USERS' SATISFACTION TOWARDS UPI PAYMENT SYSTEM: A STUDY IN ERODE DISTRICT OF TAMIL NADU

Senthilkumar. S	Ph.d Research Scholar, Pg And Research Department Of Commerce, Gobi Arts & Science College, Gobichettipalayam.
Dr. R. Nagarajan	Assistant Professor, Pg And Research Department Of Commerce, Gobi Arts & Science College, Gobichettipalayam.

ABSTRACT UPI (Unified Payment Interface) Payment System is a new age payment system developed by the National Payment Corporation of India (NPCI). The Unified Payments Interface (UPI) is a revolutionary, user-friendly, real time payment solution that facilitates inter-bank transactions and has the potential to build a cashless nation and universalize the digital payments in India. The UPI has been launched by the Government to increase the use of digital payments and reduce the dependence on cash transactions. However, there is still a large proportion of the population that relies on cash transactions. Hence, it is imperative for the Government of India and the UPI service providers to increase the satisfaction level of UPI users in order to build a cashless nation. The present study examines the level of satisfaction of the UPI users.

KEYWORDS : Unified Payment Interface, National Payment Corporation of India, Cashless Nation.

INTRODUCTION
Customer satisfaction is a prominent factor in reaching the success of any business. The Digital Payment Industry is no exception to this and particularly payment service providers and financial institutions have all the more an urge to implement measures to improve the overall customer satisfaction and their confidence in making transactions digitally. As with any technological innovation, user satisfaction plays a crucial role in its success and widespread adoption. User satisfaction with UPI is driven by its ease of use, instant and secure transactions, wide acceptance, cost-effectiveness, and incentives. However, to maintain and grow this satisfaction, it is crucial to address the satisfaction level of UPI users with respect to technical reliability, security concerns, and rural adoption. UPI has already transformed the way Indians engage with digital payments, and with continuous improvements, it will continue to reduce the country's reliance on cash and contribute to a more inclusive financial system. In this context, it is relevant probing the UPI users' satisfaction level in respect of UPI payment system.

Review of Literature
Suresh Kumar and Suseela Menon (2020) investigated the impact of UPI on customer satisfaction. The result of the study stated that there is no significant difference on the perception and satisfaction of the customers based on their gender and the various services of UPI.

Helda Mary and Srinath (2022) examined on customer satisfaction towards Google Pay. The study stated that the 59 per cent majority of respondents opinioned Google Pay is good for UPI transaction.

Thangajesu Sathish and Sornaganesh (2023) studied on customer insight towards UPI. The study revealed that there is no significant difference of perception and satisfaction among the respondents about UPI based on gender, age and education.

Statement of the Problem
UPI has the potential to create a cashless nation, but user satisfaction varies across demographics and regions. Despite its benefits like ease of use and instant transactions, challenges such as transaction failures, security concerns, limited rural accessibility, and low digital literacy hinder its effectiveness. These issues lead to frustration and a continued preference for cash among some users. To enhance UPI and reduce cash reliance, it's crucial to address these challenges. In this backdrop, the present study seeks to find answer to the following question:
• Are the UPI users satisfied with UPI payment system?

Objectives of the study
• To analyze the satisfaction level of UPI users about UPI payment system.
• To offer suggestions to improve the satisfaction level of UPI users about UPI payment system.

Sampling Design and Methodology

The present study is confined to Erode District of Tamil Nadu as this district has a lower number UPI transactions compared to other districts. 588 sample UPI users were selected by adopting Convenient Sampling Technique. The sample UPI users were identified in the retail shops of Erode district in the taluks viz, Erode, Gobichettipalayam, Sathyamangalam, Perundurai and Bavani.

Hypotheses of the study
H_O: There is no significant association between the socio-economic characteristics of the sample UPI users and their satisfaction level about UPI Payment System.

Data Analysis
The collected primary data were analyzed with simple percentages and further analyzes were done with Chi-Square test.

Socio-Economic Variables of the Respondents
Distribution of the sample respondents based on their socio-economic variables is shown in Table1.

Table 1: Distribution of the respondents by socio-economic variables

S.No	Socio-Economic Variables		No.of Respondents	Percentage (%)
1.	Gender	Male	297	50.51
		Female	291	49.49
		Total	**588**	**100**
2.	Age	Young	225	38.27
		Middle	199	33.84
		Old	164	27.89
		Total	**588**	**100**
3.	Education	Elementary School	150	25.51
		Middle and Higher Secondary	218	37.07
		College	220	37.41
		Total	**588**	**100**
4.	Occupation	Private Employees	166	28.23
		Professionals	93	15.82
		Self-Employed	181	30.78
		Government Employee	98	16.67
		Others	50	8.503
		Total	**588**	**100**
5.	Marital Status	Married	301	51.19
		Unmarried	287	48.81
		Total	588	**100**
6.	Nature of Family	Joint family	315	53.57
		Nuclear family	273	46.43
		Total	**588**	**100**
7.	Size of the family	Small	210	35.71
		Medium	250	42.52
		Large	128	21.77

8.	Area of Residence	Total	588	100
		Rural	406	69.05
		Urban	182	30.95
		Total	**588**	**100**
9.	Monthly Income	Low	276	46.94
		Medium	217	36.9
		High	95	16.16
		Total	**588**	**100**
10.	Monthly Expenditure	Low	257	43.71
		Medium	245	41.67
		High	86	14.63
		Total	**588**	**100**

Source: Primary Data

Table 1, shows that 50.51 per cent of the majority of sample respondents are Male; 38.27 per cent are Young Aged; 37.41 per cent are College Educated; 30.78 per cent are engaged in Self-Employed; 51.19 per cent are married; 53.57 per cent belong to Joint Family; 42.52 per cent are medium size in family between 4 to 5; 69.05 per cent belong to Rural Area; 46.94 per cent have Low monthly income and 43.71 per cent have Low monthly expenditure.

Quantification of Data to Measure the Satisfaction Level
An interview schedule with 25 statements was used to collect the necessary primary data from the sample UPI users to measure their satisfaction level as given in annexure. Likert's summated 5-point scaling technique was applied to find out the aggregate satisfaction level of the sample respondents ranging from 'More Satisfied' to 'Less Satisfied'.

The total score of 588 respondents were calculated and their individual score arrived at ranged from 25 to 125 and hence the average score was 75. Further, for an in-depth analysis, the respondents were classified into two groups, based on their satisfaction level viz., More Satisfied (The respondents who scored 75 and above) and Less Satisfied (The respondents who scored below 75).

Distribution of Sample respondents by Satisfaction Score on the UPI Payment System.
The details relating to distribution of the sample respondents by satisfaction score on UPI Payment System are shown in Table 2.

Table 2: Distribution of the sample respondents by satisfaction level

Satisfaction Level	Number of Sample Respondents	Percentage	Total Score	Average Score
Less Satisfied (Score less than 75)	347	59	22032	63.49
More Satisfied (Score 75 and above)	241	41	23493	97.48
Total	588	100	45525	77.42

Source : Primary Data

Table 2 reveals that 59 per cent of the sample respondents are Less Satisfied with the UPI Payment System. Further, it is found that the average score of this category is 63.49.   .

Association between Socio-Economic Variable and Satisfaction
The association between socio-economic variables (age, gender, marital status, education, occupational status, nature of family, area of residence, annual income and annual expenditure) and the satisfaction level of the UPI users about UPI Payment System have been analyzed by applying 'Chi-Square' test at 5% level of significance and the significance of the association of variables is shown in Table 3.

Table 3: Association between the socio-economic characteristics of the sample UPI users and their satisfaction: Chi-square analysis.

Socio-Economic Characteristics	Table Value	Calculated Value	D.F	Result
Gender	3.841	2.144	1	Insignificant
Age	5.991	0.715	2	Insignificant
Educational Status	7.815	20.172	3	Significant
Occupation	9.488	24.774	4	Significant
Martial Status	3.841	0.129	1	Insignificant
Nature of Family	3.841	0.677	1	Insignificant
Size of the Family	5.991	3.828	2	Insignificant
Area of Residence	3.841	12.388	1	Significant
Monthly Income	5.991	0.257	2	Insignificant
Monthly Expenditure	5.991	16.710	2	Significant

Source : Primary data

Table 3 reveals that the socio-economic factors of Gender, Age, Martial Status, Nature of Family, Size of the Family and Monthly Income are not significantly associated with the level of satisfaction about UPI Payment System. However, Educational Status, Occupation, Area of Residence and Monthly Expenditure emerged as factors with significant association.

Findings
- 59 per cent of the sample UPI users have Low level of satisfaction about UPI Payment System in Erode District of Tamil Nadu.
- In chi-square test, it is found that the association between level of satisfaction and Gender, Age, Martial Status, Nature of Family, Size of the Family and Monthly Income and are statistically proved as Insignificant i.e., framed null hypothesis is accepted. Whereas, Education, Occupation, Area of Residence and Monthly Expenditure are statistically proved as significant i.e., framed Null hypothesis is rejected.

Suggestions
- A majority of 59 per cent of the sample UPI users have a low level of satisfaction about UPI Payment System. Hence, It is suggested that biometric authentication, such as fingerprint or facial recognition, be incorporated into the UPI system to enhance security, particularly for high-value transactions. Additionally, implementing advanced AI systems could significantly improve real-time fraud detection, offering a proactive defense against fraudulent activities. To accommodate larger transactions, especially for businesses, increasing the current transaction limits is recommended. Furthermore, simplifying the user interface would make the UPI system more accessible and user-friendly, particularly for first-time users and the elderly, thereby encouraging broader adoption across various age groups.

CONCLUSION
UPI Payment System has the potential to build a cashless nation. There is no second opinion about its contribution towards cashless nation. By realizing its importance, this research has been undertaken to find the answers to relevant research problems. For this purpose, the required data have been collected with appropriate methodology and analyzed with relevant statistical tools. Offering good and adequate UPI facilities in the rural areas is the need of the hour and NPCI should enhance the customers' satisfaction in order to be successful. The concerned authorities meticulously consider the suggestions and it would certainly enable to achieve the cashless nation.

REFERENCES
[1]. Suresh Kumar and Suseela Menon (2020), "Impact of UPI on customer satisfaction in Coimbatore City", International Journal of Research in Engineering, Science and Management, Vol-3(1), January-2020, ISSN- Online: 2581-5792.
[2]. Helda Mary and Srinath (2022) "Customer satisfaction towards Google Pay", International Journal for Science and Advance Research in Technology IJSART, Vol-8(6), June, ISSN- Online: 2395-1052.
[3]. Thangajesu Sathish and Sornaganesh (2023), "A Study on Customer Insight towards UPI with special reference to Thoothukudi District", EPRA International Journal of Research and Development (IJRD), Vol-8(5), May, Vol.8(5), pp.235-238.