CUSTOMER SATISFACTION TOWARDS DIGITAL PAYMENT SYSTEM BEFORE AND AFTER COVID-19 – A STUDY IN TIRUNELVELI

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ABSTRACT

A digital payment system, also known as an electronic payment system is a technology-based method of making financial transactions. These systems enable individuals and businesses to electronically send and receive money, purchase goods and services and conduct various financial transactions using digital or electronic devices such as computers, smartphones and tablets. The digital payment system has become popular due to their convenience, speed and security. Customer satisfaction towards digital payment systems is a crucial aspect of the modern financial landscape especially in the post covid era. Regular monitoring customer satisfaction and making improvements based on feedback is essential for the long-term success of the digital payment system. This study is conducted to identify the satisfaction level of customers towards digital payment system in Tirunelveli district.

KEYWORDS: Digital payment system, Electronic payment, Technology, Customer satisfaction, Covid-19, etc.,

INTRODUCTION

The COVID-19 pandemic, which swept across the globe in 2020, disrupted virtually every aspect of our lives. Among the many changes it brought about, perhaps one of the most enduring and transformative has been the acceleration of digital payment systems. As lockdowns, social distancing measures, and health concerns made traditional cash transactions less appealing and more cumbersome, digital payments surged in popularity. In this article, we will explore how COVID-19 has reshaped the landscape of digital payments and the long-term impact it has had on our financial behaviour and systems.

REVIEW OF LITERATURE

Sandhya Rani (2022), in her article stated thatIndia's financial system is evolving continuously with the help of emerging technologies to make online transactions easier, safer, accessible and more personalized for customers. It is also becoming more agile and efficient. The study purpose is to examine the effect of Covid-19 on Digital payments and to compare the respondent's buying behavior before lockdown and during the lockdown, to study the acceptance level of Paytm and Google pay in India as an alternative to the cash transactions, to analyze the

problems faced by them during online payment, for this, Primary data and secondary data are collected. The primary data is obtained from survey questionnaires using convenience sampling method. The study basically helps us by to understand the major sector of people who are aware and adopted the mode of transactions of digital payments through e-wallets. The research and data collection in the study concluded that there was an inclination in the mode of digital payments. The customers with age group of 25-45 show the most usage of digital payments and are completely aware of it.

Achutamba and Hymavathi (2022), in their research paper expressed that in the current situations, COVID-19 pandemic is bringing second thoughts about reaching cash as the cases rise up. Due to these reasons some are wanting to go cashless to have contactless transactions. The main purpose of the study is to understand how people have made a greater move towards digital payments and it is going to be adopted by different people from different age groups, gender, and occupation. This study covers the awareness, perception, and behaviorof the general public towards the change in payment system from traditional to digital. The main and objective of this study is to highlight the changes which have come over in the payment system in India. The primary data of this study was collected by circulating a Google form to the general public and the sample size is 100. Statistical tools like Chi-Square test, Paired T-Test, ANOVA, Graphical presentations are used. Fromm the study we come to a conclusion that COVID-19 brought a change in the method of payments. Though people might now restrain themselves from using digital payments but if the banks and government take proper measures, people will definitely switch to digitalized payments.

OBJECTIVES OF THE STUDY

- To study the socio-demographic profile of the customers using digital payment system in Tirunelveli district.
- To understand the level of awareness among the customers about the digital payment system.
- To analyze the usage of Digital payment systemin pre and post covid-19 period in the study area.

RESEARCH METHODOLOGY

In this research article the researcher has used both primary data and secondary data. The primary data has been collected from 50 sample respondents using digital payment system in Tirunelveli district and the data were collected using well-structured questionnaire. The researcher has used convenience sampling method for selecting the sample respondents.

The secondary data have been collected using various books, journals, magazines and websites.

DATA ANALYSIS

TABLE 1
GENDER OF THE RESPONDENTS

Particulars	No of respondents	Percentage
Male	37	74

Female	13	26
Total	50	100

Source: Primary Data

The above table 1 shows that 74% of the respondents are male and 26% of the respondents are female. Hence, the majority of the respondents are male.

TABLE 2
AGE OF THE RESPONDENTS

Particulars	No of Respondents	Percentage
Less than 25 years	4	8
25- 35 years	18	36
35 – 45 years	16	32
45-55 years	9	18
Above 55 years	3	6
Total	50	100

Source: Primary Data

The table 2 clearly exhibits that 8% of the respondents are less than 25 years of age, 36% of the respondents are between 25-35 years of age, 32% of the respondents are between 35 and 45 years of age, 18% of the respondents are between 45 and 55 years of age and 6% of the respondents are above 55 years of age. Hence the majority of the respondents are between 25 and 35 years of age.

TABLE 3
DURATION OF USING DIGITAL PAYMENT SYSTEM

Particulars	No of Respondents	Percentage
Less than 2 years	6	12
2-5 years	19	38
5-7 years	20	40
More than 7 years	5	10
Total	50	100

Source: Primary Data

It is clear from the above table 3 that 12% of the respondents are using digital payment system for less than 2 years, 38% of the respondents are using digital payment for 2-5 years, 40% of the respondents are using it for 5-7 years and 10% of the respondents are using it for more than 7 years. Hence the majority of the respondents are using it for 5-7 years.

TABLE 4
FREQUENCY OF USAGE ON DIGITAL PAYMENT SYSTEM BEFORE COVID-19
AND AFTER COVID-19

	Digital payment system	N	Cluster Analysis			Paired Sample t test			
			Frequently	Often	Rarely	Mean	SD	T value	P value

Frequency of Usage	Before Covid-19	50	13	11	26	1.74	0.85	2.76	0.03
	After Covid-19	50	27	08	15	2.24	0.89		

Significant at 0.05 Level

The table 4 describes the frequency of usage of digital payment system before and after Covid-19. As regards before Covid-19, it is found that 13 respondents have used digital payment system frequently, 11 respondents have used often and 26 respondents have used digital payment system rarely. As regard to after Covid-19, 27 respondents are using digital payment system frequently, 8 respondents are using often and 15 respondents are using digital payment rarely. Also, the table reveals that the 't' value for frequency of using digital payment system before and after Covid-19 is 2.76, $P<0.05$, the mean value before Covid-19 (1.74 ± 0.85) is lower than the mean value of after Covid-19 (2.24 ± 0.89). the above analysis indicates that there is a significant difference in frequency of utilizing digital payment system before and after covid-19. The analysis proves that the frequency of utilizing digital payment system has increased due to Covid-19.

TABLE 5
DIGITAL PAYMENT METHODS USED BY THE CUSTOMERS – GARRET RANKING METHOD

Particulars	Garret Mean Score	Rank
Internet banking	73.74	II
Mobile banking	73.35	III
Mobile Wallets	69.6	VI
Point of Sale	71.94	V
Debit/Credit card	73.88	I
UPI	72.5	IV
Others	67.3	VII

Source: Primary Data

The above table 5 shows the various digital payment methods used by the customers and they have been ranked using Garret ranking method. The usage of Debit/credit card has been ranked first with a mean score of 73.88, Internet banking is ranked second with a mean score of 73.74 and Mobile banking is ranked third with a mean score of 73.35. It is also clear that UPI is ranked fourth (mean score: 72.5), followed by Point of Scale (mean score: 71.94), mobile wallets (69.6) and Others (67.3) such as USSD, AEPS, etc.,

CONCLUSION

The Covid -19 pandemic has reshaped the landscape of digital payment systems in profound ways. Contactless payments, e-commerce, financial inclusion and security are just a few areas that have been significantly impacted. These changes are likely to persist long after the pandemic as consumers and businesses continue to prioritize, convenience, efficiency and security in their financial transactions.

As the digital payment ecosystem continues to evolve it will be essential for stakeholders, including governments, financial institutions and technology providers to adapt and innovate to meet the evolving needs of a digital-first world. The lessons learnt from the pandemic will shape the future of payments, making them more inclusive, secure and user-friendly for all.

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