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MOBILE WALLETS AND UPI - THE SPARK PLUGS TO ONLINE PAYMENT SYSTEMS IN INDIA

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ABSTRACTS

Following the rapid advancement of mobile phone technology, the Indian government has chosen to develop a program known as "Digital India," through which it hopes to promote cashless transactions. Making payments online is simple and convenient, and best of all, you can do so from anywhere and at any time; all you need is a smartphone. Job possibilities in the fields of information technology (IT) and electronics will be created as a result of this program. The objective of this study is to analyze How E-wallets and UPI sparkplugs to online payment awareness adoption and use behavior of households in India. to accomplish these objectives researcher employed the survey method where a researcher makes a survey and Interviews in the study area. And collected information Edited and tabulated before analyzing the data with help of Percentage and Graph technique. The result found that 100% of all respondents are having a Bank Account. Out of the 87% of the respondents who get SMS from the bank for their banking activities., 68% of the respondents linked adhar card to the bank, 78% of the respondents have a bank account in the Public sector undertaking bank and hardly 10% of the respondents are opened a bank account in Private Banks 53% of the respondents are living the nearer to the bank i.e less than 2 km. out of the total respondents, only 77% of the respondents have a debit card. And 94% of the respondents use debit card cash withdrawal.

Keywords: UPI, E-Wallets, Bank Account, Debit Card, Credit Card, Online Shopping, Bank Apps

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INTRODUCTION

On November 8, 2016, India's prime minister stated that the INR 500 and INR 1000 notes would be phased out of circulation. Demonetisation was implemented with the goals of promoting the digital India movement, making India a paperless economy, destroying black money, and preventing terror financing (Gopinath, 2019a). "One of Digital India's claimed functions is faceless, paperless, cashless." The Indian government is pushing for a cashless economy through the digital India campaign. India's government is also promoting online payments through several programs. India's government is also promoting online payments through several programs (Gopinath, 2019b). To help India transition to a cashless economy, a variety of rapid, safe, and dependable online payment options are available. A cashless economy encourages the use of different online payment systems. Various common ways of online payment infrastructure in India include Aadhar enabled payment system (AEPS), UPI, mobile wallets, online banking, credit/debit cards, bank-specific mobile applications, and Google pay (Gopinath,2020a). A cashless transaction is one in which money is sent and received between two people through digital/electronic methods (not including cash or check payments). The term "online payment" simply refers to the transfer of funds between two people who have accounts with the same or different banks. A QR Code-based payment system is a online payment method that entails scanning a QR Code from a mobile app and making a payment (Gopinath, 2020b).

India's Prime Minister is also focusing on the country's digitalization (DIGITAL INDIA). As a result, both DEMONETISATION and DIGITIZATION, if properly implemented, will assist the Indian economy is becoming a cashless economy.

REVIEW OF LITERATURE

- **Dr. Budheshwar Prasad SinghraulV (2018)**: The study's main findings demonstrate that India still lags behind other industrialized countries in terms of utilizing digital payment systems. Because of the lack of proper internet connectivity, lack of awareness and knowledge of financial transactions, charges on card payments, and un operational bank accounts, India is still in the early stages of its electronic payment system, with the majority of the population relying on paper cash-based transactions.
- **Dr. Anthonima K. Robin (2018):** This research focuses on how cashless transactions affect people's lives in the long run. There are good and bad effects of the situation established by demonetization, just as there are two sides to a coin. People are becoming more comfortable with cashless methods since they are no longer need to carry a wallet full of real currency, which is dangerous in a society full of anti-social actions. People like to pay using their phones since it is the most efficient approach. Mobile phones have become a significant tool for a variety of activities, including bill payment, fee payment, money transfer, recharge, and so on. Furthermore, other crimes such as burglary, extortion, bank robbery, and so on are on the decline. One of the most essential reasons for implementing and motivating cashless transactions is to regulate unlawful transactions and terrorism-related activity.
- **Dr. Tushar Chaudhari (2017):** Without proper internet capabilities, cashless transaction systems are not practicable, hence the government must explore internet infrastructure. Free wi-fi zones, in particular, should be made available at local markets. All large banks must have a distinct counter dedicated to providing advice and instruction to customers using the cashless transaction system. Additional fees for cashless transactions must be eliminated.

All cooperative organizations should be required to use cashless transactions, such as checks or demand draughts. People who use cashless transactions should be offered certain privileges. It is necessary to establish a large-scale advertising campaign that will not only promote cashless transactions but also give essential support in their use.

- **Sheetal Thomas & G. Krishnamurthi (2017):** It was discovered that India's rural economy has huge potential to become a cashless economy. The rural people are eager to learn it, and once one individual receives benefits, the rest of the community will soon follow suit. The government can plan for the implementation of basic support systems such as incentivizing the use of the internet through free data and smartphones and distributing laptops to students pursuing higher education in nearby towns, taking into account the level consumption patterns and recent trends. Another method is to engage with various educational and non-profit organizations to raise awareness about digital transactions and financial literacy among rural populations. It has the potential to turn the cashless rural economy into a reality.

PROFILE OF STUDY AREA

Kolar The Golden city of India, is a city in the Indian state of Karnataka. It is the headquarters of Kolar District and is known for production of Milk, which recently surpassed Denmark, and gold mining. Kolar is popularly known as the land of silk, milk, Mango, (National fruit of India) and gold. Kolaramma is considered as goddess of city of Kolar. Kolar has APMC market Which is 2nd largest in Asia, Largest in South India.

Kolar is leading India in production of Mango, Tomato,Milk which exported to various other nations like UK, USA, UAE etc. Kolar. Kolaramma and Someshwara are notable temples in Kolar. The Kolaramma temple, built in Dravida Vimana style during the secondnd century, is dedicated to Shakti. It underwent renovations under Rajendra Chola I in the 10th century and the Vijayanagara kings in the 15th century. Someswara Temple is an example of 14th-century Vijayanagara art.

Kolar’s early history was compiled by Fred Goodwill, superintendent of the Wesleyan Tamil mission in Bangalore and the Kolar Gold Fields, and his studies have been published in a number of journals. Older than Bangalore, Kolar dates back to the second century. The Western Gangas made Kolar their capital, ruling Mysore, Coimbatore, Salem and Travancore. During the 13th century Bhavanandi composed Nannool, his treatise on Tamil grammar.

Demographics Profile of Kolar

Kolar is one of districts of Karnataka in India, Kolar District population in 2022 is 1,653,320 (estimates as per aadhar uidai.gov.in Dec 2020 data). As per 2011 census of India, Kolar District has a population of 1,536,401 in 2011 out of which 776,396 are male and 760,005 are female. Literate people are 1,016,219 out of 564,110 are male and 452,109 are female. People living in Kolar District depend on multiple skills, total workers are 717,872 out of which men are 454,048 and women are 263,824. Total 165,468 Cultivators are depended on agriculture farming out of 114,098 are cultivated by men and 51,370 are women. 142,049 people works in agricultural land as labor, men are 74,178 and 67,871 are women. Kolar District sex ratio is 979 females per 1000 of males.

SCOPE OF STUDY

The scope of a study describes the extent to which the research field will be investigated in the work and the parameters that will be used to do it. Essentially, this means that you must define what the study will cover and what it will focus on. For example, this study will look into how E-wallets and UPI Spark plugs to online payments awareness adoption and use behavior of household

SIGNIFICANCE OF STUDY

The study's relevance is a written statement that explains why your study was necessary. It's a definition of the significance of your work and its influence on your field of study, as well as its contribution to new knowledge and how others will benefit from it. This study provides the required information to various investors and policymakers for them to make the best judgments possible. Furthermore, this research aids academics and research scholars in their research efforts. In addition, this research aids the government in formulating plans and policies as well as making judgments.

OBJECTIVES OF THE STUDY

- To understand How E-wallets and UPI Spark plugs to online payments awareness, adoption, and use behavior of households.

RESEARCH METHODOLOGY

The data collected from the samples have been systematically applied and presented in tables under various headings on the following pages. They were also arranged in such a way that a detailed analysis can be made to present suitable interpretations for the same. The statistical tools namely simple percentage analysis used for the interpretation of data.

RESEARCH DESIGN

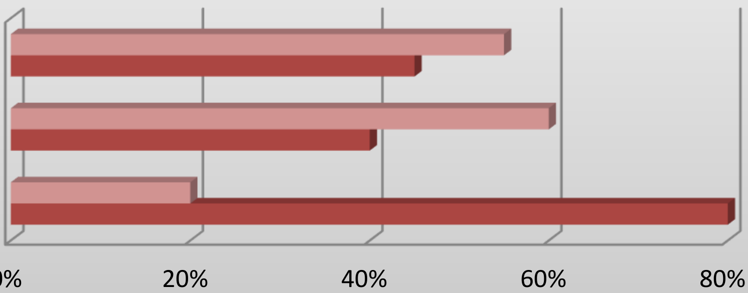
S.NO	PARTICULARS	DETAILS
1	Area of Study	Kolar District
2	The population of the Study	All Bank facility receivers in India
3	Sampling Unit	Users of E-wallet and UPI in the Study area
4	Sample Size	50 respondents in Kolar district
5	Data Collection	Primary data, and secondary data
6	Data Collection Source: Primary data	Well-structured Households Servy and Personal Interview.
	Secondary Data	Research Article, Journal, websites
7	Data Analysis techniques	Percentage method, and Tabulation techniques
8.	Data Analysis tools	MS Excel Software package

LIMITATION OF THE STUDY

- The survey is made in only Kolar District only
- Due to the Time constraints approaches to a limited number of peoples
- Due to COVID-19 Data were collected through the Google form many of the respondents are not responded properly while the Interview.

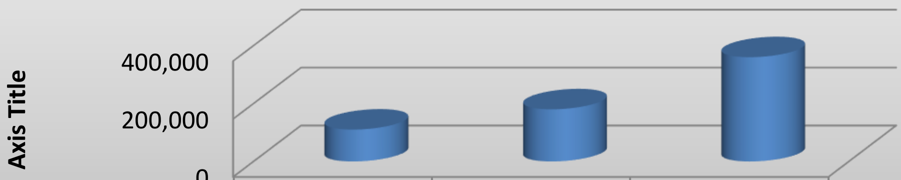
DATA ANALYSIS AND DISCUSSION

CHART 1 Shows the Rural and Urban Split (% Of Households Living in Respective Areas)



	Bottom Income level 40%	Middle Incoome level 40%	Top Incomel level 20%
Urban	20%	60%	55%
Rural	80%	40%	45%

CHART 2 Shows the Average Income of Sample Household/Per Year

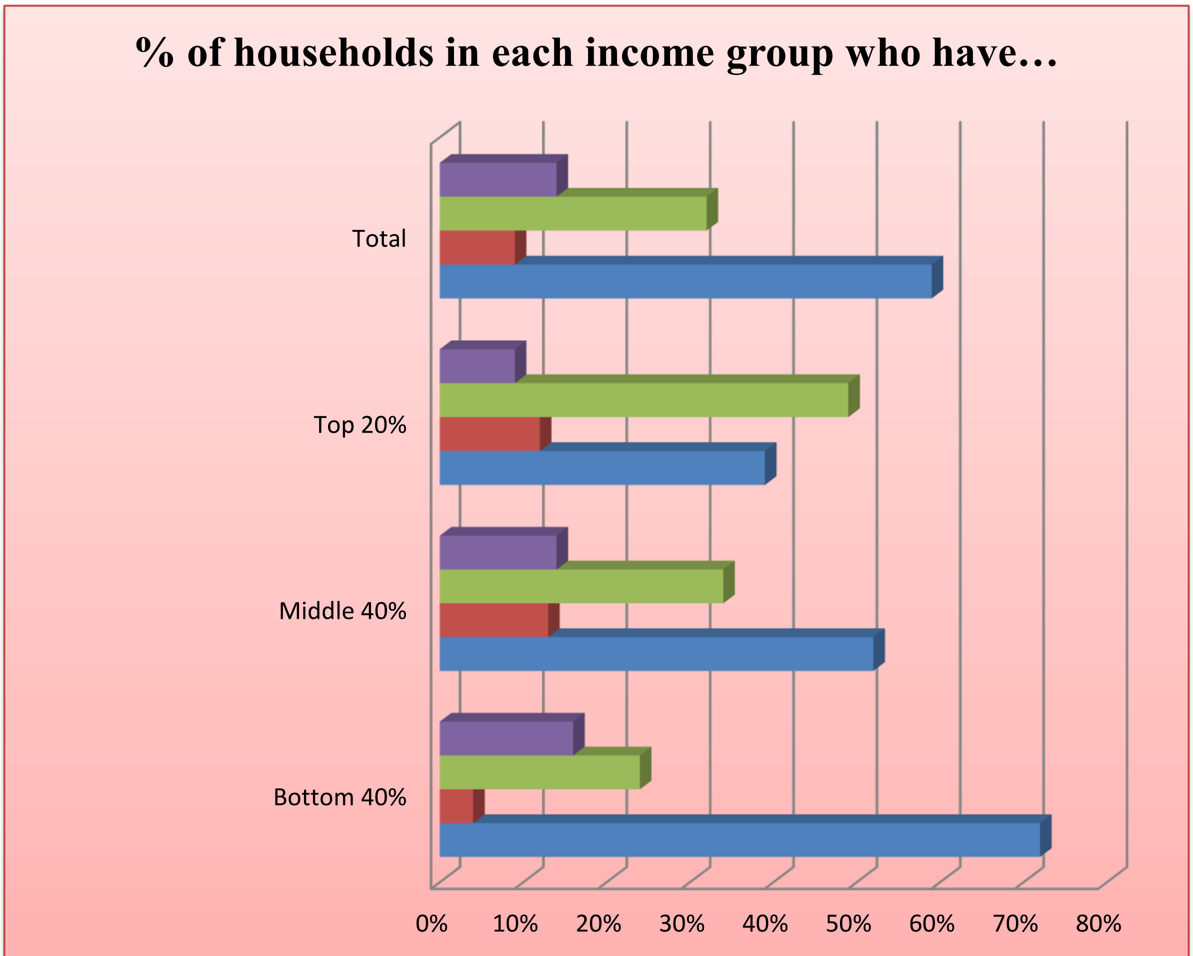


	Bottom	Middle	Top
Average Income	110,000	180,000	360,000

Interpretation

The above chart 1 and chart 2 show the demographic result of respondents 20% of the respondents are comer under the average income category of Rs. 1, 10,000. In rural areas. 60% of the respondents of Urban come under the Income category of Rs. 1,80,000. And 55% of the Urban area respondents come under the income group of 3,60,000. From the Rural background, 80% of the respondents come under the Average Income category of Rs. 1,10,000. And 40% of the Rural respondent's comer under the Average monthly category of 1,80,000. And 45% of the respondent's ar come under the Average Income category of 3,60,000.

CHART NO 3 Shows The % of Households in Each Income Group Using The E-Wallets and UPI

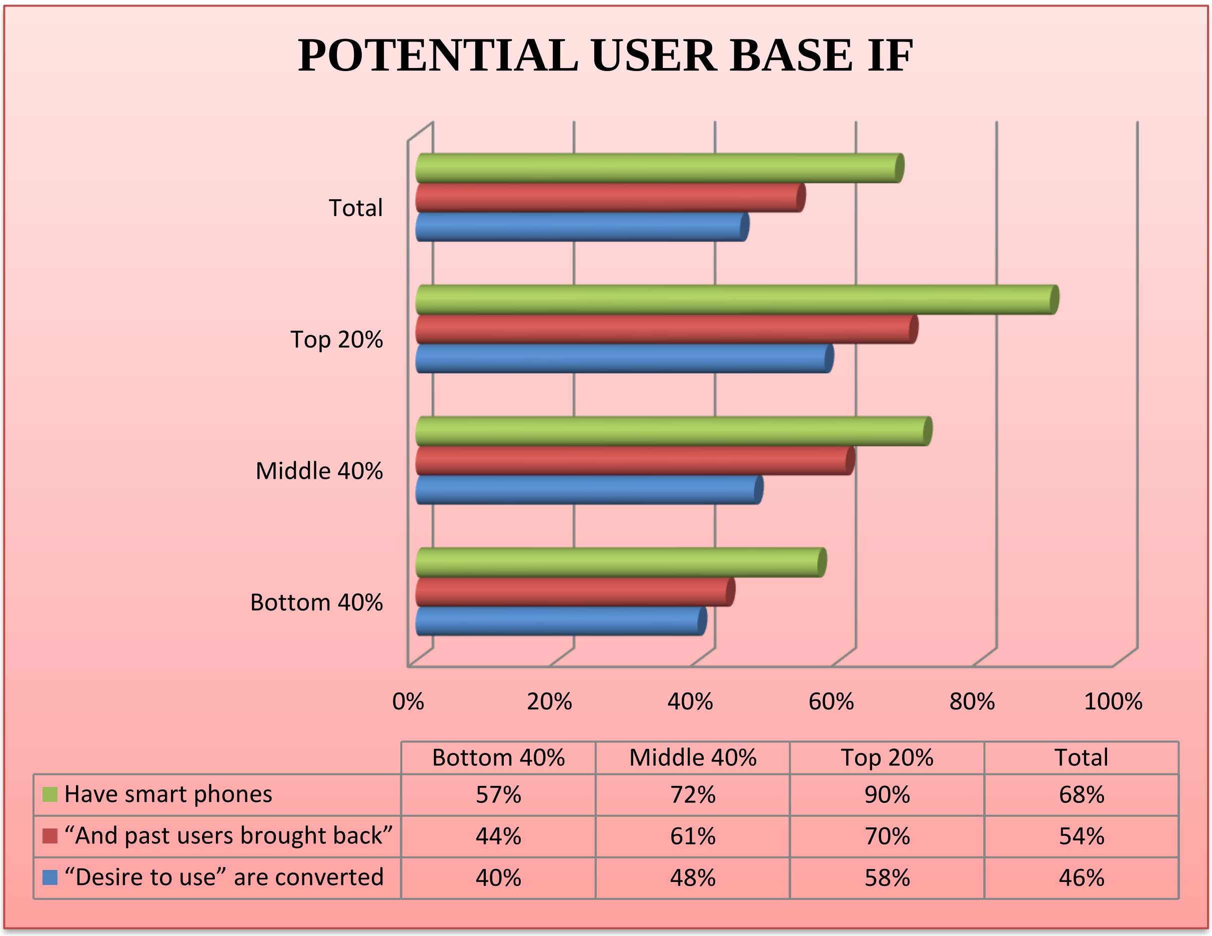


	Bottom 40%	Middle 40%	Top 20%	Total
Never used but would like to use	16%	14%	9%	14%
Use now	24%	34%	49%	32%
Used in the past but stopped	4%	13%	12%	9%
Never used it	72%	52%	39%	59%

Interpretation

Above Chart No 3 shows the result of using the E-wallets and UPI by the respondents who are classified on an Income basis Majority (16%) of the respondents who belong to the Income category Bottom (1,10,000) are never used but would like to use. And almost half of the respondents (49%) who are belong to the Income category (3, 60,000) used the E-wallets and UPI services. 13% of the respondents who come under the Middle Average Income category used E-wallets and UPI services in past but stopped. And 72% of the respondents who are come under the Bottom average Income category never used the E-wallets and UPI facilities (Gopinath, 2019c).

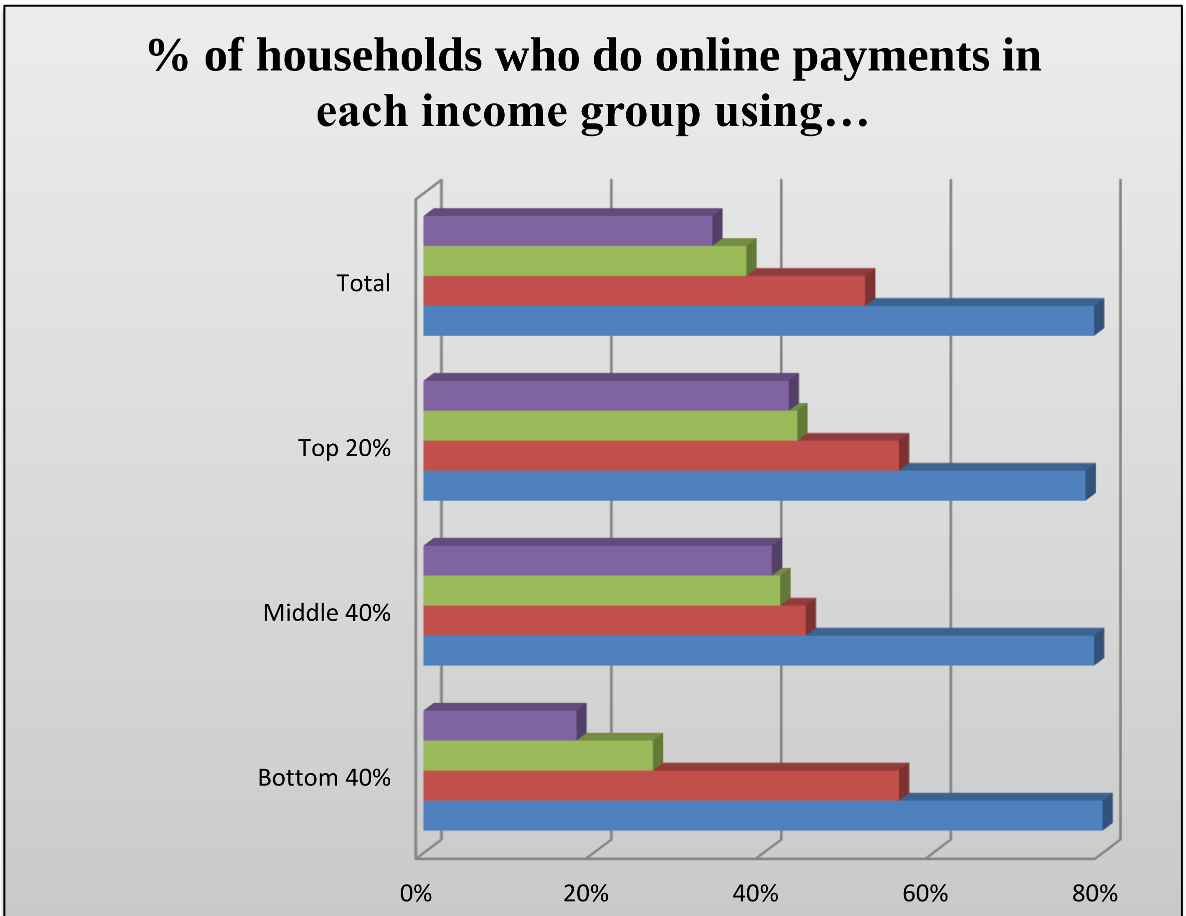
CHART NO 4 Shows the Result of Potential Users Of E-Wallets and UPI In India



Interpretation

The above chart No 4 shows the result of Potential users of E-wallets and UPI services if they got facility. 90% of the respondents show interest in using the E-wallets and UPI if they have a smartphone. And 57 percent of respondents who are Bottom line based on average income smart phones show is using the E-wallets and UPI services. 70% of the respondents shows an interest in using the E-wallets and UPI services if past users were brought back. 58% of the respondents desire to use who belongs to the Top Income category. Income Grop (Gopinath, 2020c).

CHART NO 5 Shows the Result of Online Payment Methods - User Share of Households

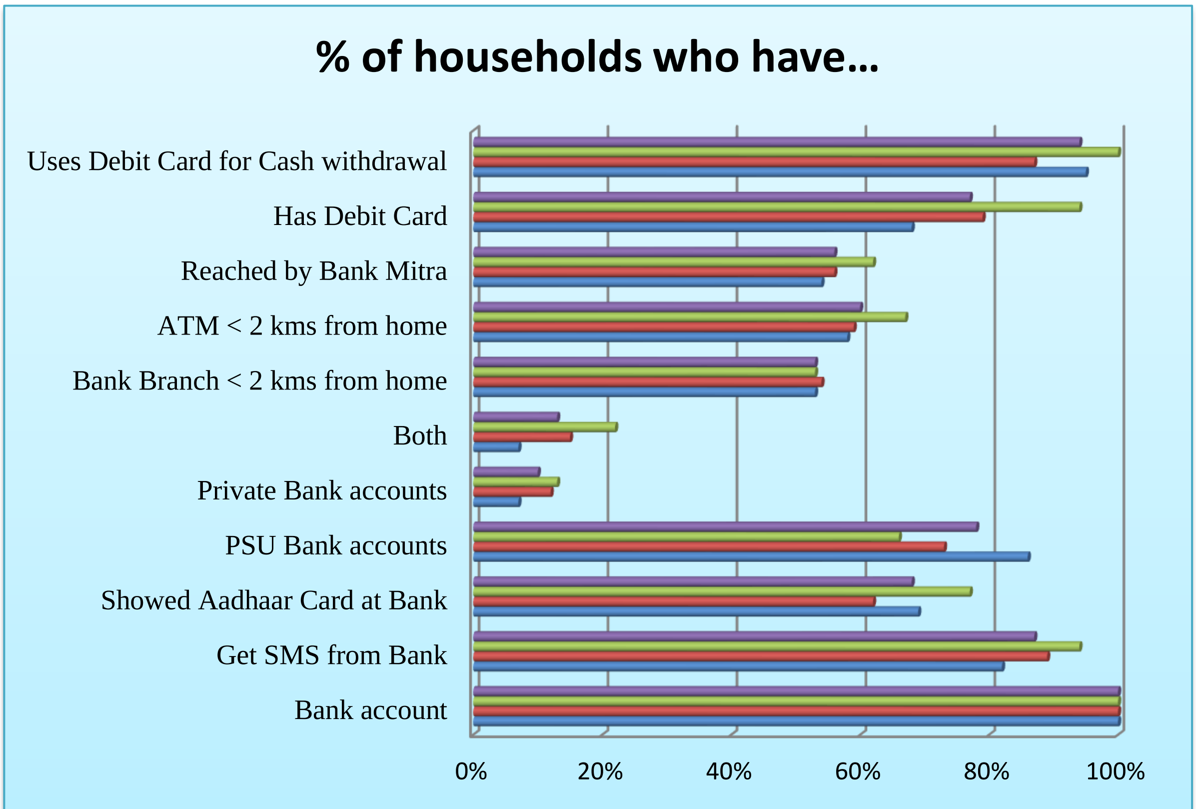


	Bottom 40%	Middle 40%	Top 20%	Total
Use Bank App	18%	41%	43%	34%
Online shopping using credit or debit card	27%	42%	44%	38%
UPI	56%	45%	56%	52%
Paytm, PhonePe type apps	80%	79%	78%	79%

Interpretation

Above Chart 5 shows the Online payment methods - User share of a household. 18%, 41%, and 43% of the total respondents who belong to the Income category of Bottom, Middle, and Top respectively use the Bank account, similarly 27%, 42%, 44%, 38% of the respondents belonging the income category of Bottom, Middle, and Top respectively use the debit or credit card for online shopping. The majority of the respondents who belong Bottom line Income category and Topline Income category Use the UPI. And Majority of the Respondents who come under the Bottom line Uses the Paytm, Phone Pay type aaps.

CHART NO 6 Shows the Result of Banking System Reach by Income Group



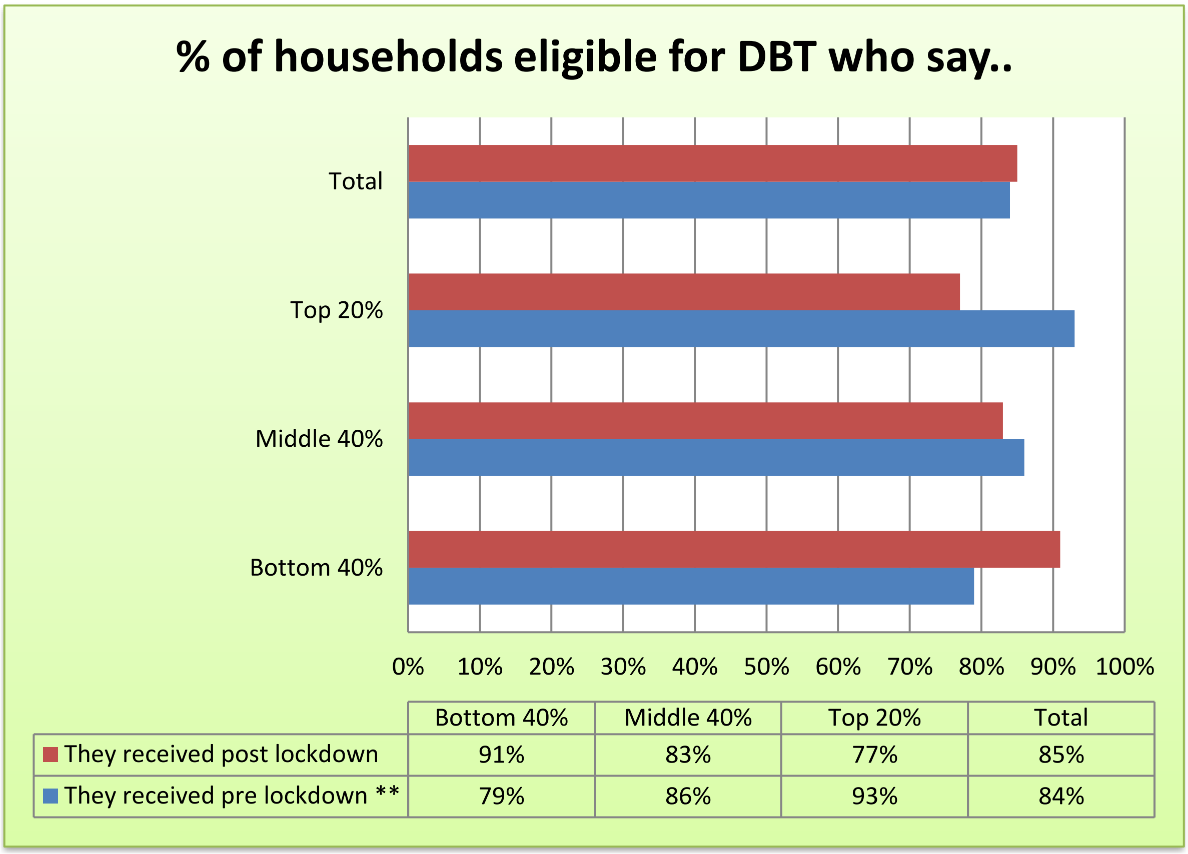
	Bank account	Get SMS from Bank	Showed Aadhaar Card at Bank	PSU Bank accounts	Private Bank accounts	Both	Bank Branch < 2 kms from home	ATM < 2 kms from home	Reached by Bank Mitra	Has Debit Card	Uses Debit Card for Cash withdrawal
Total	100%	87%	68%	78%	10%	13%	53%	60%	56%	77%	94%
Top 20%	100%	94%	77%	66%	13%	22%	53%	67%	62%	94%	100%
Middle 40%	100%	89%	62%	73%	12%	15%	54%	59%	56%	79%	87%
Bottom 40%	100%	82%	69%	86%	7%	7%	53%	58%	54%	68%	95%

Interpretation

The Above chart shows the facility of Bank 100% of all respondents are having a Bank Account. Out of them, 87% of the respondents get SMS from the bank for their banking activities.68% of the respondents linked adhar card to the bank, 78% of the respondents have a bank account in the public sector undertaking bank and hardly 10% of the respondents have opened a bank account in Private Banks 53% of the respondents are living the nearer to the bank i.e less than 2 km. out of the total respondents, only 77% of the respondents have a debit card. And 94% of the respondents use debit card cash withdrawal.

CHART NO 7 Shows the Result of Direct Benefit Transfer Delivery to Eligible Households

(Base: All households who say they are eligible for DBT*)



Interpretation

The above chart shows the DBT Delivery to the eligible household before and after lockdown 84% of the respondents received the Direct Benefit Transfer facility pre lockdown. But 85% percent of the respondents got a Direct Benefit transfer facility after the lockdown. It Shows Banks are taken some measures to Increase DBT after Lockdown in India.

MAJOR FINDINGS

- The majority (16%) of the respondents who belong to the Income category Bottom (1,10,000) are never used but would like to use. And almost half of the respondents (49%) who are belong to the Income category (3, 60,000) used the E-wallets and UPI services. 13% of the respondents who come under the Middle Average Income category used E-wallets and UPI services in past but stopped. And 72% of the respondents who are come under the Bottom average Income category never used the E-wallets and UPI facilities
- 90% of the respondents show interest in using the E-wallets and UPI if they have a smartphone. And 57 percent of respondents who are Bottom line based on average income smart phones show is using the E-wallets and UPI services (Gopinath & Chitra, 2020a).
- 18%, 41%, and 43% of the total respondents who belong to the Income category of Bottom, Middle, and Top respectively use the Bank account, similarly 27%, 42%, 44%, 38% of the respondents belonging the income category of Bottom, Middle, and Top respectively use the debit or credit card for online shopping (Gopinath & Chitra, 2020b).
- The majority of the respondents who belong Bottom line Income category and Topline Income category Use the UPI.

- 100% of all respondents are having a Bank Account. Out of the 87% of the respondents who get SMS from the bank for their banking activities., 68% of the respondents linked adhar card to the bank, 78% of the respondents have a bank account in the Public sector undertaking bank and hardly 10% of the respondents are opened a bank account in Private Banks 53% of the respondents are living the nearer to the bank i.e less than 2 km. out of the total respondents, only 77% of the respondents have a debit card. And 94% of the respondents use debit card cash withdrawal.
- 84% of the respondents received the Direct Benefit Transfer facility pre-lockdown. But 85% percent of the respondents got a Direct Benefit transfer facility after the lockdown. It Shows Banks are taken some measures to Increase DBT after Lockdown in India.

CONCLUSION

Bank Consumers have a significant preference for online payments and online banking, which is fuelled by a well-developed ecosystem (Subhashini & Gopinath, 2020) Consumers are also able to recognize the benefits and drawbacks of various onine payment solutions, indicating a well-developed consumer ecosystem. A high-quality push toward empowering users (rather than extolling product features or generic advantages of online payments), with specific "how to use" knowledge, learning, and problem-solving helplines, and safeguard features that help the user "stay safe," can help India race toward becoming a cashless society (Chitra, 2020). It is now far past the early adopter stage, and the bulk of people are using it. What's more encouraging is that the lower-income segment is also participating in the digital transformation.

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