Research Article

Employees Perception on Digital Payment with special reference to Tirunelveli City

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Abstract

Government of India is committed to expand digital transactions in the Indian economy, to enhance the financial inclusiveness and thereby improve the ease of living for citizens. Accordingly, the government of India has been undertaking several measures to promote and encourage digital payments in our country. The study examines the perception on digital payment, digital payment attitude & awareness and digital payment handling practices of employees in Tirunelveli City. It aims to study the demographic profile of the employees. Both primary and secondary data are used. The primary data collected from 105 over employees covering in urban areas who reside in the Palayamkottai,Tirunelveli City. The secondary data collected from articles, journals, books, newspaper and websites. Statistical Package for Social Science (SPSS) used for analyze the data. The study aims to know about the employees perception on digital payment. Percentage analysis, Chi-square test and rank test have been used for arriving at conclusions. The major findings of the study is most of the employees had good knowledge and good practices on digital payment.

Keywords: Perception, Awareness, Attitudes, Practices and Digital payment.

Introduction

Digital empowered economy which is faceless, cashless and paperless as intended by the Government of India as part of their 'Digital India 'campaign generated various methods of the payment which are flexible and provide the access to do payment anytime, anywhere. The Reserve Bank of India (RBI) Ombudsman Scheme for Digital Transactions defined Digital Transactions as a seamless payment system in which there is no need for the exchange of hard cash. Electronic or digital transfer from both ends use digital medium to conduct the transaction.

Review of Literature

Vinitha K and Vasantha (2017) the researcher studied and analysed the decision factors that had influenced the digital payments. They also suggested the numerous factors that add in strengthening the e-payment system in the digital economy.

Naskar Debashish (2019) the researcher in his study analyzed the impact & significance of cash less economy in India & also discussed the hurdles. He further discussed the modes of cashless transactions and their benefits. His study was based on secondary data. He also studied the various hurdles in cashless economy such as cyber crime, internet shutdowns and inadequate digital infrastructure.

Sivathanu (2019) the researcher analysed the actual usage of digital payments system in demonetization time span in India. The study was done on 766 respondents and the tool used was PLS-SEM technique. The outcomes validated the moderate influence on actual usage of DPS.

Objectives of the study
➢ To analyse the demographic profile of the employees of Tirunelveli City.
➢ To examine the reasons and purpose of digital payment usage among the respondents.
➢ To find out the relation between the socio-economic factors and digital payment usage among the respondents.

Limitations of the study
This study is entirely based on primary data. Therefore, the information given by the respondents may not be exact as there may be recall lapses. Due to time and resource constraint, this study was confined to only Tirunelveli city and the

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sample was collected from 105 respondents only. Therefore, the findings of the study cannot be generalized for all the area and sections of the people.

Methodology

Study area:
In Tirunelveli District Palayamkottai is the heart of the city. It is also called the Oxford of South India. So the study is conducted from the employees in the area of Palayamkottai, Tirunelveli city.

Collection of data:
The study is entirely based on primary data collected from 105 respondents from the employees of public as well as private sector in Tirunelveli city. The researcher has adopted convenient sampling technique method.

Tools for Analysis:
The researcher has used Percentage analysis, Chi-square test and rank test.

Data Analysis and Interpretation

Table 1. Demographic Profile of the Employees

Demographic Profile		No. of Respondents	Percentage
Gender	Male	17	16.2
	Female	88	83.8
Age	Below 25 Years	9	8.6
	25 - 30 Years	14	13.3
	31 - 35Years	38	36.2
	36- 40 Years	24	22.9
	41 - 45Years	17	16.1
	Above 45 Years	3	2.9
Education Qualification	UG	67	63.8
	PG	16	15.3
	Diploma	4	3.8
	Professional	12	11.4
	Up to HSC	6	5.7
Family Income	Below Rs.25,000	18	17.1
	Rs.25,001 – Rs.30,000	12	11.4
	Rs.30,001 – Rs.35,000	21	20.0
	Rs.35,001 – Rs.40,000	26	24.8
	Above Rs.40,001	28	26.7
Marital Status	Married	69	65.7
	Unmarried	36	34.3
Family Size	Below Two	13	12.4
	Three	22	20.9
	Four	31	29.5
	Above Four	39	37.2
Occupation	Public Sector	34	32.4
	Private Sector	71	67.6

Source: Primary data

From the table 1, out of 105, 88 respondents are female. 38 respondents are belonging to the age group of 31-35 years. 67 respondents are under graduates. 28 respondents family income lies between above Rs.40, 001. 69 respondents are married. 39 respondents family size are above four. 71 respondents are working under private sector.

Table 2 Digital Payment Handling Practices

Practices	No. of Respondents	Percentage
Beginner	31	29.5
Somewhat experienced	25	23.8
Experienced	49	46.7

Source: Primary data

Employees Perception On Digital Payment

From the table 2, 46.7 % respondents are handling digital payments with experienced.

Table 3 Reason for using Digital Payment

Sl.No	Reason	Average score	Rank
	Time saving	2.79	III
	Safe and secure transfer	2.1	IV
	Easy to use	4.53	I
	Proof of transaction	1.73	V
	Convenience	3.83	II

Source: Primary data

Table 3 shows that out of 105 employees, Easy to use is got first rank. Convenience, Time saving, Safe and secure transfer and proof of verification got the remaining ranks in the order.

Table 4 Age wise classification and Attitude towards Digital payment

Particulars	Value	df	Asymptotic Significance (2 sided)
Pearson Chi-square	97.459[a]	1	0.000
Likelihood Ratio	102.275	1	0.000
Linear-by-Linear Association	32.051	1	0.000
N of Valid Cases	105		0.000

Source: Computed data

Since the 'P' values are less than 0.05 at five percent level of significance. The null hypothesis is rejected. It is concluded that there is a significant difference between the age wise classification of the respondents and attitude towards digital payment.

Findings of the study
- Majority of the employees are female.
- Most of the respondents are belongs to the age group of 31-35 years.
- Majority of the respondents are under graduates.
- Employees family income lies between above Rs.40, 001.
- Majority respondents are married.
- Employees family size are above four.
- Majority of the respondents are working under private sector.
- Majority of the respondents are experienced in handling digital payment.
- Under reason for using digital payment easy to use got the first rank with the mean score of 4.53.
- There is a significant difference between the age wise classification of the respondents and attitude towards digital payment.

Summary and Conclusion
The future of digital payments promises even greater innovation and disruption. Emerging technologies such as blockchain, artificial intelligence, and biometrics are poised to reshape the landscape. In conclusion, digital payments have revolutionized the way we conduct financial transactions, offering unprecedented convenience, speed, and security. While challenges persist, the benefits of digital payments are difficult to ignore. As technology continues to advance and society adapts to this new financial landscape, the world of payments is likely to undergo further transformation.

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