

An Empirical study on Gender perceptions towards UPI

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Abstract: *This study is an empirical study on gender perceptions towards UPI. Five points likert scale is used to prepare a structured questionnaire. Primary data was based on 643 persons out of which 310 males and 333 females were found eligible in the form of completed questionnaires. Reliability statistics is up to mark and data is suitable for further analysis. T-Test statistics show no significant difference between gender perceptions towards UPI. Limitation of the study is that study is based on only gender perception. Age wise, education wise and other demographic variables can be studied in future studies.*

Key Words: Empirical, Gender, UPI, Problems, Customer, Satisfaction

Introduction:

UPI stands for Unified Payments Interface which merges a lot of bank related services, into a single mobile application of banks. It has become so simple and common that laymen in India are also using it in day to day operations. The National Payments Corporation of India (NPCI) is the company in-charge of the RuPay payment infrastructure, which is comparable to Visa and MasterCard. The Immediate Payments Service (IMPS) is another NPCI project. UPI transactions are protected by a highly secured encryption format that is difficult to decrypt. Every day, the IMPS network of the NPCI processes millions in transactions. With the advent of UPI technology, this is projected to skyrocket. Every transaction is verified using a two-factor authentication approach similar to OTP. For validation, however, UPI PIN will be used instead of OTP. The UPI applications' primary goal is to promote digital transactions and pave the way for a cashless economy. Users can avoid carrying cash or plastic money by using UPI. Their smartphone will

handle all the transactions.

Literature Review

The statistics showed by M. Arora and M. P. Yadav (2018) states that the factors that influence customer satisfaction change significantly depending on the age group. The steps that must be completed in order for digital wallets to operate effectively are more of an issue for Generation Y. Insecure payment methods, problems using them, and limited working assistance are significant differences between age groups. The current study suggests adding security precautions to improve the adoption of e-wallets. Yadav, M., and M. Arora (2019) customer satisfaction is positively correlated with e-wallet solutions but negatively correlated with e-wallet problems. According to M. Arora (2018), utilising a digital wallet to make payments is dangerous. Additionally, they find it difficult to function. Gandhi, M., Gupta, N., & Rawat, S. (2019) states there is a significant association in overall mean agreement on job satisfaction between the various populations. Khurana, P., Arora, M., &

Yadav, M. P. (2017) stresses on providing female students lower-interest college loans could help empower women by providing distinctive domestic upliftment projects for housewives, banks can play an important role in women's empowerment. Singh, S., Chaudhary, S., & Arora, M. (2015) the impact of age on consensus on growing security risk solutions is significant. Singh, S., & Arora, M. (2014) state that when it comes to boosting mobile banking, unmarried respondents place a larger importance on different types of risks and related solutions than married respondents. Arora, M., & Lochab, A. (2018) the average agreement on consumer satisfaction in mobile banking varies significantly across educational institutions. S. Singh, S. Chaudhary, and M. Arora (2014) been concerned about the well-being of others in their research. Benefits of Human Development Research Lochab, Arora, Madhu, and Anshu (2019) were studies as well as in A Lochab and M Arora (2018) also. The consequences of different generations may differ. M Arora and M Mittal (2020) believe that project-based education can help with the continuous development of technological advances, and that human resources are an important part of it Arora M (2012).

There is no study on Customer Satisfaction in UPI so An Empirical study on Gender perceptions towards UPI, is an effort to fill the gap.

Table A: Scale used in Study

Authors	Year	Scale	Cronbach Alpha
Singh, S., & Arora, M.	2014	1. Unsafe mode of payments	0.773
		2. Difficult to Use	
		3. Inadequate Working Assistance	
		4. Not Reliable	
		5. Restricted Choice	
		6. Slow Speed of Data Transmission	
		7. Receiving of Fake SMS and Scams	
Singh, S., & Arora, M	2014	1. Efficient Management of Funds	0.89
		2. Easy to Use	
		3. Status Symbol	
		4. Economical	
		5. Reduction in the waiting time for any transaction in the wallet	
		6. Quickness	
		7. Service Efficiency	
		8. Valuable	

Source: compiled from Literature Review

Research Methodology

Study is descriptive in nature. Secondary data for literature review and primary data for empirical analysis is conducted from 643 respondents. Questionnaire was sent to 1000 people. Some responses were incomplete and were removed during the screening process. 643 responses were complete and found suitable for further analysis. Random sampling method is used. T-test is used to test the statistics for 5 percent level of significance and confidence level 95 percent. Overall response rate is 64.3 percent.

Objectives of the study:

Main objective of the study is an Empirical study on Gender perceptions towards UPI. To achieve the main objective following objectives are portrayed:

- To know gender perception towards problems faced in UPI
- To analyze gender wise customer satisfaction in UPI
- To provide suggestions to improve UPI experience in Males and Females

Hypothesis (H_0): Null hypothesis is considered for the study.

(H_0) = There is no significant difference assumed in the perception of Gender for customer satisfaction in UPI.

Table B: Gender wise distribution of respondents:

Gender	Number
Male	310
Female	333
Total	643

Source: Survey

Table B shows there are 310 male respondents and 333 female respondents in the study.

Results and Discussions

Table 1: Scale Reliability Statistics of Problems faced by customers in UPI

	N	Mean	sd	Cronbach's α
Problems faced by customers in UPI	643	3.9	0.52	0.773

Source: Survey

As observed in Table 1, Mean of N=643 respondents perception towards problems faced in UPI is 3.90, Standard deviation =.520, Cronbach's α =.773, data is internally consistent as Cronbach's $\alpha > .7$ is treated as reliable.

Table 2: Scale Reliability Statistics of Customer satisfaction in UPI

	Mean	sd	Cronbach's α
Customer satisfaction in UPI	3.38	0.867	0.89

Source: Survey

As observed in Table 1, Mean of N=643 respondents perception towards problems faced in UPI is 3.38,

Standard deviation =.867, Cronbach's α =.890, data is internally consistent as Cronbach's $\alpha > .7$ is treated as reliable.

Table 3: Item Reliability Statistics of Problems faced by customers in UPI

	if item dropped Cronbach's α
1. Unsafe mode of payments	0.865
2. Difficult to Use	0.882
3. Inadequate Working Assistance	0.864
4. Not Reliable	0.869
5. Restricted Choice	0.875
6. Slow Speed of Data Transmission	0.876
7. Receiving of Fake SMS and Scams	0.887

Source: Survey

Table 3 shows Cronbach's α , if one item is dropped from scale. If Unsafe mode of payments is dropped, then Cronbach's α =.865, if Difficult to Use is dropped, then Cronbach's α =.882, similarly If Unsafe Inadequate Working Assistance, then Cronbach's α =.864, if Not Reliable is dropped, then Cronbach's α =.869, if . Receiving of Fake SMS and Scams is dropped, then Cronbach's α =.887. This indicates that no single statement can affect overall results. All statements together show reliability.

Table 4: Item Reliability Statistics of Customer satisfaction in UPI

	if item Cronbach's α
1. Efficient Management of Funds	0.759
2. Easy to Use	0.771
3. Status Symbol	0.784
4. Economical	0.73
5. Reduction in the waiting time for any transaction in the wallet	0.731
6. Quickness	0.731
7. Service Efficiency	0.748
8. Valuable	0.73

Source: Survey

Table 4 shows Cronbach's α , if one item is dropped from scale. If Efficient Management of Funds is dropped, then Cronbach's α = .759, if Easy to Use is dropped, then Cronbach's α = .771, similarly. If Status Symbol is removed, then Cronbach's α = .784, if economical is dropped, then Cronbach's α = .730, if . valuables are dropped, then Cronbach's α = .730. This indicates that no single statement can affect overall results. All statements together show reliability.

Table 5: Independent Samples T-Test

Variables	T-Statistic	df	p
Problems in Using UPI	0.377	641	0.706
Customer Satisfaction in using UPI	0.184	641	0.854
Suggestions to Improve experience of UPI	0.377	641	0.706

Source: Survey

Table 5 shows value of independent T test in males and females, about Problems in Using UPI, T-Statistic = .377, degree of freedom (df) = 641, and p value = .706, it shows there is no significant difference in perception of males and females towards Problems in Using UPI.

Also T-Statistic = .184, degree of freedom (df) = 641, and p value = .854, it shows there is no significant difference in perception of males and females towards Customer Satisfaction in Using UPI.

Similarly T-Statistic = .377, degree of freedom (df) = 641, and p value = .706, it shows there is no significant difference in perception of males and females towards Suggestions to Improve experience in Using UPI.

Table 6: Imperical Results

	Group	N	Mean	SD	SE
Problems in using UPI	Male	310	3.9	0.485	0.0276
	Female	333	3.89	0.551	0.0302
Customer Satisfaction in using UPI	Male	310	3.37	0.836	0.0475
	Female	333	3.387	0.823	0.0451
Suggestions to boost experience in UPI	Male	310	3.9	0.485	0.0276
	Female	333	3.89	0.551	0.0302

Source: Survey

Table 6 shows Group Descriptive of two groups, Male (N=310) and Female (N=333), Mean for problems in using UPI is 3.90 is more for males than Mean for problems in using UPI is 3.89 for females perception. It shows Male respondents have more problems in UPI than female respondents.

Mean for Customer Satisfaction in using UPI is 3.387 is more for females than Mean for problems in using UPI is 3.37 for male perception. It shows Female respondents have more Customer Satisfaction in UPI than male respondents. But as per statistical test of significance at 5 Percent level, no significant difference is found, so null hypothesis is accepted.

Conclusion

This study examines how gender affects perceptions of UPI empirically. 310 male and 333 female subjects out of a total of 643 people were discovered to be eligible in the form of a questionnaire that was filled out. The reliability statistics are satisfactory and the data is appropriate for further study. According to T-Test statistics, there is no discernible difference in how men and women view the experience of UPI. Therefore, the null hypothesis stands accepted. This study is based on gender perception only, so it can be considered as a limitation too. But it provides further scope of study for other demographic variables like age, income, marital status, area of residence etc.

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