

A RESEARCH ON USAGE OF PAYMENT BANKS (UPI) AMONG STUDENTS OF HIGHER EDUCATION IN COIMBATORE CITY FOR THE POST PANDEMIC

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ABSTRACT

After various a few years, the term financial thought was honored within the Indian monetary space. run captivated monster steps to gain very little cities and low pay gathering advancing Digital India. it's a closely resembling proposition within that completely different non-banking cash connected associations square measure given the position to ensure essential bank administrations to each Indian National. Pradhan Mantri January Dhan Yojana congregated what proportion unbanked people within the state, in spite of the actual fact that there square measure millions UN agency square measure thus far out of reach. As indicated by the globe Bank report, twenty first lump of Indian public is unbanked. Installment banks might be alternate keep cash with the in a position aim of occupation to the unbanked and below banked. the present paper apportions a degree of read on the discernment and use of installment banks among advanced education understudies in Coimbatore town. For the purpose of the review each essential and second info is used. the information gathered is skint down utilizing material numerical procedures. it's going to hand in glove feature the necessities of installment banks in India and its future.

Key Words: *Payment bank, RBI, financial inclusion, Digital India,*

INTRODUCTION

After many decades, the term financial inclusion was commemorated in the Indian banking sector. RBI fascinated giant strides to reach small villages and low income group of people progressing Digital India. It is an analogous proposal within which different non-banking monetary organizations are conceded the authority to ensure basic bank services to each Indian National. Pradhan Mantri Jan Dhan Yojana congregated the amount of unbanked people within the country, although there are millions who are still inaccessible. According to the World Bank report, 21% chunks of Indian population are unbanked. "The effective way of financial inclusion is to ensure delivery of financial services which includes opening the bank accounts for savings and transactional purposes; low-cost credit for personal, productive and for other purposes, life and non-life insurance facilities, financial advisory services, etc" (RBI, 2013). In Sep 2013 the Reserve Bank of India constituted a committee headed under the chairmanship of *Dr. Nachiket Mor* to study 'Comprehensive financial services for small businesses and low-income households'. The objective of the committee was to propose

measures for achieving financial inclusion and deepening access to financial services. The committee submitted its report to RBI on 7th January, 2014. One of the key suggestions of the committee was to introduce specialized banks or 'payments bank' to cater to the lower income groups and small businesses so that by January 1, 2016 each Indian resident can have a global bank account. Payments bank is one of a kind like ancient standard bank restricted to perform solely few of the banking services as compared to traditional banks. Payments banks are regulated by the apex organization Reserve Bank of India. It was introduced to reach all groups of people mainly through mobile phones rather than traditional bank branches as a step towards economic progress. It facilitates the transactions between two or more parties eliminating middlemen. Payments banks could be a different bank with the apt intention of occupation to the unbanked and under banked.

REVIEW OF LITERATURE

Sripalawat, 2011, inspected positive and negative variables influencing m-banking acknowledgment in Thailand. Emotional standards, saw helpfulness, saw convenience, and self-adequacy were considered as the positive variables, and gadget hindrance, saw hazard, absence of data, and saw monetary expense as the pessimistic elements. They observed that the positive elements have more impact than negative elements towards the acknowledgment of versatile banking. Among the positive variables, abstract standard is the most compelling element in m-banking reception in Thailand. Portable Banking, otherwise called M-Banking, can fill different roles like smaller than expected proclamation, checking of record history, SMS cautions, admittance to card explanation, balance check, versatile re-energize and so on through cell phones.

Vinayagamorthy and Sankar, 2012, Banks are continually refreshing their innovation and need to build their client base by coming to every single client. There are many benefits of utilizing portable banking, for example, individuals in the provincial or distant regions can likewise get a simple admittance to versatile banking at whatever point required. Have examined with regards to the versatile banking and as indicated by them it is a term that is utilized for performing different financial exchanges like asset move, balance check, installments and so on by means of cell phones.

Alpesh Patel, 2013, Wireless telephone supporters in India crossed 867.8 Million of every 2013, according to TRAI (Telecom Regulatory Authority of India Act, 1997) when contrasted with 261.07 in March 2008. So there is multiple times expansion in the quantity of endorsers. Nonetheless, as per this report, supporters who access the web through remote telephones are 143.2 Million. Practically 16.5% of remote cell phone endorsers are utilizing the Internet over their cell phones. Million Indians are involving cell phones for banking exchanges. Thus, roughly 2% of remote telephone supporters are utilizing banking administrations on their cell phones. Versatile banking is as yet in its early stage in India. Consequently, distinguishing and understanding the variables affecting the conduct of cell phone endorsers is one of the central imperative for improvement of versatile financial administrations in India.

STATEMENT OF THE PROBLEM

Indian banking sector is exceedingly moving towards Digitalization. With the motive towards

achieving financial inclusion goal, the role of payment banks is boundless. There are enormous advantages payments banks give to low income group of people and small merchants. In spite of the initiatives taken by RBI to reach all the sectors of people, there is a need to study whether the people are aware about the Payment Banks and its facilities. To make India, a cashless economy, the complete knowledge about banking is much essential for the people. College students are those who acquire new information, engage in critical inquiry and also demonstrate the ability to apply the learning. Hence, there is need to study 'Awareness and Usage of Payments Banks among the higher education students in Coimbatore City'.

OBJECTIVES OF THE STUDY

- To study the awareness of payment banks among the higher education students in Coimbatore city.
- To analyze usage of payment banks among the higher education students in Coimbatore city.
- To understand the perspectives on payment banks among the higher education students in Coimbatore city.

RESEARCH METHODOLOGY

Sampling and Sample Size: The random convenient sampling is used for carrying out the research work. A sample of 300 respondents were studied gathering their demographic variables such as age, gender, education, place of stay, parent's occupation is used. **Data Source and Method of Collection:** This research involves both primary and secondary data. Primary data is the one which is collected by the researchers directly from the principal origin through interviews, experiments, surveys, etc. In this research, the primary data will be gathered directly from the respondents through online questionnaire (Google forms) which comprises of 31 questions including demographic information. Secondary data sources may be referred to as data that is not originally gathered by the study but helps to arrive at the conclusion of the study. Secondary data for this study was gathered from online databases of journals, magazines, articles, books, papers, websites and other such sources.

SIGNIFICANCE OF THE STUDY

This research is undertaken to study the awareness, usage and perspectives on Payment banks among college students in Coimbatore City. The findings of this study will redound to the benefit of various sectors as follows:

Payment banks: With the findings given through this research, payment banks will be brought into notice the multitude of people who are using their payment bank so that they may change their strategies to reach more people. Payment banks will come to know for what purpose payment banks are increasingly used and if that service is not provided in their banks it may be provided. Through this research, payment banks will know to which area it must take steps to reach. Payment banks will also have a clear idea of their competitors through this research. Payment banks institutions will also come to know the expectations of people from them.

LIMITATIONS OF THE STUDY

- Limitation which is also known as bounds, are influences that the researcher cannot control.

They are the short comings, conditions or influences that cannot be controlled by the researcher that place restrictions on the methodology and conclusions.

- Due to the nature of the research questions, this study was based largely on qualitative research methods. Since the study was conducted in a very short time there was an urge to consolidate the study with limited samples. As this study was directed in a short period only limited research tools is used. Due to the COVID – 19 situations it was hard to do one-to-one interaction which gives precise answer to the questions asked.

ANALYSIS AND INTERPRETATION

Table 1 Profile of the Respondents

Demographic profile	Factors	No. of Respondents	Percentage
Gender	Male	46	46
	Female	54	54
Age	Below 18 years	7	7
	19 – 25 years	44	44
	26 – 35 years	30	30
	Above 35 years	19	19
Educational Qualification	School level	8	8
	Under graduate	26	26
	Post graduate	50	50
	Diploma	16	16
Occupation	Students	32	32
	Business	22	22
	Employee	27	27
	Homemaker	19	19
Monthly Income	Upto 10,000	4	6
	10,001 to 20,000	20	29
	20,001 to 30,000	17	25
	30,001 and above	27	40
Marital Status	Married	53	53
	Unmarried	47	47
Type of Family	Joint family	49	49
	Nuclear family	51	51
Family Members	2 to 4 Members	43	43
	4 to 6 Members	29	29
	Above 6 Members	28	28
Area of Residence	Rural	21	21
	Urban	59	59
	Semi-Urban	20	20

Source: Primary Data

Table 2 Payment Banks used by the Respondents

S. No.	Which of the payment banks are you using?	Percentage
1	Airtel Payments Bank.	39.4
2	India Post Payments Bank.	11.5
3	Fino Payments Bank.	5.8
4	Jio Payments Bank.	19.2
5	Paytm Payments Bank.	61.5
6	NSDL Payments Bank.	0
	Total	100

Source: Primary Data

The table 2 shows that the derived from the above table that among the 104 understudies who are utilizing installments banks greater part of them (61.5%) are utilizing Paytm Payments bank. Despite the fact that Jio is the most widely recognized organization individuals are at present utilizing its installments bank office has not arrived at many, just 19.2% of the respondents are utilizing installments banks. India Post Payment Bank was begun to arrive at every one of the effectively inaccessible rustic regions yet just 11.5% are utilizing IPPB. It is additionally uncovered that level of individuals who are utilizing NSDL Payments Banks is zero and we can comprehend that NSDL Payment Bank should run after its scope and improvement.

Table 3 Smart Phone Act as a Solution for E-Commerce Industry to Use PaymentsBanks

S. No.	Smart Phone actas a solution for E-Commerce industry to use payment banking?	No. of Responses	Percentage
1	Strongly Disagree	2	1.9
2	Disagree	8	7.7
3	Neutral	30	28.8
4	Agree	50	48.1
5	Strongly Agree	14	13.5
	Total	104	100

Source: Primary Data

The above table that 48.1% of the respondents say that advanced mobile phone goes about as an answer for an E-Commerce industry to utilize installment banking. 1.9% of the respondents unequivocally differ that PDA will go about as an answer for an E-Commerce industry to utilize installment banking. Around 7.7% of the respondents differ to the assertion. Around 28.8% of the respondents are don't know about the response for the assertion. Just 13.5% unequivocally accept that PDA go about as an answer for E-Commerce industry to utilize installment banking.

Table 4 Government Should Encourage People and Create Awareness to use Payment Banks so that it would Benefit Everyone

S.No	Do you think government should encourage people and create awareness to usepayment banks so that it would benefit Everyone?	No. of Responses	Percentage
1	Highly Disagree	5	4.8

2	Disagree	6	5.8
3	Neutral	27	26
4	Agree	44	42.3
5	Highly Agree	22	21.2
	Total	104	100

Source: Primary Data

It is deduced from the above table that greater part of the respondents (42.3%) imagine that the public authority ought to energize individuals and make attention to utilize installment banks so it would help everybody and 26% are uncertain about whether government needs to urge and make attention to utilize installments banks.

Table 5 Satisfaction on usage of Payments Banks

S. No	Satisfaction on usage of PaymentBanks	No. of Responses	Percentage
1	Highly Dissatisfied	1	1
2	Dissatisfied	2	1.9
3	Neutral	32	30.8
4	Satisfied	59	56.7
5	Highly Satisfied	10	9.6
	Total	104	100

Source: Primary Data

The above table that greater part of the respondents (56.7) are fulfilled utilizing installment banks and 30.8% of the respondents are unprejudiced with regards as per the general inclination of utilization of installments banks. Just 1.9% of the respondents are disappointed utilizing installments banks.

Table 6 Payment banks has reduced the number of times one visits banks

S.No	How payment banks have reduced the number of times you visit banks?	No. of Responses	Percentage
1	Very High	13	12.5
2	High	25	24
3	Neutral	28	26.9
4	Low	27	26
5	Very Low	11	10.6
	Total	104	100

Source: Primary Data

The table uncovered from that 26.9% of the respondents is impartial with regards to whether installment banks have diminished the times they visit banks. 26% of the respondents answers that installments banks has not decreased to that degree the time they visit banks. 24% of the respondents say that installment banks have exceptionally decreased the time they visit banks.

Table 7 Payment Banks offer loans

S.No	Payment banksoffer loans?	No. of Responses	Percentage
1	Highly Disagree	5	4.8
2	Disagree	23	22.1
3	Neutral	57	54.8
4	Agree	19	18.3
5	Highly Agree	0	0
	Total	104	100

Source: Primary Data

It tends to be deciphered from the above table that larger part of the respondents 54.8% of the respondents are uncertain about whether installments banks offer credits. 22.1% of the respondents clash. 18.3% of the installments banks clients concur that installments banks offer credits which isn't correct.

Table 8 Deposit Limit in Payment Banks

S.No	What is the deposit limit in payment banks?	No. of Responses	Percentage
1	1,00,000	48	46.2
2	5,00,000	13	12.5
3	10,00,000	7	6.7
4	No limit	36	34.6
	Total	104	100

Source: Primary Data

The above table that larger part of the respondents (46.2%) are certain that installments banks fixes as far as possible as Rs.1,000. 34.6% of the respondents reacted that there is no store limit which isn't correct. This shows that the understudies who are utilizing installments banks are as yet not mindful of as far as possible in installments banks.

Table 9 Purpose for which Payments Banks are used more

S.No	For which purpose you usePayment Banks more.	Percentage
1	Mobile Recharge	66.3
Bill payment eg. Grocery,		
2	Restaurant	44.2
3	Mobile Transfer	63.5
4	Booking cabs	42.3
5	Utility bill payment	31.7
For getting high interest rates		
6	On deposit	10.6
7	Others	28.8
	Total	100

Source: Primary Data

The above table that 66.3% of the respondents use installments banks to re-energize their cell phones and 63.5% use for portable exchange. Just 10.6% of the respondents use installments banks for getting exorbitant financing costs on store.

Table 10 Factors Influencing the use of Payment Banks

S. No	Who / What influenced you to use payment banks?	Percentage
1	Friends	60.6
2	Family	48.1
3	Demonetization	26.9
4	Advertisement	20.2
	Total	100

Source: Primary Data

It is uncovered from the above table that greater part of the respondents (60.6%) are impacted by their companions and just few (20.2%) are affected by notice.

Table 11 Financial Services Provided by Payment Banks

S. No	Which of the financial services do you think are provided by payment Banks?	Percentage
1	Issuing Mutual funds	51
2	Issuing insurance products	46.2
3	Issuing pension products	20.2
4	Issuing forex services	17.3
	Total	100

Source: Primary Data

It very well may be perceived from the above table that around 51% know that installments banks issue common assets. Just 17.3% of the respondents know that installments banks issues forex administrations. It tends to be induced that among the 104 respondents just few know pretty much every one of the administrations given by the installments banks

Payments Banks helps in Future Budgeting

S. No.	Payment banks will help you get details about your purchases for future budgeting?	No. of Responses	Percentage
1	Highly Disagree	1	1
2	Disagree	4	3.8
3	Neutral	47	45.2
4	Agree	47	45.2
5	Highly Agree	5	4.8
	Total	104	100

Source: Primary Data

It is uncovered from the above table that greater part of the respondents 45.2% concur that installments banks helps in future planning and 45.2% neither concur nor differ that installments banks helps in getting insights regarding the buys for future planning.

Payments Bank Reached All Sections of People and Place of Stay

OBSERVED	Highly Disagree	Disagree	Neutral	Agree	Highly Agree	Grand Total
Rural	4	4	24	20		52
Urban	4	12	24	11	1	52
Grand Total	8	16	48	31	1	104
EXPECTED	Highly Disagree	Disagree	Neutral	Agree	Highly Agree	Grand Total
Rural	0	8	24	15.5	0	52
Urban	4	8	24	15.5	0.5	52
Grand Total	8	16	48	31	1	104

Significance level	0.05
P value	0.13
Degrees of freedom	4
Chi - Square value	7.11
Critical value	9.49

Source: Computed value based on primary data

Null Hypothesis: There is no relationship between place of stay and students perspective on the statement 'payments banks reached all sections of people'. (Students perspective on the statement 'payments banks reached all sections of people' and place of stay is independent of education)

Alternative Hypothesis: There is relationship between place of stay and students perspective on the statement 'payments banks reached all sections of people'. (Students perspective on the statement 'payments banks reached all sections of people' and place of stay is dependent of education)

A Chi - Square test of independence was performed to examine the relationship between place of stay and students perspective on the statement 'payments banks reached all sections of people'. Since Chi- Square value of 7.113 is less than critical Chi - Square value which is 9.49 , then the relationship between the variables are not significant, at $\alpha=0.05$. Meaning the students perspective on the statement 'payments banks reached all sections of people' is not dependent on place of stay.

SUGGESTIONS

- Reserve of India should conduct certain awareness programme in this context.
- Transparency and security aspects of payments banks have to be enhanced.
- Banking authorities should try to provide more security to payments bank activities and transactions.

- Facilitate privacy protection to its users.
- Banks should provide sufficient applications to payments bank customers to avoid fraudulent activities.
- Internet literacy needs to be promoted among persons residing in the rural areas, since in rural areas we witness dearth of both ignorance as well as digital illiteracy.
- Sufficient detailed and specific guidelines to users of payments bank facilities.

CONCLUSION

Installment banks have been presented with the essential target of expanding the effect of monetary consideration drive. The installment banks play an importance job in carrying out government's immediate advantage, move plans, where appropriations on medical care, training and gas are paid straightforwardly to recipients account. Notwithstanding, the opposition among conventional and installment banks will prompt augmenting and improvement in nature of banking administrations are decreased expenses and which may at last lead brings about monetary consideration. There are various bottlenecks that should be tended to before the genuine advantages of installment banks. There are a large number of Indians don't approach banking offices. They can't profit of state benefits, credits, protection and even interest on reserve funds. M-Banking, IPPB, PMJDY can come to the unbanked and furthermore the under banked across the all cross segment of society. Consequently, Payment Banks assurances to be a distinct advantage because of by double-dealing the portable stage to deliver essential financial exchanges through cell phones. Through the beginning of installment banks it certifications to be an indistinguishable distinct advantage in India.

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