pay, Paytm and Phone Pe. Another reason is the worldwide use of smartphone where everything became handy. The youth living far away from home finds very hard to travel to bank and collect money from the bank especially students. A payment gateway is a web-based business administration that processes card payments for on the web and conventional physical stores. Payment gateways encourage these exchanges by moving key data between payment portals like web-empowered cell phones/sites and furthermore the front-end processor/bank.

Statement of the problems
The purpose of examination that is investigated during this research is digital payments in general and digital payments in YSR Kadapa district especially. As digital payment mechanisms have shown it's amazingly quick and productive pace of development, it has permitted people and furthermore organizations to direct their financial organizations from their homes or workplaces in a very savvy way. Studies have demonstrated that with this new innovation, it has gotten feasible for both the banks and clients to possess a quick knowledge about the status and tasks of their records.

Objectives
1. To study the importance of the digital payment
2. To analyse the awareness regarding digital payment of urban area consumers

Methodology
Descriptive research is a survey method that focuses on describing and documenting the characteristics, behaviours, patterns, and trends of a particular phenomenon or subject of interest. The primary goal of descriptive research is to provide a detailed and accurate snapshot of the existing situation, without attempting to manipulate or control variables. Descriptive Research is used in this research because it helps to analyse the perception and attitude towards digital payment among urban customers in views of cost saving, time saving, easy adaptability and various factors.

Data source
Primary data
Primary data is the data that is collected by survey directly from main origins through interview. The primary data is acquired with specific set of objective to judge the attitude and perception towards digital payments among urban customers. The first-hand information were possessed from respondents of YSR Kadapa and responses was collected through forwarding structured questionnaire.

Sampling Design
Sampling Method
Random sampling is used because the selection of units from the population is been executed randomly who uses digital payments applications and convenience sampling is positioned on availability and accessibility by forwarding questionnaire. Total sample were selected of 450 from YSR Kadapa district.

Results and Discussions
Consumer awareness and challenges of digital payment system in urban areas

Table 1, Aware about Unified Payments Interface

| S.No	Opinion	Frequency	%
1	yes, fully aware	216	48.00
2	Yes, partially aware	153	34.00
3	Not aware	81	18.00
	Total	450	100.00

Source: Field Survey

The table 1 discloses that the awareness about Unified Payments Interface (UPI) of selected sample respondents among YSR Kadapa district urban respondents. It can be noted that the researcher has identified three levels of opinion like fully aware, partially aware, and Not aware. In this context, the respondents have given responses and same is analysed, and presented hereunder. The data discloses that 48 per cent of the sample urban respondents were expressed their opinion like "yes, fully aware" regarding UPI interface, 34 per cent of the sample consumers having partially aware, and 18 per cent of the respondents have stated negative opinion, i.e., Not aware. It can be concluded from the above table that present days all are aware about digital payment system but they don't know aware about some of the abbreviation like UPI payments.

Table 2, Opinion of sample respondents regarding sources of information about UPI payments

N=450

| S.No	Opinion	Frequency	%
1	Friends	175	39.00
2	Family Members	117	26.00
3	Relatives	85	19.00
4	Neighbours	207	46.00
5	Social Media Channels	139	31.00
6	News Papers	22	05.00

Source: Field Survey
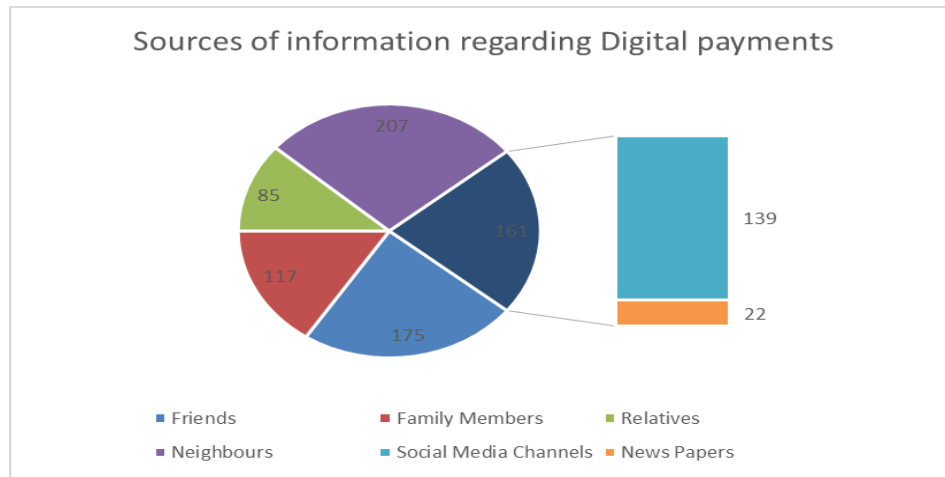
The above table 2 demonstrated that the sources of information about UPI payment system in selected YSR Kadapa district of Rayalaseema Region. Generally, the information was received from friends, family members, neighbour, social media channels and newspaper etc. Here, the researchers try to understanding the sources of information regarding the UPI payment system of selected sample respondents in the study. It is found that majority of the sample respondents have taken information from the neighbours which are related to UPI payment system and it can be represents 46 per cent, 39 per cent represents 175 sample consumers have reported that they have collected information from friends, 31 per cent of the sample have stated that they were received information from social media channels, and 26 per cent of the respondents have taken information from the family members in the study area. It is further noticed that rest of the

Table 3
Opinion of the respondents on mode you prefer for UPI payment

N=450

S.No	Mode of payment	Frequency	%
1	Phonepe	387	86.00
2	Google pay	279	62.00
3	Paytm	238	53.21
4	BHIM APP	54	12.00
5	Others	63	14.00

Source: Field Survey
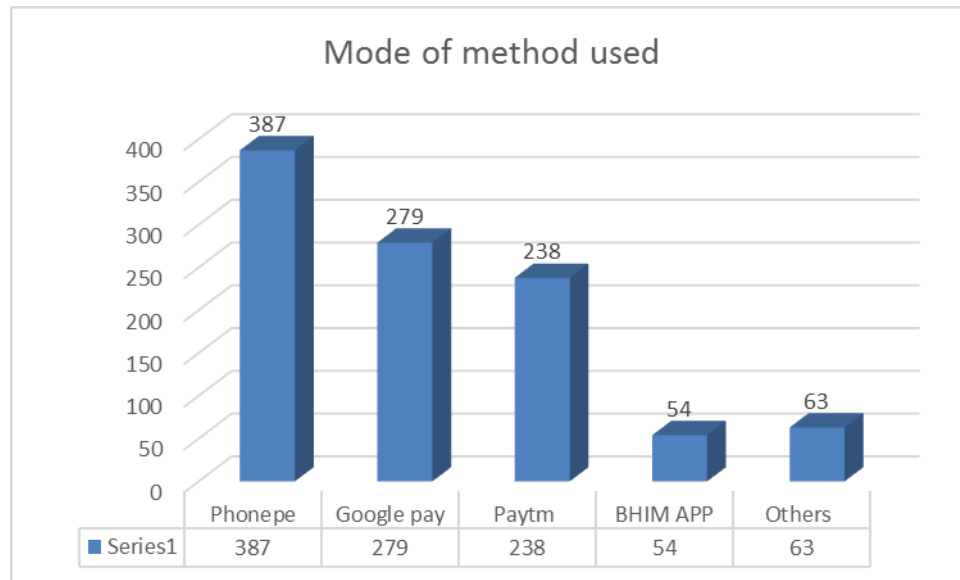
The researcher has raised a question to the sample consumers like "mode of payment do you prefer" and collected the response. After tabulation of the present data, 86 per cent of the sample respondents have stated that they have been using Phonepe, followed by the Google pay using by the 62 per cent (279 sample consumers among 450) of the respondents, 53.21 per cent of the sample consumers have been using Paytm app in the process of payment and it is represents 238, 14 per cent of the respondents have stated that others app were used, and finally 12 per cent of the selected sample consumers have been using BHIM APP in the study area.

Table 4
Opinion on how long you have been using the UPI payment apps

| S.No	Years	Frequency	%
1	Below one year	72	16.00
2	One- two years	81	18.00
3	Two-three years	193	43.00
4	Three-four years	81	18.00
5	Four years and above	22	05.00
	Total	450	100.00

Source: Field Survey

The researcher has tried to understand that experience of the consumers as a UPI users in the study area. It can be found that the researcher has classified in to various years like below one year, 1-2 years, 2-3 years, 3-4 years and four years and above. According to these periods, majority of the respondents have stated that they have been using from three years by the 43 per cent of them (193 selected consumers), 18 per cent of the respondents have stated that they have been using UPI payments from last two years and same have found last four years, 16 per cent of the respondents have stated that they have been using last one year only, and finally less percentage of the sample consumers were stated more than four years they have been using in the study area (table 4).

Table 5
What are the services availed by your form UPI payment apps

N=450

S.No	Purpose	Frequency	%
1	Shopping	315	70.70
2	Recharge (phone, DTH, Electricity etc)	387	86.00
3	Travel bookings	207	46.00
4	Insurance	117	26.00
5	Gas booking	81	18.00
6	Others	175	39.00

Source: Field Survey

UPI payment used for various matters
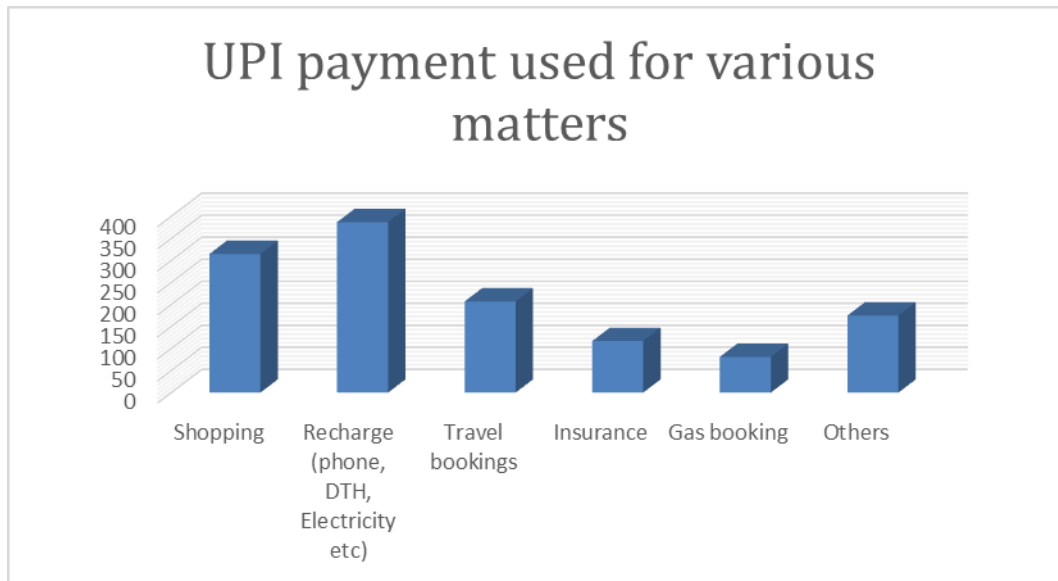
The present table discloses that the services availed by selected consumers in various matters in the study area. The researcher has raised a question to the selected consumers like what are the serviced availed by using UPI payment and also identified various purposes like Shopping purpose, recharge of phone, DTH, electricity bill, travelling booking, insurance, gas booking and other purposes. According to the responses of the respondents, 86 per cent of the sample respondents have disclosed that they have been using UPI payment for research purpose (phone, DTH, electricity and others) by the urban consumers, 70.70 per cent of the urban sample respondents were stated that they have been using UPI payment for shopping purpose, 46 per cent of the sample respondents have stated that they have been using digital payment for booking of tickets when they was travelled, 39 per cent of the respondents have stated other related expenses would paid by the urban consumers through using UPI payment, 26 per cent of the sample urban respondents have expressed their opinion that-they have been using UPI payment for paying of insurance amount in the study area.

Conclusions
There is still apprehension towards digital payments due to security concerns, but convenience is drawing the customers to use this medium. There are lot of benefits associated with digital payments like it is time saving, still there are a lot of people about 40 to 50% of the population who are not using this and do not want to use this because of lack of awareness and other reasons. Also, there is a digital

divide in our country, most people do not use smart phones, hence they cannot make digital payments which is a limitation. But the technology is growing at a very fast apce surely, the vision of the government will be fulfilled with Digital India and will help to develop ATMA NIRBHAR BHARAT which is the slogan for becoming a stronger India in the 21st Century.

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