



Electronic Payment System and Indian Retail Sector -A Study

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ABSTRACT

Electronic payments have been the most popular amount transaction system in recent years. So, this paper analyses the impact of electronic methods implemented in various shops. From retail to shopping malls. By using electronic payment, customers and shop owners are satisfied with this system. In this study, information about electronic payment systems from articles and websites. The methods employed by Google Pay are described along with current and potential factors. Many individuals will use Google Pay in the coming years, which will be the best result for all merchants. The ease of use provided by electronic payment contributes to consumer happiness. A new dimension's business servers are connected via an electronic payment system across open networks by using this platform for vendor payment systems that provide software as a service. The current world's computerized payment system is evolving into a financial exchange. We concentrate on the study of Google Pay, phone pe, and Paytm.

KEYWORDS: Impact of electronic payments, online UPI transactions, secure transactions, privacy.

INTRODUCTION

Electronic payment refers to the digital transactions between two parties to purchase or transfer goods services, or funds. Electronic payments have become an increasingly popular method of conducting financial transactions in the digital age as more and more businesses and consumers move away from traditional paper-based payment methods like cash or checks.

Electronic payments can take away many forms, including debit and credit card transactions, electronic fund transfers, and mobile payments. Internet and mobile technology, electronic payments have become more convenient, faster, and more secure than ever before.

They offer both merchant and consumer benefits, including lower transaction costs, faster processing of items, and greater convenience. Some popular electronic payment methods include google pay, venom, square, apple pay, and Zell. The evolution of electronic payment systems makes it easier than ever for businesses and consumers to make and receive payments.

REVIEW OF LITERATURE

1. **N. Ashokan a Philhil Janson** (2000) Online through open networks such as the Internet, crucial security issues are being raised. Consumers had many workstations posing challenges of dimensions on electronic payment new ways of payment such as orders, cheques, and later plastic money were invented also allows with actual money.
2. **Ahuja & Joshi** (2018) have studied customer perception concerning mobile wallets. In this study, they examined the factors exploration techniques is used to classify the factors which influence customer opinion towards mobile wallets. This study has been conducted about the different types of mobile wallets in India. The data is collected from primary data.
3. **Singh & Gupta** (2016) they have conducted a study to identify various factors that influence the adoption of mobile wallet payments among customers. They considered the various variables for the study are convenience and trust.
4. **Dustin Odom Odomet** (2014) In his comparative study of smartphone users' perception and preference towards mobile payment methods in us and Korea, as the smartphone adoption rate increases, smartphone users pay more attention to mobile payment.
5. **Palaka et al.** (2010) Presented a model for peer-to-peer e-commerce transactions with a decentralized approach focusing on the reliability issues of centralized payment systems offered by internet e-commerce websites such as eBay and Amazon.
6. **Cobb** (2004) According to him the value of electronic payment was way beyond the immediate convenience and safety of cards, contributing to a great extent to the overall economic development.

7. **Anusha Prem Chand** (2015) look at electronic payments what they entail and basic payments and infrastructure. We also look at the future of electronic payments as well as the challenges and recommendations for electronic payment systems.
8. **Marwah Naeem Hassooni, Methaq Hameed Mustafa Sabah taha** (2020) To cover the vendors' payment-processing system work on this template. This method assists the transference of money electronically through performing an online payment system.
9. **Shroff** (2007) In this modern banking and technology have taken the role and impact of technology of electronic payment system. It also includes an in-depth study of various payment systems provided by the bank.
10. **Lukman O. Oyelami, S. Adekunle** (2020) The electronic payment system adoption and consumer spending growth and increased rate of dynamics electronic payment system in recent times have studies to investigate the relationship between electronic payment and consumer spending in various regions.
11. **Zhou and C.LU.** (2004) This article provides a comprehensive overview of the research on mobile payments. The authors review the various types of mobile payments such as NFC, QR codes, etc....
12. **H. Wang et al** (2017) This article reviews the various security issues and challenges facing mobile payment systems, to protect electronic payment systems such as biometric authentication and encryption.
13. **Singh Sumanjeet** (2009) To cover emergence created new financial needs that in many cases effectively in traditional payment. Various types of electronic payment issues in surrounding and digital currency are classified into four types cheque, online credit card, and smartcards. Electronic payment evaluates the requirements, needs, and applicability of each system.
14. **Doan** (2014) The study findings reveal that the usage of electronic payment systems makes the conditions of electronic payment users. The research concluded that trust of positive and negative impacts on the adoption of users depending upon the customer's satisfaction and consumers' situation.
15. **Karthikeyan Bolar** (2014) In this paper acceptance the creator should face the problems towards customer evaluation and their interface of various strategic decisions to improve the various quality dimensions.

OBJECTIVE OF THE STUDY

To assess the behavioural pattern of electronic payment systems in retail segments in the Tiruchirappalli district.

To identify the user's perception of the electronic payment system used.

To review the instruments and institutions of payment systems. To analyze the factors affecting the usage of the electronic payment system.

HYPOTHESIS

H0: There is a relationship between gender and the usage of electronic payments.

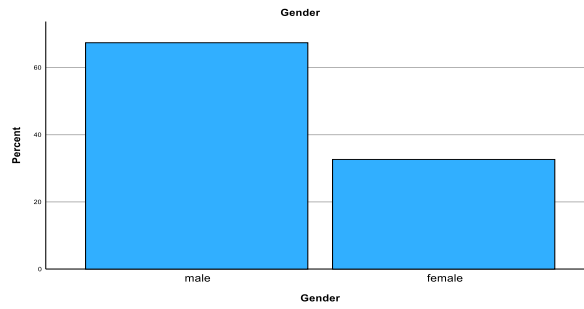
H1: There is no relationship between age and usage of electronic payments.

RESEARCH METHODOLOGY

This study is conducted to obtain data on the adoption of electronic payment systems in India. The study is conducted in the Trichy region. A sample size of 96 was selected using convenience sampling. Out of which 96 responded. This represents a response rate of 100% structured questionnaires are used for collecting data. The responses from the respondents were analyzed using the simple percentage analysis and chi-square test.

DATA ANALYSIS AND INTERPRETATION

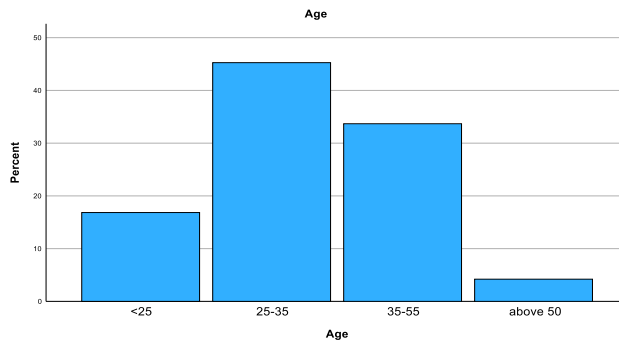
Gender	Frequency	Percent	Valid Percent	Cumulative Percent
male	64	67.4	67.4	67.4
female	31	32.6	32.6	100.0
Total	95	100.0	100.0	



The maximum number of respondents, 67.4% were male only 32.2% were female, engaged with electronic payment. Previous studies show that gender does not make difference in the adoption of technology in an online transaction.

Age

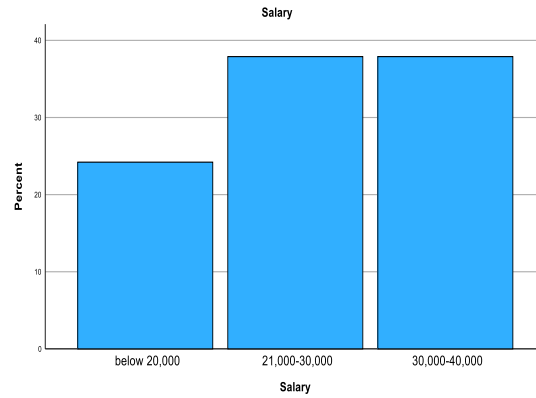
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	16	16.8	16.8	16.8
	25-35	43	45.3	45.3	62.1
	35-55	32	33.7	33.7	95.8
	above 50	4	4.2	4.2	100.0
	Total	95	100.0	100.0	



The above table shows the demographic factors of the customers of the retailers. It is showing that 45.3% and 33.7 % of respondents belonged to the age group of 25-35 and 35-55 years respectively. Only 16.8 respondents were below 25 years and 4.2% of respondents were above 50 years.

Salary

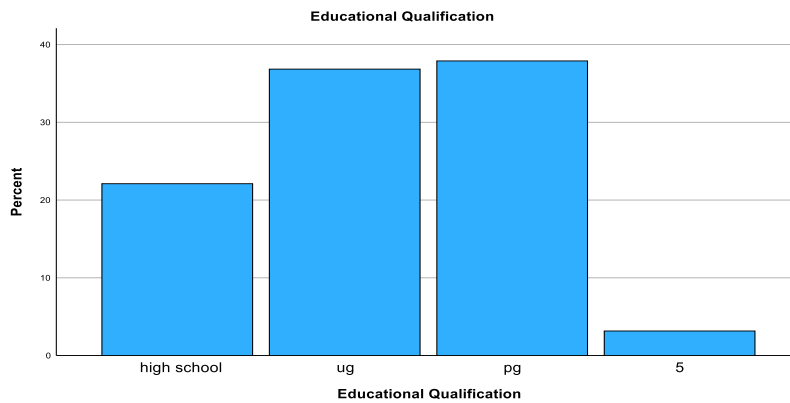
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 20,000	23	24.2	24.2	24.2
	21,000-30,000	36	37.9	37.9	62.1
	30,000-40,000	36	37.9	37.9	100.0
	Total	95	100.0	100.0	



With the monthly income of respondents, 50% of respondents receive a monthly income below 20,000, 24.2% of respondents receive a monthly income of rupees 21,000-30,000, 37.9% of respondents receive a monthly income of rupees 30,000-40,000, 37.9% of respondents and 6% of respondents receive monthly income above rupees 50,000.

Educational Qualification

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school	21	22.1	22.1	22.1
	Ug	35	36.8	36.8	58.9
	Pg	36	37.9	37.9	96.8
	5	3	3.2	3.2	100.0
	Total	95	100.0	100.0	



The above table shows that 22.1% of respondents were in high school 36.8% of respondents are ug 37.9% respondents are pg and 3.2% respondents are others.

HYPOTHESIS TESTING USING CHI-SQUARE ANALYSIS

H0: There is a relationship between gender and the usage of electronic payments.

H1: There is no relationship between age and usage of electronic payments.

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.310 ^a	10	<.001
Likelihood Ratio	16.145	10	.096
N of Valid Cases	30		

a. 16 cells (88.9%) have an expected count of less than 5. The minimum expected count is .03.

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.901 ^a	4	.575
Likelihood Ratio	3.635	4	.458

Linear-by-Linear Association	.037	1	.848
N of Valid Cases	69		

a. 5 cells (50.0%) have an expected count of less than 5. The minimum expected count is .43.

LIMITATIONS OF THE STUDY

The research was carried out based on primary data. The primary data for research objectives were collected from the samples based in Trichy region city only. This research focuses on the user of retailers in the electronic payment system. The sample size of the study was limited to 96. For primary data, no response error cannot be ruled out.

CONCLUSION

In conclusion, the impact of electronic payment systems in the retail segment has been significant and transformative. Electronic payment systems have revolutionized the way people make payments by providing a convenient and secure way of transferring funds. With the advent of mobile wallets and digital payment platforms, electronic payment systems have become more accessible and widely used by consumers, leading to increased efficiency and reduced transaction costs. Retailers have also benefited from electronic payment systems, as they can now process transactions more quickly and accurately, and have access to valuable data insights that can help them improve their business operations.

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