



A STUDY ON IMPACT OF MOBILE PAYMENT WITH SPECIAL REFERENCE TO YOUTHS

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ABSTRACT

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Mobile payments are becoming increasingly popular as consumers become accustomed to the technology and merchants offer contactless transactions. Indian mobile payments are expected to grow five times by 2025. Digital payments have a major impact on the Indian economy. Government efforts to make India cashless are going well, but it will take time to become completely cashless due to other challenges. This study examines the impact of smart phones in mobile payments, their acceptability, and the impact of age in online payment methods. This research is based on Descriptive Research and uses Survey and Questionnaire methods for data collection. Statistical tools used include Chi-Square test, case processing, and data analysis.

KEYWORDS: Mobile payment, Payment behaviour, Digital payment, UPI.

1-INTRODUCTION

Mobile payments through digital wallets were already becoming more popular as consumers grew accustomed to the technology and as more merchants started offering terminals that take mobile payments from devices at the point of sale. Naturally, COVID-19 makes contactless transactions even more welcome. 67% of customers today prefer mobile self-checkout options.

- Mobile payments are useful.

A smartphone is more available than a pocketbook for many people, who make up more than 81% of American smartphone owners. The daily functions that smartphone users expect from them, like checking the weather and updating their social media accounts, lead logically to mobile payments. Paying for a frequently used device is now easier and handier than ever.

- All financial activities are now entirely digital thanks to mobile payments.

A household budget must include consumer spending as a key item. Digital wallets are easily integrated

into software and mobile apps to help users keep track of what, where, and how often they spend money. Customers can also be provided electronic receipts to make it easier to keep track of their spending, reduce paper waste, and lower costs for retailers.

- Transactions on mobile are swift.

The time it takes to tally money or wait for a smart card exchange will increase. When using mobile payments, customers simply display their device and confirm the transaction, frequently by quickly scanning their phone for face recognition. Companies profit from faster transfers, while customers benefit from a quicker, more streamlined experience.

Today, the market for e-commerce is expanding very quickly. In 2012, the use of electronic payment methods increases by 21% as a result of the proliferation of tablets and cellphones. (Rau, 2013). In many trading markets, credit cards are the most popular method of foreign online payment. According to estimates, credit cards are used in 95% of all e-commerce purchases in the US. Debit cards,

which have an increasing number of users globally, and online payment platforms like PayPal, Stripe, or Skrill are additional common alternatives to traditional online payment methods.

Indian mobile payments to grow five times by 2025. Currently valued at INR 25,000,000, mobile payments are anticipated to increase at a CAGR of 58% to reach INR 245,000 in finance 25 years from now. High levels of consumer satisfaction with mobile payments compared to other methods will fuel this development.

Government initiatives like the elimination of MDR, the requirement of QR UPI for companies with revenues of 50 crore INR or more, Video KYC, and others encourage businesses to use their services more frequently.

Digital Payments and Their Impact on the Indian Economy

India has huge potential for digital payments. In 1996, ICICI introduced online banking services, and in 1999, banks such as HDFC, IndusInd and Citi launched online banking services. In 2008, NPCI was established to create a robust settlement and payment infrastructure.

Benefits of Mobile Payments

Both customers and retailers simply want the checkout procedure to move more quickly. Mobile payments may be the quickest form of money. Usually, people transport them to a location that is quick and easy to get to. To make the purchase, they typically only need to press them on the screen.

Online Payment System

Koponen (2006), who has studied various electronic payment systems, that there are numerous online payment systems that have emerged in recent years and that these systems can be generally categorized as electronic money and account systems. These programs provide a variety of payment options, such as:

- Electronic payment cards (debit, credit, and payment cards)
- Virtual credit cards
- Mobile payments.

2-LITERATURE REVIEW

Sanghita Roy and Dr. Indrajit Sinha (2014)

Conducted a study on the determinants of customer acceptance of electronic payment systems in Indian banks. The purpose of this study is to identify the most used electronic payment system among various payment methods. Ensure awareness and use of electronic payment technologies.

The main purpose of the study was to identify all the factors that affect customer acceptance.

Prof. Hariom Tyagi and Dr. Abhishek Shukla (2016) conducted research on research on electronic payment system. This study focuses to identify the problems and challenges of the electronic payment system and propose solutions to improve its quality. Successful implementation depends on how security and privacy aspects are managed to improve customer satisfaction.

Dr Hem Shweta Rathore (2016) conducted research on consumers Accepting Digital Wallets. This study focused on the factors that influence a customer's decision to use a digital payment method. The researcher made recommendations to educate consumers about the benefits of using digital wallets, and concluded that digital wallets will quickly become a popular payment method due to their convenience and acceptance.

N Ramya D Sivasakthi and Dr. M Nandhini (2017) conducted research on Cashless Transactions: Methods, Advantages and Disadvantages. This study focuses on the efforts of RBI and Government of India to promote digital payment methods and achieve a "less liquid society". It studied different cashless transaction methods such mobile wallets, UPI apps, debit/credit cards.

Sujith T S, Julie C D (2017) conducted research on opportunities and challenges of electronic payment system in India. This study focuses to identify the problems and challenges of the electronic payment system and propose solutions to improve it. Research shows that the reach of mobile networks, internet and electricity is extending digital payments to remote areas, which will increase the number of digital payments.

Ashish Baghla (2018) conducted research on the Future of Digital Payments in India. This study focus on the adoption of digital payments in India. This study focuses to understand people's attitudes towards the adoption of digital payment methods in India. It concluded that government efforts to make India cashless are going well, but it will take time to become completely cashless due to other challenges.

K. Suma Vally and Dr. K. Hema Divya (2018) conducted research on a study of digital payments in India with perspectives of consumers. This study focuses to verify the perception of customers about digital payment in India and suggest appropriate steps to raise awareness and security of using digital payments.

Prof. Sana Khan and Ms. Shreya Jain (2018) conducted research on the use of electronic payments for sustainable online business growth. This study focuses on the frequency and problems that consumers face when using payment methods. The researchers also examined the influence of the

contribution of electronic payments on the sustainability of business growth in India.

Priyanka S Kotecha (2018) conducted research on empirical Study of Mobile Wallets in India. This study examines the importance of M-Wallet in India and highlights its pros and cons. It also shows the growth of mobile wallets in India from 2012 to 2016, mainly due to the convenience of mobile wallets.

3- PROBLEM STATEMENT/RATIONALE OF THE STUDY

The reason for conducting this research is to know about impact of smart phones in mobile payments, their acceptability, to examine the impact of age in online payment method.

4- OBJECTIVES OF THE STUDY

- To know the impact of smartphone users towards the mobile payment system in today’s youth, India
- To know the acceptability of the mobile payment system.
- To know whether cashless has helped the Indian economy.
- To examine the impact of age in digital payments.
- To analyse the trend of online payment apps.

5- RESEARCH METHODOLOGY

5.1 Research Design

This research is based on **Descriptive Research** method.

5.2 Sources of Data

For this research, primary data is used.

5.3 Data collection method

In this research, we use **Survey and Questionnaire methods** for data collection.

5.4 Sampling method

Simple Random Sampling method is used.

5.5 Sampling frame

The sample size for the research includes 84 respondents.

5.6 Tool used

Statistical tools are involved in carrying out a study include planning, designing, collecting data, analysing, drawing meaningful interpretation and reporting of the research findings. The tools are used is

- Chi-Square test

6- DATA ANALYSIS AND INTERPRETATION

1) Table showing the association between Gender and often use mobile payment apps.

Null hypothesis (H0): There is no positive relation between the gender who use mobile payment.

Alternative hypothesis (H1): There is positive relation between the gender who use the mobile payment.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender * Which of these Mobile payment gateways are you prefer using the most	84	100.0%	0	0.0%	84	100.0%

Gender * Which of these Mobile payment gateways are you prefer using the most Crosstabulation							
			Which of these Mobile payment gateways are you prefer using the most				Total
			Goole Pay	Phone pe	Paytm	Any other	
Gender	Male	Count	21	11	11	1	44
		Expected Count	24.6	10.5	7.3	1.6	44.0
	Female	Count	26	9	3	2	40
		Expected Count	22.4	9.5	6.7	1.4	40.0
Total		Count	47	20	14	3	84
		Expected Count	47.0	20.0	14.0	3.0	84.0

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.459 ^a	3	.141
Likelihood Ratio	5.742	3	.125
N of Valid Cases	84		

Interpretation

Null Hypothesis is accepted Since p value is greater than 0.05, we accept Null hypothesis and reject Alternative hypothesis. Therefore, there is a no positive relation between the gender who use mobile payment.

2) Table showing association between age and mode of payment

Null hypothesis (HO): There is no significant difference between the Age and Mode of payment. Alternative hypothesis (H1): There is significant difference between the Age and Mode of Payment.

Case Processing Summary							
		Cases					
		Valid		Missing		Total	
		N	Percent	N	Percent	N	Percent
Age * Mode of payment		84	100.0%	0	0.0%	84	100.0%

Age * Mode of payment Crosstabulation							
			Mode of payment				Total
			Debit card	Credit card	Mobile payment	Any other	
Age	18-30	Count	8	1	66	2	77
		Expected Count	8.3	.9	64.2	3.7	77.0
	31-50	Count	1	0	4	2	7
		Expected Count	.8	.1	5.8	.3	7.0
Total		Count	9	1	70	4	84
		Expected Count	9.0	1.0	70.0	4.0	84.0

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.901 ^a	3	.019
Likelihood Ratio	5.700	3	.127
N of Valid Cases	84		

Interpretation

Alternative hypothesis is accepted Since p value is lesser than 0.05, we accept Alternative hypothesis and reject Null hypothesis. Therefore, there is significance difference between Age of the respondents and the mode of payment the using.

7- CONCLUSION

From the research, it can be concluded that the usefulness of mobile payment platforms is one of the main drivers of their business. The level of access, convenience and comfort as well as the monetary and non-monetary incentives offered by these companies are decisive factors. Income was not related to the choice of mobile payments, but education and awareness turned out to be the deciding factors.

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