



INFLUENCE OF NET BANKING AND UPI AMONG THE USERS IN TRICHY

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ABSTRACT :

Digital advancements have significantly transformed the banking sector, introducing innovative systems such as Net Banking and Unified Payments Interface (UPI). These technologies have revolutionized financial transactions, offering users enhanced convenience, security, and efficiency. However, challenges like security risks, technical glitches, and accessibility issues remain prevalent. This study evaluates the adoption, user experience, and challenges of Net Banking and UPI within Trichy District, aiming to identify critical factors influencing user satisfaction and trust. The findings highlight the importance of robust security measures, user-friendly interfaces, and consistent customer support for the successful integration of these systems. Recommendations are proposed to address identified barriers and optimize the digital banking experience.

KEYWORDS: Net Banking, UPI, Digital Payments, Security, User Experience, India.

1 INTRODUCTION :

In the evolving landscape of financial technology, Net Banking and UPI stand out as revolutionary innovations. These digital payment systems have redefined financial transactions by enhancing accessibility and convenience, enabling users to perform a wide range of activities without visiting bank branches. While their adoption has been widespread, challenges such as security risks, technical issues, and user dissatisfaction remain areas of concern. This study investigates these issues, aiming to provide insights into the performance, reliability, and user satisfaction of these platforms, and to suggest measures for improving their efficiency and inclusivity.

2. PROBLEM STATEMENT :

Net banking growth in the present era is not controllable. The popularity of net banking is only because of technology as it is a vital part in today's student success equation. This study aims to investigate the relationship between net banking access with academic achievement, engagement and relationship building net banking . This study try to determine the good and negative effects of net banking and UPI ' life.

3 LITERATURE REVIEW :

From the project thesis and research journals are taken for the literature review. The researcher and author are suggest and identified new concepts. This project took this all contents for this research.

1.**Chakrabarty** (2012), online banking in India was initially adopted by large urban banks in the early 2000s and has since grown to encompass a wide range of banking services, including bill payments, fund transfers, and loan management.

2.**Rathore et al.** (2020) highlighted that the primary factors driving the adoption of Net Banking in India include convenience, time-saving, and increased accessibility to financial services. With internet penetration improving and the advent of smartphones, more customers are engaging in online banking activities.

3.**Gupta and Arora** (2019), younger generations and tech-savvy individuals are the primary adopters of Net Banking services, but its usage is also growing among older populations due to the increasing availability of user-friendly platforms.

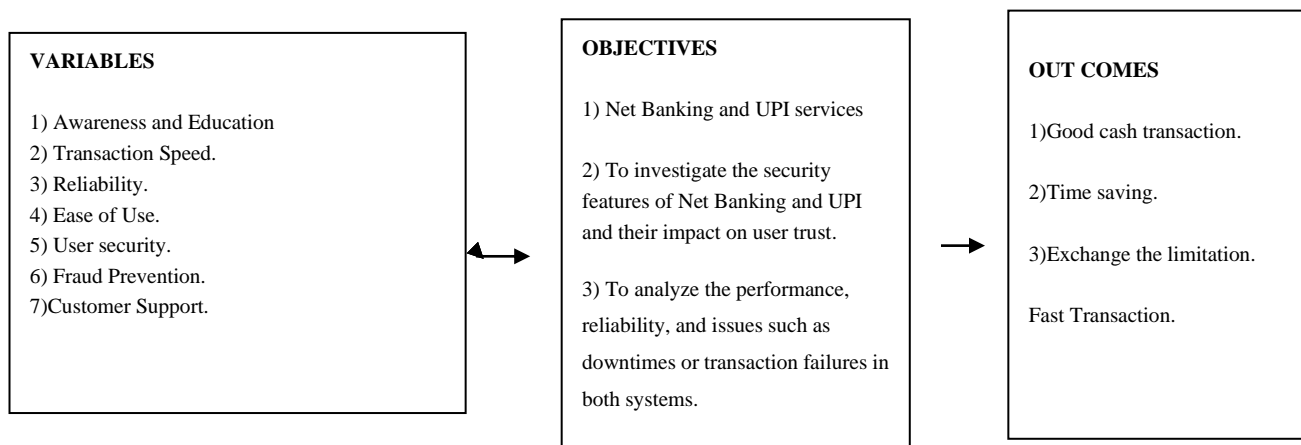
4.**Ravi** (2017) found that UPI has revolutionized payments by making them faster, easier, and more accessible for a broad population, including those without a traditional bank account.

5.**Patel and Joshi** (2021) found that UPI's success in India is due to its low cost, real-time processing, and widespread acceptance across merchants, government services, and peer-to-peer payments.

6.**Sarkar and Sood** (2020) highlighted the social and economic impact of UPI, particularly in promoting financial inclusion. UPI has helped digitize financial transactions in rural areas, bridging the gap for people without easy access to banking branches.

7. **Bhattacharya and Sahu (2020)** emphasized that UPI has played a critical role in the government's push towards a cashless economy, reducing dependency on physical currency and boosting the digital eco

4. RESEARCH MODEL :



5 METHODOLOGY :

Descriptive research design were adopted for this study. Using a non-probability, convenient sampling technique, Net banking users and around Trichy city were chosen for the conduct of survey. A self-structured knowledge questionnaire with 5-point Likert scale ranging from 1-strongly agree to 5strongly disagree, as well as dichotomous scales. The questions are about influence of social media. Tools include descriptive statistics, chi-square and correlation were used to analyze.

Demographic analysis: With the experience of the respondents above 18years.

6 RESULTS AND DISCUSSION :

6.1 Chi-Square Analysis - Relationship between age and well-informed about the features and benefits of UPI.

H0: There is no significant relationship between age and well-informed about the features and benefits of UPI.

H1: There is significant relationship between age and well-informed about the features and benefits of UPI.

Table No: 6.1.1

Table Name: Relationship between age and well-informed about the features and benefits of UPI.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	47.326	9	.130
Likelihood Ratio	16.273	5	.006
Linear-by-Linear Association	3.010	1	.083
N of Valid Cases	102		

7 cells (58.3%) have expected count less than 5. The minimum expected count is .96.

Chi-square value= 47.326

Degree of freedom= 9

Significant level = 5%

Interpretation

Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no significant relationship between Age and benefits of UPI.

6.2. Chi-Square Analysis - Age and experience in Net banking.

Ho: There is no significant relationship between Age and experience in Net banking.

H1: There is significant relationship between Age and experience in Net banking.

Table No: 6.2.1

Table Name: Age and experience in Net banking.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	8.107a	3	.437
Likelihood Ratio	57.261	15	.000
Linear-by-Linear Association	18.490	1	.000
N of Valid Cases	102		

19 cells (79.2%) have expected count less than 5. The minimum expected count is .02.

Chi-square value= 8.107a

Degree of freedom= 3

Significant level = 5%

Interpretation

Thus the χ^2 value is less than table value we accept the hypothesis. Therefore there is no relationship between age and experience in net banking.

6.3 Correlation Analysis – Relation between age and users security measures.

H0: There is no significant relation between age and users security measures.

H1: There is a significant relation between age and users security measures.

Table No: 6.3.1

Table Name: Age and users security measures.

		Age of the users	Users security measures.
Age of the users.	Pearson Correlation	1	.123
	Sig. (2-tailed)	.213	.142
	N	5	5
Security measures.	Pearson Correlation	.231	1
	Sig. (2-tailed)	.142	.432
	N	5	5

Interpretation

It is inferred that a significant (2-tailed) value .142 is greater than the critical value 0.05. Hence H1 is rejected and H0 is accepted which means there is no significant relation between Age and users security measures.

6.4 Correlation Analysis – Relation between age and experience Net banking are processed quickly for optimizing space.

H0: There is no significant relation between Age and experience Net banking are processed quickly for optimizing space.

H1: There is a significant relation between Age and experience Net banking are processed quickly for optimizing space.

Table No: 6.4.1

Table Name: Age and Net banking are processed quickly for optimizing space.

		Age of the users	Quickly for optimizing space
Age of the users.	Pearson Correlation	1	.254*
	Sig. (2-tailed)	-0.551249	.023
	N	5	5
Net banking are processed quickly for optimizing space.	Pearson Correlation	.095*	1
	Sig. (2-tailed)	0.986873	.13
	N	5	5

Interpretation

It is inferred that a significant (2-tailed) value 0.986873 is greater than the critical value 0.05. Hence H1 is rejected and H0 is accepted which means there is no significant relation between Age and net banking are processed quickly for optimizing space.

7. IMPLICATIONS AND RECOMMENDATIONS :

Implications

- Improved Financial Inclusion:** The widespread adoption of Net Banking and UPI, particularly in rural and underserved areas, highlights their role in bridging gaps in financial access. Enhanced digital literacy programs can further amplify this impact.

2. **Customer Experience:** The study's findings emphasize the need for user-friendly interfaces and consistent system availability to improve customer satisfaction and reduce drop-off rates.
3. **Security Enhancements:** With increasing incidents of cyber fraud, banks and service providers must invest in robust security infrastructures, including AI-driven fraud detection and biometric authentication.
4. **Operational Efficiency:** For financial institutions, leveraging the insights on user preferences and challenges can streamline their service delivery, reduce transaction processing times, and optimize resource allocation.
5. **Policy Frameworks:** Regulators can use the findings to enforce stronger compliance measures, ensuring transparency and user protection in digital financial systems.

Recommendations

1. **Enhancing Security Measures:** Regular updates to encryption protocols, implementation of AI-based fraud detection systems, and user education on safe practices are critical to mitigating security risks.
2. **Streamlining Interfaces:** Simplifying navigation and introducing customization options in Net Banking and UPI platforms can cater to diverse user demographics and improve accessibility.
3. **Expanding Customer Support:** Setting up 24/7 helplines and interactive chatbots can address customer grievances promptly, enhancing trust and user satisfaction.
4. **Promoting Digital Literacy:** Banks and service providers should collaborate with government and NGOs to organize workshops on digital banking and cyber security, especially in rural areas.
5. **Reducing Technical Glitches:** Frequent system maintenance, stress testing, and investment in scalable infrastructure can minimize downtime and transaction failures.
6. **Incorporating Feedback Mechanisms:** Regularly collecting and analyzing user feedback can help identify pain points and prioritize updates or feature additions.
7. **Implementing Tiered Transaction Limits:** Introducing transaction limits based on user profiles can balance security concerns with convenience for high-value transactions.
8. **Fostering Trust:** Transparency in operations, clear communication of policies, and visible efforts to enhance security and reliability will strengthen user confidence in digital payment systems.

8 CONCLUSIONS :

The integration of Net Banking and UPI into financial transactions has substantially transformed the banking landscape in India. These technologies enable secure, fast, and cost-effective payments, benefiting both users and businesses. Despite their advantages, issues such as limited accessibility, technical glitches, and security risks necessitate improvements. By addressing these challenges through user education, improved interface design, and advanced fraud prevention measures, these platforms can ensure a more inclusive, secure, and efficient digital payment ecosystem.

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