



A study of customer awareness of Payment Apps in rural areas with special reference Satara district

Sudarshan D. Jadhav*, Neha B. Pawar

Department of Management Studies, Rajarambapu Institute of Technology, India

*Correspondence: E-mail: Sudarshan.jadhav@ritindia.edu

ABSTRACTS

Today Electronic payment system is rapidly introduced in our country. It is to make India Digital. In this study, we will analyze awareness of e-payment among the people of Satara. We are targeting customers, private sector and Government Sector employees, Students, and Farmers. e-payment helps to grow economically as well as make digital India. We show the research result by analyzing the responses according to gender, age, qualification, occupation, monthly income, the user of payment apps, and so on. The study focuses on an analysis of the preference for payment apps and a comparative analysis of male and female users of apps in rural areas with the reference to Satara district in Maharashtra. UPI is an advanced payment system that offers greater use for consumers along with high security and it has shown greater adoption by the people. According to the government of India, the cashless transaction will maximize employment opportunities in the economy, and avoid cash-related robbery thereby minimizing the risk of carrying physical cash. The present study focuses on the concept and methods of UPI transactions in the Satara District, India. Besides, the study examines the benefits and limitations of using Apps for the general public.

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1. INTRODUCTION

To make Digital India. In this study, we analyze the awareness of payment apps among the people of the Satara district. We are targeting students, teachers, employees, workers, farmers, professionals, and social classes. Mobile payment apps help to grow the economy as well as make digital India. It helps reduce fraudulent currency, reduce cash related robbery. This app helps the cashless economy system in India.

M-banking Apps provide better quality services and faster speed to their customers. M-banking provides many financial transition services like bank money transfer, Mobile recharge, TV recharge for paying the electricity bill, Payment using QR codes, Transfer payment with the help of only contact details, booking at bus, train, airplane, and Checking Account Balance. We show the research the response according to place, age, gender, and occupation. We studied different types of problems faced by payment apps like security problems and internet connection. People use Online payment Apps like Phone pay, google pay, Bharat pay, Bhim pay, Paytm, and Amazon Pay.

The conclusion from several papers are the following:

- (i) A study perception of rural people regarding obstacles to digital payment concerning the Udupi region. The Indian economy largely depends upon the rural area. Rural area is also impact on country economy. In digitalpayment benefit are transference in transaction. many rural customer and people are using different digital payment system. rural area and economy are empowered. They are general knowledge about the digital payment apps ([Maipady et al., 2019](#)).
- (ii) A study of awareness and preferences to use M-Wallet in rural areas. In this research paper analysis, the understand, awareness, preference of mobile and online banking system in rural area. all M-Wallet apps or mobile payment app are transfer money speedily and provide fund to one's account to another account. the electronic fund transfer thought the various apps rural area generally knowledge about the Apps. under this researcher 200 samples. they are chosen through non – probability judgemental sampling method ([Shobha, 2021](#)).
- (iii) A study on the digital revolution in the Indian banking sector and its impact on rural areas. this research paper was published in 2019. According to this research paper, rural area contributes to national income is 46%. but some rural areas people are facing a lack of knowledge about the online payment system and not perfect awareness of the Apps. the new digital revolution in the banking system.
- (iv) A study of the recent trend in the cashless economy in India. This research paper was published in 2018. this research is related to the cashless transaction of payment. many people are using different apps therefore many transactions are cashless. the online and UPI system is used in rural and urban area and the digital paymentsystem is also safe. and also, many rural areas people are using online payment apps ([Singhraul & Garwal, 2018](#)).
- (v) A study of rural customer perception towards banking services and online apps with reference thesis and Weghalia village of Vadodara dist-Gujarat. this research paper was published at Parul University. this research isrelated to people's perception of the banking system in rural areas. According to this survey, private banks provide good facility and an online payment system is secure and provide speedy money transaction but in rural area, not all people know about online apps ([Meghani & Gokhru, 2017](#)).
- (vi) A study of the impact of innovation in digital banking on rural areas. This research paper was published in 2019 on the innovation in digital banking in rural areas the innovation

in the banking sector provides better quality and fast-speed services. information systems play important role in the digital payment system and apps most banks are implementing the online system. Add more and more customers are connected to the online system and digital banking ([Shetty, 2018](#)).

- (vii) A study of awareness of Digital payment in the Brahmaputra in Chandrapur district of Maharashtra. The research paper was published in the international journal for scientific research and development in 2019. this research paper studies customer perception and awareness of digital payment techniques of transactions. In the reviews of people, the researcher understands the lack of knowledge of digital payment systems and Apps because of lack of absence of literacy. the result of this research showed that awareness. In this research, many researchers took 100 samples. And the data has been collected through primary data ([Gadge & Rai, 2019](#)).
- (viii) A study on the perception of consumers towards digital payment with special reference to google pay in rural areas. this research paper was published in the international journal of innovative technology and exploring engineering. According to this research paper, the analysis gives an understanding of the factors which can influence the intensity of customers. the study was conducted using data collected from 130 users of google pay. some people are not using google and other Apps because of a lack of knowledge and awareness of digital payment apps. in this research, researchers understand the perception of consumers toward online payment apps. Some people do not trust online apps and transactions system ([Anjali & Suresh, 2019](#)).
- (ix) A study on the adoption of digital payment through Mobile payment applications concerning the rural area in Gujarat state. this research paper was published in 2017. the trend of digital payment has increased in urban areas as well as in rural areas because of the easy accessibility of internet users due to the internet facilities and awareness of the Apps. Most people are adopted digital payment through mobile payment with various Apps. Like, google pay, and BHIM. etc. digital payment transactions are also secure and speed therefore many people are adopted online payment apps ([Tripathi & Dixit, 2020](#)).
- (x) A study on awareness towards Digital payment among people of Haryana in rural areas. this research paper was published in the international journal of advanced science and technology. In this research paper, a total of 384 participants were included in this research. Under this research, some people are aware of the digital payment system but they do not easily trust the online payment system and other apps as well as some lack knowledge of various functions of payment mode apps ([Gupta, 2020](#)).
- (xi) A study of awareness, adoption, and new challenges of mobile banking apps nowadays m-apps develop technology and innovations. M-banking apps provide better quality services and fast speed to their customer ([Al-Jabri & Sohail, 2012](#)). Increasing industry and new market mobile banking also adapting new things in apps for easy understanding to users.
- (xii) A study of understanding the viability of m- banking as an option for delivering financial services. The m- banking provides many more financial transaction services e. g balance checks, fund transfers as well as bill payments. Mobile banking but also factors affecting them more financial institutions offer mobile banking the benefits for user exaction methods for banking the benefits for using existing methods for banking and making payments. Nowadays mobile banking apps are more security concern. Payments are made with new methods ([George & Johnson, 2019](#)).

- (xiii) A study of Increase in Number of Online Services and Payments through Mobile Application Post Demonetization. After the ban of 500 and 1000 notes, people slowly move towards cash transactions. Increase in growth in online services. Online services and payment applications are very popular nowadays. Digital transaction affects a lot in society (Sheetal *et al.*, 2019).
- (xiv) A study of customer satisfaction toward Online Payment – with Special Reference to Paytm. The increasing number of smartphones Paytm apps using customers also increased. Life seems to happen a bit easier where all payments and transactions are being done online now. This app is easy to use for anyone. This is one type of digital wallet. But some people face difficulties while using apps like some connectivity issues (Gawade & Marathe, 2020).

After studying sufficient research papers and literature reviews, it is found that in many rural areas people are facing problems in using the Apps. Problems are like bank servers down and network issues. The objectives of the study are:

- (i) To study which online (app) transaction is more used.
- (ii) To study the bad and good effects of the online transaction.
- (iii) To study various problem (technical risk) in online transaction.
- (iv) To study associated between age group of online transaction.
- (v) To study the satisfaction towards online transaction.

2. METHODS

The present study is based on descriptive analysis. We used a quantitative approach. The present study is based on Primary data which is collected with a structured questionnaire and also based on secondary data from Books, Reputed journals and previous research papers, etc.

The sampling plan was for users of Online payment apps in the rural area of Satara, India. The targeted population is online payment app users. The sampling Unit is UPI payment users in the rural area. The sampling Method is that the population is infinite, thus we used the snowball sampling method to collect the required data from respondents. The sample size was 350. The sampling area is Satara, India.

3. RESULTS AND DISCUSSION

Once the required data has been collected, the collected data was classified and analyzed with the help of MS Excel and the findings have been presented systematically. Several findings are:

- (i) In this research that 47.1% of females and 52.9% of male respondents are using Apps.
- (ii) 56.6% of respondents come from age group is 18.30% years.
- (iii) 43.1% of respondents have qualifications of any degree graduate.
- (iv) Most 40.3% of respondents belong to students and 22.9% of respondents belong to the private sector.
- (v) 39.4% of users or respondents were earning the monthly income below 10000 and 24.9% of users are between 11000 to 20000 monthly income.
- (vi) 96.2% of users have a bank account.
- (vii) 31.1% of users have bank accounts in the bank of India and 25.1 population have a bank accounts in the Bank of Maharashtra.
- (viii) 90.9% of respondents use payment apps.
- (ix) 64.9% of respondents use google pay and 60.9% of respondents use phone payments

- (x) 32.6% of respondents/ users use payment because it is easy to use and 29.4% of a respondent use Apps because of saving time.
- (xi) 48.6% of respondents are using Apps for recharge and 42.6% of respondents are using Apps for billpayment.
- (xii) 74.3% of people are facing some problems while using Apps.
- (xiii) 58.9% population faced bank server down.
- (xiv) 24.3% population has a neutral reaction to using Apps.
- (xv) 43.4% population uses daily Apps for payment.

4. CONCLUSION

The focus of the study was to understand the awareness of payments apps users in rural areas. It was observed that in the last few years India move toward digital India. And rural areas also growing rapidly. Due to increases in education and mobile uses people have become aware of the payment. There are chances of fraud if you are not careful when using the apps for the transaction. This study is helpful for banks, businessmen, and overall society.

5. AUTHORS' NOTE

The authors declare that there is no conflict of interest regarding the publication of this article. Authors confirmed that the paper was free of plagiarism.

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