



Research Article

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A Study on Usage of Digital Payment (UPI) Among Women in Chennai District

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Abstract: This research paper studies the usage of digital payments with reference to UPI among women. Unified Payments Interface is a new age digital payment system developed by National Payments Corporation of India (NPCI). This study traces the usage and awareness of UPI services among women. This study was conducted in Chennai district and the data was collected through a structured questionnaire. A descriptive study was conducted and a total of 120 responses were collected through it. This study examines in detail about the various UPI applications used for different purposes by women. The study was conducted among women in different walks of life to better understand the difference in usage of UPI and varied levels of awareness about it. This study also throws light on satisfaction level of women consumers of UPI and the concerns influencing them in quicker adoption of UPI. UPI, although welcomed by a majority of women for its ease of use also has its own disadvantages. The major concern being the security of the transactions done. But this concern is also being slowly and steadily fading away, thanks to the efforts of NPCI and different UPI service providers to ensure a safe, secure, and reliable payment experience for users. The study shows that most women prefer using UPI to make their bill payments and money transfers.

Keywords: Unified Payments Interface (UPI), Digital Payments, Women Consumers, Consumer Awareness, Chennai District

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INTRODUCTION

Research Background

A Digital payment, also known as electronic payment, is a transfer of money from one account to another using an electronic medium. So, there is no exchange of physical money or instruments like cash, cheque, etc. However, you should know that digital payment is not limited to online payments as it also covers payments made on brick-mortar premises, at a physical location. For example, payment done through UPI to the grocery store or salon also qualifies for digital payment.

Through the Government of India's flagship programme 'Digital India' that aims to transform India into a digitally empowered society and knowledge economy, the government has been taking several measures to promote digital payments in the country. India's digital leap is further augmented by the announcement Finance Minister Nirmala Sitharaman made during her Budget 2022 speech to set up 75 digital banking units in 75 districts. It also stated the inclusion of all 1.5 lakh post offices under the core banking system, digital currency, and financial support to promote the use of digital payments. The government measures indicate its commitment towards a "Faceless, Paperless, Cashless" economy.

Unified Payments Interface (UPI) is a digital payment system that powers multiple bank accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the "Peer to Peer" collect request which can be scheduled and paid as per requirement and convenience.

With the above context in mind, NPCI conducted a pilot launch with 21 member banks. The pilot launch was on 11th April 2016 by Dr. Raghuram G Rajan, Governor, RBI at Mumbai. India's digital payment volume has climbed at an average annual rate of about 50 percent over the past five years. That itself is one of the world's fastest growth rates, but its expansion has been even more rapid—about 160 percent annually—in India's unique, real-time, mobile-enabled system, the Unified Payments Interface (UPI).

Transactions more than doubled, to 5.86 billion, in June from a year earlier as the number of participating banks jumped 44 percent, to 330. Values nearly doubled in the same period. In addition, the RBI in March introduced a UPI for feature phones (older devices with buttons instead of touchscreens) that can potentially connect 400 million users in distant rural areas.

RBI was determined that a country of our size needs multiple payment systems so citizens can choose from multiple payment options," he said. "A system like UPI cannot come into any country unless the central bank and the government of that country are keen to bring in such an innovation, which democratizes the payment system to the smallest value and the most reasonable cost. UPI is nearly free today for consumers in India, and the government is providing incentives for promotion of UPI merchant payments.

Growth for individual digital payment users is set to triple in five years to 750 million, according to NPCI Chief Executive Officer Dilip Asbe; merchant users could double to 100 million. The central bank fosters a varied ecosystem of payment systems, he said, including RuPay, a debit and credit card issuer with a large market share, the National Financial Switch cash machine network, and a payment system using the national identity program to bring banking to underserved areas.

Digital payments have been widely accepted by the people of India ever since demonetization happened in the country. The pandemic accelerated the adoption of this mode of payment, not just in India but across the globe. A large number of women are currently using digital payments and many more are likely to go cashless in the future

Need For the Study

Finance is an important domain of Indian women. Indian Women participate in the administration of the family finance, right from managing everyday expenses, to determining investment decisions of the family. The Digitalization of Economy will have tremendous impact on the activities of the Indian women. The study will be done to know the percentage of women from different walks of life using UPI in Chennai.

Objectives of The Study

Primary Objectives

To study about the digital payments with reference to UPI among women in Chennai.

Secondary Objectives

- To study the usage of digital payment systems amongst the women.
- To know the awareness of UPI services among women in Chennai.
- To analyze the problems and challenges of digital payment system.
- To highlight the importance of digital payment system.

Deliverables

The main aim of this research will be focusing on the impact and usage of these new digital payment systems UPI among women and problems encountered if any. The study will be conducted in Chennai region and data

will be collected using structured questionnaires and analyzed using simple statistical tools.

LITERATURE SURVEY

Review of Literature

Ashish Baghla (2018) This research paper titled "A Study on the Future of Digital Payments in India" focused on the adoption of Digital payments in India. This paper identifies the problems or challenges faced by the people of India in adopting Digital modes of payment. One of the objectives of this study was to find out the attitude of the people towards the adoption of digital payment in India. The research methodology used in this research i.e the data is collected from both the primary and secondary sources, the primary has been collected through a questionnaire from 110 people. The paper concluded that the efforts by the government to make India cashless is going well but it will take time for India to become completely cashless as there are various challenges which the government has to take care of.

Ms. Sweta Mishra (2018) The present era is entering into a new pace in digital payment system by using digital wallets filled with coupons and offers. In particular, the mobile payment (m-payment) system has emerged, enabling users to pay for goods and services using their mobile devices (especially mobile phones) wherever they go. To make people stress free and to make transactions easy new application has been introduced. The present research paper is focusing on the impact and usage of these new digital payment systems on youth and problems encountered if any. The study is conducted in Mumbai region and data of 48 people was collected using structured questionnaire and analyzed using simple statistical tools.

K. Suma Vally and K. Hema Divya (2018) The demonetization resulted in tremendous growth in digital payments. With the government initiative such as Digital India and increased use of mobile and internet are means to exponential growth in use of digital payment. This transformation towards digital payments benefits in more transparency in transactions which empowers the country's economy. In recent days many changes took place in the payment system like digital wallets, UPI and BHIM apps for smooth shift to digital payments. The objective of this research paper is to study the positive impact that Digitization of payment system. The present paper focuses on the analysis of the adoption level of these digital payment systems by customers. Primary data was collected from 183 respondents in Hyderabad. The collected data through the questionnaire were analyzed statistically by using chi-square technique.

Priyanka. S. Kotecha (2018) The research paper titled "An Empirical study of Mobile Wallets in India" focuses on the meaning of M-Wallet and highlights the advantages and disadvantages of M-Wallet in India. The researcher studied various categories in Mobile Wallets in India. The research methodology used for data

analysis in this research is a conceptual study and descriptive in nature. In this research paper it is also shown the growth of Mobile wallets in India from the year 2012 till the year 2016. The paper concluded that mobile wallets are growing rapidly mainly because of convenience in transactions and various shoppers are also demanding mobile payments because of which mobile wallets are growing in forthcoming years.

Pratham Singh, RS Rajput (2019) The study brings into focus the security issues related to payment apps. Keeping these facts in view in the present study we investigate the security constraints of some digital wallet and mobile payment apps in India.

Karthik K Kamath (2020) E-commerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. Digital payment is said to be boon for the user who wants their transaction to take place electronically. Fast and secure modes of payments ensure trust among the users. However, awareness programs must be done to educate the people who want to pay through electronic medium. Online payment stands out compared to offline payment as there is no intermediary between buyer and seller of the goods. Security issues may be the concern for many and lack trust in online modes is the reason many still prefer cash as a medium of payment. Adoption of digital payments in India is in a transformation phase. Usually, India is a traditionally cash-based economy, but now slowly we see the growth of card-based economy. Government of India brought up many schemes for the development of digital payment such as Aadhaar card enabled or linked payment apps like BHIM, UPI etc. Main focus of the government is to give digital facility to all the section including urban as well as rural all over India. Acceptability of digital payment will be on the hands of those who use it. Slowly but surely electronic mode is replacing traditional mode of payment. Digitally smart India is the way forward in coming days as everyone should make use of technology for right purpose.

Kadam (2020) Digital payment methods are often easy to make more convenient & provide customers the flexibility to make payments from anywhere and at any time, these are a good alternative to traditional methods of payment and speeded up transaction cycles. Post demonetization, people slowly started embracing digital payments and even small-time merchants & shop owners started accepting payments through the digital mode.

Rashi Singhal (2020) Digital Banking is the new worldview that offers significant advantages to banks as far as expanding benefit and efficiency just as to its clients regarding simplicity of payments and admittance to the banking administrations 24*7. It is cultivated by utilizing condition of - the-workmanship innovation foundation to achieve changes in interior cycles and outside interfaces. Gone are the days when individuals

used to remain in long queues of bank trusting that their turn will pull out cash or to store money in banks. Presently, individuals can approach bank without remaining in long queues according to their benefit without agonizing over the financial hours. On the prior, when digital payment present, individuals hesitant to change their exchange propensities yet after demonetization, they are left with no decision to do their exchanges with digital payment. Expanding utilization of web, versatile entrance and government activity, for example, Digital India are going about as an impetus which prompts dramatic development being used of digital payment. The shopper impression of digital payment has a critical and positive effect on appropriation of digital payment. Business banks give unrivaled customer administration as one of the greatest suppliers of banking and monetary administrations in our metropolitan and country hinterland. Steadfast customer base must be made through conveying Customer Delight. Yet, the essence of the issue is that to accomplish better execution, the Indian banks, both private and public, necessities to offer support quality. This research paper highlights the usage and importance of digital payment services in India.

Mahesh A. & Ganesh Bhat (2021) The Indian Banking sector is striving hard to popularize digital payments and has gained momentum after demonetization and digital India initiatives. To facilitate digital payments, "National Payment Corporation of India (NPCI)" launched the "Unified Payment Interface (UPI)", which is an amazing, revamped, and cost-effective breakthrough for enabling digital payment services for all. Proliferation of smartphones, technological innovations, and effective internet communications has signified the usage of mobile payment facility for smartphone users, financial institutions and particularly the banks. To achieve paperless and cashless economy, Unified Payment Interface (UPI) is a potentially innovative way of transferring funds using a virtual payment address established by the National Payment Corporation of India (NPCI). Hence, it is needed to be assessed for its potential to contribute towards achievement of digital economy. This paper is focused on understanding Unified Payment System's (UPI) growth and its progression in retail digital payment over the years. The study was carried out by exploring secondary data sources and by applying Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis format. UPI has shown remarkable growth in last couple of years due to customer's shift towards contactless payments over other methods. Study revealed that the growth of digital payments has increased significantly, especially in the retail payment sector on the UPI platform. This study examines UPI's position in the digital payment ecosystem, with an emphasis on identifying UPI's core strengths and growth prospects, as well as areas for future research to investigate India's complete e-payment ecosystem.

Shinki Katyayani Pandey (2022) Propelled by recent policy initiatives and technological developments; India's digital payment system is a promising success story in the making. In recent decades, the country has seen a significant increase in the use of digital payments. A digital payment, also known as an electronic payment, is the transfer of value from one payment account to another using a digital device such as a mobile phone, POS, or computer, as well as a digital communication channel such as mobile wireless data or SWIFT. Mode of digital payment commonly used by the citizens of the country are bank transfers, mobile money, and payment cards i.e., credit, debit, and prepaid cards. Since the launch of IMPS by NPCI in 2010 until the release of UPI in 2016, the digital payment system has evolved several times. The study is an attempt to analyze how various forms of digital payment evolved in the past and how COVID-19 impacted the digital payment systems in India. The study concludes that digital payments in India recorded a robust growth of 26.2 per cent in terms of volume during 2020-21 on top of the expansion of 44.2 per cent in the previous year. Lastly, it has been observed that after COVID-19 pandemic, people were concerned about health regulations and were afraid of cash transactions which made them switch to this mode, resulting in a rise in the usage of different modes of digital payment systems.

METHODOLOGY

Type of Project

This research paper uses descriptive research. Primary data will be collected through questionnaire from respondents by drawing a sample size of 120. Data which is collected will be analyzed and interpreted in systematic analytical presentation through graphs. The survey questionnaire is designed and distributed to them. The target population for this study is the UPI women users in Chennai city. Primary data is based on respondents, and secondary data is based on several articles, research papers of different universities and international journals.

Sampling Methods

Convenience Sampling method is used to collect data from questionnaire.

Data Collection Method

Secondary Data

The research started with secondary data which is available on different websites, journals, and other profiles by different experts.

Primary Data

The primary data is being collected through questionnaire from different respondents who may have different way of perception. To collect this data, the sample size is considered 120 and the analysis will be done with the help of questioner tool.

Limitations

There are certain limitations to every research as in research cannot cover all the aspects of the topic cannot be covered and because of certain uncontrollable factors and variables limitations arise in a study. Limitation of the study reduces the accuracy of the research project. Here are certain Limitations of this study:

- This research will be carried in a shorter period of time with limited geographical areas into consideration.
- Some of the respondents may not answer the questions accurately with interest.
- The sample size will be small and constraint, the research would have been accurate if the sample size was more.
- The study is limited only to women respondents in Chennai district.
- For this research the scope of discussion was limited, the research could have been in more depth.

Tools For Analysis

Percentage Analysis

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relation terms the distribution of two or more sources of data.

Percentage of Respondents

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents} \times 100}{\text{Total Respondents}}$$

Column chart is used to show the comparison diagrammatically. Column FIG shows the number of respondents in Y-axis and their feedback in X-axis.

Chi-Square Test

A Chi-square test is a statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution. The formula used to calculate the chi-square value is

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where:

- χ^2 = Pearson's cumulative test statistic, which asymptotically approaches a χ^2 distribution.
- O_i = Observed Frequency.
- E_i = Expected frequency, asserted by the null hypothesis.
- n = The number of cells in the table.

Weighted Average Method

$$x = \frac{W_1X_1 + W_2X_2 + W_3X_3 + \dots + W_NX_N}{W_1 + W_2 + W_3 + \dots + W_N}$$

or

$$x = \frac{\sum WX}{\sum W}$$

Where:

- x = Weighted Average
- X = Data values to be averaged
- W = Weights applied to data values

Karl Pearson's Correlation Coefficient

$$r = \frac{n\sum xy - \sum x \sum y}{\sqrt{(n\sum x^2 - (\sum x)^2)(n\sum y^2 - (\sum y)^2)}}$$

Where:

- r = Pearson coefficient
- n = Number of data values
- x = Variable considered for correlation
- y = Variable considered for correlation

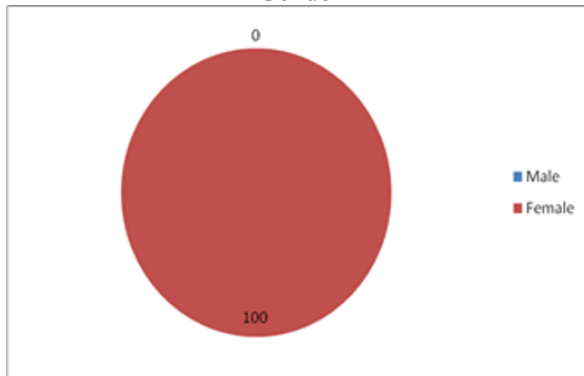
DATA ANALYSIS AND INTERPRETATION

Percentage Analysis

Table 1: Classification of Respondents Based on Gender

S. No	Particulars	No. of Respondents	% of Respondents
1	Male	0	0
2	Female	120	100
	Total	120	100

Figure 1: Classification of Respondents Based on Gender



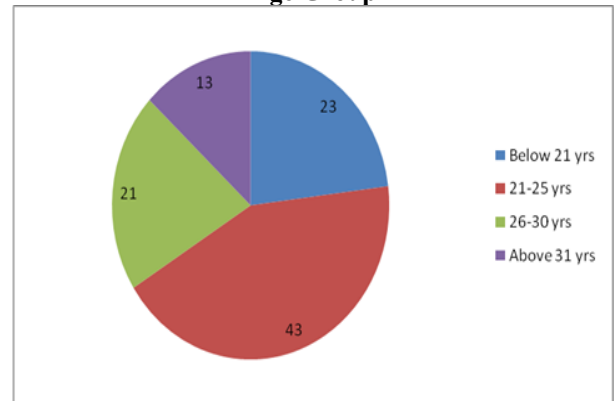
Interpretation:

From the above table 100% of the respondents are female and none of the respondents are male.

Table 2: Classification of Respondents Based on Age Group

S. No	Particulars	No. of Respondents	% of Respondents
1	Below 21 yrs	28	23
2	21-25 yrs	52	43
3	26-30 yrs	25	21
4	Above 31 yrs	15	13
	Total	120	100

Figure 2: Classification of Respondents Based on Age Group



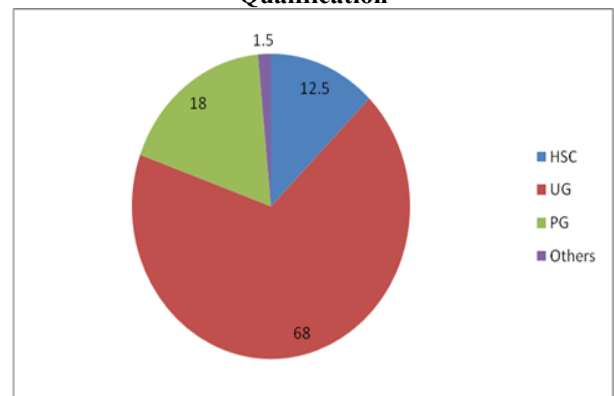
Interpretation:

From the above table 43% of the respondents belongs to 21-25 years age group, 23% of the respondents belongs to below 21 years, 21% of the respondents belongs to 26-30 years and 13% of the respondents belongs to above 31 years age group.

Table 3: Classification of Respondents Based on Qualification

S. No	Particulars	No. of Respondents	% of Respondents
2	HSC	15	12.5
3	UG	82	68
4	PG	21	18
5	Others	2	1.5
	Total	120	100

Figure 3: Classification of Respondents Based on Qualification



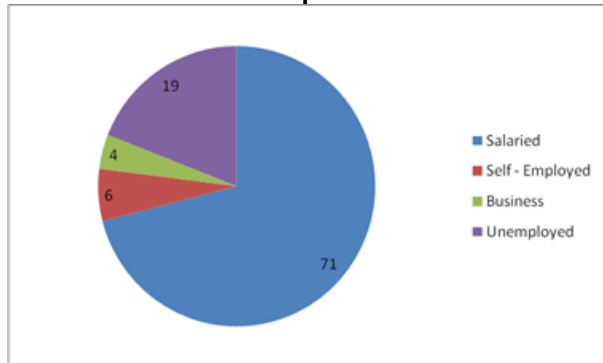
Interpretation:

From the above table it is clear that 68% of the respondents are under graduates, 18% of the respondents are Postgraduates, 12.5% of the respondents are completed their HSC, 1.5% of the respondents are other qualified.

Table 4: Classification of Respondents Based on Occupation

S. No	Particulars	No. of Respondents	% of Respondents
1	Salaried	85	71
2	Self - Employed	7	6
3	Business	5	4
4	Unemployed	23	19
	Total	120	100

Figure 4: Classification of Respondents Based on Occupation



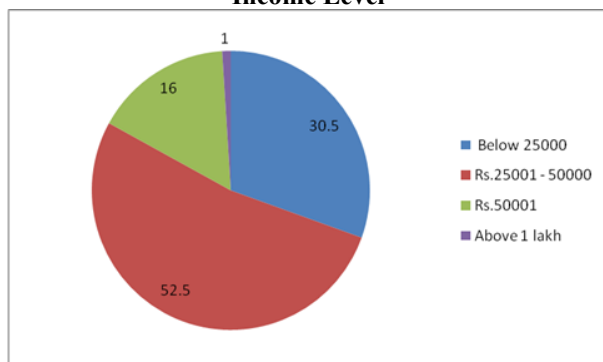
Interpretation:

From the above table it is clear that 71% of the respondents are salaried, 19% of the respondents are unemployed, 6% of the respondents are self employed, and 4% of the respondents are businesspersons.

Table 5: Classification of Respondents Based on Income Level

S. No	Particulars	No. of Respondents	% of Respondents
1	Below 25000	37	30.5
2	Rs.25001 - 50000	63	52.5
3	Rs.50001	19	16
4	Above 1 lakh	1	1
	Total	120	100

Figure 5: Classification of Respondents Based on Income Level



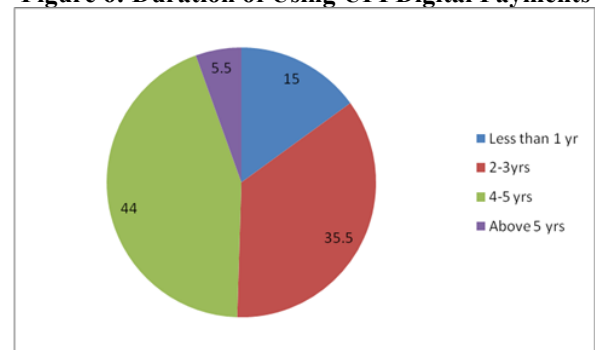
Interpretation:

From the above table it is clear that 52.5% of the respondents are getting income Rs.25001-50000, 30.5% of the respondents are getting income below Rs.25000, 16% of the respondents are getting income Rs.50001 and 1% of the respondents are getting income above 1 lakh.

Table 6: Duration of Using UPI Digital Payments

S. No	Particulars	No. of Respondents	% of Respondents
1	Less than 1 yr	18	15
2	2-3yrs	43	35.5
3	4-5 yrs	52	44
4	Above 5 yrs	7	5.5
	Total	120	100

Figure 6: Duration of Using UPI Digital Payments



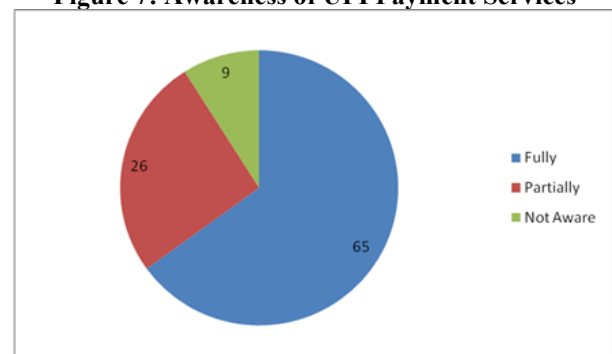
Interpretation:

From the above table it is clear that 44% of the respondents are using 4-5 years of UPI digital payments, 35.5% of the respondents said 2-3 years usage, 15% of the respondents are using less than 1 year duration and 5.5% of the respondents are using above 5 years of UPI payments.

Table 7: Awareness of UPI Payment Services

S. No	Particulars	No. of Respondents	% of Respondents
1	Fully	78	65
2	Partially	31	26
3	Not Aware	11	9
	Total	120	100

Figure 7: Awareness of UPI Payment Services



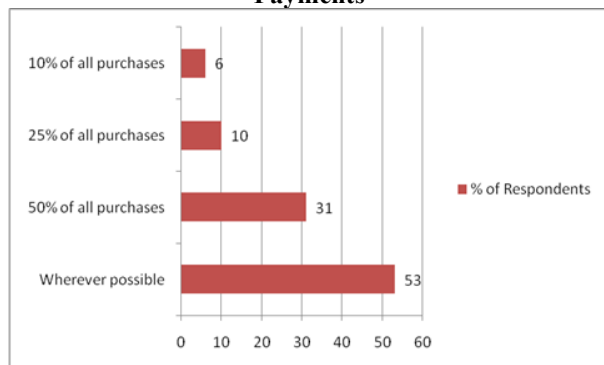
Interpretation:

From the above table it is clear that 65% of the respondents said they were aware fully about UPI payment services, 26% of the respondents said they partially aware about UPI payment services and 9% of the respondents said they are not aware UPI payment services.

Table 8: Frequency of Using of UPI Digital Payments

S. No	Particulars	No. of Respondents	% of Respondents
1	Wherever possible	64	53
2	50% of all purchases	37	31
3	25% of all purchases	12	10
4	10% of all purchases	7	6
	Total	120	100

Figure 8: Frequency of Using of UPI Digital Payments



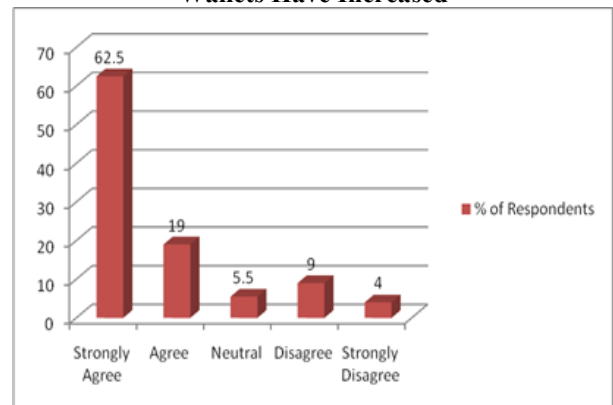
Interpretation:

From the above table, it can be inferred that 53% of the respondents are using UPI digital payments wherever possible ways, 31% of the respondents are using UPI digital payments 50% of all purchases, 10% of the respondents are using UPI digital payments 25% of all purchases and 6% of the respondents are using UPI digital payments 10% of all purchases.

Table 9: After Demonetization the Uses of E-Wallets Have Increased

S. No	Particulars	No. of Respondents	% of Respondents
1	Strongly Agree	75	62.5
2	Agree	23	19
3	Neutral	7	5.5
4	Disagree	11	9
5	Strongly Disagree	4	4
	Total	120	100

Figure 9: After Demonetization the Uses of E-Wallets Have Increased



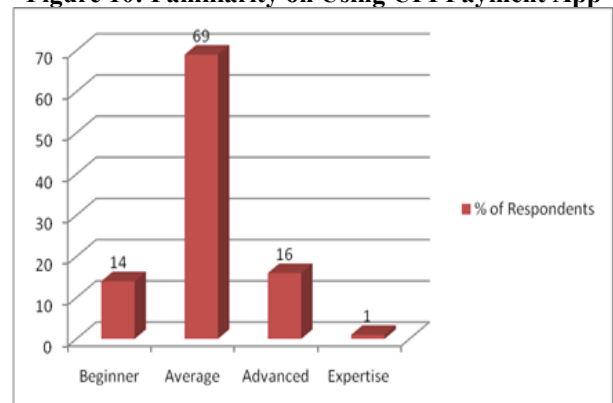
Interpretation:

From the above table it is clear that 62.5% of the respondents are strongly agreed that usage of e-wallets has increased after demonetization, 19% of the respondents are agreed, 9% of the respondents are disagreed, 5.5% of the respondents are neutral about usage of e-wallets and 4% of the respondents are strongly disagreed that usage of e-wallets have increased after demonetization.

Table 10: Familiarity on Using UPI Payment App

S. No	Particulars	No. of Respondents	% of Respondents
1	Beginner	16	14
2	Average	83	69
3	Advanced	19	16
4	Expertise	2	1
	Total	120	100

Figure 10: Familiarity on Using UPI Payment App



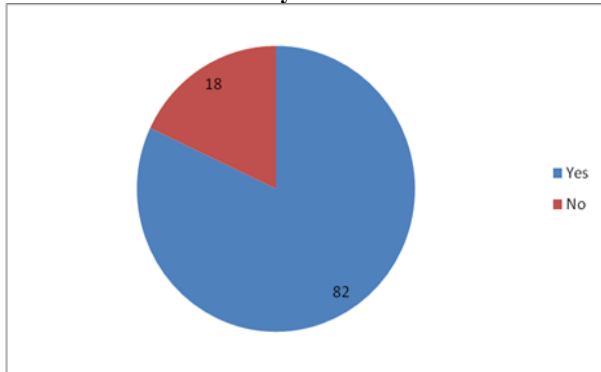
Interpretation:

From the above table it is clear that 69% of the respondents are having average knowledge on using UPI digital payment systems, 16% of the respondents said advanced knowledge, 14% of the respondents said they are beginners to use UPI digital payment and 1% of the respondents are having expertise knowledge on UPI digital payment systems.

Table 11: Cash Back Motivates UPI Digital Payments

S. No	Particulars	No. of Respondents	% of Respondents
1	Yes	98	82
2	No	22	18
	Total	120	100

Figure 11: Cash Back Motivates UPI Digital Payments



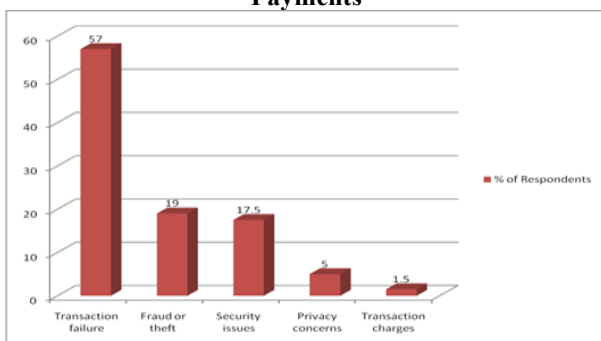
Interpretation:

From the above table it is clear that 82% of the respondents said agreed cash back motivates them to use UPI digital payment and 18% of the respondents denied on the same.

Table 12: Concern While Using UPI Digital Payments

S. No	Particulars	No. of Respondents	% of Respondents
1	Transaction failure	68	57
2	Fraud or theft	23	19
3	Security issues	21	17.5
4	Privacy concerns	6	5
5	Transaction charges	2	1.5
	Total	120	100

Figure 12: Concern While Using UPI Digital Payments



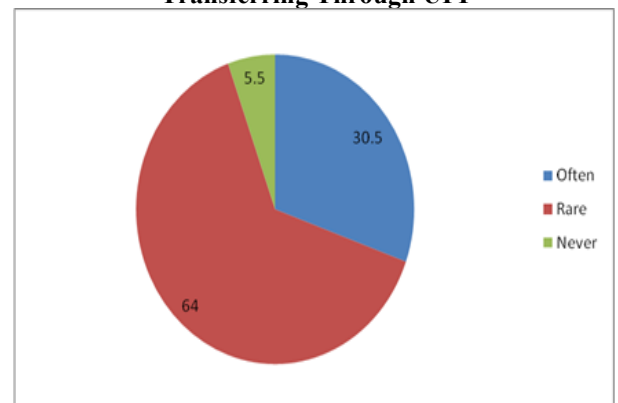
Interpretation:

From the above table it is clear that 57% of the respondents said transaction failure is the biggest concern while using UPI digital payments, 19% of the respondents said fraud or theft reason, 17.5% of the respondents said security issues, 5% of the respondents said privacy concerns is the biggest concern while using UPI payment and 1.5% of the respondents said transaction charges is the biggest concern while using UPI digital payments.

Table 13: Problems of Waiting Time While Transferring Through UPI

S. No	Particulars	No. of Respondents	% of Respondents
1	Often	37	30.5
2	Rare	76	64
3	Never	7	5.5
	Total	120	100

Figure 13: Problems of Waiting Time While Transferring Through UPI



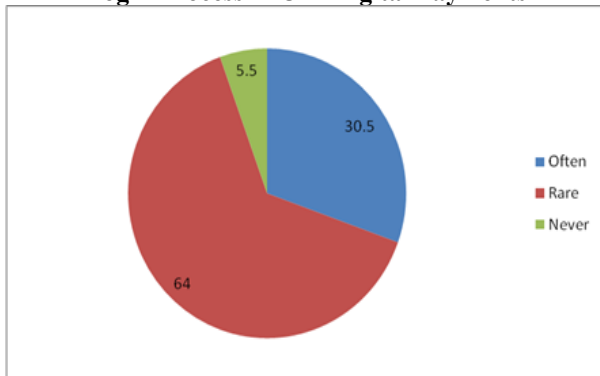
INTERPRETATION:

From the above table it is clear that 64% of the respondents said they were rarely facing problems in waiting time while transferring through UPI payment, 30.5% of the respondents said often facing problems in waiting time and 5.5% of the respondents said they never faced any problems in waiting time while transferring through UPI payment.

Table 14: Frequency of Facing Problem During Login Process in UPI Digital Payments

S. No	Particulars	No. of Respondents	% of Respondents
1	Often	41	30.5
2	Rare	72	64
3	Never	7	5.5
	Total	120	100

Figure 14: Frequency of Facing Problem During Login Process in UPI Digital Payments



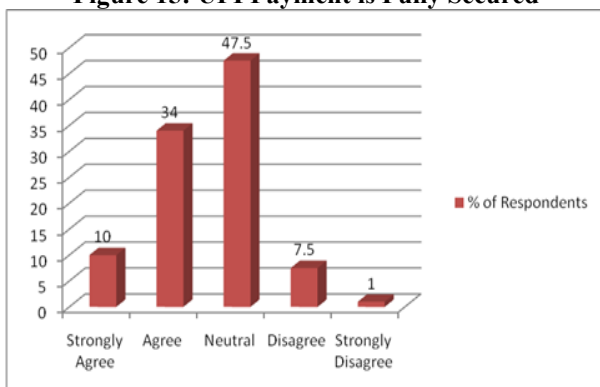
Interpretation:

From the above table it is clear that 64% of the respondents said they were rarely faced problem during login process in UPI payment, 30.5% of the respondents said they often faced problem during login process and 5.5% of the respondents said they never faced any problem during login process in UPI payment.

Table 15: UPI Payment is Fully Secured

S. No	Particulars	No. of Respondents	% of Respondents
1	Strongly Agree	12	10
2	Agree	41	34
3	Neutral	57	47.5
4	Disagree	9	7.5
5	Strongly Disagree	1	1
	Total	120	100

Figure 15: UPI Payment is Fully Secured



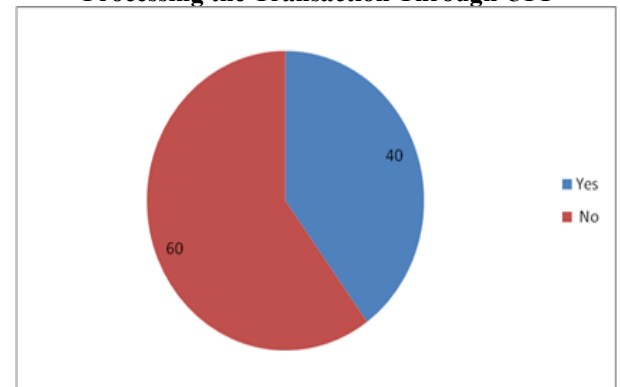
Interpretation:

From the above table it can be inferred that 47.5% of the respondents feel UPI payment are neutrally secured, 34% of the respondents are agreed that UPI payment is fully secured, 10% of the respondents are strongly agreed, 7.5% of the respondents are disagreed and 1% of the respondents are strongly disagreed on the above statement.

Table 16: Too Many Steps Involved While Processing the Transaction Through UPI

S. No	Particulars	No. of Respondents	% of Respondents
1	Yes	48	40
2	No	72	60
	Total	120	100

Figure 16: Too Many Steps Involved While Processing the Transaction Through UPI



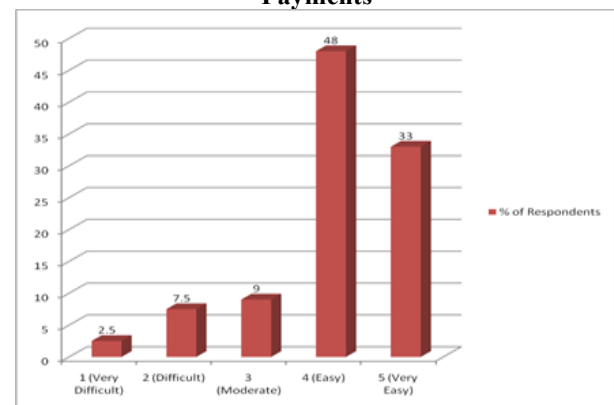
Interpretation:

From the above table it is clear that 60% of the respondents denied that there are not too many steps involved while processing the transaction through UPI payment and 40% of the respondents agreed on the same.

Table 17: Rate The Ease of Using UPI Digital Payments

S. No	Particulars	No. of Respondents	% of Respondents
1	1 (Very Difficult)	3	2.5
2	2 (Difficult)	9	7.5
3	3 (Moderate)	11	9
4	4 (Easy)	58	48
5	5 (Very Easy)	39	33
	Total	120	100

Figure 17: Rate the Ease of Using UPI Digital Payments



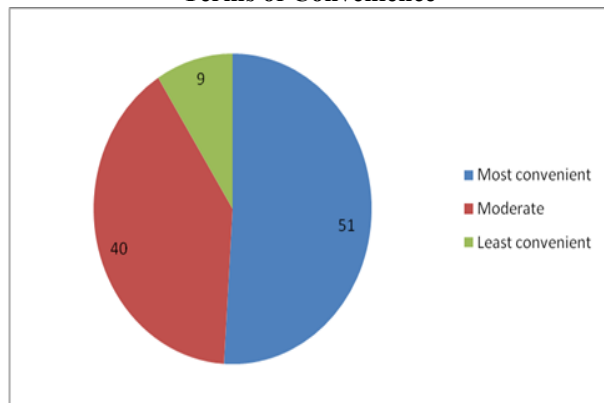
Interpretation:

From the above table it is clear that 48% of the respondents given 4(easy) rating while using UPI digital payment, 33% of the respondents given 5(very easy) rating while using UPI digital payment, 9% of the respondents given 3(moderate), 7.5% of the respondents given 2(difficult) and 2.5% of the respondents given 1(very difficult) rating while using UPI digital payment.

Table 18: Rank The Service Provided by UPI in Terms of Convenience

S. No	Particulars	No. of Respondents	% of Respondents
1	Most convenient	61	51
2	Moderate	47	40
3	Least convenient	12	9
	Total	120	100

Figure 18: Rank The Service Provided by UPI in Terms of Convenience



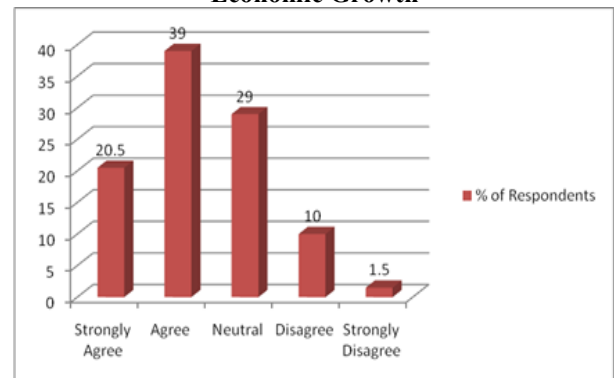
Interpretation:

From the above table it is clear that 51% of the respondents said most convenient service provided by UPI payments, 40% of the respondents said moderate service provided by UPI in terms of convenience and 9% of the respondents said least convenient provided by UPI payments.

Table 19: Going Cashless is Beneficial for The Economic Growth of India

S. No	Particulars	No. of Respondents	% of Respondents
1	Strongly Agree	25	20.5
2	Agree	46	39
3	Neutral	35	29
4	Disagree	12	10
5	Strongly Disagree	2	1.5
	Total	120	100

Figure 19: Going Cashless Is Beneficial for the Economic Growth



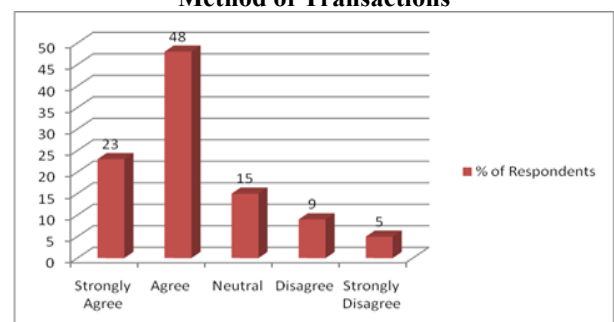
Interpretation:

From the above table it is clear that 39% of the respondents are agreed that going cashless benefits economic growth of India, 29% of the respondents are neutral, 20.5% of the respondents are strongly agreed, 10% of the respondents are disagreed and 1.5% of the respondents are strongly disagreed that going cashless benefits economic growth of India.

Table 20: Satisfaction With UPI Digital Payments Method of Transactions

S. No	Particulars	No. of Respondents	% of Respondents
1	Strongly Agree	28	23
2	Agree	58	48
3	Neutral	18	15
4	Disagree	11	9
5	Strongly Disagree	5	5
	Total	120	100

Figure 20: Satisfaction With UPI Digital Payments Method of Transactions



Interpretation:

From the above table it is clear that 48% of the respondents are agreed that they are satisfied on using UPI digital payments, 23% of the respondents are strongly agreed, 15% of the respondents are neutral, 9% of the respondents are disagreed that they are satisfied on using UPI digital payments and 5% of the respondents are strongly disagreed on the above statement.

Statistical Tools And Analysis**Weighted Average Method – I****Table 21: Descriptive Statistics**

	N	Minimum	Maximum	Mean
PayTM	120	1	5	3.82
Google Pay	120	1	5	4.04
PhonePe	120	1	5	3.98
Amazon Pay	120	1	5	3.17
Mobikwik	120	1	5	2.42
Valid N (listwise)	120			

Table 22: Ranking of UPI Apps

Particulars	Result
Google Pay	1
PhonePe	2
PayTM	3
Amazon Pay	4
Mobikwik	5

Interpretation:

In the above data rank 1 given to Google Pay apps, rank 2 given to PhonePe apps, rank 3 given to PayTM apps, rank 4 given to Amazon Pay apps and rank 5 given to Mobikwik apps.

Weighted Average Method -II**Table 23: Descriptive Statistics**

	N	Minimum	Maximum	Mean
Money Transfer	120	1	5	3.46
Bill Payments	120	1	5	3.43
Recharges	120	1	5	3.67
Movie bus train booking	120	1	5	3.36
Payment for Online food orders	120	1	5	3.13
Payment at shops	120	1	5	4.06
Valid N (listwise)	120			

Table 24: Ranking of Different Usages of UPI

Particulars	Result
Payment at shops	1
Recharges	2
Money Transfer	3
Bill Payments	4
Movie bus train booking	5
Payment for Online food orders	6

Interpretation:

In the above data rank 1 given to Pay at shops is the purpose to use UPI digital payments, rank 2 given to recharges, rank 3 given to money transfer, rank 4 given bill payments, rank 5 given to movie bus train booking and rank 6 given to payment for online food orders is the purpose to use UPI digital payments.

Chi- Square Test- I

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is no relationship between the awareness of UPI payment services and frequency of using of UPI digital payments.

Alternate hypothesis (H1):

There is a relationship between the awareness of UPI payment services and frequency of using of UPI digital payments.

Table 25: Awareness And Frequency of Using UPI Case Processing Summary

AWARENESS OF UPI PAYMENT SERVICES * FREQUENCY OF USING OF UPI DIGITAL PAYMENTS	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	120	100.0%	0	.0%	120	100.0%

Table 26: Awareness And Frequency of Using UPI Crosstabulation

AWARENESS OF UPI PAYMENT SERVICES * FREQUENCY OF USING OF UPI DIGITAL PAYMENTS CROSTABULATION							
			FREQUENCY OF USING OF UPI DIGITAL PAYMENTS				Total
			Wherever possible	50% of all purchases	5% of all purchases	10% of all purchases	
AWARENESS OF UPI PAYMENT SERVICES	Fully Aware	Count	64	14	0	0	78
		Expected Count	41.6	24.0	7.8	4.6	78.0
	Partially Aware	Count	0	23	8	0	31
		Expected Count	16.5	9.6	3.1	1.8	31.0
	Not aware	Count	0	0	4	7	11
		Expected Count	5.9	3.4	1.1	.6	11.0
Total		Count	64	37	12	7	120
		Expected Count	64.0	37.0	12.0	7.0	120.0

Table 27: Awareness And Frequency of Using UPI Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.535E2 ^a	6	.000
Likelihood Ratio	139.333	6	.000
Linear-by-Linear Association	92.663	1	.000
N of Valid Cases	120		
6 cells (50%) have expected count less than 5. The minimum expected count is .64.			

Interpretation:

From the above table, p value is found to be 0.000 which is lesser than 0.05. Hence, alternate hypothesis (H1) is accepted, and null hypothesis (H0) is rejected. Therefore, there is a relationship between the awareness of UPI payment services and frequency of using of UPI digital payments.

Chi- Square Test- Ii
Null hypothesis (Ho):

There is no relationship between the duration of using UPI digital payments and UPI payment is fully secured.

Alternate hypothesis (H1):

There is a relationship between the duration of using UPI digital payments and UPI payment is fully secured

Table 28: Duration And Payment Security of Using UPI Case Processing Summary

DURATION OF USING UPI DIGITAL PAYMENTS * UPI PAYMENT IS FULLY SECURED	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
	120	100.0%	0	.0%	120	100.0%

Table 29: Duration And Payment Security of Using Cross Tabulation

Duration Of Using UPI Digital Payments * UPI Payment Is Fully Secured Crosstabulation								
			UPI payment is fully secured					Total
			Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	
DURATION OF USING UPI DIGITAL PAYMENTS	Less than 1 year	Count	0	0	0	6	12	18
		Expected Count	.2	1.4	8.6	6.2	1.8	18.0
	2-4 years	Count	0	0	8	35	0	43
		Expected Count	.4	3.2	20.4	14.7	4.3	43.0
	4-5 years	Count	0	3	49	0	0	52
		Expected Count	.4	3.9	24.7	17.8	5.2	52.0
	Above 5 years	Count	1	6	0	0	0	7
		Expected Count	.1	.5	3.3	2.4	.7	7.0
Total		Count	1	9	57	41	12	120
		Expected Count	1.0	9.0	57.0	41.0	12.0	120.0

Table 30: Duration And Payment Security of Using Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.376E2 ^a	12	.000
Likelihood Ratio	191.476	12	.000
Linear-by-Linear Association	96.874	1	.000
N of Valid Cases	120		

13 cells (65.0%) have expected count less than 5. The minimum expected count is .06.

Interpretation:

From the above table, p value is found to be 0.000 which is lesser than 0.05. Hence, alternate hypothesis (H1) is accepted, and null hypothesis (H0) is rejected. Therefore, there is a relationship between the duration of using UPI digital payments and UPI payment is fully secured.

Karl Pearson's Correlation Analysis

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is a positive relationship between the biggest concern while using UPI digital payments and problems of waiting time while transferring through UPI.

Alternate hypothesis (H1):

There is negative relationship between the biggest concern while using UPI digital payments and problems of waiting time while transferring through UPI.

Table 31: Waiting Time Vs Concern Correlation

BIGGEST CONCERN WHILE USING UPI DIGITAL PAYMENTS			PROBLEMS OF WAITING TIME WHILE TRANSFERRING THROUGH UPI
BIGGEST CONCERN WHILE USING UPI DIGITAL PAYMENTS	Pearson Correlation	1	.680**
	Sig. (2-tailed)		.000
	N	120	120
PROBLEMS OF WAITING TIME WHILE TRANSFERRING THROUGH UPI	Pearson Correlation	.680**	1
	Sig. (2-tailed)	.000	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{(N\sum X^2 - (\sum X)^2)(N\sum Y^2 - (\sum Y)^2)}}$$

$$r = 0.680$$

Inference

Since **r** is positive, there is a positive relationship between the biggest concern while using UPI digital

payments and problems of waiting time while transferring through UPI.

CONCLUSIONS

Summary Of Findings

1. 100% of the respondents are female and none of the respondents are male.
2. 43% of the respondents belongs to 21-25 years age group, 23% of the respondents belongs to below 21 years, 21% of the respondents belongs to 26-30 years and 13% of the respondents belongs to above 31 years age group.
3. 68% of the respondents are under graduates, 18% of the respondents are Postgraduates, 12.5% of the respondents are completed their HSC, 1.5% of the respondents are other qualified.
4. 71% of the respondents are salaried, 19% of the respondents are unemployed, 6% of the respondents are self-employed, and 4% of the respondents are businesspersons.
5. 52.5% of the respondents are getting income Rs.25001-50000, 30.5% of the respondents are getting income below Rs.25000, 16% of the respondents are getting income Rs.50001 and 1% of the respondents are getting income above 1 lakh.
6. 44% of the respondents are using 4-5 years of UPI digital payments and 5.5% of the respondents are using above 5 years of UPI payments.
7. 65% of the respondents said they were aware fully about UPI payment services and 9% of the respondents said they are not aware UPI payment services.
8. 53% of the respondents are using UPI digital payments wherever possible ways and 6% of the respondents are using UPI digital payments 10% of all purchases.
9. 62.5% of the respondents are strongly agreed that usage of e-wallets has increased after demonetization and 4% of the respondents are strongly disagreed that usage of e-wallets have increased after demonetization.
10. 69% of the respondents are having average knowledge on using UPI digital payment systems, 16% of the respondents said advanced knowledge and 1% of the respondents are having expertise knowledge on UPI digital payment systems.
11. 82% of the respondents said agreed cash back motivates them to use UPI digital payment and 18% of the respondents denied on the same.
12. 57% of the respondents said transaction failure is the biggest concern while using UPI digital payments and 1.5% of the respondents said transaction charges is the biggest concern while using UPI digital payments.
13. 64% of the respondents said they were rarely facing problems in waiting time while transferring through UPI payment and 5.5% of the respondents said they never faced any problems in waiting time while transferring through UPI payment.
14. 64% of the respondents said they were rarely faced problem during login process in UPI payment and 5.5% of the respondents said they never faced any problem during login process in UPI payment.
15. 47.5% of the respondents feel UPI payment is neutrally secured and 1% of the respondents are strongly disagreed on the above statement.
16. 60% of the respondents denied that there are not too many steps involved while processing the transaction through UPI payment and 40% of the respondents agreed on the same.
17. 48% of the respondents given 4(easy) rating while using UPI digital payment and 2.5% of the respondents given 1(very difficult) rating while using UPI digital payment.
18. 51% of the respondents said most convenient service provided by UPI payments and 9% of the respondents said least convenient provided by UPI payments.
19. 39% of the respondents are agreed that going cashless benefits economic growth of India and 1.5% of the respondents are strongly disagreed that going cashless benefits economic growth of India.
20. 48% of the respondents are agreed that they are satisfied on using UPI digital payments and 5% of the respondents are strongly disagreed on the above statement.
21. Rank 1 given to Google Pay apps, rank 2 given to PhonePe apps, rank 3 given to PayTM apps, rank 4 given to Amazon Pay apps and rank 5 given to Mobikwik apps.
22. Rank 1 given to Pay at shops is the purpose to use UPI digital payments, rank 2 given to recharges, rank 3 given to money transfer, rank 4 given bill payments, rank 5 given to movie bus train booking and rank 6 given to payment for online food orders is the purpose to use UPI digital payments.
23. There is a relationship between the awareness of UPI payment services and frequency of using of UPI digital payments.
24. There is a relationship between the duration of using UPI digital payments and UPI payment is fully secured.
25. There is a positive relationship between the biggest concern while using UPI digital payments and problems of waiting time while transferring through UPI.

SUGGESTIONS AND RECOMMENDATIONS

People are increasingly adapting to online transactions but safety risks continue to prevail. This has been found to be the prime reason inhibiting growth of online payments among women in Chennai. Overcoming privacy and security concerns are urgently required to expand the market for this mode of payment.

1. Women should avoid sharing the personal details with anybody.
2. Reduce the server issues and application issues may help to increase the users of UPI.

3. Be sure about the payment details before processing the payment.
4. Take immediate actions in case of any problem in the UPI transactions
5. UPI should come up with attracting offers like cash backs on bookings and other payments. Usage of UPI is less in women; it can be increased by conducting awareness programs for women
6. UPI should create awareness among the women through advertisements and awareness programs.
7. UPI should be able to use in e-commerce sites like Amazon and Flipkart.
8. As this feature is introduced recently this is not aware among women in Chennai.
9. UPI should concentrate on new methods that can help the illiterates understand about using UPI.
10. Awareness campaign towards digital literacy should be made as many people gets cheated in some or the other way.

CONCLUSION

Based on the survey of the 120 women in Chennai, the paper concludes with a positive note. The response has been more in favor of digital payment (UPI). Women are more adaptable to the changes in the economy when comes to finance matters. Adaptation is higher among the working women than the non-working. There is adequate access to digital infrastructure in the city and therefore the usage. However, this study has clearly shown that adaptability of women will not be a problem if the necessary infrastructure is available.

The digital divide will reduce considerably. The Government should therefore aim at providing internet access through good service providers at lower costs to the rural women also. This will empower women across the country, increase their work force participation, improve literacy rates, and encourage entrepreneurial activities. Digitization is a boon to the women if properly implemented and women are prepared for the change. There is a huge potential to increase the contribution of the women for this. As most of the respondents consider UPI payment system easy, convenient and time saving, it can definitely help women in managing their personal and professional work effectively and efficiently. It is also useful to those who are working for the betterment and empowerment of women.

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