



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

The Impact of UPI on Hawkers and Peddlers

Charitha Sri¹, Garaka Sai Teja², Keerthi Dubbaka³, Vivek Juntupally⁴, ⁵Dr. K. Naveen Kumar

^{1,2,3,4} Student-Badruka College of Commerce & Arts- Hyderabad gvaracharithasrikanth76@gmail.com

⁵ Asst. Prof. of Commerce-Badruka College of Commerce & Arts – Hyderabad.

ABSTRACT

This research examines the effect of UPI on Hyderabad hawkers in terms of adoption patterns, financial inclusion, and operational issues. Results indicate that UPI boosts sales and customer interaction, with occupation having a significant impact on adoption levels. Although digital literacy and connectivity remain challenges, UPI enables hawkers by lowering cash reliance and enhancing transaction speed. The study emphasizes the importance of identifying focused training and infrastructure interventions to fully leverage the benefits of UPI for India's informal economy, ensuring inclusive digital expansion. Statistical evidence supports occupation as the most significant demographic factor influencing adoption patterns.

KEY WORDS: Hawkers, peddlers, Unified Payments Interface, UPI, digital payments, financial inclusion, cashless transactions, mobile banking, NPCI, National Payments Corporation of India, real-time payments, QR code payments

1. INTRODUCTION

The Unified Payments Interface (UPI) is recognized as having dramatically altered the payment landscape in India by providing a fast, secure, and convenient alternative to traditional cash transactions. Launched in 2016 by the National Payments Corporation of India (NPCI), UPI is regarded as forming the foundation of India's digital economy, driving financial inclusion and enabling cashless ecosystems across various sectors. Hawking is identified as an integral part of India's subsistence economy, characterized by the provision of affordable goods and services to millions of urban dwellers. However, reliance on cash-based transactions is considered a factor that limits the scale of operations and the maintenance of financial records, consequently restricting access to formal financial services.

2. SCOPE

The effect of UPI adoption among hawkers in Hyderabad, a city recognized for its subsistence economy thriving on streets and vibrant street markets, is examined in the present study.

The influence of UPI on various aspects of business activities, including revenue generation, operational efficiency, and customer satisfaction, is analysed.

A focus is placed on understanding the magnitude of financial inclusion, the improvement of payment security, and the establishment of trust between hawkers and customers within a traditionally cash-based sector.

3. OBJECTIVES

- To analyse the UPI adoption among hawkers in Hyderabad.
- To evaluate the sales and customer engagement through UPI.

4. RESEARCH METHODOLOGY

Research is determined through specific steps. It is described as the process of searching for knowledge and is regarded as the art of scientific investigation. Research is defined by addressing definite problems. The research design is stated to outline the procedures for data collection and analysis of information relevant to the identified problems. The present study is both descriptive and analytical in nature. A combination of primary and secondary data is used to support the research.

Primary data is collected through a structured questionnaire designed for hawkers. The questionnaire is composed of both closed-ended and open-ended questions.

Secondary data is accessed from newspapers, websites, and other readily available sources. Information regarding UPI usage among hawkers is collected using online search engines. It is observed that hawkers are often reluctant to respond to questions asked during informal interviews. For this reason, the questionnaire is designed to be interesting, simple, and easy to complete, ensuring that it is non-burdensome and motivates respondents to provide truthful and complete answers.

5. REVIEWS

1. **Ashok Botta, (2022)** - explores the factors influencing retailers' adoption of digital payments, to gauge how easy and convenient they perceive using cashless modes of transaction, to pinpoint their concerns about making the switch, and to examine the impact of demographic attributes on retailers' adoption of digital payments. It was discovered that using a digital payment option does indeed have a bigger influence on generating business and makes the transaction more convenient for clients. Perceived usefulness, perceived ease, risk, subjective norms of self-efficacy, facilitating condition, behavioural intentions, and behavioural control have a major influence on the adoption of UPI among hawkers.
2. **Salim Y, (2022)** - seeks to investigate small shop hawkers' preferences for digital payment methods and evaluate the factors that influenced their decisions, as well as how the introduction of UPI payment systems has affected them in North Delhi. Satisfaction by the UPI because of convenience and ease of use are an integral factor. There has also been a continued use of cash payment among hawkers up to a small percentage. The small respondent size and not being able to get a general perception is a major limitation of the study.

6. HYPOTHESES

1. H01 – There is no significant difference between demographic attributes i.e. gender, age, occupation, and the objective i.e. UPI adoption.
2. H02 – There is no significant difference between demographic attributes i.e. gender, age, occupation, and the objective i.e. Sales.

7. DATA ANALYSIS AND INTERPRETATION

1. H01 – There is no significant difference between demographic attributes i.e. gender, age, occupation, and the objective i.e. UPI adoption.

GENDER AND UPI ADOPTION

The objective of this study is to examine how UPI adoption is influenced by gender. The adoption levels among different gender categories are analysed and identified. The key factors influencing UPI adoption across genders include ease of access, digital skills, and security concerns. The findings help financial institutions and policymakers understand consumer behaviour across different gender groups and enhance the accessibility of UPI services.

TABLE SHOWING GENDER AND UPI ADOPTION

CATEGORY	N	F-VALUE	P-VALUE	RESULTS
MALE	78	3.278882	0.177735	ACCEPT H01
FEMALE	52			
OTHERS	1			
PREFER NOT TO SAY	2			

SOURCE: COMPUTATION FROM PRIMARY DATA

The above table shows the results of a statistical test of male, female and others. The sample size of each gender are 78, 52 and 1 respectively. A F- value of 3.278882 is calculated. The P-value is 0.177735. Since the P-value is greater than 0.05, the null hypothesis (H01) is accepted. This means there is no significant difference between genders based on the test performed.

2. H04 – There is no significant difference between demographic attributes i.e. gender, age, occupation, and the objective i.e. Promoting Financial Inclusion.

GENDER AND PROMOTING FINANCIAL INCLUSION

The objective of this study is to examine how gender influences the role of UPI adoption in promoting financial inclusion. The adoption levels across different gender categories are analysed and identified. The key factors influencing UPI adoption among various gender groups include ease of access,

digital skills, and security concerns. The findings help financial institutions and policymakers understand consumer behaviour across different gender groups and enhance the accessibility of UPI services to promote financial inclusion.

TABLE SHOWING GENDER AND PROMOTING FINANCIAL INCLUSION

CATEGORY	N	F-VALUE	P-VALUE	RESULTS
MALE	78	0.422969	0.221748	ACCEPT H04
FEMALE	52			
OTHERS	1			
PREFER NOT TO SAY	2			

SOURCE: COMPUTATION FROM PRIMARY DATA

The above table shows the results of a statistical test for different gender categories regarding the promotion of financial inclusion through UPI adoption. The sample sizes for Male, Female, Others, and Prefer Not to Say are 78, 52, 1, and 2, respectively. An F-value of 0.422969 is calculated, with a P-value of 0.221748. Since the P-value is greater than 0.05, the null hypothesis (H04) is accepted. This means there is no significant difference in promoting financial inclusion among different gender categories based on the test performed.

8. CONCLUSIONS:

1. To understand the adoption of UPI by hawkers in Hyderabad

- UPI adoption was found to be high among hawkers, with most using digital payment systems.
- Occupation has a major influence on adoption rates, whereas gender and age do not have a perceivable difference.
- Ease of transactions and customer demand were strong drivers for UPI adoption.

2. To analyse the sales and customer interaction through UPI

- The result shows that UPI has positively impacted sales, particularly for hawkers in highly competitive markets.
- No significant difference was found in sales by gender and age, but differences were found on the basis of occupation.
- Customer involvement increased among hawkers who used UPI since online transactions offered convenience and ease to the buyers.

9. REFERENCES

- Raghavendra and K. Aparna (2024)- Factors Influencing Unified Payments Interface Adoption Among Hawkers in Mangalore: An Extended Technology Acceptance Model Approach DOI: <https://doi.org/10.70112/ajms-2024.13.2.4250>
- Lavanya Malairajan (2024)- The Rise of UPI and Its Impact on Hawkers: A Balanced Perspective- <https://www.linkedin.com/pulse/rise-UPI-its-impact-street-hawkers-balanced-lavanya-malairajan-xb8cc>
- Suhail and Vishnuraj (2024)- <https://www.jetir.org/view?paper=JETIR2404B77>
- Sushma et al.. (2023) Perception of hawkers towards digital payments: a study of Sircilla town of Telangana state <https://www.jetir.org/view?paper=JETIR2404B77>
- Prabhakar N (2023) Adoption intention of mobile QR code payment system among marginalized hawkers: an empirical investigation from an emerging economy <https://www.jetir.org/view?paper=JETIR2404B77>
- Shivani P (2023) Hawkers Acceptance of Digital Payment Apps: An Extension of UTAUT2 Using PLS-SEM <https://www.jetir.org/view?paper=JETIR2404B77>
- Ikhlaq Ul Rehman Mir, M Ibrahim Wani (2023)-Hawkers using smartphones for digital payments: A qualitative study of digital opportunities and inequalities from Kashmir region in India -https://scholar.google.com/scholar?q=related:3MY8QGXTY4wJ:scholar.google.com/&scioq=&hl=en&as_sdt=0.5#d=gs_qabs&t=1736236345968&u=%23p%3Dbvy_C_eKdFYJ
- Syed Mohammad Burhan (2023)-Hawkers Keep Pace With Technology, Go Cashless- <https://kashmirobserver.net/2023/02/28/street-hawkers-keep-pace-with-technology-go-cashless/>
- Ashok Botta (2022) A Study On The Adoption Of Digital Payment Mechanism By Small Retail Stores In Visakhapatnam City <https://www.jetir.org/view?paper=JETIR2404B77>
- Salim Y, (2022) Impact of mobile payment services on small hawkers and sellers <https://www.jetir.org/view?paper=JETIR2404B77>