To Study and Compare Perception and Awareness of Customers about Digital Payment Mode between Urban & Rural Customers of Kolhapur District

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Abstract:

Digitisation in Indian leads to a tremendous growth in digital payment mechanism. The increasing growth of smartphones in Indian market made easy to use digital payment. Many urban as well as rural people are using the digital payment facility. The main factors responsible to use digital payment are awareness, perception, ease to use etc. By considering these factors, researcher has studied & compared the awareness and perception about digital payment mechanism of urban as well as rural customers of Kolhapur district.

Keywords *= Digitisation, digital payment, urban, rural, awareness, perception, Kolhapur etc.*

Introduction:

Digitization started from demonetization has made remarkable progress in Covid 19 pandemics. The exponential growth of the smartphones and internet usage in India is favorable for digital payment mode in India. The digital India program with an objective of transforming India into digital empowered society & knowledge economy led to various digital payment mode like debit card, credit card, internet banking, mobile banking, ATM etc.

Security and privacy are the major concern for the consumers which affect the use of digital payment mode.

As per ministry of Finance Report (2016) digital payment & financial inclusion are the major challenges faced by India. Increasing availability of mobile phone, availability of data N/W infrastructure, 3G & 4 G networks are the critical enablers of digital payment in India. As per RBI report, 'Vision 2018' four strategies focusing on regulation, robust infrastructure, effective supervisory mechanism & customer centricity has been adopted to push digital payment in India. The percentage of cash transaction has seen a rapid decline in past few years in India.

The RBI conducted a pilot survey on retail payment habits. The survey indicates a widespread awareness about digital payment among respondents. Retail payment landscape in India has undergone several changes in recent decade.

Institute for development and research in banking technology, NPCI and clearing corporation of India Ltd. Laid the foundation of Indian payment system. Payment systems are not only the lifeline of an economy but it is a means of achieving financial inclusion and ensuring economic benefit reaches the bottom of pyramid. During the decade of 2010 – 2020

India has witnessed the introduction of innovative payment system. In this financial journey, RBI played the role of catalyst, facilitator, regulator and supervisor.

India has been enjoying a healthy evolution of payment system over the past four decades.

Review of Literature:

Siby K M in his research article, "A study on Consumer Perception of Digital Payment Methods in times of Covid Pandemic" wrote as India is a thriving mkt. for mobile phones. By 2020 India has nearly 700 million internet users & it is predicated to reach 975 million by 2025. The exponential growth of the smartphone mkt. and the internet usage in India started digital revolution in payment method. Demonetisation drive on 8th Nov. 2016 was the major catalyst in digitising India. The digital India programme with its objective of transforming India into digitally empowered society & knowledge economy.

Dr. C. Mallesha, "A Case Study on Perception towards Online Payment System among Urban & Rural Customers" researched as, Digitisation is the most important aspect for the future economy. The present scenario of the Indian economy is showing an increase in cashless transactions. Indian govt. is putting more efforts to change the face of the economy from cash to cashless transactions. Many awareness programs are conducted by the government. Indian economy is in the phase of transforming cash into cashless and it is considered as milestone of Indian Economy. Faceless, paperless and cashless are few major changes in the concept of digitisation. The online money-based transactions have increased by 250% in the recent few months compared to the recent years as a result of demonetisation effect.

Karthik K. Kamath, "Students Perception towards Digital Payment System – A Study with a special ref. to Mangalore University" researched as Fast and secure mode of payment ensures trust among users. Awareness program must be done to educate the people who want to do the payment through electronic medium. India is a traditionally cash-based economy. Various modes of digital payment include mobile wallet, banking cards, mobile banking etc. Digital payment system works effectively because they are linked to user's bank account. Mobile wallets are popular among youth as it gives attractive rewards such as coupons, cash back, discount etc. Most of the online transactions can be executed with the help of mobile application. Digital evolution is characterised by expanded capacity and enhanced speed of information processing both at the customer interface & in back-office process. Consumer perception about electronic payment system is the major concern in both urban as well as rural market.

Akhil Thomas, "Consumer Perception of E Payment Mechanism in Rural Areas" studied consumer intention to use electronic payment method. Some findings from his research as new generation people are using more electronic payment method.

Akhil Thomas, "Consumer Perception of E Payment Mechanism in Rural Areas" studied as Consumers are agreed with the stmt. That digital payment is more superior than traditional payment.

1 S. MD. SHAKIR ALI, 2MD. WASIM AKHTAR, 3 S. K. SAFIUDDIN, "DIGITAL PAYMENTS FOR RURAL INDIA - CHALLENGES AND OPPORTUNITIES" stated as rural India has a significant impact on the economic progress of the country. India has an intrinsic structure of rural and urban economic development. Indian economy is depended on rural economy. India has predominantly been cash driven economy. Now slowly the consumers are started using digital payment method.

Dr Kamini Shah1 & Mrs. Parul Dipsinh Zala2, in their research article, "A study of Awareness and Perception about Digital Payments among Women in Gujarat" wrote as the role and responsibility of women in Indian society has undergone a tremendous evolution in last few years. Increasing no. of women is entering into workforce in past few decades.

Dipak Kumar Yadav and Dr. Rohit Ramesh in their research article, "Indian Rural Customer's Risk Perception of Electronic Payment System" stated as in India around 85% transactions are made using cash and more than 98 % of people uses cash for transaction. People feel risk while using electronic transactions. The major risk is related with safety of electronic transactions and the threat of hackers.

Navena Nesa Kumari1 and A. Irudaya Veni Mary, "Factors Affecting the Adoption of Mobile Payments of Rural Entrepreneurs - A Qualitative Study" stated as mobile payment are defined as system which uses various mobile devices for electronic payment. Many users have started preferring mobile banking as it is easy to use and user-friendly method.

Michael E. Ellis (University of Central Arkansas) Moe Ota (University of Central Arkansas) Alexander N. Chen (University of Central Arkansas) in their research article, "Digital Divide of Perceptions, Usage, and Purchase Items in Japanese E-Payment Adoption" researched as the idea of digital divide is a common issue in less developed countries but it is also found in developed countries also. Authors surveyed the Japanese respondents and studied their perception to use digital payment systems. The findings as Japanese male use more digital payment methods as compared to women customers. E Payment system brings faster payment, better tracking of transactions and transparency. It reduces lead time, improve cost saving, promote relationship between buyer & seller and reduces frauds.

Now we have come into digital economy. At industry level whole baking is going as digital. There are increasing number of mobile and internet applications. As compared to traditional payment system the size of digital mkt. is huge. A survey showed as major concern for customers in digital payment system is of security. Many financial institutions started giving discount offers, rewards, coupons with digital payment mechanism. Advancement in technology have created digital payment opportunity easier. In developed markets bank are seeing mobile services are going faster. 40 to 50 percentage of internet banking uses mobile services.

Mohammed Arshad Khan in his research article, "Netizens' Perspective towards Electronic Money and Its Essence in the Virtual Economy: An Empirical Analysis with Special Reference to Delhi-NCR, India" given suggestions as education related programs are the best way to provide knowledge to customers about how it is beneficial. Security and trust are complimentary to each other. If users feel secure about online platform, it creates goodwill and trust.

Research Methodology:

1. **Statement Of problem:**

To study and compare perception and awareness about digital payment mode between urban & rural customers of Kolhapur district.

2. **Objectives:**

1. To study different digital payment modes available and preference of customers.
2. To compare perception of urban and rural customers on digital payment mode.
3. To compare awareness of urban and rural customers on digital payment mode.
4. To compare the challenges & difficulties faced by rural and urban customers to use digital payment mode.
5. To study security mechanism used in different digital payment method.

3. **Hypothesis:**

Hypothesis 1:

H0: Null Hypothesis: there is no significant difference between the urban customers and rural bank customers towards awareness of digital payment

H1: Alternative Hypothesis: Urban customers are significantly more aware than rural bank customers towards digital payment.

Hypothesis 2:

H0: Null Hypothesis: there is no significant difference between the urban customers and rural bank customers facing challenges and difficulties towards digital payment.

H1: Alternative Hypothesis: Rural customers face significantly more challenges & difficulties than urban bank customers towards digital payment.

4. **Universe:**

The study area is the Kolhapur district. The universe for the study is the population of bank customers from both urban and rural area of Kolhapur district.

Sampling method:

Simple Random sampling method can be used for selecting sample from the universe.
Kolhapur district is divided into 12 talukas.
From 12 talukas researcher has selected Kagal taluka for the study by using lottery method.
Researcher has made a list of urban towns & villages in Kagal taluka.
Again, by using lottery method Murgud Municipal Corporation is selected as urban town and Valawa is selected as a village.
Sample of respondents is drawn from the selected town and village by using simple random sampling method.

Sample size:

Sample size is calculated by using formula for finite population as,

Sample size (n) = (Z^2/e^2*PQ*N) / (Z^2/ e^2 * PQ + (N-1))

Where,
Z: 1.64 for one sided test at 5% level of significance.
E: Margin of error
P: Population proportion: 0.50
Q: 1-P
N: Population size
As per 2011 census,
Population of Murgud = 11,194
Population of Valawa = 2607
By putting values in the formula sample size, we get as,
n = 100 for Murgud
n = 36 for Valawa

5. Research type:

The present research is descriptive in nature and it has tried to understand people perception, awareness and concerns about digital payment system. In order to attain the objective of the study a survey is planned and both primary and secondary data will be collected.

6. Data Collection:

Primary data:

Primary data is collected through questionnaire method.

Secondary data:

The secondary data will be compiled from websites, books, research articles, census reports etc.

Data Analysis &Interpretation:

Table 1: Gender of respondents

Gender of respondents	No. of Respondents	%
Male	104	79.39
Female	27	20.61
Not to say	0	0.00
Total	131	100.00

From the table no. 1 of gender wise distribution of respondent i.e. bank customers it can be observed that out of 131 respondent customers 104(79.39%) are male customers while remaining 27(20.61%) belongs to female group while no respondent 0(0%) belong to not to say category.

Table No. 2: Age group of respondents

Age group of respondents	No. of Respondents	%
18-21	3	2.29
21-30	24	18.32
30-40	36	27.48
40-50	67	51.15
50-60	1	0.76
Above 60	0	0.00
Total	131	100.00
Mean	38.17	
S. D.	8.17	
C.V.	21.39	

Mean age of respondents = 38.17 years
Standard Deviation (S.D.) of respondents = 8.17 years,
Coefficient of Variation (C.V.) = 21.39
From the table no. 2 of age-wise distribution of respondent bank customers it can be observed that the average age of respondent customers is 38.17 ≈ 38 years with S.D. 8.17 ≈ 8 years and C.V. 21.39%. It indicates that the standard deviation of age is 21.39% the size of the mean of age.

Table No. 3: Education level of respondents

Education level of respondents	No. of Respondents	%
Post graduate	18	13.74
Graduate	46	35.11
up to HSC	44	33.59
Up to SSC	22	16.79
Uneducated	1	0.76
Total	131	100.00

From the table no.3 of education of respondent bank customers, it can be observed that out of 131 respondent customers 46 (35.11%) are graduates, 18(13.74%) are post graduates, while remaining are having other educational backgrounds. This depicts that around 48.85% respondent customers are having graduation and post-graduation while remaining 51.15% are HSC or below.

Table Number 4: Profession of respondents

Profession of respondents:	No. of Respondents	%
Public sector	35	26.72
Private sector	42	32.06
Business/Self employed	36	27.48

Student	18	13.74
Other	0	0.00
Total	131	100.00

From the table no.4 of professional Status of respondent bank customers it can be observed that out of 131 respondent customers 42(32.06%) are from private sector, respondent's group belongs to businessman 36(27.48%), next 35 (26.72%) are from public sector while 18(1374%) are students.

Table No. 5: Place of residence

place of residence	No. of Respondents	%
Valawa (rural)	76	58.02
Murgud (urban)	55	41.98
Total	131	100.00

From the table no.5 of respondent bank customers, it can be observed that out of 131 respondent customers 76(58.02%) are from rural area while remaining 55(41.98%) belongs to urban area.

Table No. 6: Annual income

Annual Income of Respondents	No. of Respondents	%
Below 1lakh	61	46.56
1 to 2.5lakh	41	31.30
2.5 to 4 lakhs	26	19.85
4.5 to 6 lakhs	3	2.29
5 to 6 lakhs	0	0.00
more than 6 lakhs	0	0.00
Total	131	100.00
Mean	154694.70	
S. D.	119685.10	
C.V.	77.37	

Mean monthly income of respondent customers = 154694.7 Rs.
Standard Deviation (S.D.) monthly income of respondent customers = 119685.1 Rs.
Coefficient of Variation (C.V.) = 77.37
From the income-wise distribution (Annual) of respondent bank customers, it can be observed that the average monthly income of respondent customers is 154694.70Rs. with S.D. 119685.10Rs. and C.V. 77.37 %. It indicates that the standard deviation of monthly income is 77.37% the size of the mean of monthly income.

Table Number 7: Use of digital payment mode

use digital payment	No. of Respondents	%
Yes	130	99.24
No	1	0.76
Total	131	100.00

From the above table it is observed that 99% of respondents uses digital payment mechanism.

Table No. 8: Frequency to use digital payment mechanism

frequency of use digital payment mechanism	No. of Respondents	%
Once in a day	16	12.21
Once in a week	47	35.88
Once in a month	57	43.51
Rarely	11	8.40
Total	131	100.00

From the above table it is observed as approximately 44% of respondents uses digital payment mechanism once in a month, 35% of respondent's uses digital payment mechanism once in a week, 12% of respondent's uses digital payment mechanism once in a day where 9% of respondents rarely uses digital payment mechanism.

Table No. 9: Mode of digital payment to use

digital payment mode you use	No. of Respondents	%
UPI	48	36.64
Bank cards	31	23.66
Mobile Wallet	28	21.37
Internet Banking	23	17.56
Other	1	0.76
Total	131	100.00

From the above table it is observed as 37% of respondents uses UPI for digital payment, 24% of respondents uses bank cards, 21% of respondents uses mobile wallet, 18% of respondents uses internet banking and 1% respondents uses other methods for digital payment.

Table No. 10: Years of using digital payment method:

How many years using digital payment method:	No. of Respondents	%
less than 1 year	30	22.90
1-3 years	57	43.51
3-5 years	41	31.30
more than 5 years	3	2.29
Total	131	100.00
Mean	2.13	
S.D.	0.788	
C.V.	36.99	

Mean experience of use of digital payment method = 2.13 years
Standard Deviation (S.D.) of experience of use of digital payment method = 0.788.
Coefficient of Variation (C.V.) = 36.99 ≈ 37
From the experience of use of digital payment method of respondent bank customers, it can be observed that the average experience of use of digital payment methodof respondent customers is 2.13≈2 years with S.D. 0.788 ≈0.8 years and C.V. 36.99≈37 %. It indicates that the standard deviation of experience of use of digital payment methodis 37% the size of the mean of experience of use of digital payment method.

Table Number 11: Preference of digital payment mode:

Digital payment mode you prefer for transaction	Obs. without missing data	Mean	Std. deviation
UPI	58	1.172	0.425
Bank Cards	54	1.630	0.681
Mobile wallet	36	2.333	1.042
Internet Banking	37	2.811	1.391
Other than that	17	1.765	0.903

Table Number 12: Benefits of using digital payment mechanism

Benefits	1	2	3	4	5	Total	Mean	Std. deviation
Save time	52	2	1	0	0	55	1.073	0.325
Easy method to use	9	19	2	0	0	30	1.767	0.568
Security	25	0	28	0	0	53	2.057	1.008
Convenient to use	14	2	2	17	0	35	2.629	1.437
Attractive discount	6	3	4	3	0	16	2.250	1.183

Hypothesis 1 -

1) **Hypothesis: Urban bank customers are significantly more aware than rural bank customers towards digital payment.**

Table No. 13: Awareness about digital payment mechanism:

awareness level about digital payment mechanism	Highly aware	Moderately aware	Aware	Not aware	can't say	Total	Mean	Std. deviation
rural	21	27	19	5	4	76	2.263	1.100
urban	17	12	12	7	7	55	2.545	1.385

Source: primary data

Hypothesis Testing:
Z-test for two independent samples / One -tailed test:
95% confidence interval on the between the means: [-0.653, ∞)
Test results:

Difference	-0.282
z (Observed value)	-1.252
z (Critical value)	1.645
p-value (one-tailed)	0.895
Alpha	0.050

Test interpretation:
H0: The difference between the means is equal to 0 i.e there is no significant difference between the urban bank customers and rural bank customers towards awareness of digital payment
H1: Urban bank customers are significantly more aware than rural bank customers towards digital payment.
As the computed p-value (0.895) is greater than the significance level alpha=0.05, one cannot reject the null hypothesis H0,
Hence it can be concluded that there is no significant difference between the urban bank customers and rural bank customers towards awareness of digital payment.

2] Hypothesis: Rural bank customers face significantly more challenges & difficulties than urban bank customers towards digital payment.

Table No. 14: Rank the quality of digital payment

Rank the quality of digital payment	Best	Better	Good	Bad	Worst	Total	Mean	Std. deviation
Rural	10	23	40	2	1	76	2.453	0.759
Urban	13	19	21	1	1	55	2.130	0.802

Source: primary data
Hypothesis Testing:
Z-test for two independent samples / One -tailed test:
95% confidence interval on the difference between the means: [-0.262, 0.279]
Test results:

Difference	0.009
z (Observed value)	0.062
|z| (Critical value)	1.960
p-value (Two-tailed)	0.950
Alpha	0.050

Test interpretation:
H0: The difference between the means is equal to 0 i.e., there is no significant difference between the urban bank customers and rural bank customers in the ranking towards quality of digital payment.
H1: urban bank customers significantly assigned more ranking than rural bank customers towards the quality of digital payment.

As the computed p-value (0.950) is greater than the significance level alpha=0.05, one cannot reject the null hypothesis H0.

Hence it can be concluded that there is no significant difference between the urban bank customers and rural bank customers in the ranking towards quality of digital payment.

Table No. 15: Rank the Quality of customer support service:

Rank the quality of	Best	Better	Good	Bad	Worst	Total	Mean	Std. deviation
Rural	0	38	26	2	0	76	2.263	0.516
Urban	2	18	24	1	0	55	2.255	0.675

Source: primary data

Hypothesis Testing:

Z-test for two independent samples / One -tailed test:

95% confidence interval on the difference between the means: [0.094, ∞)

Test results:

Difference	0.324
z (Observed value)	0.079
z (Critical value)	1.645
p-value (one-tailed)	0.531
Alpha	0.050

Test interpretation:

H0: The difference between the means is equal to 0 i.e. there is no significant difference between the urban bank customers and rural bank customers in ranking the Quality of customer support service.

H1: urban bank customers significantly assigned more ranking than rural bank customers towards Quality of customer support service.

As the computed p-value (0.531) is greater than the significance level alpha=0.05, one should not reject the null hypothesis H0,

Hence it can be concluded that there is no significant difference between the urban bank customers and rural bank customers in ranking the Quality of customer support service.

Table No. 16: Are you satisfied with digital payment mechanism

satisfaction level towards digital payment	Highly satisfied	Satisfied	Can't say	Dissatisfied	Highly dissatisfied	Total	mean	Std. deviation
Rural	22	41	10	2	1	76	1.867	0.684
Urban	21	25	7	1	1	55	1.778	0.744

Source: primary data

Hypothesis Testing:
Z-test for two independent samples / One -tailed test:
95% confidence interval on the difference between the means: [-0.122, ∞)
Test results:

Difference	0.089
z (Observed value)	0.692
z (Critical value)	1.645
p-value (one-tailed)	0.244
Alpha	0.050

Test interpretation:
H0: The difference between the means is equal to 0 i.e., there is no significant difference between the Urban bank customers and rural bank customers in the satisfaction level towards the digital payment.
H1: urban bank customers are significantly more satisfied than rural bank customers towards the digital payment.
As the computed p-value (0.244) is greater than the significance level alpha=0.05, one cannot reject the null hypothesis H0,
Hence it can be concluded that there is no significant difference between the Urban bank customers and rural bank customers in the satisfaction level towards the digital payment.

Table Number 17.1: Do you face any technical problem to complete digital payment transaction

Do you face any technical problem to complete digital payment transaction?	Yes	%	No	%	Total
Rural	46	83.64	30	39.47	76
Urban	46	60.53	9	16.36	55

Table No. 17.2 : Frequency to face the problem

How frequently do you face this problem?	Always	Frequently	Sometime	Total	Mean	Std. deviation
Rural	6	14	56	76	2.579	0.807
Urban	2	6	47	55	2.782	0.433

Source: primary data

Hypothesis Testing:
Z-test for two independent samples / One -tailed test:
95% confidence interval on the difference between the means: [-0.277, ∞)
Test results:

Difference	-0.207
z (Observed value)	-1.854
z (Critical value)	1.645

p-value (one-tailed)	0.032
Alpha	0.050

Test interpretation:
H0: The difference between the means is equal to 0 i.e., there is no significant difference between the urban bank customers and rural bank customers in the frequency of technical problem to complete digital payment transaction.
H1: Rural bank customers face significantly more technical problems to complete digital payment transaction than urban bank customers.
As the computed p-value (0.032) is less than the significance level alpha=0.05, one can reject the null hypothesis H0,
Hence it can be concluded that rural bank customers face significantly more technical problems to complete digital payment transaction than urban bank customers.

What challenges and difficulties you face to complete digital transaction

Table No. 18.1: Internet connectivity

Internet connectivity	Always	Frequently	Never	Total	Mean	Std. deviation
Rural	22	25	29	76	2.103	0.815
Urban	19	24	12	55	1.873	0.747

Source: primary data

Hypothesis Testing:
Z-test for two independent samples / One-tailed test:
95%confidence interval on the between the means:[-0.005, ∞)
Test results:

Difference	0.230
z (Observed value)	1.683
z (Critical value)	1.645
p-value (one-tailed)	0.046
Alpha	0.050

Test interpretation:
H0: The difference between the means is equal to 0 i.e. there is no significant difference between the urban bank customers and rural bank customers facing challenges and difficulties in Internet connectivity towards digital payment with respect to Internet connectivity.
H1: Rural customers face significantly more challenges & difficulties than urban bank customers' digital payment with respect to Internet connectivity.
As the computed p-value (0.046) is less than the significance level alpha=0.05, one can reject the null hypothesis H0,

Hence it can be concluded that rural bank customers face significantly more challenges & difficulties than urban bank customers towards digital payment with respect to Internet connectivity.

Table No. 18.2: Electricity problem:

Electricity problem	Always	Frequently	Never		Mean	Std. deviation
Rural	21	38	17	76	1.947	0.710
Urban	15	25	15	55	2.000	0.745

Source: primary data

Hypothesis Testing:
Z-test for two independent samples / One-tailed test:
95% confidence interval on the between the means:[-0.265, ∞)
Test results:

Difference	-0.053
z (Observed value)	-0.407
z (Critical value)	1.645
p-value (one-tailed)	0.658
Alpha	0.050

Test interpretation:

H0: The difference between the means is equal to 0 i.e. there is no significant difference between the urban bank customers and rural bank customers facing challenges and difficulties towards digital payment with respect to electricity problem.
H1: Rural customers face significantly more challenges & difficulties than urban bank customers towards digital payment with respect to electricity problem.
As the computed p-value (0.658) is greater than the significance level alpha=0.05, one cannot reject the null hypothesis H0,
Hence it can be concluded that there is no significant difference between the urban bank customers and rural bank customers facing challenges and difficulties towards digital payment with respect to electricity problem.

Table No. 18.3: Security problem

Security problem	Always	Frequently	Never		Mean	Std. deviation
Rural	7	31	38	76	2.408	0.657
Urban	15	20	20	55	2.091	0.800

Source: primary data
Hypothesis Testing:

Z-test for two independent samples / One-tailed test:
95% confidence interval on the between the means:[0.101, ∞)

Test results:

Difference	0.317
z (Observed value)	2.409
z (Critical value)	1.645
p-value (one-tailed)	0.008
Alpha	0.050

Test interpretation:
H0: The difference between the means is equal to 0 i.e. there is no significant difference between the urban customers and rural bank customers facing challenges and difficulties towards digital payment with respect to security problem.
H1: Rural customers face significantly more challenges & difficulties than urban bank customers towards digital payment with respect to security problem.
As the computed p-value (0.008) is less than the significance level alpha=0.05, one can reject the null hypothesis H0,
Hence it can be concluded that rural customers face significantly more challenges & difficulties than urban bank customers towards digital payment with respect to security problem.

Table No. 19: What you think for the level of security in digital transaction

	Highly secure	Secure	can't say	Unsecure	Highly unsecure	Total	Mean	Std. deviation	C.V.
Rural	20	32	12	7	5	76	2.276	1.150	50.52
Urban	10	17	14	9	5	55	2.673	1.218	45.57

Findings and Suggestions:

Findings:

1. There are 79 % of male respondents who uses digital payment mechanism. (Reference Table No. 1)
2. The average age of respondents is 38 years. (Ref. Table No. 2)
3. Around 48.85% respondent customers are having graduation and post-graduation while remaining 51.15% are HSC or below. (Ref. Table No. 3)
4. 32.06 respondents are from private sector, 27.48%, respondents are from business group and 26.72% respondents are from public sector while 1374% are students. (Ref.Table No. 4)
5. 58% of respondents are from rural areas whereas 42 % of respondents are from urban area. (Ref. Table No. 5)
6. It is observed that 48% of respondents are having income below 1 lakh. (Reference Table no. 6)

7. 99% of respondents used digital payment mode. (Ref. Table No. 7)
8. Majority of respondents. 43% uses digital payment mode once in a month. (Ref. Table No, 8)
9. Majority of the respondents i.e., 37 % uses UPI as digital payment mode. (Ref. Table No. 9)
10. Majority of respondents i.e., 44% uses digital payment mode from last three years. (Ref. Table No. 10)
11. The major benefits of digital payment mode are it save time and security. (Ref. Table No. 11)
12. 84 % of rural customer faces technical problems while using digital payment mechanism. (Ref. Table No. 17)
13. 32 % of rural customer said as digital payment mode is secure whereas only 17% of urban customer said digital payment mode is secure. (Reference Table No. 19)
14. Hypothesis 1: As the computed p-value (0.895) is greater than the significance level alpha=0.05, one cannot reject the null hypothesis H0,
    Hence it can be concluded that there is no significant difference between the urban bank customers and rural bank customers towards awareness of digital payment.
15. Hypothesis 2:

a. It can be concluded that there is no significant difference between the urban bank customers and rural bank customers in the ranking towards quality of digital payment.
b. It can be concluded that there is no significant difference between the urban bank customers and rural bank customers in the satisfaction level towards the digital payment.
c. It can be concluded that rural bank customers face significantly more challenges & difficulties than urban bank customers towards digital payment with respect to Internet connectivity.
d. It can be concluded that there is no significant difference between the urban bank customers and rural bank customers facing challenges and difficulties towards digital payment with respect to electricity problem.
e. It can be concluded that rural customers face significantly more challenges & difficulties than urban bank customers towards digital payment with respect to security problem.

Suggestions:

1. Females should be encouraged to use digital payment mode for financial transactions.
2. It is observed as old age people are not using digital payment mode. So, awareness about digital payment mechanism should be created within senior citizens.
3. Rural customers face more technical problems while using digital payment mode. Technical knowledge should be provided to rural people so that they can use digital payment mode easily. Care should be taken to minimise technical problems of rural customers. Good internet connectivity should be provided in rural area.
4. Urban customers are more concern about the security of financial data. Banks should implement more security techniques in their digital services.

Acknowledgement:

Author is grateful to The United Western Bank's Late R. N. Godbole Chair, Department of Commerce and Management, Shivaji University, Kolhapur for the financial support in the form of 'Minor research project Scheme 2021-22.

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