

# A Study on Digital Payment System and End-user Satisfaction Survey

**Dr. Ashok P. Nikam**

*Associate Professor*

*S. G. Patil Arts, Science and Commerce College, Sakri*

*Dist. Dhule*

[\*profapnikam@gmail.com\*](mailto:profapnikam@gmail.com)

## Introduction

Digital payment system is a way of payment which is made through digital modes. In digital payments, payer and payee both use digital modes to send and receive money for the said transactions. It can also be called as electronic payment hence no hard cash is involved in the digital payments. All the transactions in digital payments are completed online. It is an instant and convenient way to make payments. Digital payments save you from long queues of ATMs and banks. Because, if you pay digitally, you won't need to withdraw cash from your account. It also lots of time and a little bit money as well.

Digital payments are easy and convenient. One not need to take loads of cash with him. All need is the mobile phone or Aadhaar number or a card to pay. With digital payment modes, one can pay from anywhere anytime. The government is supporting digital payments a lot. It has reduced some taxes and announced incentives for digital payments. It has launched Lucky Grahak Yojna for customers and Digi Dhan Vyapar Yojna for shopkeepers. You can get cash prizes up to 1 crore if you pay digitally. Due to these incentives and waivers, more people are showing interest in digital payments. The future of digital payments is very bright. India is experiencing a remarkable growth in digital payments. In 2015-16, a total of Rs. 4018 billion transacted through mobile banking as compared to Rs. 60 billion in 2012-13. The percentage of the digital payments through other modes is also increasing in a significant speed.

## Objective of the study

The study is primarily to understand the contribution of Digital Payment system and how users satisfy from it.

- ❖ To analyses the growth of Digital Payment system.
- ❖ To motivate long-term reliability with the system.
- ❖ To increasing lifetime value of individual users.
- ❖ To find out the end-users satisfaction.
- ❖ To know the opinions of end-users.

## Hypothesis

There is requirement of Digital Payment System at market place for enhancing accuracy in transactions.

### Research Methodology

This research is based on both primary and secondary data the questionnaire has been finalized after a direct survey, consisted of 200 sample respondents of Dhule District. The primary data collected through convenience sampling method. The secondary data has collected from internet and books.

### Data Analysis

The data gathered from different questionnaires presented in following Table and graph, Table 1.1 shows the different demographic profiles of the respondents. The different variety of demographic profile shows the accuracy of data analysis.

Sr. No.	Criteria	Distribution of samples			Total
		Above 20 Years	Above 30 Years	Above 40 years	
1	Age	44	96	60	200
2	Education	Under Graduate	Graduate	Post Graduate	200
		44	66	90	
3	Years of Experience	Below 5 Years	Above 5 Years	Above 10 years	200
		54	104	42	

Table 1.1 - Distribution of the Sample of End-users  
(Source: Survey Data)

### Growth of Digital Payment System

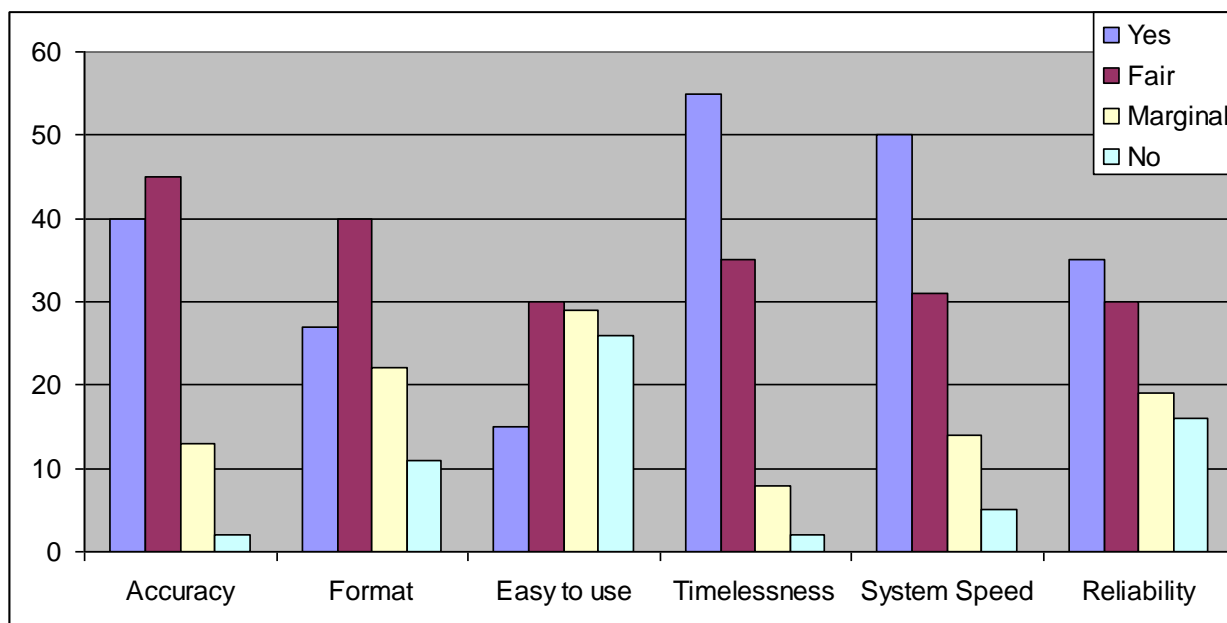
Digital payments refer to electronic consumer transactions, which include payments for goods and services that are made over the internet, mobile payments at point-of-sale via smart phone applications, and peer-to-peer transfers between private users. In line with government reforms, Prime Minister has pushed Indians to adopt cashless transactions, giving the digital payments sector a significant boost. The sector is experiencing an unprecedented jump in growth since November last year, when the government demonetized high currency bills, which represented 86 percent of India's cash in circulation. By February this year, digital wallet companies had shown a growth of 271 percent. An important driver of this growth is India's vast smart phone user base which was the second largest in the world.

### Analysis

Sr. No.	Particulars	End-Users Response				Total
		Yes	Fair	Marginal	No	

1.	Accuracy	80	90	26	04	200
2.	Format	54	80	44	22	200
3.	Easy to use	30	60	58	52	200
4.	Timelessness	110	70	16	4	200
5.	System Speed	100	62	28	10	200
6.	Reliability	70	60	38	32	200
	Total	444 (37%)	422 (35%)	210 (18%)	124 (10%)	1200 (100%)

Table 1.2 - End-users response



Graph 1.1 - End-users response

As per end-users response shown in Table 1.2 Timelessness, System Speed and Accuracy emerged first three choice of users. There are mixed opinions from the respondents. 37% of the respondent agrees that digital payment system required. 35% felt that fair or reasonably while 18% opined marginally and 10% are not satisfy with the digital payment system. But in respective functions users are utilizing the digital payment system for their day to day requirement of transactions.

### Conclusion

India is speedily evolving into a digital giant. Rising smart phones penetration and internet access have set that Indian users stay connected. The study reflects the user satisfaction regarding Digital Payment System, which shows the high satisfaction overall. This is also reflected in the growth of digital banking payments. The payment gateway space is continuous changing. Consumers are now used to a loftier experience owing to the popularity of e-commerce and are demanding a related experience in financial service providers as well. This includes unified access to bank account and payments, combined with rewards, fidelity, and offers. The government and other regulators have recognized the same and kept pace with constantly changing environment. Although this is just a beginning, a lot more is awaited to succeed in the country in the payments space. India's digital payment system will be worth around \$500 billion by 2020. Their prediction sees the digital payments sector contributing to 15% of India's gross domestic product in four years' time. Multiple factors and official & behavioral trends are fueling this shift towards a cashless economy. Enhanced internet connectivity and high rate of penetration of smartphones in the Indian market has altogether shaped India's payments landscape in favor of digital payment. Furthermore, flagship government initiatives such as 'Digital India' will act as key catalysts for this change.

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