# ABSTRACT

Growth in Indian economy and evolving standard of living of Indians have welcomed room for new technologies in the lives of Indians, leading to the evolution of plethora of technology based solutions. Smartphone is one such multifarious technological solution used for connecting with people to performing financial activities, studying to gaming and shopping. Online payments is the recent trend which intensified lately due to collective affairs like government promoting digital India through awareness programmes, demonetization, financial inclusion through JDY, UPI launch, telecom growth with 4G launch and affordable internet facility, economical handsets, growth of m- commerce, new entrants in the m-payment industry and most importantly revamp in the lifestyle of people craving for viable solutions for everything. Whenever any new technology is introduced in the country usually advanced cities or metropolitan cities are the one to adopt it more quickly relatively to other cities and towns. So, this study takes an opportunity to study the adoption and usage of online payments. The study also tries to find the impact of the independent variables and demographic variables on the use of mobile payment systems. To study the objectives proper research hypothesis was formulated and tested using suitable statistical analysis tools using SPSS (version 23). Different statistical tools used in this research study are - cronbach alpha, factor analysis, chi-square, pie charts, tabulation and frequency. The majority of respondents (based on age) are between the ages of 18 and 25, and the preference for g-Pay for implementing online payments is at most 46.7%, while the preference for Paytm is at most 35.5%. The majority of respondents are male, and the preference for g-Pay for adopting online payments is at most 44.9%, while the preference for Paytm as an online payment method is at most 36.2%. Based on the statement "Digital payment service makes purchase of Goods/Services convenient," 43.8% of respondents gave a strong agreement rating. The total Chi Count was 8.85, and the P-Count was 0.715, which was higher than 0.05. It shows that the null hypothesis is accurate. As a result of a government initiative that had a favourable effect on the continuation of mobile payments for both consumers and businesses, the government should keep spreading the word about the economic advantages of mobile payment systems and provide concessions to businesses who accept them. Additionally, the federal government and

state governments should collaborate to improve the security of the mobile payment infrastructure.

* 1. **OVERVIEW**

# CHAPTER 1 INTRODUCTION

With its numerous tasking capabilities and portability, smartphones have transformed into a way of life for many people, boosting their productivity in all areas of their lives by giving them convenience, independence, and flexibility. By enabling daily tasks like ticket booking. The retail sector has undergone a change as a result of consumers' willingness to shop via their smartphones due to their multifunctionality. Indians use their smartphones to access the internet for one-third of their waking hours, according to a study by the Economic Times. Due to the country's significant youth population, the Indian smartphone market is expanding rapidly. Because of the potential of smartphones and high-speed internet, the market environment has changed, causing all types of marketers to concentrate on offering all sorts of goods and services via mobile. A new market for mobile commerce has emerged as a result of the convergence of the two fastest growing sectors of this era—the internet and mobile communication—and every businessman, large or little, is now creating mobile-based solutions. Online shopping and online banking have been made possible by the ever-growing number of mobile phone users and the quick development of mobile technologies, making room for mobile payment systems in the e-commerce sector. Mobile payment is becoming more and more common in the world of m-commerce because each m-commerce activity requires an effective payment settlement through a mobile phone.

India has a 25% illiterate population and a two-thirds rural population, making financial inclusion a challenging endeavor. Even after the government's JAM Trinity (Jan Dhan, AADHAR & Mobile) programmes, where JDY saw a huge success with the opening of 25.68 crore bank accounts, 190 million adult Indians remain unbanked and without access to financial services. Branchless banking is what is meant by "m-payment." As the cost of creating a bank for a lower socio-economic group will not yield large returns to the bank, brick and mortar bank launching in rural areas is an expensive affair for banks. India has the most dormant bank accounts in the world (48%), according to Quartz India 2018, with no transactions in the past year. A well-known example of how technology has significantly improved financial inclusion is Kenya's M-Pesa, which Safaricom created. Currently, 90% of Kenya's young have M-Pesa accounts. The

expansion of digital financial services will be beneficial for the economy. Financial services have been transformed by mobile payment, which is the next-generation of e- payment technology.

Given that it is widely regarded as a "killer app," mobile payment is expected to have a promising future. Numerous authors discovered that mobile payment offers both consumers and businesses clear benefits. Due to its accessibility, ease, and independence from currency, mobile payment is growing in popularity around the world. The ability of mobile payment services to help society economically at a significantly lower cost than cash and card-based solutions is becoming widely known, making m-payment an easy way of life. Mobile payments are becoming more practical due to the capacity to provide services to both consumers and businesses simultaneously. Mobile payment is not just the mobilization of e-payment; it also significantly contributes to the development of m-commerce because it is so reliant on consumer approval. Consumers have 24/7 access to their finances thanks to mobile payments, which allow them to pay for a variety of things like parking or transportation tickets, electronic bills, digital content like ringtones, logos, news, music, or games, checking their bank balances, shopping, services, fund transfers, investments, and much more.

## HISTORY OF CURRENCY AND PAYMENT METHODS

With the start of human civilization, the idea of money emerged. In essence, it served as a middleman for the exchange of products between two people. Around 9000 BC, the barter system emerged as a first step in the exchange of products. In this society, people may trade goods among themselves without using a formal system, for instance, trading an axe for a goat. These were typically rare, naturally occurring items that varied from place to location, such as shells, unique kinds of stones, etc. As metallurgy advanced around 700 BC, kingdoms began to use precious metals like gold and silver as currency. Kingdoms gradually turned their focus to less expensive metals like copper and other alloys like bronze. These materials made it far more affordable to create coins with the status of value marked on them. Around 700 A.D., the Chinese invented paper, which completely changed the way money is used today. The printed paper bearing its value and other specific information came to be regarded as money quite quickly. It was far simpler to carry and print than complicated metallurgical techniques used to make coins. The use of paper notes has since spread around the world and is still prevalent. A British banker introduced a second paper-based check method in the year

1762 AD. This was delivered to customers and issued by the bank; it could be cashed with a valid signature and check number. Plastic money first appeared in 1946 when a bank in Brooklyn introduced the credit card. Due to wallets starting to go cashless and the general public like the newfound sense of security that came with not carrying cash, Mobile wallets, which are essentially software apps put on mobile phones for making payments, gradually came into existence. Numerous banks and other third-party businesses have begun operations. Numerous more NFC and UPI technologies have evolved with mobile wallet in recent years. In recent years, cryptocurrencies have also achieved the status of money.

## DEFINITION OF MOBILE PAYMENT

Any payment made using a mobile device is referred to as a mobile payment. According to Van der Heijden, a mobile payment is any traditional or modern payment that is safely conducted between peers or businesses through a mobile network infrastructure. Mobile payments have been referred to by Karnouskos and Fokus as a game-changing solution that will accelerate both e-commerce and m-commerce in addition to e- payments. Any form of payment that needs to start, activate, or be approved by a mobile device is what they meant by "m-payment." It acknowledged the importance of mobile payments and advised that both consumers and businesses adopt them widely, expanding their use beyond just mobile commerce. The concept of mobile payment as a fresh payment option to conventional payment by confirmation is supported by this. However, authorization was not included in their definition. It also recommended commencement and confirmation in mobile payment transactions.

Mobile payments have their own pros and limitations, just like any other technology. Mobile payments provide convenient anytime, anywhere access to a variety of payment platforms, the feeling of security that comes with being cashless, and additional benefits like cashbacks and discounts. The money is stuck in the phone, so payments cannot be made if the battery dies or the network is unreliable. Other obstacles include the procedure's complexity, a lack of merchant acceptance, and concerns about risk and security. From the standpoint of the merchant, mobile payments help businesses grow because customers tend to spend more money via cashless methods, customer loyalty has increased, and faster transaction times enable them to serve more customers. The main negatives are that some customers find mobile payments to be a difficult process, the expense merchants invest in setting up the first equipment, and fraud activities. The ecosystem of mobile payments consists of

## Consumer

The payer, or the person who makes the payments, is the consumer. The end user who possesses a mobile phone is referred to as a consumer. The consumer needs to be persuaded that mobile payments are superior to all other payment methods. Consumers hold the key to acceptance of mobile payments.

## Merchant i.e. stores and web portals

Merchants are real stores or websites where customers can make mobile payment purchases for goods and services.

1. **Financial institutions (banks, credit card companies & payment processor)** These organisations develop and provide financial services for mobile payment transactions. It serves as both the issuer and the acquirer in interactions with both merchants and customers. Following identification of the merchant and a request for transaction confirmation from him, the acquirer bank makes the payment and notifies all parties involved after receiving the payment notice.

## Mobile Payment Service Providers

They create wallet apps or the user interface for NFC apps, which are available for download from the app store. The developing party may come from a third party or any connected field. The developers of the applications are in charge of safely storing any virtual money and transferring it only after valid authentication.

## Mobile Network Operators

The infrastructure for mobile payments is provided by MNOs, who also have a sizable customer base. SIM and WIM (wireless identifier module) cards of mobile devices are under the jurisdiction of mobile network carriers. High-speed networks are provided by telecom firms to ensure smooth transactional operation. If a customer wants to pay for the good but is unable to do so because the network is down, the scenario might be very terrible.

## Mobile Device Manufacture

The key responsibility of the device producer is to continuously advance technology by improving the ability of the device to carry out mobile payment services. Between banks and MNOs, mobile devices should serve as a trustworthy middleman. A safe and dependable gadget at a fair price must be provided by the maker.

## Software Provider

They create software that is compliant with standards and suitable for users, then they sell it. Additionally, servers and the staff that maintains them are part of it because, without them, such a massive amount of database management is impossible.

## Government

All mobile payment solutions should be created in accordance with the regulations set forth by the government, which is the regulatory body that establishes the limitations. Government laws and regulations, whether at the national or international level, may impose these rules. They must offer a reliable and secure method for operating mobile payments.

## MOTIVATION OF STUDY

Although mobile payments have been available in India since 2003, it took over ten years for the market to gain wide acceptance. Mobile payments gained popularity after 2014, mostly as a result of these three significant changes in Indian society. First, the government's Digital India initiative attempted to reach out to every Indian citizen and provide them with digital education, raising their level of awareness in the process. Reliance JIO's launch in September 2016 gave the government's vision a big boost by offering high-speed internet at one of the lowest prices per GB in the entire globe. Second, the introduction of UPI by NPCI marked a significant improvement in the mobile payment sector by removing a critical flaw in mobile wallets—namely, the fact that funds were not directly credited to bank accounts. The UPI system was created to quickly and instantly credit money to a bank account. India has long been a cash-based culture, but it wasn't until demonetization that the country began to operate with less currency, ultimately using $ 33 billion less. Therefore, these modifications open the door for the adoption of additional payment methods, such as m-payments.

In India, not just consumers but even businesses have embraced mobile payments since demonetization. After demonetization, everyone—from large retailers to small business owners—began using m-payments and other electronic payments. M-payment has shown to be a solution, particularly for penny transactions. It is crucial for a firm to stay on top of technological advancements and to cater to customer expectations. The merchant holds the key to a cashless society since it is they who must have faith in the system; else, the entire system will be useless. For the roughly 65 million retailers in India, there are just 4.9 million PoS terminals, illustrating the vast disparity in digital adoption. As the cost of printing and shipping money drops, the government would save almost 2 lakh crores annually. Reduced transaction costs and increased transaction

limits have been implemented by the government to promote and encourage businesses to participate in the cashless revolution.

## CHAPTER SCHEME

1. **Introduction:** Chapter 1 provides the introduction related to online payments and mobile payments.
2. **Review of Literature:** Chapter 2 provides the review of literature related to market trends with online payments. It provides detail survey of various authors related to this work.
3. **Research Methodology:** Chapter 3 provides the research methodology of this work. It also consists of objectives related with work, the hypothesis formulated to be tested using statistical tools, research design, data methods with sampling size etc.
4. **Data Analysis & Results:** Chapter 4 provides main data analysis of this work. It provides data with the help of analytical tool. It covers primary data generated from survey which was evaluated using descriptive analysis.
5. **Conclusion & Suggestion:** This covers the major finding as per objectives and brief conclusion, suggestions after data analysis of this work.

# CHAPTER 2 REVIEW OF LITERATURE

## INTRODUCTION

This section presents linked research on online payments and traditional marketing using various marketing strategies, as well as the underlying ideas associated with these methodology for investigating the methods for optimizing online payments.

## REVIEW OF LITERATURE

The goal of Aydin et al. (2016) is to comprehend the elements that influence how consumers develop their attitudes about and intentions to utilize mobile payment systems. Partial least squares structural equation modelling was used to analyze a total of 1395 subscriber questionnaires. The results emphasize the significance of usefulness and usability in attitude development. On the other hand, it was discovered that security worries had little effects on views and use intentions. According to Rathore et al. (2016), a smartphone has become an indispensable element of daily life. Due to technology, mobile users can now use their cellphones to conduct financial transactions or make payments.

Bezhovski et al. (2016) assessed the state and expansion of electronic payment systems, including mobile payments, in markets around the world and looked to the future of this sector. It examined several electronic payment systems, security concerns associated with them, and the potential of mobile payment methods. The use of mobile payment options by customers was explored in this study. With the simplicity and security that mobile electronic payment methods offer, we may anticipate continued expansion of mobile payments across the globe.

The influence of four (ATM, POS, web/Internet, and mobile) e-payments adoption and bank-specific characteristics on profitability of the Nigerian Deposits Money Banks was the main subject of Morufu et al(2016) .'s study (DMBs). Ten quoted (DMBs)' annual reports and accounts from 2005 to 2012 were used to gather secondary data. Utilizing panel logistic regression, data were evaluated.

According to Vally et al. (2018), digital payments have grown significantly. This research paper's goal is to examine the benefits of payment system digitization. The analysis of client acceptance of these digital payment systems is the main emphasis of the current paper.

In order to understand the key factors influencing consumer acceptance of mobile payments in India, which has the second-largest mobile subscriber base in the world, Patil et al. (2018) conducted research. The Technology Acceptance Model (TAM), which was largely created in an organizational environment and has been criticized for its deterministic approach and lack of regard for users' unique features, has been used extensively in previous research on the adoption of mobile payments. The model's main concept was individual difference variable attitude. Performance expectations, use intentions, and grievance redressal were identified by empirical analysis of the model among 491 Indian consumers as important positive predictors of consumer use behaviour for mobile payments.

To realize its goalof offering infrastructure as a utility to every citizen, Goel et al. (2020) concentrated on constructing the physical infrastructure as well as the software and security infrastructure. Transactions without cash help save time and money.

Additionally, businesses and governments will receive effective funds. The goal of "Digital India" is to make India a stronger digital and knowledge economy. The government also released the Bharat Interface for Money (BHIM) app to encourage cashless transactions. Cashless commerce is evolving as a cutting-edge business model. The goal of the study by Kurian et al. (2021) is to determine whether perceptions of risk, utility, trust, ease of use, and susceptibility have influenced millennials' adoption of digital payment methods during the COVID pandemic. The goal of this research is to examine the relationships between millennials' adoption of digital payment methods and their perceptions of risk, utility, trust, convenience of use, and vulnerability in the context of COVID 19. Adoption of the descriptive research design. Data gathering is done through the survey approach. The respondents of this study are India's millennials. Within the context of COVID 19, there is a substantial correlation between perceived risk, perceived utility, perceived ease of use, considered vulnerability, and millennials' acceptance of digital payment.

According to Sahi et al. (2021), financial inclusion has the potential to significantly improve millions of people's lives in undeveloped nations. Despite the potential of their digital payment mechanisms, many developing nations have not yet adopted them

widely. This study reviewed earlier studies on the uptake of digital payments and evaluated their numerous drivers and obstacles. The majority of the research studies utilized either Tam or Utaut theories, according to the assessment of this literature. Research indicates that customers' expectations for the success of their digital payment transactions are the most important element determining their behavioral intention to utilize digital payments. The adoption of digital payments was also found to be significantly influenced by convenience of use.

According to Ghosh et al. (2021), digitalization has boosted trade and commerce as well as made payment transactions quick and easy. The entire essay is based on a review of the literature by numerous authors who discuss various digital payment methods, including how frequently they are used, why they are adopted, and what will happen to them in the future. The study's goal is to identify the factors that various authors have considered when determining why individuals have adopted digital payments.

Lakshmi et al. (2021) concentrated on how customers utilized payment applications and how satisfied they were with them. Data for this study were gathered from primary sources utilizing a sample size of 120 clients and was conducted using a descriptive research design approach. Simple percentage analysis, the chi-square test, and the Anova test are used to examine and interpret the data. Pie charts and graphs are used to display data analysis and interpretation.

Wei et al. (2021) aimed to improve the body of research on this topic. To this goal, 295 samples from an online survey in Taiwan were gathered, the majority of which were more tech-savvy members of generation Y and generation Z. The empirical findings of this study show that social influence has a particularly favourable impact on young people's behavioral intention to adopt mobile payment.

The elements that affect a Turkish bank's clients' adoption of online payment methods during the COVID-19 epidemic were identified by Coskun et al. in 2022. Through a deeper investigation of the effects of 11 elements on attitude, behavioral intention, and actual usage, the study model expands on the technology acceptance model (TAM). The findings imply that these characteristics have a significant impact on attitude and behavioral intention.

In order to better understand how Generation Z customers, who are the main proponents of mobile payments, particularly in developing nations, use mobile payments, Purohit et al. (2022) conducted a study. A questionnaire, filled out by 365 undergraduate students between the ages of 18 and 22, was used to gather the data. The partial least

square structural equation modelling (PLS-SEM) research established that social influence, performance expectations, and effort expectations had a significant and beneficial impact on behavioral intention to use mobile payments. The facilitating circumstances and monetary value, however, were inconsequential. The detrimental impact of price on the decision to use mobile banking shows that promotional offers (discounts, cash-backs) are irrelevant for uptake.

# CHAPTER 3 RESEARCH METHODOLOGY

This chapter discusses the entire research strategy, which entails developing research questions from the research problem and creating research objectives from those questions. Research hypotheses are developed and put to the test in order to further the aims. This chapter goes into great detail on the research approach used for this study. A plan for resolving the research challenge is known as research technique.

## PROBLEM STATEMENT

The use of smart phones and associated services by users in India has expanded in recent years as technology has propelled Indian society. After demonetization, the mobile payment system exploded in India, although it hasn't yet grown as quickly as was anticipated. The simultaneous acceptance of the mobile payment system by customers and businesses is essential to its success. Customers are the ultimate end users, whilst merchants serve as the intermediaries for mobile payment services to consumers. Therefore, it is crucial for the companies offering mobile payment services, such as banks, third parties, etc., to get both parties to accept their offerings simultaneously. Therefore, the purpose of this study is to examine how millennials use and utilize online payment applications.

## OBJECTIVES OF STUDY

* + - To study factor influencing adoption of digital payments app using TAM model
		- To study the govt initiative in promoting cashless economy

## HYPOTHESES OF STUDY

On the basis of above research objectives, following consolidated null hypotheses have been framed.

H00: There is no significant relation between the factors influencing adoption of digital payments app and customer response.

## OPERATIONALIZATION OF OBJECTIVES

* Primary data is used to achieve objectives of present study. Data is collected with the help of various sources and is tabulated with the help of MS-Excel. Then further data analysis is done with the help of SPSS tool. Reliability statistics is analyzed with all statements initially. Descriptive Statistics and Chi Test with cross tabulation applied. Initially, Chi test is applied to check the significance of null hypothesis based on P-value. After this, cross tabulation is used to check the significance.

## RESEARCH METHODOLOGY Research Design

The research design is the framework or blueprint for a research effort. Each process taken to collect the data required to meet the research issue is described in full. The researcher will attempt to uncover the elements impacting the adoption of a digital payments app, hence the research strategy for the current study is descriptive in nature. **Data Collection:** The study is compiled using primary data collection sources.

## Sample Size

The Researcher has selected 130 respondents of Punjab.

## Distribution of Sample

The Punjabi users made up the majority of the sample size needed for this investigation.

Table 3.1: Demographic Profile of People

|  |  |  |
| --- | --- | --- |
| **Category (Age)** | **Observed** | **%age** |
| 18-25 | 107 | 82.3 |
| 26-35 | 20 | 15.4 |
| 36-40 | 1 | 0.8 |
| 40+ | 2 | 1.5 |

|  |  |  |
| --- | --- | --- |
| **Category (Gender)** | **Observed** | **%age** |
| Female | 60 | 46.2 |
| Male | 69 | 53.1 |
| Prefer not to say | 1 | 0.8 |

1% 2%

15%

18-25

26-35

36-40

40+

82%

Fig 3.1: Demographic Profile based on Age

1%

46%

Female

Male

53%

Prefer not to say

Fig 3.2: Demographic Profile based on Gender

## QUESTIONNAIRE DESIGNING AND DEVELOPMENT

Researcher developed and tested the questionnaire through following stages:

* Designing of Questionnaire
* Pre testing
* Pilot Survey
* Finalizing the Questionnaire
* Reliability Check

## Designing of Questionnaire

To fulfill the objectives of the study and extensive review of literature, a structured questionnaire is used to measure the following:

## Demographic Variables

Section A of the questionnaire consists of demographic variables involves gender, age etc.

## Service Quality

Section B of the questionnaire comprises of various constructs with 13 statements based on factor influencing adoption of digital payments.

## Pre Testing

To set up the content validity of questionnaire, it was pre tested by specialists, academicians and experts. In light of the feedback got, a few modifications with respect to the consistency and its design are made to improve the general arrangement of questionnaire for the study. From that point, questionnaire was exposed to pilot study to additionally affirm its reliability and face validity.

## Pilot Study

A pilot study on 20 respondents was carried out before the final study. During which few statements were found to be puzzling. As a result, some of the sentences were adjusted and some irrelevant statements were omitted to match the understanding of borrowers. Appendix contains the final form of the questionnaire.

## DATA ANALYSIS & TECHNIQUES

In data analysis, researcher has prepared charts and tables to analyze the data so that the data can be easily understood and used in the research. In this research, researcher has used the chi-square test technique and Reliability analysis with descriptive statistics to study reliability and overall mean value of all statements. After this, factor analysis is used to apply under TAM Model. Statistical data were analyzed using SPSS tool.

## RELIABILITY ANALYSIS & DESCRIPTIVE STATISTICS

The most often used indicator of internal consistency is Cronbach's alpha ("reliability"). Cronbach's alpha merely gives you a total reliable coefficient. Higher numbers signify more reliability.

The Cronbach's alpha is calculated by:

𝖺 =

Where

N= No. of Items

c= Average inter item co-variance v= Average Variance

𝑁𝑐

𝑣 + (𝑁 − 1)𝑐

Table 3.2: Overall Reliability of Items

|  |  |
| --- | --- |
| Overall Cronbach's Alpha | N of Items |
| .893 | 13 |

## Source: IBM SPSS

Reliability in all cases is more than 0.7.

## DEMOGRAPHIC PROFILE OF SELECTED BORROWERS

This is based on demographic profile of borrowers that includes gender, age.

Table 3.3: Demographic Analysis based on Age

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Amazon pay** | **Gpay** | **Paytm** | **Phone pay** | **All** |
| 18-25 | 1 | 50 | 38 | 18 | 107 |
|  | 0.93 | 46.73 | 35.51 | 16.82 | 100.00 |
| 26-35 | 0 | 11 | 7 | 2 | 20 |
|  | 0.00 | 55.00 | 35.00 | 10.00 | 100.00 |
| 36-40 | 0 | 1 | 0 | 0 | 1 |
|  | 0.00 | 100.00 | 0.00 | 0.00 | 100.00 |
| 40+ | 1 | 1 | 0 | 0 | 2 |
|  | 50.00 | 50.00 | 0.00 | 0.00 | 100.00 |
| All | 2 | 63 | 45 | 20 | 130 |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1.54 | 48.46 | 34.62 | 15.38 | 100.00 |

Based on Age factor, maximum users are of 18-25 age for responses in which maximum

46.7 % prefers g-pay for adopting online payments while 35.5% prefers paytm as an online method for payment.

Table 3.4: Demographic Analysis based on Gender

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Amazon****pay** | **Gpay** | **Paytm** | **Phone pay** | **All** |
| Female | 2 | 32 | 20 | 6 | 60 |
|  | 3.33 | 53.33 | 33.33 | 10.00 | 100.00 |
| Male | 0 | 31 | 25 | 13 | 69 |
|  | 0.00 | 44.93 | 36.23 | 18.84 | 100.00 |
| Prefer not tosay | 0 | 0 | 0 | 1 | 1 |
|  | 0.00 | 0.00 | 0.00 | 100.00 | 100.00 |
| All | 2 | 63 | 45 | 20 | 130 |
|  | 1.54 | 48.46 | 34.62 | 15.38 | 100.00 |

Based on gender factor, maximum users are of male category for responses in which maximum 44.9% prefers g-pay for adopting online payments while 36.2% prefers Paytm as an online method for payment.

# CHAPTER 4 DATA ANALYSIS

In order to test the theory put forth, this chapter deals with the analysis of the user data gathered. Several tests are performed to determine the importance of the data used.

## 4.1 DATA ANALYSIS

**Objective 1: To study factor influencing adoption of digital payments app**

Table 4.1: Analysis of Statement “Digital payment service makes purchase of

Goods/services convenient” based on Age

|  |  |  |
| --- | --- | --- |
|  | Digital payment service makes purchase ofGoods/services convenient | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 5 | 8 | 11 | 36 | 47 | 107 |
| 26-35 | 3 | 3 | 2 | 3 | 9 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 0 | 0 | 0 | 1 | 1 | 2 |
| Total | 8 | 11 | 13 | 41 | 57 | 130 |

Table 4.2: Chi Test of Statement “Digital payment service makes purchase of Goods/services convenient”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree ofFreedom | P-Value |
| Chi-Value | 8.854a | 12 | .715 |
| Likelihood | 8.982 | 12 | .705 |
| Total N | 130 |  |  |

The Table shows the statement based on “Digital payment service makes purchase of Goods/services convenient”. In this table, 82.3% are from 18-25 category. Out of 130

responses, 43.8% provided strongly agree rating. Its overall Chi Count is 8.85 and P- Count is 0.715 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Fig 4.1: Analysis of Statement “Digital payment service makes purchase of

Goods/services convenient” based on Age

Table 4.3: Analysis of Statement “Digital Payment app is easy to understand”

based on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | Digital Payment app is easy to understand | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 11 | 4 | 14 | 37 | 41 | 107 |
| 26-35 | 2 | 2 | 4 | 4 | 8 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 0 | 1 | 0 | 1 | 0 | 2 |
| Total | 13 | 7 | 18 | 43 | 49 | 130 |

Table 4.4: Chi Test on Statement “Digital Payment app is easy to understand”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree ofFreedom | P-Value |
| Chi-Value | 13.897a | 12 | .307 |
| Likelihood | 10.581 | 12 | .565 |
| Total N | 130 |  |  |

The Table shows the statement based on “Digital Payment app is easy to understand”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 37.6% provided strongly agree rating. Its overall ChiCount is 13.897 and P- Count is 0.307 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Fig 4.2: Analysis of Statement “Digital Payment App is Easy to Understand” based

on Age

Table 4.5: Analysis of Statement “Digital payment Apps is Time Efficient” based

on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | Digital payment Apps is Time Efficient | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 5 | 14 | 15 | 30 | 43 | 107 |
| 26-35 | 2 | 2 | 3 | 2 | 11 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 2 | 0 | 0 | 0 | 0 | 2 |
| Total | 9 | 16 | 18 | 33 | 54 | 130 |

Table 4.6: Chi Test on Statement “Digital payment Apps is Time Efficient”

**Crosstab Chi Test**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Count | Degree ofFreedom | P-Value |
| Chi-Value | 34.126a | 12 | .001 |
| Likelihood | 18.266 | 12 | .108 |
| Total N | 130 |  |  |

Fig 4.3: Analysis of Statement “Digital payment Apps is Time Efficient” based on

Age

The Table shows the statement based on “Digital payment Apps is Time Efficient”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 41.5% provided strongly agree rating. Its overall Chi Count is 34.12 and P- Count is 0.001 which is less than 0.05. It indicates that null hypothesis is false. It shows that there is a association between user response and the related statement. The figure shows the response related with that statement.

Table 4.7: Analysis of Statement “Digital Payment app’s user interface is smooth”

based on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | Digital Payment app’s user interface is smooth | Total |
| 1 | 2 | 3 | 4 | 5 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Age | 18-25 | 4 | 8 | 19 | 30 | 46 | 107 |
| 26-35 | 2 | 1 | 4 | 5 | 8 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 0 | 0 | 1 | 0 | 1 | 2 |
| Total | 6 | 9 | 24 | 36 | 55 | 130 |

Table 4.8: Chi Test on Statement “Digital Payment app’s user interface is smooth”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree ofFreedom | P-Value |
| Chi-Value | 6.239a | 12 | .904 |
| Likelihood | 6.339 | 12 | .898 |
| Total N | 130 |  |  |

Fig 4.4: Analysis of Statement “Digital Payment app’s user interface is smooth”

based on Age

The Table shows the statement based on “Digital Payment app’s user interface is smooth”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 42.3% provided strongly agree rating. Its overall Chi Count is 6.23 and P- Count is 0.904 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is

no association between user response and the related statement. The figure shows the response related with that statement.

Table 4.9: Analysis of Statement “Digital Payment Apps provide better

classification of data” based on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | Digital Payment Apps provide better classification oficons &amp; data. | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 12 | 8 | 17 | 34 | 36 | 107 |
| 26-35 | 2 | 4 | 2 | 7 | 5 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 0 | 0 | 2 | 0 | 0 | 2 |
| Total | 14 | 12 | 21 | 42 | 41 | 130 |

Table 4.10: Chi Test on “Digital Payment Apps provide better classification of

data”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree ofFreedom | P-Value |
| Chi-Value | 16.326a | 12 | .177 |
| Likelihood | 12.882 | 12 | .378 |
| Total N | 130 |  |  |

Fig 4.5: Analysis of Statement “Digital Payment Apps provide better classification

of data” based on Age

The Table shows the statement based on “Digital Payment Apps provide better classification of data”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 32.3% provided agree rating. Its overall Chi Count is 16.32 and P- Count is

0.177 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Table 4.11: Analysis of Statement “Intend to Use Digital Payment Service

frequently” based on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | I intend to use Digital Payment service frequently. | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 12 | 6 | 12 | 33 | 44 | 107 |
| 26-35 | 5 | 1 | 2 | 5 | 7 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 0 | 1 | 1 | 0 | 0 | 2 |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Total | 17 | 8 | 15 | 39 | 51 | 130 |

Table 4.12: Chi Test on Statement “Intend to Use Digital Payment Service frequently”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree ofFreedom | P-Value |
| Chi-Value | 15.776a | 12 | .202 |
| Likelihood | 12.085 | 12 | .439 |
| Total N | 130 |  |  |

Fig 4.6: Analysis of Statement “Intend to Use Digital Payment Service frequently”

based on Age

The Table shows the statement based on “Intend to Use Digital Payment Service frequently”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 39.2% provided strongly agree rating. Its overall Chi Count is 15.77 and P- Count is 0.202 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Table 4.13: Analysis of Statement “Intend to use Digital Payment apps more than

Cash” based on Age

**Crosstab**

|  |
| --- |
| Count |
|  | I intend to use Digital Payment apps more than cash. | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 6 | 11 | 12 | 27 | 51 | 107 |
| 26-35 | 3 | 2 | 5 | 1 | 9 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 0 | 0 | 0 | 2 | 0 | 2 |
| Total | 9 | 13 | 17 | 31 | 60 | 130 |

Table 4.14: Chi Test on Statement “Intend to use Digital Payment apps more than Cash”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree of Freedom | P-Value |
| Chi-Value | 17.323a | 12 | .138 |
| Likelihood | 16.870 | 12 | .155 |
| Total N | 130 |  |  |

Fig 4.7: Analysis of Statement “Intend to use Digital Payment apps more than

Cash” based on Age

The Table shows the statement based on “Intend to use Digital Payment apps more than Cash”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 46.15% provided strongly agree rating. Its overall Chi Count is 17.32 and P- Count is 0.138 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Table 4.15: Analysis of Statement “find working with digital payment apps very easy” based on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | I find working with digital payment apps very easy | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 6 | 12 | 15 | 33 | 41 | 107 |
| 26-35 | 1 | 2 | 3 | 7 | 7 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 1 | 0 | 1 | 0 | 0 | 2 |
| Total | 8 | 14 | 19 | 41 | 48 | 130 |

Table 4.16: Chi Test on Statement “find working with digital payment apps very easy”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree ofFreedom | P-Value |
| Chi-Value | 12.040a | 12 | .442 |
| Likelihood | 9.283 | 12 | .679 |
| Total N | 130 |  |  |

Fig 4.8: Analysis of Statement “find working with Digital Payment Apps Very

Easy” based on Age

The Table shows the statement based on “find working with Digital Payment Apps Very Easy”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 36.9% provided strongly agree rating. Its overall Chi Count is 12.04 and P- Count is 0.442 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Table 4.17: Analysis of Statement “Personal user experience directs towards positive response” based on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | Personal user experience directs towards positiveresponse. | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 5 | 9 | 15 | 34 | 44 | 107 |
| 26-35 | 1 | 1 | 3 | 6 | 9 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | 40+ | 1 | 0 | 1 | 0 | 0 | 2 |
| Total | 7 | 10 | 19 | 41 | 53 | 130 |

Table 4.18: Chi Test on Statement “Personal user experience directs towards

positive response”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree ofFreedom | P-Value |
| Chi-Value | 13.380a | 12 | .342 |
| Likelihood | 9.755 | 12 | .637 |
| Total N | 130 |  |  |

Fig 4.9: Analysis of Statement “Personal user experience directs towards positive response” based on Age

The Table shows the statement based on “Personal user experience directs towards positive response”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 40.7% provided strongly agree rating. Its overall Chi Count is 13.380 and P- Count is

0.342 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Table 4.19: Analysis of Statement “Would you recommend it to others?” based on

Age

**Crosstab**

|  |
| --- |
| Count |
|  | Would you recommend it to others? | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 8 | 12 | 13 | 39 | 35 | 107 |
| 26-35 | 3 | 2 | 3 | 6 | 6 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 1 | 1 | 0 | 0 | 0 | 2 |
| Total | 12 | 15 | 16 | 46 | 41 | 130 |

Table 4.20: Chi Test on Statement “Would you recommend it to others?” based on

Age

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree of Freedom | P-Value |
| Chi-Value | 11.084a | 12 | .522 |
| Likelihood | 9.810 | 12 | .633 |
| Total N | 130 |  |  |

Fig 4.10: Analysis of Statement “Would you recommend it to others?” based on Age

The Table shows the statement based on “Would you recommend it to others?”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 35.3% provided agree rating. Its overall Chi Count is 11.08 and P- Count is 0.522 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Table 4.21: Analysis of Statement “Does Digital Payment App execute the desired output” based on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | Does Digital Payment App execute the desired output | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 3 | 9 | 12 | 34 | 49 | 107 |
| 26-35 | 1 | 4 | 4 | 4 | 7 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 1 | 0 | 0 | 1 | 0 | 2 |
| Total | 5 | 13 | 16 | 40 | 56 | 130 |

Table 4.22: Chi Test on Statement “Does Digital Payment App execute the desired output”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree ofFreedom | P-Value |
| Chi-Value | 19.857a | 12 | .070 |
| Likelihood | 13.000 | 12 | .369 |
| Total N | 130 |  |  |

Fig 4.11: Analysis of Statement “Does Digital Payment App execute the desired output” based on Age

The Table shows the statement based on “Does Digital Payment App execute the desired output”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 43.07% provided strongly agree rating. Its overall ChiCount is 19.85 and P- Count is

0.070 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Table 4.23: Analysis of Statement “Overall, you’ll use Digital Payment App

consistently?” based on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | Overall, you’ll use Digital Payment App consistently? | Total |
| 1 | 2 | 3 | 4 | 5 |
| Age | 18-25 | 3 | 8 | 13 | 42 | 41 | 107 |
| 26-35 | 2 | 3 | 1 | 3 | 11 | 20 |
| 36-40 | 0 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 1 | 0 | 0 | 0 | 1 | 2 |
| Total | 6 | 11 | 14 | 46 | 53 | 130 |

Table 4.24: Chi Test on Statement “Overall, you’ll use Digital Payment App

consistently?”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree of Freedom | P-Value |
| Chi-Value | 19.796a | 12 | .071 |
| Likelihood | 15.476 | 12 | .216 |
| Total N | 130 |  |  |

Fig 4.12: Analysis of Statement “Overall, you’ll use Digital Payment App consistently?” based on Age

The Table shows the statement based on “Overall, you’ll use Digital Payment App consistently?”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 40.07% provided strongly agree rating. Its overall Chi Count is 19.79 and P- Count is

0.070 which is greater than 0.05. It indicates that null hypothesis is true. It shows that there is no association between user response and the related statement. The figure shows the response related with that statement.

Table 4.25: Analysis of Statement “Overall, you like to use Digital Payment App?” based on Age

|  |
| --- |
| **Crosstab** |
| Count |
|  | Overall, you like to use Digital Payment App? | Total |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | 1 | 3 | 4 | 5 |  |
| Age | 18-25 | 1 | 9 | 42 | 55 | 107 |
| 26-35 | 0 | 1 | 6 | 13 | 20 |
| 36-40 | 0 | 0 | 1 | 0 | 1 |
| 40+ | 0 | 1 | 0 | 1 | 2 |
| Total | 1 | 11 | 49 | 69 | 130 |

Table 4.26: Chi Test on Statement “Overall, you like to use Digital Payment

App?”

|  |
| --- |
| **Crosstab Chi Test** |
|  | Count | Degree of Freedom | P-Value |
| Chi-Value | 7.955a | 9 | .539 |
| Likelihood | 7.024 | 9 | .635 |
| Total N | 130 |  |  |

Fig 4.13: Analysis of Statement “Overall, you like to use Digital Payment App?”

based on Age

The Table shows the statement based on “Overall, you’ll use Digital Payment App consistently?”. In this table, 82.3% are from 18-25 category. Out of 130 responses, 53.07% provided strongly agree rating. Its overall Chi Count is 7.95 and P- Count is

0.539 which is greater than 0.05. It indicates that null hypothesis is true. It shows that

there is no association between user response and the related statement. The figure shows the response related with that statement.

## Results Based on Factor Analysis

The output's commonalities table shows how much of the variation, or the communality Count, should be more than 0.5 to be taken into consideration for additional study. For instance, the highest extraction Count accounts for approximately 98% of the variance in "like inexpensive automobiles exclusively & prefer consistent quality of goods". Numerous statistics exist, including the Kaise-Meyer-Olkin measure of sample adequacy (KMO). The KMO statistic can be calculated for a single variable or for a number of variables. The KMO statistic has a Count between 0 and 1. Typically, KMO Counts greater than 0.5 are regarded as acceptable. Additionally, it is important because its P-Count is less than 0.05.

## 1. EFA for Identifying Factors

EFA is a useful tool for extracting latent factors from a variety of variables that initially appear to be important. In a broader sense, factor analysis refers to a collection of methods for condensing a large number of variables into a smaller number of factors by examining their correlations. The KMO Count is shown below. The aforementioned table makes it evident that KMO's Count is 0.90, which is higher than its threshold limit of 0.6 and sig. Count 0.00, which is lower than 0.05. Therefore, the data was appropriate for the data reduction process.

Table 4.27: KMO Test with Analysis Based on Statements

|  |
| --- |
| **KMO Test** |
| KMO Value | .900 |
| Bartlett's Test | Chi Value | 669.763 |
| Degree of Freedom | 78 |
| P-value | .000 |

Table 4.28: Communalities for Statements

|  |
| --- |
| **Communalities** |
|  | Initial | Extraction |
| Digital payment service makes purchaseof Goods/services convenient | 1.000 | .565 |

|  |  |  |
| --- | --- | --- |
| Digital Payment app is easy to understand | 1.000 | .527 |
| Digital payment apps is time efficient | 1.000 | .583 |
| Digital Payment app’s user interface issmooth | 1.000 | .522 |
| Digital Payment Apps provide better classification of icons &amp; data. | 1.000 | .538 |
| I intend to use Digital Payment servicefrequently. | 1.000 | .487 |
| I intend to use Digital Payment apps morethan cash. | 1.000 | .519 |
| I find working with digital payment appsvery easy | 1.000 | .704 |
| Personal user experience directs towardspositive response. | 1.000 | .643 |
| Would you recommend it to others? | 1.000 | .587 |
| Does Digital Payment App execute thedesired output | 1.000 | .437 |
| Overall, you’ll use Digital Payment App consistently? | 1.000 | .492 |
| Overall, you like to use Digital PaymentApp? | 1.000 | .370 |

Community evaluates the existence of variance in a particular variable that can be explained by all the causes taken together and can be used to determine how reliable an indicator is. A higher communality indicates less variety between objects. The table demonstrates that almost all of the statements' extraction Counts are equal to or higher than the table's 0.4 minimum threshold Count.

Table 4.29: Variance Calculation Based on Statements

|  |  |  |
| --- | --- | --- |
| Componen t | Initial EigenCounts | Extraction Sums of Squared Loadings |
| Total | % of Variance | Cumulativ e % | Total | % of Variance | Cumulativ e % |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | 5.725 | 44.038 | 44.038 | 5.725 | 44.038 | 44.038 |
| 2 | 1.248 | 9.602 | 53.640 | 1.248 | 9.602 | 53.640 |
| 3 | .962 | 7.401 | 61.042 |  |  |  |
| 4 | .765 | 5.882 | 66.923 |  |  |  |
| 5 | .725 | 5.577 | 72.500 |  |  |  |
| 6 | .633 | 4.867 | 77.367 |  |  |  |
| 7 | .609 | 4.685 | 82.052 |  |  |  |
| 8 | .501 | 3.851 | 85.903 |  |  |  |
| 9 | .463 | 3.558 | 89.462 |  |  |  |
| 10 | .400 | 3.078 | 92.540 |  |  |  |
| 11 | .381 | 2.932 | 95.472 |  |  |  |
| 12 | .312 | 2.403 | 97.875 |  |  |  |
| 13 | .276 | 2.125 | 100.000 |  |  |  |

Table 4.30: Rotated Component Matrix

|  |
| --- |
| **Rotated Component Matrix** |
|  | Component |
| 1 | 2 |
| Digital payment service makes purchase of Goods/services convenient |  | .727 |
| Digital Payment app is easy to understand | .686 |  |
| Digital payment apps is time efficient | .549 | .530 |
| Digital Payment app’s user interface issmooth | .699 |  |
| Digital Payment Apps provide betterclassification of icons &amp; data. | .646 |  |
| I intend to use Digital Payment servicefrequently. | .446 | .536 |
| I intend to use Digital Payment apps more than cash. |  | .691 |
| I find working with digital payment apps very easy | .819 |  |

|  |  |  |
| --- | --- | --- |
| Personal user experience directs towards positive response. | .793 |  |
| Would you recommend it to others? |  | .671 |
| Does Digital Payment App execute thedesired output | .424 | .507 |
| Overall, you’ll use Digital Payment Appconsistently? |  | .607 |
| Overall, you like to use Digital Payment App? |  | .608 |

The factor loadings upon rotation are displayed in the Rotated Component Matrix. The statements that together address the same topic are grouped under one. Here, 2 factors are extracted.

Table 4.31: Factor Loading Count

|  |  |  |
| --- | --- | --- |
| **Statement** | **Rank** | **Factor Loading****Count** |
| **Factor 1: Features** |
| Digital Payment app is easy to understand | 1 | .686 |
| Digital payment apps is time efficient | 1 | .549 |
| Digital Payment app’s user interface is smooth | 1 | .699 |
| Digital Payment Apps provide better classificationof icons &amp; data. | 1 | .646 |
| I find working with digital payment apps very easy | 1 | .819 |
| Personal user experience directs towards positive response. | 1 | .793 |
| I intend to use Digital Payment service frequently. | 1 | .536 |
| **Factor 2: Overall Response** |
| I intend to use Digital Payment apps more thancash. | 2 | .691 |
| Digital payment service makes purchase of Goods/services convenient | 2 | .727 |

|  |  |  |
| --- | --- | --- |
| Would you recommend it to others? | 2 | .671 |
| Does Digital Payment App execute the desiredoutput | 2 | .507 |
| Overall, you’ll use Digital Payment Appconsistently? | 2 | .607 |
| Overall, you like to use Digital Payment App? | 2 | .608 |

## All Counts of factor loading are greater than 0.4. Factor 1: Features

This factor is made from the seven statements; P1 Digital Payment app is easy to understand with factor loading Count 0.686; Digital payment apps is time efficient with Count 0.549, Digital Payment app’s user interface is smooth with Count 0.699, Digital Payment Apps provide better classification of data with Count 0.646, I find working with digital payment apps very easy with Count 0.819, Personal user experience directs towards positive response with Count 0.793, I intend to use Digital Payment service frequently with Count 0.536.

## Factor 2: Overall Response

This factor is made from the six statements; I intend to use Digital Payment apps more than cash with Count 0.69, Digital payment service makes purchase of Goods/services convenient with Count 0.727, Would you recommend it to others? With Count 0.671, Does Digital Payment App execute the desired output with Count 0.507, Overall, you’ll use Digital Payment App consistently? With Count 0.607, Overall, you like to use Digital Payment App? With Count 0.608.

## Objective 2: To Study the Govt Initiative in Promoting Cashless Economy

* In order to realise its goal of providing infrastructure as a utility to every person, the government is concentrating on constructing the physical infrastructure as well as the software and security infrastructure.
* The Pradhan Mantri Jan Dhan Yojana (PMJDY) is without a doubt the biggest financial inclusion initiative the world has ever seen. However, given the government's recent announcement to demonetize, this should dramatically decline.
* In order to encourage digital and card-based payments, the government has announced waivers on convenience fees, surcharges, and service fees for digital payments made by government agencies and organisations.
* A new service called Unified Payment Interface (UPI) has just been introduced that will enable transactions between two bank accounts using two smartphones, taking us one step closer to a cashless society. This is especially beneficial for those who are not tech-savvy when it comes to secure transactions. Additionally, the government has introduced UPI, a payment mechanism that enables instant mobile transfers.
* To encourage cashless transactions, the Bharat Interface for Money (BHIM), G- Pay, and Paytm App were also introduced.

# CHAPTER 5

**CONCLUSION, FINDINGS & SUGGESTIONS**

## INTRODUCTION

The main research conclusions are presented in this chapter. In this study, Punjabi users' awareness of and use of mobile payments were examined in relation to their demographic characteristics. It was also investigated how independent variables can affect the continuous use of mobile payments. This study attempted to comprehend the actual level of usage and knowledge of mobile payment systems together with the performance-affecting variables. The study was conducted to fulfil the research's objectives, and a synopsis of those aims is provided below.

## MAJOR FINDINGS

* + - According to the demographic profile, 82.3% of people are at most in the 18– 25 age group.
		- According to the gender profile, 53% of users are men.
		- According to reliability analysis, it has a 13-item total reliability rating of 0.893. As a result, they are trustworthy in nature.
		- The majority of respondents (based on age) are between the ages of 18 and 25, and the preference for g-Pay for implementing online payments is at most 46.7%, while the preference for Paytm is at most 35.5%.
		- The majority of respondents are male, and the preference for g-Pay for adopting online payments is at most 44.9%, while the preference for Paytm as an online payment method is at most 36.2%.
		- Based on the statement "Digital payment service makes purchase of Goods/Services convenient," 43.8% of respondents gave a strong agreement rating. The total Chi Count was 8.85, and the P-Count was 0.715, which was higher than 0.05. It shows that the null hypothesis is accurate.
		- Regarding the statement "Digital Payment app is straightforward to grasp," 37.6% of respondents strongly agreed. Its total Chi Count is 13.897, and its P- Count, which is higher than 0.05, is 0.307. It shows that the null hypothesis is accurate.
		- Regarding "Digital Payment Apps is Time Efficient," 41.5% of respondents gave a strong agreement response. The total Chi Count is 34.12, and the P- Count, which is less than 0.05, is 0.001. It shows that the null hypothesis is untrue.
		- Regarding "The user interface of the digital payment app is smooth," 42.3% of respondents gave their opinion. It has a P-Count of 0.904, which is higher than 0.05, and an overall Chi Count of 6.23. It shows that the null hypothesis is accurate.
		- 32.3% of respondents agreed that "Digital Payment Apps allow better classification of data." The total Chi Count is 16.32, and the P-Count, which is greater than 0.05, is 0.177. It shows that the null hypothesis is accurate.
		- In response to the question "Intend to Use Digital Payment Service Frequently," 39.2% of respondents strongly agreed. The total Chi Count is 15.77, and the P- Count, which is greater than 0.05, is 0.202. It shows that the null hypothesis is accurate.
		- 46.15% of respondents who said they "want to utilize digital payment apps more than Cash" gave a strong agreement response. The total Chi Count is 17.32, and the P-Count, which is greater than 0.05, is 0.138. It shows that the null hypothesis is accurate.
		- 36.9% strongly agreed that they "found working with Digital Payment Apps Very Easy." It has a P-Count of 0.442, which is higher than 0.05, and an overall Chi Count of 12.04. It shows that the null hypothesis is accurate.
		- 40.7% of respondents gave a highly agree response to the statement, "Personal user experience steers towards favourable response." Its total ChiCount is 13.380, and the P-Count, which is higher than 0.05, is 0.342. It shows that the null hypothesis is accurate.
		- 35.3% of respondents who were asked "Would you suggest it to others?" gave a yes response. It has a P- Count of 0.522, which is higher than 0.05, and an overall Chi Count of 11.08. It shows that the null hypothesis is accurate.
		- Regarding whether a digital payment app produces the required results, 43.07% of respondents highly agreed. It has a P-Count of 0.070, which is higher than 0.05, and an overall Chi Count of 19.85. It shows that the null hypothesis is accurate.
		- 40.07% highly agreed when asked "Overall, you'll use Digital Payment App consistently?" It has a P-Count of 0.070, which is higher than 0.05, and an overall Chi Count of 19.79. It shows that the null hypothesis is accurate.
		- In response to the question, "Overall, will you use Digital Payment App consistently?" 53.07% gave a strongly agree response. It has a P-Count of 0.539, which is higher than 0.05, and an overall Chi Count of 7.95. It shows that the null hypothesis is accurate.
		- KMO's Count is 0.90, which is higher than its threshold limit of 0.6, and sig. Count 0.00, which is lower than 0.05, according to factor analysis, which makes this obvious. The information was therefore suitable for the data reduction method. All factor loading Counts are higher than 0.4.

## Factor 1: Features

* + - This factor is composed of the following seven statements: P1 Digital Payment Apps are Time Efficient with Factor Loading Count 0.549; Smooth User Interface with Factor Loading Count 0.699; Better Data Classification with Factor Loading Count 0.646; I Find Working with Digital Payment Apps Very Easy with Factor Loading Count 0.819; Personal User Experience Directs Toward Positive Response with Factor Loading Count 0.793.

## Factor 2: Overall Response

* + - This factor is made up of the following six statements: I expect to use digital payment applications more than cash (Count: 0.69) and digital payment services make it convenient to buy goods and services (Count: 0.727). Does Digital Payment App execute the required output with a Count of 0.671? A Count of 0.507? Do you intend to frequently use the Digital Payment App? With a score of 0.607, do you prefer to utilize the digital payment app? Has a 0.608 Count.
		- The results of this study highlight the importance of numerous elements that have an effect on how mobile payment systems are actually used. The TAM Model's elements and government activities could serve as a springboard for models that incorporate numerous other, untested or unreviewed factors. As a result, the current study advances the body of knowledge on mobile payment systems.
		- As a result of a government initiative that had a favourable effect on the continuation of mobile payments for both consumers and businesses, the government should keep spreading the word about the economic advantages of mobile payment systems and provide concessions to businesses who accept them. Additionally, the federal government and state governments should collaborate to improve the security of the mobile payment infrastructure.
		- The findings might help regulatory bodies and policymakers inspire consumer confidence in mobile payment systems. The regulatory authority can pinpoint the variables that are crucial in the acceptance of the payment system with the aid of this study. In order to ensure a secure user interface and encourage more individuals to use mobile payments for daily transactions.

## CONLUSION

A wide range of technology-based solutions have emerged as a result of the expansion of the Indian economy and the country's population's rising level of life. Online payments are a recent trend that have become more prevalent recently as a result of a number of factors, including the government's efforts to promote a digital India through awareness campaigns, the demonetization of currency, the launch of JDY and UPI, the expansion of 4G internet access and affordable handsets in the telecom sector, the growth of m-commerce, the emergence of new players in the m-payments market, and—most importantly—a change in people's lifestyles that have made them more

Using appropriate statistical analysis tools and SPSS, a solid research hypothesis was developed and tested to explore the objectives (version 23). Cronbach's alpha, factor analysis, chi-square, pie charts, tabulation, and frequency are some of the statistical techniques employed in this study. When it comes to adopting online payments, the preference for g-Pay is at most 46.7%, while the preference for Paytm is at most 35.5%, with the majority of respondents (based on age) falling between the ages of 18 and 25. The majority of responders are men, and g-Pay has a preference for embracing online payments of up to 44.9%, whereas Paytm has a preference of up to 36.2%. The government should continue disseminating information about the financial benefits of mobile payment systems and provide discounts to companies that accept them as a consequence of a government programme that positively impacted the continuation of mobile payments for both consumers and businesses.

## SUGGESTIONS

* + - The traditional payment methods like cash and credit cards pose a serious threat to mobile payment systems, so the sector must put a lot of effort into marketing.
		- The m-payments business needs to grow, and all parties concerned must play their part in promoting m-payments to grow the economy. The research's findings imply that although mobile payment systems are used to some extent in cities, there is considerable awareness of them.
		- This study identified network failure as a significant barrier, thus the government and mobile network operators should endeavor to develop a reliable infrastructure for m-payments.
		- More and more consumers are choosing to use m-payments as they feel that their merchants are encouraging them to do so less and less. M-payment adoption is a two-way process, thus the service provider and government should involve merchants in the process. The consumer will embrace more policies the more businesses do so.
		- In order to keep transactions safe and secure for the user, payment gateways like Visa and RuPay should make an effort. To prevent several transaction drops, they should demand a quick and successful transaction from their end.

## LIMITATIONS & FUTURE SCOPE

* + - The primary drawback of this study was that it concentrated on a detailed examination of users while only a few questions were posed to non-users; as a result, non-users were not sufficiently investigated in this study, adding yet another drawback.
		- The amount of room available for study is minimal. If a greater geographic area is taken into account, the results may differ.
		- Future researchers could also examine and contrast alternative mobile payment systems and market-available m-payments at the same time.
		- Additionally, various merchant kinds, such as small, medium, and large businesses, can be taken into account for future research and compared for the level of acceptance of mobile payment systems.

# REFERENCES

## Books

1. Malhotra, N. K., & Dash, S., (2011) Marketing Research, An Applied Orientation. 6th Edition, Pearson, India.
2. Kothari, C.R. & Garg, G. (2014). Research Methodology: Methods and Techniques (3rd edition). New Delhi: New Age International (P) Ltd.

## E-Books

1. Bhattacherjee, Anol. (2012). Social Science Research: Principles, Methods, and Practices Textbooks Collection. Book3
2. Creswell, J. W. (2009). Research Design: Qualitative and Quantitative Approaches (Second Edition). Thousand Oaks, CA, USA: SAGE Publications Inc.
3. Creswell, J. W. (2014) Research design: qualitative, quantitative and mixed methods approaches (fourth edititon). *Sage publications*,

## Thesis

1. Abadzhmarinova, R.S. (2014). Exploring the effect of speed of purchase on consumers’ intention to adopt NFC mobile payments, *Copenhagen Business School*.
2. Ahrenstedt, S., Huang, J., & Wollny, L. (2015). A study on factors influencing the acceptance of mobile payment applications in Sweden. *Jonkoping University*.
3. Au, Y.A.., & Zafar, H. (2008). A Multi-Country Assessment of Mobile Payment Adoption. *UTSA College of Business Working Paper Series*.

## Publications

1. Aydin G., Burnaz S, (2016), “ Adoption of Mobile Payment Systems: A Study

On Mobile Wallets”, *Economics and Finance -JBEF (2016), Vol.5, pp. 73-92.*

1. Rathore H, (2016), “Adoption Of Digital Wallet By Consumers”, *Journal of Management Research, Vol. 8 Issue* 1, pp. 69-76.
2. Patil P, Tamilmani K, (2016), “Understanding consumer adoption of mobile payment in India: Extending Meta-UTAUT model with personal innovativeness, anxiety, trust, and grievance redressal”, , *International Journal of Pure and Applied Mathematics*, Volume 119.
3. Bezhovski Z, (2016), “The Future of the Mobile Payment as Electronic Payment System”, *European Journal of Business and Management*, Vol.8, No.8, pp. 127- 135.
4. Morufu O, (2016), “E-payments adoption and Profitability performance of Deposits Money Banks in Nigeria”, *International Journal of Information Technology,* Volume 4, Issue 3, pp. 01-09.
5. Vally K, Divya K, (2018), “A Study on Digital Payments in India with Perspective of Consumer’s Adoption” , *International Journal of Pure and Applied Mathematics*, Volume 119 No. 15 1259-1267.
6. Goel A, Garg P, (2020), “A Study on Key Initiatives of Government to Encourage Cashless Transactions in India”, *Journal of Arts, Humanities and Social Sciences*, Volume - 3, Issue – 5, pp. 93-07.
7. Kurian A, Krishnan S, (2021), “A Study on the Digital Payment Adoption in Millennials Amid Covid-19”, *International Journal for Research in Applied Science & Engineering Technology*, *Volume 9 Issue VII, pp. 01-10.*
8. Sahi A, Khalid H, (2021), “ Digital Payment Adoption: A Review (2015-2020)”, *Journal of Management Information and Decision Sciences*, Volume 24, Issue 7, pp. 01-09.
9. Ghosh G, (2021), “A Study on Usage Of Online Payment Apps by Customers”, *International Journal of Creative Research Thoughts*, Volume 9, Issue 5, pp. 01- 49.
10. Wei M, Luh Y, (2021), “Young Generation’s Mobile Payment Adoption Behavior: Analysis Based on an Extended UTAUT Model”, *J. Theor. Appl. Electron. Commer*. Res. 618–637.
11. Coskun M. Saygili E, (2022), “Exploring Online Payment System Adoption Factors in the Age of COVID-19—Evidence from the Turkish Banking Industry”, *International Journal of Financial Studies*, pp. 01-27.
12. Purohit S, Kaur J, (2022), “Mobile Payment Adoption Among Youth: Generation Z And Developing Country Perspective”, *Journal of Content, Community & Communication, Vol. 15 Year 8, pp. 194-210.*