A STUDY ON THE ATTITUDE OF E-PAYMENT USERS IN TIRUNELVELI DISTRICT

Abstract

When a consumer or buyer initiates a payment transaction for products or services purchased using the Internet, the transaction is said to be online. "This type of payment reduces business costs because the more payments made electronically (online or offline), the less they spend on paper and postage." It also aids in customer retention because the customer is more likely to return to the same e-commerce site where his or her information has already been input and saved." With online payment, the payer does not have to wait in a large queue because payment is made with the click of a mouse. Furthermore, almost all banks offer a free online bill payment service that is available seven days a week, or 24 hours a day, seven days a week. In this paper, I'll talk about the impact factor of online payment methods.

Keywords: E-Payment, Internet, Internet Business, Online Transactions.

Authors

Mrs. B. Vandimalaichi @ Selvi
Assistant Professor
Department of Commerce
Annai Hajira Womens' College
Melapalayam.
Affiliated to Manonmaniam Sundaranar University
Tirunelveli, Tamil Nadu, India.
vandimalaichi.b@annaihajiracollege.com

Mrs. M. Parvathi Devi
Assistant Professor
Department of Commerce
Vyasa Arts and Science Womens' College, Subramaniyapuram.
Affiliated to Manonmaniam Sundaranar University
Tirunelveli, Tamil Nadu, India.
devikani59@gmail.com.

I. INTRODUCTION

Why did people start an internet business? We choose this form of business for a variety of reasons. Sellers and merchants may now operate their businesses profitably around the clock and reach markets all over the world - geographical boundaries are no longer an impediment. It is not essential for them to open physical stores in various locations throughout the world, which implies that anyone, including tiny firms, can conduct business online. Customers will find it more convenient to place their purchase orders with a single click of the mouse at any time of day, regardless of where they are standing. I will discuss the impact factor of online payment systems in this paper.

1. **E-Payment:** E payment is a subset of an e-commerce transaction that includes electronic payment for purchasing and selling products or services via the internet. Although most people associate electronic payments with online transactions on the internet, there are numerous other types of electronic payments.

2. **Objectives of the Study:**
   - To study the elements that motivates e-payment users.
   - To investigate the issues with e-payment services.

3. **Scope of the Study:** The study is an empirical study that is being undertaken to highlight the respondents' thoughts on e-payment activities. Though the study focuses on respondents' thoughts on the various reasons for adopting e-payment and the payment mechanism used for e-payment. This study looks into the elements that influence users' decisions to adopt e-payment. This study also looks at the difficulties that e-payment users face, as well as their degree of satisfaction with e-payment services.

II. METHODOLOGY

The research is an empirical investigation based on primary data. A timetable of interviews was created for this purpose. This chapter describes the sort of data used, sample selection, analysis techniques, and study period.

1. **Primary Data:** Primary data were acquired using an interview schedule sent to consumers with the goal of gathering the necessary information. For data collection, respondents were interviewed at their convenience.

2. **Secondary Data:** The existing knowledge gathered by the researcher from various sources constitutes the secondary source of data. External sources include RBI Reports, publications, research journals, e-payment activity websites, and other internet sources. As a result, the researcher has gathered the necessary secondary data sources to comprehend e-payment services.

3. **Selection of the Samples:** The sample selection process is an important aspect of the research process. The most convenient sampling method is employed. A straightforward sampling strategy was used to identify 250 e-payment consumers.

4. **Tools of Analysis:** Following the collection of primary data, the interview schedules were categorized, organized, and master tables were created. Data was organized and tabulated for subsequent examination. The data was analyzed using the statistical software for social science (SPSS). To make the study more effective and meaningful, the following tools are used:
   - ANOVA
   - T test
   - Percentage analysis
   - Garrett ranking

5. **Period of the Study:** The study is carried out during the period December 2022 to May 2023.

6. **Area of Survey:** The survey was conducted among e-payment users of Tirunelveli District.

III. MODE OF PAYMENT FOR THE E-PAYMENT ACTIVITY

E-payment users are using different modes of payments namely e-cash, e-banking, mobile banking, debit card, credit card, smart card, wallet, e-pay, paytm and candigi. In order to find out the frequent of using different modes of payments, the data have been collected from e-payment users and presented in the Table 3.1.

Table 1: Mode of Payment for the E-Payment Activity

Particulars	Always	Frequently	Some times	Rarely	Never	Total
E-cash	115(46)	16(6.4)	20(8)	49(19.6)	50(20)	250(100)
E-Banking: Internet banking	56(22.4)	60(24)	69(27.6)	32(12.8)	33(13.2)	250(100)
Mobile banking	81(32.4)	35(14)	46(18.4)	34(13.6)	54(21.6)	250(100)
Debit card	33(13.2)	62(24.8)	83(33.2)	36(14.4)	36(14.4)	250(100)
Credit card	109(43.6)	28(11.2)	39(15.6)	42(16.8)	32(12.8)	250(100)
Smart card	33(13.2)	21(8.4)	65(26)	36(14.4)	95(38)	250(100)
Wallet	61(24.4)	24(9.6)	41(16.4)	47(18.8)	77(30.8)	250(100)
E- pay	41(16.4)	18(7.2)	42(16.8)	40(16)	109(43.6)	250(100)
Paytm	68(27.2)	28(11.2)	33(13.2)	47(18.8)	74(29.6)	250(100)
Candigi	40(16)	17(6.8)	40(16)	55(22)	98(39.2)	250(100)
Others	44(17.6)	17(6.8)	40(16)	56(22.4)	93(37.2)	250(100)

Source: Primary data
Parentheses indicate percentage

Table 3.1 shows that 46% of respondents always use e-cash, 43.6 % of respondents always use credit card, 32.4% of respondents always use mobile banking, 24.8 % of respondents frequently use debit card, 24% of respondents frequently use internet banking, 33.2 % of respondents occasionally use debit card, 22% of respondents rarely use candigi, and 43.6 % of respondents rarely use candigi.

IV. PURPOSE OF USING E-PAYMENT

E-payment users used many e-payment services namely e-ticket, e-recharge, electricity bill, telephone bill, e-shopping, banking transactions, fuel/petrol, government exam fees. In order to find out which e-payment services are mostly used by the e-payment users, A Garret ranking analysis was performed. Table 4.1 shows the results of the garret ranking analysis.

Table 2: Purposes of Using E-Payment

Sl. No	Purposes	Total Score	Average Score	Rank
1.	E-Ticket	15193	60.77	II
2.	E-Recharge	13875	55.50	IV
3.	Electricity bill	15125	60.50	III
4.	Telephone bill	13148	52.59	VI
5.	E-shopping	15784	63.14	I
6.	Banking transactions	13258	53.03	V
7.	Fuel / petrol	9844	39.38	IX
8.	Government exam fees	10246	40.98	VIII
9.	Any other fees	11316	45.26	VII
10.	Other expenses	9692	38.77	X

Source: Primary data

It is obvious from Table 4.1 that the majority of respondents ranked e-commerce first. The table shows that e-ticket was ranked second by the sample respondents. The table also shows that the sample respondents ranked the electricity bill third. It is also obvious from the data that the sample respondents ranked other expenses last.

V. FACTORS MOTIVATING TO USE E-PAYMENT AMONG DIFFERENT DEMOGRAPHIC PROFILE OF E-PAYMENT USERS

Factors motivating to use e-payment among different demographic profile of e-payment users namely sex, age, marital status, qualification, place of residence, occupation, family system, size of the family and family income have been analyzed with the help of ANOVA and ‘t’ test and presented below.

1. **Factors Motivating to use E-Payment and Sex Group**: E-payment consumers of different sex groups are motivated by different motivations. To determine whether there is a significant difference in factors motivating e-payment use among different sex groups of e-payment users, the 't' test is used with the null hypothesis, "There is no significant difference in factors motivating e-payment use among different sex groups of e-payment

users." Table 5.1 displays the results of the 't' test for reasons encouraging e-payment use among different sex groups of e-payment users.

Table 3: Factors motivating to use E-Payment among different Sex Group of E-Payment Users

Sl. No	Factors	Sex Group (Mean Score among the Respondents)		T Statistics
		Male	Female	
1.	Privacy	3.9310	4.1685	1.298NS
2.	Security	3.2241	2.9326	2.380NS
3.	Easy access	3.9655	3.4944	2.429NS
4.	Time saving	3.2414	2.8708	4.064*
5.	Immediate confirmation	3.7759	3.2809	2.681*
6.	Pride & Image	2.8793	2.6180	2.639*
7.	Availability of 24 *7	3.9483	3.3539	5.833*
8.	Accepting the small payment	3.1552	2.6742	4.252*

Source: Primary data
*Significant at five per cent level
NS: Not Significant

According to the above table, quick access and availability 24 hours a day, seven days a week are the most important motivators for male e-payment users, with mean scores of 3.9655 and 3.9483, respectively. It is also acknowledged that privacy and ease of access are major motivators for female e-payment users, with mean ratings of 4.1685 and 3.4944, respectively. The table shows that there is a significant difference in factors motivating e-payment users of different genders in the case of time saving, immediate confirmation, pride and image, 24 *7 availability, and accepting small payments. Because the respective "t" statistics is significant at the 5% level, the null hypothesis is rejected.

2. **Factors motivating to use E-Payment And Age Group:** E-payment consumers of various ages are motivated to utilize e-payment for a variety of reasons. The 'ANOVA' test is used to determine whether there is a significant difference in factors motivating people to use e-payment among different age groups of e-payment users. The null hypothesis is, "There is no significant difference in factors motivating people to use e-payment among different age groups of e-payment users." Table 5.2 shows the results of the 'ANOVA' test for factors encouraging e-payment use among different age groups of e-payment users.

Table 4: Factors motivating to use E-Payment among different Age Group of E-Payment Users

Sl. No	Factors	Age (Mean Score among the Respondents)				F Statistics
		Below 20	21 to 30	31 to 40	Above 40	
1.	Privacy	4.0769	4.3425	3.4286	3.8000	6.924*
2.	Security	2.7692	3.0890	2.7890	3.4000	2.160NS
3.	Easy access	3.3462	3.8729	3.1905	3.0000	3.959*

4.	Time saving	3.2115	2.8630	2.7619	2.9000	1.177NS
5.	Immediate confirmation	3.3269	3.6644	2.8333	2.8000	4.191*
6.	Pride & Image	3.0769	2.7534	1.9762	3.4000	8.400*
7.	Availability of 24 *7	3.4423	3.8562	2.5952	3.6000	8.535*
8.	Accepting the small payment	2.7885	3.0342	1.9286	3.9000	9.406*

Source: Primary data
*Significant at five per cent level
NS: Not Significant

According to the above table, privacy and availability 24 hours a day, seven days a week are major motivators for e-payment users under the age of 20, with mean scores of 4.0769 and 3.4423, respectively. It is also clear that privacy and ease of access are major motivators for e-payment use among e-payment users aged 21 to 30 years, with mean scores of 4.3425 and 3.8729, respectively. The chart clearly shows that privacy and ease of access are major motivators for e-payment use among e-payment users aged 31 to 40 years, with mean scores of 3.4286 and 3.1905, respectively. It is also obvious from the table that accepting modest payments and privacy are major motivators for e-payment use among e-payment users over the age of 40, with mean scores of 3.9000 and 3.8000, respectively. The table shows that there is a significant difference in factors motivating e-payment users of different ages in the case of privacy, easy access, immediate confirmation, pride and image, 24*7 availability, and accepting small payments. Because the respective "F" statistics is significant at the 5% level, the null hypothesis is rejected.

VI. PROBLEMS FACED IN E-PAYMENT AMONG DIFFERENT DEMOGRAPHIC PROFILE OF E-PAYMENT USERS

1. **Problems faced in E-Payment and Sex Group:** E-payment consumers of various sex groups confront varying levels of difficulty. To determine whether there is a significant difference in e-payment problems across different sex groups of e-payment users, the 't' test is used with the null hypothesis, "There is no significant difference in e-payment problems among different sex groups of e-payment users." Table 6.1 shows the results of the 't' test for e-payment difficulties among different sex groups of e-payment users.

Table 5: Problems faced in E-Payment among different Sex Group of E-Payment Users

Sl. No	Problems	Sex (Mean Score among the Respondents)		T Statistics
		Male	Female	
1.	Lack of security	3.7069	4.0449	3.316*
2.	Lack of awareness about e-payment websites	3.2586	3.0787	0.798NS
3.	Lack of trust	3.5000	3.5843	0.107NS
4.	Problems relating to apps.	3.2931	2.9101	15.618*
5.	Problems of registration	3.9655	3.7247	2.903*

6.	Problems relating to refund of money	2.9655	3.0618	3.222*
7.	System hangover	3.2759	3.7360	6.894*
8.	Slow internet speed	2.9828	2.9607	0.240NS

Source: Primary data
*Significant at five per cent level
NS: Not Significant

According to the above table, problems with registration and a lack of security are the most common issues encountered by male e-payment users, with mean scores of 3.9655 and 3.7069, respectively. It is also clear that lack of security and system hangover are major issues for female e-payment customers, as their mean ratings are 4.0449 and 3.7360, respectively. The table shows that there is a significant difference in problems encountered in e-payment among the different sex groups of e-payment users in the case of lack of security, problems with apps, problems with registration, problems with refund of money, and system hangover, and the null hypothesis is rejected because the respective "T" statistics is significant at the 5% level.

2. **Problems faced in E-Payment and Age Group:** E-payment customers of all ages encounter difficulties at various levels. The 'ANOVA' test is used to determine whether there is a significant difference in problems encountered in e-payment among different age groups of e-payment users. The null hypothesis is, "There is no significant difference in problems encountered in e-payment among different age groups of e-payment users." Table 6.2 shows the results of the 'ANOVA' test for e-payment problems among different age groups of e-payment users.

Table 6: Problems faced in E-Payment among different Age Group of E-Payment Users

Sl. No	Problems	Age (Mean Score among the Respondents)				F Statistics
		Below 20	21 to 30	31 to 40	Above 40	
1.	Lack of security	4.1731	4.1849	3.3095	3.2000	7.813*
2.	Lack of awareness about e-payment websites	2.9038	3.0479	3.5952	3.0000	2.966*
3.	Lack of trust	4.0192	3.6301	3.0714	2.4000	6.892*
4.	Problems relating to apps.	3.0577	3.1712	2.8810	3.3000	0.625NS
5.	Problems of registration	4.1538	3.7877	2.9048	4.4000	8.351*
6.	Problems relating to refund of money	3.4231	3.0205	2.9245	3.1000	1.545NS
7.	System hangover	3.8269	3.6849	2.8810	3.3500	5.015*
8.	Slow internet speed	2.6346	3.1390	2.7143	2.9000	2.405NS

Source: Primary data
*Significant at five per cent level
NS: Not Significant

According to the above table, lack of security and registration issues are the most common problems encountered by e-payment users under the age of 20, as their mean scores are 4.1731 and 4.1538, respectively. It is also noted that lack of security and registration issues are major issues in e-payment among e-payment users aged 21 to 30 years, as their mean scores are 4.1849 and 3.7877, respectively. According to the data, lack of information of e-payment websites and lack of security are the most significant concerns encountered by e-payment users aged 31 to 40 years, with mean scores of 3.5952 and 3.3095, respectively. The table also shows that problems with registration and system hangover are the most common problems encountered by e-payment users over the age of 40, with mean ratings of 4.4000 and 3.3500, respectively. The table shows that there is a significant difference in e-payment problems faced by different age groups of e-payment users in the case of lack of security, lack of awareness about e-payment websites, lack of trust, registration problems, and system hangover because the respective "F" statistics are significant at the 5% level, and the null hypothesis is rejected.

VII. SUMMARY OF FINDINGS

By analyzing the data collected from the e-payment users the researcher has found out the following facts.

The majority of 46% of respondents always use e-cash, 43.6 % of respondents always use credit card, 32.4 % of respondents always use mobile banking, 24.8 % of respondents frequently use debit card, 24% of respondents frequently use internet banking, 33.2 % of respondents occasionally use debit card, 22% of respondents rarely use candigi, and 43.6 % of respondents rarely use candigi.

E-commerce was ranked top by the vast majority of respondents. The table shows that e-ticket was ranked second by the sample respondents. The table also shows that the sample respondents ranked the electricity bill third. It is also obvious from the data that the sample respondents ranked other expenses last.

Significant differences in variables encouraging e-payment use among different gender groups of e-payment users have been observed in the cases of time savings, instant confirmation, pride and image, 24 *7 availability, and accepting small payments.

There is a significant difference in factors encouraging e-payment users of different ages in the case of privacy, quick access, immediate confirmation, pride and image, 24*7 availability, and taking modest payments.

Significant differences in e-payment problems faced by different sex groups of e-payment users are identified in the cases of lack of security, problems with apps, problems with registration, problems with money refund, and system hangover.

Significant differences in e-payment problems are observed among different age groups of e-payment users in the cases of lack of security, lack of awareness of e-payment websites, lack of confidence, registration difficulty, and system hangover.

VIII. CONCLUSION

The e-payment system improved customer service, working capital, operational efficiency and cycle times, processing efficiencies, and compliance with organisational norms and procedures, in addition to cost reductions. This e-payment procedure generates a variety of levels of danger for marketing. Over ten years of Internet marketing research has yielded some notable findings. Based on our examination of these facts, it is clear that the Internet is becoming increasingly important in the field of e-payment. People are realising the significance of quantifying the collaborative consequences of e-payment. The analysis shows that the population was not well-informed or educated. They are not acquainted with electronic payments. The study is based on a survey. The reply must provide their own answers to the questions. Some people agree with our viewpoints. Some people, though, are displeased with us. According to the findings of this study, online e-payment enables for greater client reach. Because the internet is virtual, gathering input is simple. Customer loyalty can be developed. Banks can provide personalized assistance to consumers while also providing quality service.

