

A Concentrate on Customer's Insight towards Digital Payment System with Special Reference to Coimbatore City

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Abstract: The demonetization resulted in tremendous growth in digital payments. Technology has also become one of the most important factors for bringing changes in the business environment as well. The usages of internet and mobile phones have also increased in the past years, and this has also helped in the boost of digital payments. The slogan of “Faceless, Paperless, and Cashless” promoted by Digital India is the echo of ecommerce today. This project was done in Coimbatore City to determine the level to which people understood digital payment mechanisms and to know which form of digital payment is used the most by them. The current study is focused towards understanding the perception of digital payments among the people and to establish the reasons as to why they use digital payments. It will also help ascertain the usage of digital payments. The continued growth in digital transactions since the rollout of demonetization in November 2016 is in line with the government’s sustained efforts to turn India into a digital economy. Exchange speed and security arrangement of DPS, Helpfulness, Similarity and Comfort of DPS, Trust and Network of DPS, and Social impact and Cost and Advantages of DPS. Essential information was gathered through Google Structure with the assistance of organized poll, 829 reactions were considered from the study for Examination. The discoveries of the review uncovered that, there is a tremendous distinction among age and view of purchasers on computerized payment Frameworks, and it likewise demonstrated that, there is no huge contrast between orientation, instructive capability and impression of shoppers on computerized payment frameworks.

Key words: Computerized Payment Frameworks, Exchanges Speed, Security Framework, Social Impact, Similarity, Comfort and Network.

1.1 Introduction

Digital Banking is an electronic payment system that grants clients of a bank or other association to coordinate a collection of financial trades through the cash related foundation's site. The net banking industry will routinely join with or be a piece of the middle monetary industry worked by a bank and is fairly than branch banking which was the standard way clients got to banking organizations. Computerized instalment could be a strategy for payment which is made through computerized modes. In computerized payments, the individual who pays also, the individual who gets, both use progressed modes to send and get cash. It is a speedy and supportive methodology to make payments. A significant justification for the development of computerized payment is Demonetization and furthermore the rise of the numerous cutthroat applications like Google Pay, Paytm and PhonePe. Another explanation is the overall utilization of cell phone where everything became helpful. The young residing far away from home sees as extremely difficult to travel to bank and gather cash from the bank particularly understudies. A payment passage is an online business organization that cycles card payments for on the web and customary actual stores. Payment entryways energize these trades by moving key information between payment gateways like web-engaged cell telephones/destinations and moreover the front-end processor/bank.

1.2 Statement Of The Problem

The reason for assessment that is examined during this exploration is computerized payments overall and advanced payments in Coimbatore particularly. As computerized payment instruments have shown it's incredibly fast and useful speed of improvement, it has allowed individuals and moreover associations to coordinate their monetary associations from their homes or working environments in a very sagacious manner. Studies have exhibited that with this new development, it has gotten plausible for both the banks and clients to have a speedy information about the status and undertakings of their records. This study is based on the possibilities and hardships that the presentation of advanced payment components has gotten Coimbatore. On a more significant level the assessment intends to get better cognizance of the parts influencing the advanced payment frameworks.

1.3 Objectives Of The Study

1. To discover the demographic factors, attitude, perception and assessment of individuals towards appropriation of digital payment in Coimbatore city.
2. To discover the most mainstream method of digital payments.
3. To examine the frequency level of customers using digital payment.
4. To analyze the fulfillment level of customers towards digital payment.

2. Review Of Literature

Dr. Jesu Kulandairaj and R. Nihila Stephy's (2020) focus on disposition and insight towards mechanized portions applications with outstanding reference to students in chennai city figured out on how governing body of india up overflowed the usage of convenient and web, in this manner which arranged for the sensational improvement in the utilization of cutting edge portions. Modernized portions is a system for moving money or overseeing trades either through web or in an electronic design. The concentrate principally revolves around the attitude and wisdom towards the high level portions structure among the school students close by their direct about the utilization of most preferred strategy for cutting edge portions and their repeat being used of the portion system in regards to their total spending on it.

Kishore Da Rupsa Mahapatra (2020), article on client understanding towards portion bank: a relevant examination of cuttack city focused in on the most recent decade has seen tremendous improvement in use of web and cell in india. Extending use of web, convenient invasion and government drive, for instance, high level india are going about as impulse which prompts sensational improvement being utilized of automated portion. But simultaneously numerous people are there who were not ready to recognize this method for banking as they have a considering being cheated. This paper helps with recognizing the client acumen towards portion bank.

Manjul Vaidya Sandhir Sharma Akhilesh Ojha, (2020) investigated on electronic portion as a key engaging specialist of e-citizen upheld associations: a logical examination of chandigarh city (india) the research is essentially revolved around evaluating occupants care, acumen and stresses over the gathering of high level portion structure in the space of e-citizen driven associations. Fundamental data is assembled and tentatively attempted. The concentrate moreover revolved around occupation of govt in developing modernized modes by chandigarh occupants it has been seen that electronic portion space is been dynamically elaborate by current players introducing immediately age things and organizations. Occupants organizations are participated in the assessment. Examination found that people like high level portions over regular ways because of solace chiefly. The audit assumed that age, preparing and bringing have colossal impact over care and usage of cutting edge portion stage in chandigarh city.

Dr. C. Gajalakshmi (2020) in her focus on client wisdom towards cutting edge advancing in vellore city focused on the prerequisites of monetary patrons and financial help clients become more multifaceted, there's a need for reasonable gadgets to develop the cycles and trades overseen close to the end-clients. The electronic portions in our country got a huge push with government's credit just india drive shipped off under the high level india campaign. To change the country into a "less cash" society, the public power has been propelling the usage of modernized portion strategies like monetary cards, unstructured significant help data (ussd), adaptable wallets, web banking, compact banking, aadhar-enabled portion structures (aeaps) and scaled down atms. (ussd), convenient

wallets, web banking, portable banking, aadhar-empowered payment frameworks (aeps) and miniature atms. Thus, this paper centers around the assessment of 100 respondents towards advanced advertising.

Dr. Sunanda Vincent Surabhi Solanki , (2020) article on advanced payment frameworks – discernment what's more, mindfulness among the metropolitan populace centered towards figuring out the discernment of advanced payments among individuals and to lay out the reasons with regards to why they utilize computerized payments. It will additionally assist with determining the use of advanced payments. The concentrate likewise targets laying out realities in regards to non use of advanced payments and the explanations behind the equivalent. The review will figure out which type of advanced payment is utilized the most and the level to which individuals figure out advanced payments. Credit only payments are taking off in india, and have built up speed.

3. Research Methodology

Research design utilized in the study is descriptive. The research is conducted to review the customer's perception towards digital payments in coimbatore city. Sample population is the list of people who use digital payment mechanisms as a whole. A sample of 829 respondents were approached with questionnaire through online via google forms to collect primary data. To study about the demographics, Chi-square, Percentage and Mean Ranking is used.

4.1 Evaluation Of Association Between Demographic Variables And Customers Perception On Digital Payment System In Coimbatore City

The present study has evaluated the customer's perception on digital payment system in Coimbatore city. The study has categorized the perception level into three categories as good, fair and poor perception on digital payment system as given below:

Table – 4.1. Perception Level of Customers on Digital Payment System in Coimbatore

Perception Level	Frequency	Percent
Poor	202	24.40
Fair	255	30.80
Good	372	44.90
Total	829	100.00

Source: Primary Data

Table offered that the 44.90 percent of respondents (372) have good perception on digital payment system in Coimbatore city. There are 30.80 percent of customers (255) have fair perception followed by the 24.40 percent of customers (202) have poor level perception on digital payment system in the present study. Hence, the customers have good perception at higher level on digital payment system in Coimbatore city. The researcher has analyzed the digital payment using customer's perception with the demographic variables and digital payment usage related variables as given below:

4.2. Age Group And Customers Perception

From the 829 respondents, 90 customers (10.90%) who belongs to below 20 years age group have mean perception score of 67.69 (SD=20.89) and ranged between 28.00 and 99.00 level. 193 customers (23.30%) who belongs to 20-40 years age group with mean perception score of 62.93 (SD=21.78) and ranged between 26.40 and 99.00 level. 263 customers (31.70%) who belongs to 40-60 years age group have mean perception score of 63.11 (SD=21.89) and ranged between 24.80 and 99.01 level. The remaining 283 customers (34.10%) who belongs to above 60 years age group have mean perception score of 64.49 (SD=20.72) and ranged between 26.40 and 98.04 level. The mean score result depicted that below 20 years aged customers have higher perception level in Coimbatore city.

Table-4.2 Age Group and Customers Perception

Age Group	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Below 20 years	90 (10.90%)	67.69	20.89	28.00-99.00	12 (13.30%)	10 (11.10%)	68 (75.60%)
20-40 years	193 (23.30%)	62.93	21.78	26.40-99.00	23 (11.90%)	79 (40.90%)	91 (47.20%)
40-60 years	263 (31.70%)	63.11	21.89	24.80-99.01	48 (18.30%)	88 (33.50%)	127 (48.30%)
Above 60 years	283 (34.10%)	64.49	20.72	26.40-98.04	119 (42.00%)	78 (27.60%)	86 (30.40%)
Total	829	64.04	21.37	74.21	202 (24.40%)	255 (30.80%)	372 (44.90%)
Chi-square: 1.095		DF: 6	Sig. 0.000	Ho: Rejected	Outcome: Significant		

Source: Survey data

The cross tabulation result offered that the below 20 years aged customers have good perception (75.60%) at highest level and 20-40 years age group have poor perception (11.90%) at lower level in the present study. The chi-square result presented the significant association between the age group and perception on digital payment system in Coimbatore city. Hence, the below 20 years aged customers have good perception on digital payment system in the study.

4.3 Gender And Customers Perception

Out of 829 respondents, 362 customers (43.70%) who belongs to male category have mean perception score of 62.62 (SD=20.89) and ranged between 24.80 and 99.01 level. The remaining 467 customers (56.30%) who belongs to female category with mean perception score of 65.14 (SD=21.69) and ranged between 26.40 and 99.00 level. The mean score results revealed that female customers have higher perception level on digital payment system in Coimbatore city.

Table-4.3 Gender and Customers Perception

Gender	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Male	362 (43.70%)	62.62	20.89	24.80-99.01	90 (24.90%)	123 (34.00%)	149 (41.20%)
Female	467 (56.30%)	65.14	21.69	26.40-99.00	112 (24.00%)	132 (28.30%)	223 (47.80%)
Total	829	64.04	21.37	74.21	202	255	372

					(24.40%)	(30.80%)	(44.90%)
Chi-square: 4.202 ^a	DF: 2	Sig. 0.122	Ho: Accepted	Outcome: Insignificant			

Source: Survey data

The cross tabulation results depicted that the female have good perception (47.80%) at higher level and they have poor perception (24.00%) at lower level in the present study. The chi-square result has shown that insignificant association between the gender and perception on digital payment system in Coimbatore city. Hence, the female customers have good perception on digital payment system in the study.

4.4 Marital Status And Customers Perception

Out of 829 respondents, 308 customers (37.20%) who belongs to married have mean perception score of 66.53 (SD=21.64) and ranged between 26.40 and 99.00 level. The 521 customers (62.80%) who belong to unmarried with mean perception score of 62.56 (SD=21.09) and ranged between 24.80 and 99.01 level. The mean score result revealed that unmarried have higher perception level in Coimbatore city.

Table-4.4 Marital Status and Customers Perception

Marital Status	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Single	308 (37.20%)	66.53	21.64	26.40-99.00	67 (21.80%)	86 (27.90%)	155 (50.30%)
Married	521 (62.80%)	62.56	21.09	24.80-99.01	135 (25.90%)	169 (32.40%)	217 (41.70%)
Total	829	64.04	21.37	74.21	202 (24.40%)	255 (30.80%)	372 (44.90%)
Chi-square: 5.902 ^a		DF: 2	Sig. 0.052	Ho: Rejected	Outcome: Significant		

Source: Survey data

The cross tabulation result offered that the married respondents have good perception (50.30%) at higher level and they have poor perception (21.80%) at lower level in the present study. The chi-square result that significant association between the marital status and perception on Digital payment system in Coimbatore city. Hence, the married have good perception on Digital payment system in the study.

4.5 Literacy Level And Customers Perception

From the 829 respondents, 265 customers (32.00%) who belongs to schooling level have mean perception score of 65.84 (SD=21.79) and ranged between 26.40 and 98.04 level. 188 customers (22.70%) who belong to degree level with mean perception score of 62.84 (SD=21.54) and ranged between 24.80 and 99.01 level, 189 customers (22.80%) who belong to professional degree with mean perception score of 62.53 (SD=21.27) and ranged between 26.40 and 98.00 level. The remaining 187 customers (22.60%) who belong to others with mean perception score of 64.21 (SD=20.67) and ranged between 26.40 and 98.04 level. The mean score result revealed that schooling level completed customers have higher perception level on digital payment system in Coimbatore city.

Table-4.5 Literacy Level and Customers Perception

Literacy Level	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Schooling level	265 (32.00%)	65.84	21.79	26.40-98.04	72 (27.20%)	30 (11.30%)	163 (61.50%)
Degree Level	188 (22.70%)	62.84	21.54	24.80-99.01	45 (23.90%)	99 (52.70%)	44 (23.40%)
Professional Degree	189 (22.80%)	62.53	21.27	26.40-98.00	17 (9.00%)	72 (38.10%)	100 (52.90%)
Others	187 (22.60%)	64.21	20.67	26.40-98.04	68 (36.40%)	54 (28.90%)	65 (34.80%)
Total	829	64.04	21.37	74.21	202 (24.40%)	255 (30.80%)	372 (44.90%)
Chi-square: 1.383E2^a		DF: 6	Sig. 0.000	Ho: Rejected	Outcome: Significant		

Source: Survey data

The cross tabulation result shows that the respondents belongs to schooling level have good perception (61.50%) at higher level and professional degree level having respondents have poor perception (9.00%) at lower level in the present study. The chi-square result that significant association between the educational qualification and perception on Digital payment system in Coimbatore city. Hence, the schooling level completed customers have good perception on digital payment system in the study.

4.6 Occupational Status And Customers Perception

From the 829 respondents, 181 customers (21.80%) who belongs to business doing respondents who have mean perception score of 64.88 (SD=21.77) and ranged between 26.40 and 99.00 level. 386 customers (46.60%) who belong to employed category with mean perception score of 59.37 (SD=20.72) and ranged between 24.80 and 99.01 level., 172 customers (20.70%) who belong to professional category with mean perception score of 72.70 (SD=19.67) and ranged between 26.40 and 99.01 level. The remaining 90 customers (10.90%) who belong to other category with mean perception score of 66.73 (SD=21.41) and ranged between 26.40 and 98.00 level. The mean score result revealed that professionals have higher perception level on digital payment system in Coimbatore city.

Table-4.6 Occupational Status and Customers Perception

Occupational Status	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Business	181 (21.80%)	64.88	21.77	26.40-99.00	56 (30.90%)	26 (14.40%)	99 (54.70%)

Employed	386 (46.60%)	59.37	20.72	24.80- 99.01	88 (22.80%)	128 (33.20%)	170 (44.00%)
Professionals	172 (20.70%)	72.20	19.67	26.40- 99.01	24 (14.00%)	79 (45.90%)	69 (40.10%)
Others	90 (10.90%)	66.73	21.41	26.40- 98.00	34 (37.80%)	22 (24.40%)	34 (37.80%)
Total	829	64.04	21.37	74.21	202 (24.40%)	255 (30.80%)	372 (44.90%)
Chi-square: 54.301^a		DF-6	Sig. 0.000	Ho: Rejected	Outcome: Significant		

Source: Survey data

The cross tabulation result found that the business people who have good perception (54.70%) at higher level and professionals have poor perception (14.00%) at lower level in the present study. The chi-square result presented the significant association between the occupational status and perception on digital payment system in Coimbatore city. Hence, the business people have good perception on digital payment system in the study.

4.7 Monthly Income And Customers Perception

Out of 829 respondents, 139 customers (16.80%) who belongs to upto Rs.15,000 income category have mean perception score of 74.75 (SD=20.12) and ranged between 28.80 and 99.01 level. 248 customers (29.90%) who belong to Rs.15,001-Rs.30,000 income category with mean perception score of 63.52 (SD=21.52) and ranged between 24.80 and 99.00 level, 128 customers (15.40%) who belong to Rs.30,001-45,000 income category with mean perception score of 65.52 (SD=20.03) and ranged between 26.40 and 96.15 level. The remaining 314 customers (37.90%) who belongs to above Rs.45,001 income category with mean perception score of 59.09 (SD=20.62) and ranged between 26.40 and 98.40 level. The mean score result revealed that upto Rs.15,000 earning customers have higher perception level on digital payment system in Coimbatore city.

Table-4.7 Monthly Income and Customers Perception

Monthly Income	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Upto Rs.15,000	139 (16.80%)	74.75	20.12	28.80- 99.01	45 (32.40%)	31 (22.30%)	63 (45.30%)
Rs.15,001- Rs.30,000	248 (29.90%)	63.52	21.52	24.80- 99.00	39 (15.70%)	94 (37.90%)	115 (46.40%)
Rs.30,001- Rs.45,000	128 (15.40%)	65.52	20.03	26.40- 96.15	23 (18.00%)	65 (50.80%)	40 (31.20%)
Above Rs.45,001	314 (37.90%)	59.09	20.62	26.40- 98.40	95 (30.30%)	65 (20.70%)	154 (49.00%)
Total	829	64.04	21.37	74.21	202 (24.40%)	255 (30.80%)	372 (44.90%)

Chi-square: 58.873^a	DF: 6	Sig. 0.000	Ho: Rejected	Outcome: Significant		
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Source: Survey data

The cross tabulation result found that the above Rs.45,001 earning customers have good perception (49.00%) at higher level and Rs.15,001-30,000 income category have poor perception (15.70%) at lower level in the present study. The chi-square result presented the significant association between the monthly income and perception level on digital payment system in Coimbatore city. Hence, the Rs.20,001-Rs.40,000 earning customers have good perception on digital payment system in the study.

4.8 Family Type And Customers Perception

From the 829 respondents, 482 customers (58.10%) who belongs to joint family category have mean perception score of 63.24 (SD=21.32) and ranged between 24.80 and 99.01 level. The remaining 347 customers (41.90%) who belongs to nuclear family category with mean perception score of 65.14 (SD=21.43) and ranged between 26.40 and 98.04 level. The mean score result revealed that nuclear family respondents have higher perception level in Coimbatore city.

Table-4.8 Family Type and Customers Perception

Family Type	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Joint Family	482 (58.10%)	63.24	21.32	24.80-99.01	109 (22.60%)	147 (30.50%)	226 (46.90%)
Nuclear Family	347 (41.90%)	65.14	21.43	26.40-98.04	93 (26.80%)	108 (31.10%)	146 (42.10%)
Total	829	64.04	21.37	74.21	202 (24.40%)	255 (30.80%)	372 (44.90%)
Chi-square: 2.519 ^a		DF:2	Sig. 0.284	Ho: Accepted	Outcome: Insignificant		

Source: Survey data

The cross table result that the joint family category respondents have good perception (46.90%) at higher level and they have poor perception (22.60%) at lower level in the present study. The chi-square result presented the insignificant association between the family type and perception on digital payment system in Coimbatore city. Hence, the joint family category respondents have good perception on digital payment system in the study.

4.9 Family Size And Customers Perception

Out of 829 sample respondents, 161 customers (19.40%) who belongs to below 2 members have mean perception score of 80.53 (SD=12.39) and ranged between 37.60 and 99.01 level. 309 customers (37.30%) who belongs to 2-4 members with mean perception score of 58.92 (SD=20.55) and ranged between 24.80 and 99.01 level. The remaining 359 customers (43.30%) who belong to above 4 members with mean perception score of 61.04 (SD=21.70) and ranged between 26.40 and 99.00 level. The mean score result revealed that below 2 members have higher perception level in Coimbatore city.

Table-4.9 Family Size and Customers Perception

Family Size	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Below 2 members	161 (19.40%)	80.53	12.39	37.60-99.01	33 (20.50%)	51 (31.70%)	77 (47.80%)
2-4 members	309 (37.30%)	58.92	20.55	24.80-99.01	93 (30.10%)	121 (39.20%)	95 (30.70%)
Above 4 members	359 (43.30%)	61.04	21.70	26.40-99.00	76 (21.20%)	83 (23.10%)	200 (55.70%)
Total	829	64.04	21.37	74.21	202 (24.40%)	255 (30.80%)	372 (44.90%)
Chi-square: 44.057^a		DF:4	Sig. 0.000	Ho: Rejected	Outcome: Significant		

Source: Survey data

The cross table result offered that the respondents under above 4 members have good perception (55.70%) at higher level and the below 2 members category have poor perception (20.50%) at lower level in the present study. The chi-square result found that significant association between the family size and perception on digital payment system in Coimbatore city. Hence, the above 4 members have good perception on digital payment system in the study.

4.10 Awareness And Customers Perception

From the 829 respondents, 218 customers (26.30%) have aware by friends who have mean perception score of 61.91 (SD=20.90) and ranged between 26.40 and 98.04 level. The 343 customers (41.40%) have awareness from relatives with mean perception score of 68.88 (SD=20.03) and ranged between 26.40 and 99.00 level. 93 customers (11.20%) have awareness from bank officials with mean perception score of 51.35 (SD=20.88) and ranged between 24.80 and 98.04 level. The remaining 175 customers (21.10%) who belong to family and colleagues with mean perception score of 63.93 (SD=21.73) and ranged between 27.20 and 99.01 level. The mean score result revealed that respondents who have awareness from relatives have higher perception level in Coimbatore city.

Table-4.10 Awareness and Customers Perception

Awareness	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Friends	218 (26.30%)	61.91	20.90	26.40-98.04	51 (23.40%)	59 (27.10%)	108 (49.50%)
Relatives	343 (41.40%)	68.88	20.03	26.40-99.00	73 (21.30%)	130 (37.90%)	140 (40.80%)

Bank Officials	93 (11.20%)	51.35	20.88	24.80- 98.04	46 (49.50%)	25 (26.90%)	22 (23.70%)
Family/ Colleagues	175 (21.10%)	63.93	21.73	27.20- 99.01	32 (18.30%)	41 (23.40%)	102 (58.30%)
Total	829	64.04	21.37	74.21	202 (24.40%)	255 (30.80%)	372 (44.90%)
Chi-square: 56.945^a		DF:6	Sig. 0.000	Ho: Rejected	Outcome: Significant		

Source: Survey data

The result inferred that the respondents who have awareness from family and colleagues have good perception (58.30%) at higher level and they have poor perception (18.30%) at lower level in the present study. The chi-square result presented the significant association between the awareness and perception on digital payment system in Coimbatore city. Hence, the respondents who have awareness by have awareness from family and colleagues who have good perception on digital payment system in the study.

4.11 Bank Types And Customers Perception

Out of 829 sample respondents, 383 customers (46.20%) who have account in private sector bank have mean perception score of 63.08 (SD=21.03) and ranged between 26.40 and 98.40 level. The 365 customers (44.00%) who have account in public sector bank with mean perception score of 65.49 (SD=21.75) and ranged between 24.80 and 99.00 level. The remaining 81 customers (9.80%) who have bank account in both bank with mean perception score of 61.96 (SD=21.15) and ranged between 28.00 and 99.01 level. The mean score result revealed that respondents who have account in public sector bank have higher perception level in Coimbatore city.

Table-4.11 Bank Types and Customers Perception

Bank Types	Number of Respondents	Mean Score	S.D	Range	Perception Level		
					Poor	Fair	Good
Private Sector	383 (46.20%)	63.08	21.03	26.40- 98.40	76 (19.30%)	128 (33.40%)	179 (46.70%)
Public Bank	365 (44.00%)	65.49	21.75	24.80- 99.00	108 (29.60%)	118 (32.30%)	139 (38.10%)
Both	81 (9.80%)	61.96	21.15	28.00- 99.01	18 (22.20%)	9 (11.10%)	54 (66.70%)
Total	829	64.04	21.37	74.21	202 (24.40%)	255 (30.80%)	372 (44.90%)
Chi-square: 31.415 ^a		DF:4	Sig. 0.000	Ho: Rejected	Outcome: Significant		

Source: Survey data

The cross tabulation result shows that the respondents who have accounts in both private and public sector bank have good perception (66.70%) at higher level and respondents who have account in private sector bank have

poor perception (19.30%) at lower level in the present study. The chi-square result presented the significant association between the bank types and perception on digital payment system in Coimbatore city. Hence, the respondents who have accounts in private and public sector banks with good perception on digital payment system in the study.

5. Findings

The present study has analyzed the customers' perception with the demographic variables and digital payment usage related variables. The study revealed that the customers have good perception on digital payment system in Coimbatore city. The below result offered the customers who higher perception on the digital payment services of commercial banks in Coimbatore city as given below: Below 20 years aged respondents, Female respondents, Single category respondents, Schooling education having respondents, Professional category respondents, Upto Rs.15,000 monthly income earning respondents, Nuclear family having respondents, Respondents who have below 2 family members, Respondents who aware by relatives, Respondents who have account in public sector bank and Both savings and current account having respondents.

6. Suggestions

The researcher has provided the crucial suggestions to improve the satisfaction on digital payment system of commercial banks in Coimbatore city. The suggestions of the current research work as follows: The digital payment services should be formulated for the bill payments and money transfers by the bank services in the study area. The commercial banks should provide more awareness about digital payment system and safety measure to avoid fraudulent activities in online transactions. The banks should increase the payment services without any problem on monetary transactions and it helps satisfy the needs of the customers. The banks should follow the suitable policy measures and digital payment system has to be formulated by the Reserve Bank of India (RBI) or extending the services to existing customers. The banks should employ more user friendly techniques by digital payment system. It gives augmented customer acceptance over the technologies employed by the banking institutions. The banks should provide the need based services to their customers in order to meet their requirements for enhancing their satisfaction on the digital payment system in the study area.

7. Conclusion

The innovation of information and communication technology and modernization of digital landscape play a vital role in the evolution of digital payment systems. There is a magnificent transformation from conventional cash payment to contemporary digital payment systems. Digital revolution has stipulated an easy path to go for digital payments. Amplifying the adoption of digital payment systems will subsequently curb the flow of black money, parallel economy and illegal transactions and eventually helps to improve the accountability, leads to financial inclusion and boosts up the economic condition of the country. The researcher found that the customer's perception and satisfaction on digital payment system has associated with their monthly income, bank types and transparency in banking transactions in the study. The commercial banks have fulfilled the customers through the payment services with their digital payment system. Hence, the research work concluded that the digital payment system have provided good perception and higher satisfaction on digital payment system of commercial banks in Coimbatore city. The researcher suggested that the banking institutions should create more awareness on digital payment system and it helps to increase customer's satisfaction with greater customer relationship management.

8. References

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