

**(March2023) CONSUMERS' PERCEPTION ABOUT THE DIGITAL PAYMENT SYSTEM WITH REFERENCE TO RISK & BENEFITS**

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**CONSUMERS' PERCEPTION ABOUT THE DIGITAL PAYMENT SYSTEM WITH REFERENCE TO RISK & BENEFITS**

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**ABSTRACT**

*The main objective of this study is to analyze the perception of consumers about digital payment systems in terms of risks and benefits. This study is important for non-banking digital wallet operators in India. It provides them with feedback from customers about the adoption of non-banking digital wallets. It will also help them to maintain digital wallet services. It provides a way towards improving their services. This in turn will guide them towards improving their services and reducing the risk of adoption. This study is important for researchers academicians and management students who are interested to know the level of adoption of digital wallets in Meerut region. Perceived risk and preference were both found to have a low degree of positive relation in adoption of wallet in Meerut region. A consumer adapts a wallet only in case if he/she finds the risk factor less in it. Wallet operating companies need to invest in systems, which assure secured data transfer and reliability of sharing information, restricting negative system performance as well as leak of personal data.*

**KEYWORDS:** *Consumer perception, digital payment system, risk & benefits, digital wallet adoption*

**INTRODUCTION**

"An e-Wallet is an online prepaid account where one may save money to be utilised when needed since it is a pre-loaded facility, users can buy a variety of items from online tickets to groceries without swiping a debit or credit card with efficient amount necessary for payment." E-wallet services often result in the elimination of the need to enter debit or credit card information for every single online transaction. For some sites, there is no minimum deposit amount & you can deposit as little as \$10. The advantages of an E-Wallet may be shared with friends and family. Even the IRCTC has begun to offer E-Wallet services to make it easier for customers to make payments when they are needed. Money transfer, banking services in connection with bank transactions, utility bill payments, tickets, DTH, mobile phone and metro card recharging are all examples of digital wallet services. "Money transfer firms have the biggest market share in this sector, accounting for 38%, followed by recharge and bill payments at 30% and utility areas at 12%, respectively." (2016) (Batra and Kalra)

The phrase Payments is as ancient as human civilisation, and the payment business has gone through numerous changes since then. Payment used to be done through a barter system, in which commodities were swapped for commodities and no currency was available. With the

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invention of cash, a barter system has been in operation for millennia. From the barter system to virtual money, human civilisation has seen dramatic transformations. Not only were cereals and basic necessities exchanged through the barter system, but valuable metals like as copper, gold, and silver were also traded.

With arrival of industrial revolution in 18th century, the banking system was born. Banking was established by controlling monetary transactions and establishing an uniform payment system. With the adoption of the banking system, new phases of transaction arose, such as withdrawals, loans, and savings accounts. Following success of traditional banking facilities, the cash-based society evolved with a new technique of internet or web-based banking, which gave birth to various other electronic models of payment such as E-Cheque, credit card, debit card, mobile banking, and now the world is moving towards digital banking.

Mobile phones, computers, and tablets have paved the way for individuals to do business. Technological advancement has resulted in significant changes. Smart phones are becoming more common and inexpensive, catering to the desire for ease and comfort while purchasing cinema tickets, online shopping, and so on. Financial transactions may be readily completed using mobile phones. "Mobile payment services introduce a range of technological improvements and demonstrated different offerings to customers for increased convenience" (Price and Pilorge,2009).

Mobile applications provide a platform for those with smart phones but no bank accounts in emerging and underdeveloped nations. The profile of Indian customers is constantly evolving. The appeal of technology has grown, and customers are making the most of limited resources and improved network availability. The country's youth are increasingly interested in cutting-edge technology (Varghese,2012). The simplicity and convenience of using mobile payment services has contributed considerably to expansion of mobile wallets in India.

### **DIGITAL PAYMENT METHOD**

The digital payment system ushers in a new era for the average man, who may transfer money via mobile phones, laptop computers, or any other electronic device. The Indian government established the Digital India programme. The goal of this initiative is to transform India into a "paperless, cashless, and faceless" economy. In India, the following digital payment methods are available:

- **Aadhaar Enabled Payment System (AEPS):** - In order to accelerate financial inclusion, the Indian government introduced AEPS in January 2011. It is a bank-led mechanism allowing Aadhaar card users to make payments using their Unique Identification Number. The AEPS enables online interoperable transactions through POS/Micro ATM. This method enables all members of society to conduct transactions using Aadhaar authentication and conveniently access financial services. Bank account holders can access their accounts with aadhaar authentication. Essentially, this machine functions similarly to a Point of Sale system in that the user does not need to enter a debit/credit card pin; instead, they must enter their Aadhaar number, and biometric data is utilised for identification and authorisation.

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- **Unified Payment Interface (UPI):-** The National Payment Corporation of India (NPCI) proposed this notion, which was approved by the Reserve Bank of India (RBI) & Indian Bankers Association(IBA). The NPCI provides a setup that allows for simple payment management. UPI is an approved payment system that allows many bank accounts to be linked to a single mobile application for the purpose of funding financial transactions via the mobile platform. It is a method in which the user may utilise a single mobile application to manage various bank accounts. Dr. Raghuram G Rajan, Governor of Reserve Bank of India, unveiled it in Mumbai on April 11, 2016. The UPI gives a unique identifying number that the bank will use to transfer your money and make payments via Immediate Payment Service (IMPS). It is quicker than NEFT and an improved version of IMPS. Furthermore, consumers have the option of selecting a virtual address through mobile number, e-mail address, Aadhar card number, and so on, to which they may transfer their money without mistake. Over 760 million people are linked with an Aadhaar card for UPI, and the number will soon be in the billions. Almost all Indian banks have their own UPI applications for various operating systems such as IOS, Android, and Windows. Many mobile wallet programmes, such as PhonePe, Paytm, PNB UPI, ICICI UPI, and others, have recently embraced this instrument for improved payment. PhonePe is now the only mobile wallet that does not charge any fees for using their app.
- **Mobile Banking:-** According to the RBI study, mobile banking is defined as a digitalized financial banking transaction conducted by bank clients using mobile phones or laptop computers and including their debit/credit/rupay card information. It has been validated using a PIN number as part of a two-factor authentication method. It began in 2002, and transactions are completed by SMS. Customers can only get this service from registered and licenced banks and financial organisations. It provides practically all services such as bill payment, transfer funds, check balance, and so on in a simple and convenient manner. Generally, each bank has its own mobile application that customers must install in order to use banking services more conveniently.
- **USSD:-** It is a novel payment mechanism that operates on Unstructured Supplementary Service Data (USSD) via mobile phone dialling \*99#. This technology may be used to conduct mobile transactions without the need to download any mobile applications or mobile internet services. NPCI started this service in November 2012 for all regular bank customers. Every banking customer may connect and use the services by calling \*99#, which is a common number. Telecom Service Providers (TSPs) use this to show all of their services on the customer's mobile phone screen. The main functions include cash transfer, checking account balance, setting/changing UPI PIN, and other purposes. \*99# is a technological platform that provides users with information and services over GSM network via mobile phone with SMS capability. Presently, 41 major banks provide these services in 13 languages, including English. Essentially, the \*99# service is a one-of-a-

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kind interoperable platform via which users can easily connect to their bank and access financial services.

- **Internet banking:** - The term "internet" refers to a network that was originally introduced in 1996 by ICICI Bank at a cheap cost of internet service in order to raise awareness about electronic media. Soon after, in 1999, other banks like as HDFC Bank, Citibank, and others accepted online baking. It is sometimes referred to as internet banking,e-banking, and virtual banking. Internet banking is a type of electronic payment service in which customers of banks or other financial institutions can undertake financial transactions or make payments through the internet via certified websites. It is similar to regular banking services in that the user can use these services at any time of year. Finally, the customer can transfer money, deposit money, receive transactional statements, pay taxes, set up recurring deposits, open or close accounts, make online bill payments, and open or close FDs using the internet bank website's National Electronic Fund Transfer (NEFT), Real Time Gross Settlement (RTGS), Electronic Clearing System (ECS), & Immediate Payment Service (IMPS).
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- **UIDAI.** It is similar to tiny portable POS machines that allow customers to conduct financial transactions in a convenient manner. This is a low-cost gadget that connects to a bank network over the Generic packet radio service (GPRS). This gadget allows the consumer to deposit or withdraw the cash linked with BC directly. Micro ATMs will use mobile phone connections and will be available at any business correspondence. This gadget functions similarly to a bank representative for the consumer. Fundamentally, the client just needs to validate their identity authentication in order to transfer payments or withdraw monies from BC's bank account.
- **Point of Sale:-** This is another payment gateway that allows users to complete their payment transaction at the point of sale. It is essentially the equipment that reads the user's financial information as they swipe their card, which is connected to the owner's account. Typically, this payment method was designed for people to effortlessly utilise

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their debit/credit/rupay cards at stores to purchase products and services. There are three types of POS accessible, however: physical POS, mobile POS, & virtual POS. Physical POS is mostly used in merchant shops & stores, whereas mobile POS can only be used on smartphones and tablets, and virtual POS is a web-based programme that is accessed via internet services.

- **FASTag:-** FASTag is a new invention by the Indian government that provides a hassle-free ride on national roads. This gadget contains radio frequency identification (RFID), which enables for the automated withdrawal of charges from the user's prepaid account anytime the user passes through a toll plaza without stopping to pay in cash. It is a simple option for people who often up and down due to their business travels.
- **Mobile Wallet:** - The mobile wallet is similar to a physical wallet in that it lives on the user's mobile device rather than in their back pockets. It functions similarly to a payment service, allowing consumers to conduct financial transactions using their smartphones. It is a sophisticated application that incorporates debit/credit/rupay card information, PIN cards, bank information, and so on. It is a simple way for customers to send money to the vendors on their list. Paytm, Mobi Kwik, Jio Money, Axis Bank Lime, HDFC Pay Zapp, Speed Pay, Citrus Pay, Oxigen, and more e-wallet businesses are available.

### **LITERATURE REVIEW**

Batra and Kalra (2016) conducted an empirical study on the use of digital wallets. The study's parameters included customer impression, preference, usage pattern, and satisfaction level. They determined that transaction security is a significant obstacle to adoption. They did, however, discover that buying with digital wallets saves time and is simple to use.

Manikandan S. (2017) investigated customer acceptance of mobile wallets. The survey also highlighted the usage of wallet money backed by various firms, as well as the numerous variables influencing customer choice to embrace M-wallet. The study relied on primary data sources, with a questionnaire distributed to 150 participants. It analyzed and disclosed the numerous risks and difficulties that M-wallet users may encounter.

Krishna Kumari R. and Pavithra G. (2018) conducted research on "Digital Payment System: Awareness and Use." They stated that the Digital Payment System is completely altering old manner of making & receiving payments all across world. This survey was done in Coimbatore with 250 participants. They investigated both the amount of knowledge and the aim of using Digital Payment Systems. Ultimately, the study's findings revealed that respondents were well-versed in the use of debit cards. Finally, Utility Payment is employed mostly for Digital Payment Systems, with transaction fees favoring the Digital Payment System being a primary determining element.

Pushpa and Abbigeri S., (2018) did the study and investigated how many changes have occurred in recent days with the debut of several Digital Wallets, such as Mobiwik, Paytm, Freecharge, and others. The government also introduced many Unified Payments Interface (UPI) solutions and apps such as BHIM to facilitate digital financial transactions. Furthermore, the



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study indicated that the adoption of Digital Payment Systems by government and the RBI resulted in increased acceptability & deeper penetration of non-cash payment forms.

Kavitha. R, Rajeswari. R, and colleagues (2019) investigate Paytm users' behavior and usage intentions before and after demonetization. A systematic questionnaire was used to collect data from 50 Paytm customers. According to report, the majority of Paytm consumers are completely happy with company's services and facilities. The most difficult challenges among the user's concerns are security, cash pressure, costly fees, and so on. It was also discovered that customers' utilization capacity of the Paytm wallet was lower in post-demonization era than in pre-demonization period. According to this analysis, the Paytm wallet will rise dramatically in the future years.

Joshi, T., Gupta, S. S., and Rangaswamy, N. et al. (2019, May) explore the adoption of PayTM practices in urban India based on socioeconomic capacities as an indication of financial inclusion. The researchers investigate the usage behavior of PayTM by asking face-to-face questions to street shops and small sellers. Respondents agree that using the Pay TM wallet has boosted their sales value. The researcher also discovered no differences in usage, such as digital wallet usage by consumers and shops, between the two locations. This study gives actual Paytm expertise from two distinct locations of India based on company, geography, customer character, a range of goods and services, and so on.

Tahar, A., Riyadh, H. A., Sofyani, H., and Purnomo, W. E. et al (2020) investigate the relationship between the intention of Civil Servants Taxpayers, Indonesian National Armed Forces, & State Police to use e-filing technology and three factors, namely perceived ease of use, perceived usefulness, & perceived security. A structured questionnaire was used to obtain data from 126 respondents for the study. Data was examined using descriptive statistics, regression statistics, & structural equation modeling. According to findings, perceived simplicity of use, perceived utility, & perceived security are the most significant elements influencing customers' intentions to use e-filing with information technology preparedness. The results also demonstrate that utility, convenience of use, and security are the most reliable indicators of a user's inclination to adopt technology.

N. N. D. Phuong, L. T. Luan, V. V. Dong, & N. L. N. Khanh et al. (2020) highlight association b/w the predictor variables, namely perceived ease of use. Consumer trust & happiness, as well as criteria variables such as payment security, situational normalcy, mobile application quality, mobile wallet familiarity, and feedback mechanism. The Technological Acceptance Model was employed in the investigation (TAM). Data was gathered from 276 respondents. The data was analyzed using partial least squares structural equation modeling. The findings indicate that PEOU and PU have a direct and positive effect on smartphone app functionality and user experience, but only PEOU is influenced by situational normality. According to the survey, payment security and feedback have a favorable impact on customer trust and happiness, which influences users' intentions to use mobile wallet applications.

The study by Pooja Mehta et al. (2021) combines the technological acceptance model (TAM) & the innovation diffusion theory (IDT) to examine customers' intentions to adopt Paytm

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services. It is across-sectional research, using data collected from 259 Internet users. To comprehend the inter-construct interactions, statistical approaches such as structural equation modeling (SEM) are used. Paytm usage intent is positively influenced by perceived ease of use, utility, and social impact. Furthermore, perceived risk (PR) has significant moderating effects on the connections between social influence, perceived simplicity of use, and Paytm use intentions. This research will help digital wallet service providers (DWSPs) identify essential factors for increasing mobile wallet acceptance. The data would also assist the government in developing strategies for promoting cashless financial mobility across the economy. The study not only explains the phenomenon of Paytm usage intentions, but it also reveals the moderating role of PR in connection to a variety of antecedents, filling a gap in the existing literature.

Sunil Kumar et al. (2021) evaluated the elements that influenced customers' attitudes toward mobile wallet adoption and investigated if attitude had any impact on consumers' adoption of mobile wallet. The study investigated the influence of financial incentives in shaping attitudes and mobile wallet adoption. The study included 454 college students, specialists, and non-professionals. Confirmatory factor analysis was carried out since the measurement tools had adapted one. Structural Equation Modeling was also used to validate the relationship between the variables. The moderator was assessed using PROCESS Macro, with financial rewards acting as the moderator. The study's findings indicate that perceived ease of use, perceived usefulness, subjective standards, trust, and situational factors all have a significant impact on consumer sentiments. According to the study's findings, as the number of people using smart phones rises, users find it easier to make payments using various mobile applications.

According to Shiv Raj Bharti et al. (2022), the use of the Internet has transformed the whole financial industry. Individuals may bank whenever and wherever they want, without having to visit a bank branch. Customers save time by performing tasks with the press of a button. Internet banking services are gaining popularity in India's banking sector. In this respect, an endeavor has been made to audit and evaluate Internet banking, as well as to enhance the banking situation by digitizing all offline forms and making them available online. For example, cash withdrawal and deposit forms, NEFT transactions, account opening, loan applications, and so forth.

A research analysis done by Egemen Hopal et al. (2022) found that mobile wallets might be promoted in terms of environmental traceability, customer lifetime value, & security. Customers' purchasing habits are changing as a result of easy access to Internet, cellphones, & mobile-based banking. Mobile wallets, an important component of financial technology (Fintech), allow clients to buy using their cellphones. Mobile wallets provide a cash less transactional approach, cost-effective services, & traceable choices that promote payment service sustainability. Mobile wallet services have grown and gotten a lot of attention from users and businesses over the previous decade. Owing to lack of a comprehensive mobile wallet literature review, this paper seeks to address that void by examining publications published b/w 2012 & 2022 in Scopus, Web of Science, & Science Direct databases.

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There is a new application called Digital Wallet that can help Dr.N.PREMA et al. (2023) achieve their aim. A digital wallet is an electronic device or service that allows people to perform electronic transactions. It is sometimes referred to as an electronic wallet. Virtual money, often known as cashless transactions, is a novel technology that has expanded fast over the previous year. Cashless payments are becoming more widespread in almost every business. Several companies have been forced to accept digital payments as a result of demonetization. The usage of e-wallets facilitates the shift away from a cash-based economy. Throughout the process, all transactions are recorded in the economy, which reduces the size of the parallel economy. Mobile wallets are becoming increasingly popular in both urban and rural areas. As a result, wallet money has a promising future in the foreseeable future. It is expected that India's digital payments sector would grow by more than 300% by 2025. The digital payments growth trajectory is incredible, especially given India's formerly massive unbanked population.

Smart phones, according to Ms. Meera et al. (2023), are an essential component of people's everyday life in current world. Because of technological advancement, smart phones are now devices where mobile users may perform financial transactions or make payments via a phone-installed application. The present goal is to explain the concept of mobile wallets, their functionalities, mobile wallet kinds, and their benefits. Also, many firms' use of mobile wallets has been described. It also seeks to emphasize the numerous elements that impact customers' decisions to use mobile wallets, as well as the dangers & problems that mobile wallet users confront.

### **OBJECTIVE OF THE STUDY**

1. To study the consumers' perception about the digital payment system with reference to risk & benefits especially with Paytm in Meerut region.

### **HYPOTHESIS**

**Ho4:** There is no significant impact of consumers preference, risk & benefits on adoption of Paytm digital wallets in Meerut region.

**Ha4:** There is significant impact of consumers preference, risk & benefits on adoption of Paytm digital wallets in Meerut region.

### **RESEARCH METHODOLOGY**

The present research includes exploratory research and descriptive research. This study is based on infinite universe sample and is represented by all the customers using digital wallet in Meerut region. Universe of the study present study are service and business class people of the Meerut region. A total of 400 questionnaires were distributed in all four areas of Meerut district, with 325 being included in the research. 75 questionnaires could not be included in the study because they were not fully filled out. As a consequence, the study included 325 samples. Primary data for the present study was collected through a structured questionnaire. In this study the most common survey methods online surveys, in-person interviews, mail-in surveys and



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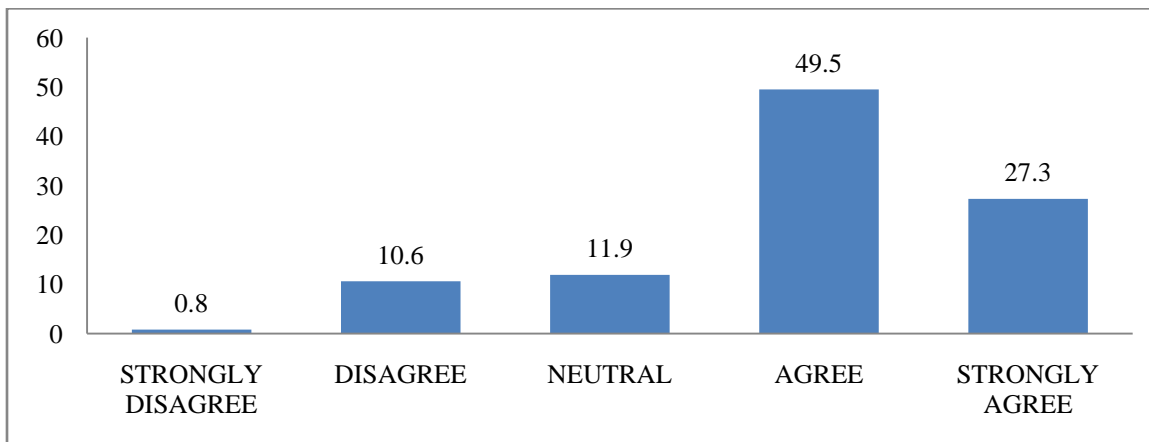
mobile surveys are used. The google form questionnaire for the study is filled by people of Meerut region who are the users of digital wallets. Primary data for study was collected through 400 questionnaires filled by respondents. Secondary data includes published information from past research work and which is important in guiding the path for present study.

**DATA ANALYSIS**

**1. PREFERENCE**

**TABLE 1: COST INVOLVED IN THE FORM OF TRANSACTION FEES & SERVICE FEES IS LESS IN DIGITAL WALLET**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>STRONGLY DISAGREE</b>	1	.8
<b>DISAGREE</b>	34	10.6
<b>NEUTRAL</b>	39	11.9
<b>AGREE</b>	162	49.5
<b>STRONGLYAGREE</b>	89	27.3
<b>TOTAL</b>	<b>325</b>	<b>100.0</b>



**FIGURE 1: COST INVOLVED IN THE FORM OF TRANSACTION FEES & SERVICE FEES IS LESS IN DIGITAL WALLET**

The chart above shows respondents' preferences for the fact that 'the cost involved in the form of transaction fees and service fees is lower with digital wallets'. The respondents' perceptions were as follows: 0.8% highly disagreed, 10.6% disagreed, 11.9% were neutral to the issue, 49.5% agreed, and the remaining 27.3% strongly agreed that the cost involved in the form of transactions and service fees is lower with digital wallets.

The analysis of the data gathered by recording the respondents' responses demonstrated that the majority of respondents believe that the cost incurred in the form of transaction expenses and service fees is lower in digital wallets, while the fewest strongly disagree. Thus, when selecting to use a digital wallet, respondents are reasonable and cost-conscious.

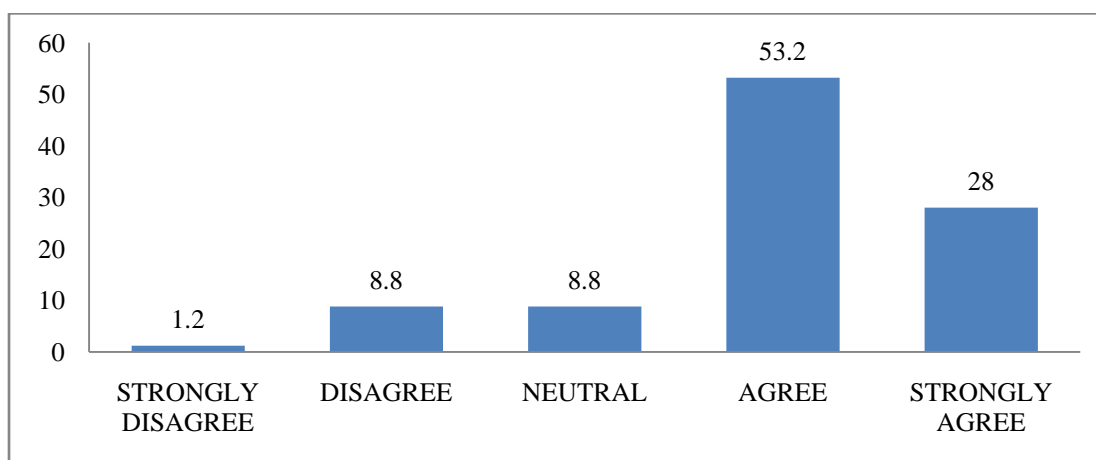
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**TABLE 2: CONVENIENCE IN BUYING PRODUCTS ONLINE**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>STRONGLYDISAGREE</b>	3	1.2
<b>DISAGREE</b>	29	8.8
<b>NEUTRAL</b>	29	8.8
<b>AGREE</b>	173	53.2
<b>STRONGLYAGREE</b>	91	28.0
<b>TOTAL</b>	<b>325</b>	<b>100.0</b>



**FIGURE 2: CONVENIENCE IN BUYING PRODUCTS ONLINE**

The above table shows respondents' preferences for 'convenience in buying things online'. The respondents' impressions were as follows: 1.2% strongly disagreed, 8.8% disagreed, 8.8% were neutral to the subject, 53.2% agreed, and the remaining 28% strongly agreed that buying things online is convenient.

The examination of the data acquired by recording the respondents' replies indicated that the majority of respondents sense the ease of purchasing things online, while the fewest strongly disagree. Thus, responders are reasonable and choose the most convenient manner of purchasing products online, thus they have accepted digital wallets for this specific feature.

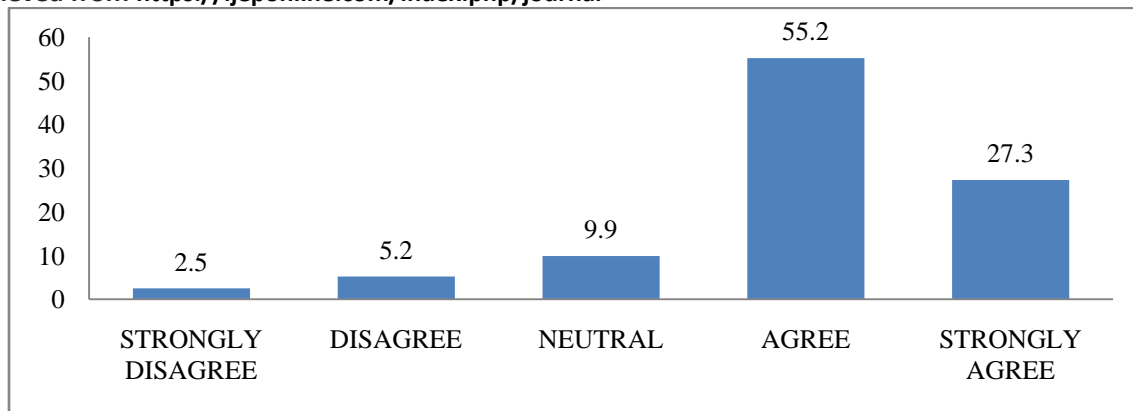
**TABLE 3: IT IS EASY TO USE DIGITAL WALLET**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>STRONGLY DISAGREE</b>	8	2.5
<b>DISAGREE</b>	17	5.2
<b>NEUTRAL</b>	32	9.9
<b>AGREE</b>	179	55.2
<b>STRONGLY AGREE</b>	89	27.3
<b>TOTAL</b>	<b>325</b>	<b>100.0</b>

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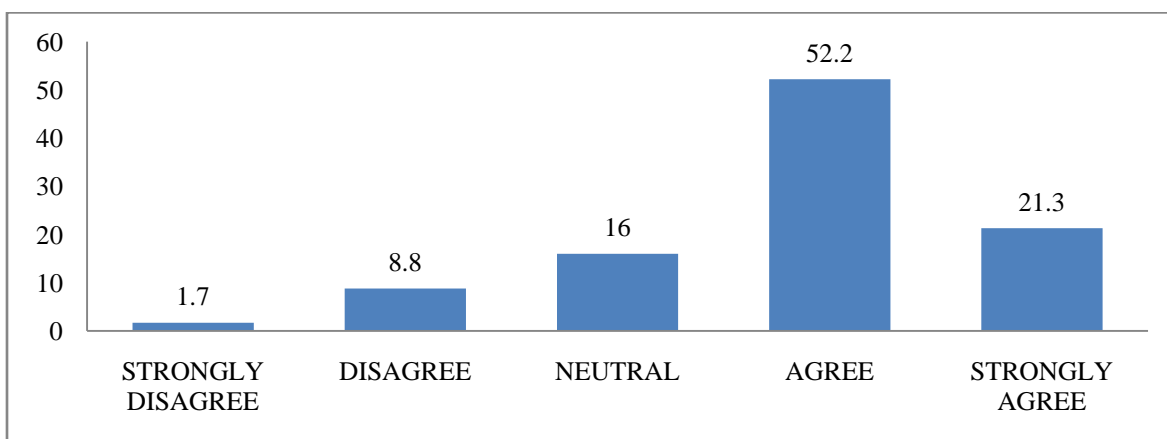
**FIGURE 3: IS IT EASY TO USE DIGITAL WALLET?**

The table above shows the respondents' choices for the question, 'Is it convenient to use digital wallet?' The respondents' perceptions were as follows: 2.5% highly disagreed, 5.2% disagreed, 9.9% were neutral to the topic, 55.2% agreed, and the remaining 27.3% strongly agreed that it is easy to use a digital wallet.

The study of the data gathered by recording the respondents' comments indicated that the majority of respondents believe it is simple to use a digital wallet, while the fewest strongly disagree. Thus, the respondents are sensible and choose digital wallets for their convenience of use.

**TABLE 4: I AM SATISFIED WITH CURRENT DIGITAL WALLET & I DO NOT WANT TO SWITCHOVER**

	FREQUENCY	PERCENTAGE
STRONGLYDISAGREE	5	1.7
DISAGREE	29	8.8
NEUTRAL	52	16.0
AGREE	170	52.2
STRONGLYAGREE	69	21.3
TOTAL	325	100.0



**FIGURE 4: I AM SATISFIED WITH CURRENT DIGITAL WALLET & I DO NOT WANT TO SWITCHOVER**

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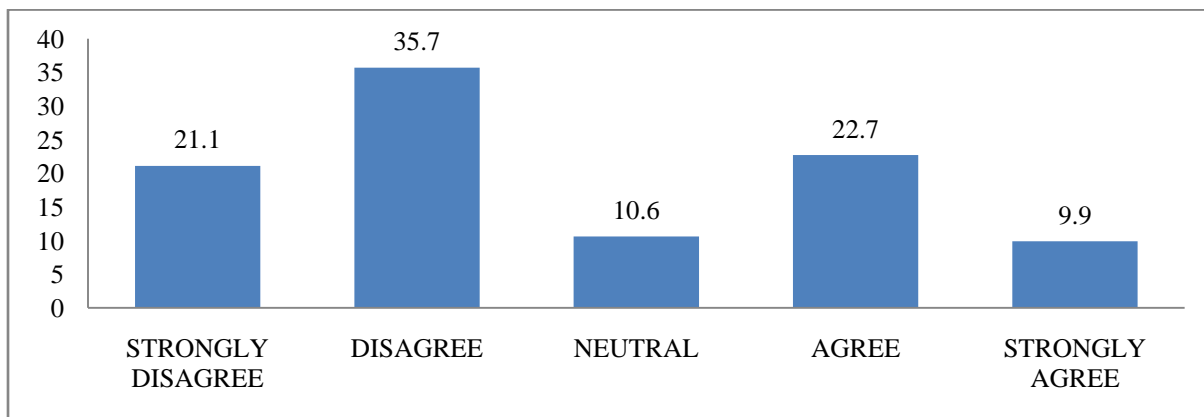
The chart above shows the respondents' choices for the statement 'I am content with my existing digital wallet and do not wish to move over. The respondents' perceptions were as follows: 1.7% highly disagreed, 8.8% disagreed, 16% were neutral, 52.2% agreed, and the remaining 21.3% strongly agreed that they are content with their present digital wallet and do not wish to move.

The analysis of the data collected by documenting the respondents' responses discovered that the majority of them are pleased with their current electronic wallets and do not want to switch, while the fewest are satisfied with their up-to-date digital wallet and thus want to switch. As a result, those surveyed are quite happy with the digital wallet they now use.

**2. RISK**

**TABLE 5: FAKE SIGN UP**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>STRONGLY AGREE</b>	69	21.1
<b>AGREE</b>	116	35.7
<b>NEUTRAL</b>	34	10.6
<b>DISAGREE</b>	74	22.7
<b>STRONGLY DISAGREE</b>	32	9.9
<b>TOTAL</b>	<b>325</b>	<b>100.0</b>



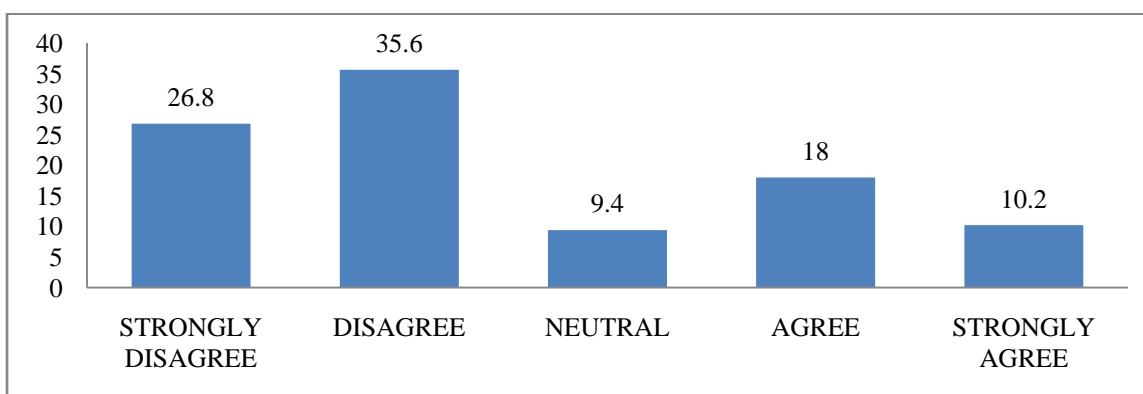
**FIGURE 5: FAKE SIGN UP**

The table above depicts respondents' perceptions on 'fake sign up being the danger linked when utilizing digital wallets'. The respondents' attitudes were as follows: 21.1% highly agreed, 35.7% agreed, 10.6% were neutral, 22.7% disagreed, and the remaining 9.9% strongly disagreed that false sign up is a risk linked with utilizing digital wallets.

The examination of the data acquired by recording the respondents' replies indicated that the majority of respondents consider phony sign up to be a concern while utilizing digital wallets.

**TABLE 6: USING PUBLIC NETWORKS FOR DIGITAL TRANSACTION LEADS TO LOSE OF PERSONAL INFORMATION**

	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>STRONGLY AGREE</b>	87	26.8
<b>AGREE</b>	116	35.6
<b>NEUTRAL</b>	30	9.4
<b>DISAGREE</b>	59	18.0
<b>STRONGLY DISAGREE</b>	33	10.2
<b>TOTAL</b>	<b>325</b>	<b>100.0</b>



**FIGURE 6: USING PUBLIC NETWORKS FOR DIGITAL TRANSACTION LEADS TO LOSE OF PERSONAL INFORMATION**

The table above shows the respondents' perceptions of 'using public networks for digital transactions leads to loss of personal information'. The respondents' perceptions were as follows: 26.8% strongly agreed, 35.6% agreed, 9.4% were neutral, 18% disagreed, and the remaining 10.2% strongly disagreed that using public networks for digital transactions leads to the loss of personal information.

The study of the data acquired by recording the respondents' replies indicated that the majority of respondents believe that utilizing public networks for digital transactions results in the loss of personal information, which is a danger linked with the usage of a digital wallet.

**TABLE 7: DIGITAL WALLET IS FINANCIALLY RISKY**

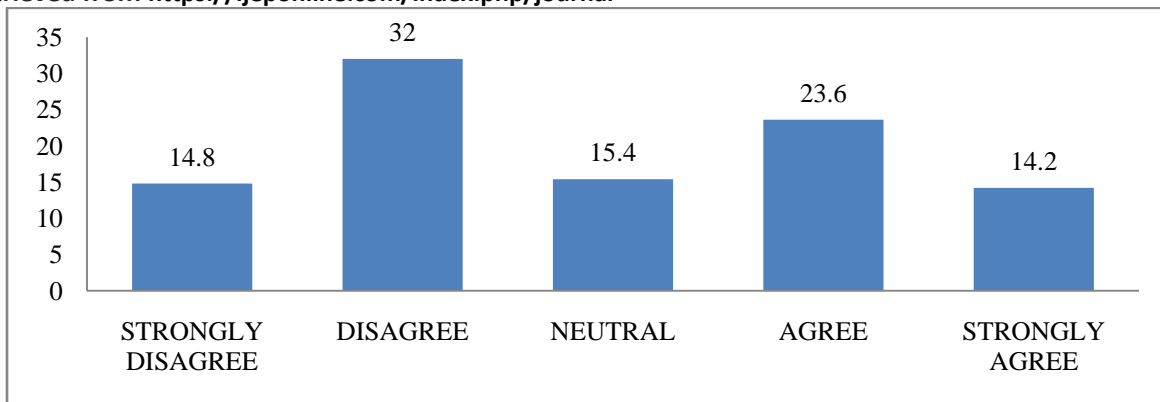
	<b>FREQUENCY</b>	<b>PERCENTAGE</b>
<b>STRONGLY AGREE</b>	48	14.8
<b>AGREE</b>	104	32.0
<b>NEUTRAL</b>	50	15.4
<b>DISAGREE</b>	77	23.6
<b>STRONGLY DISAGREE</b>	46	14.2
<b>TOTAL</b>	<b>325</b>	<b>100.0</b>



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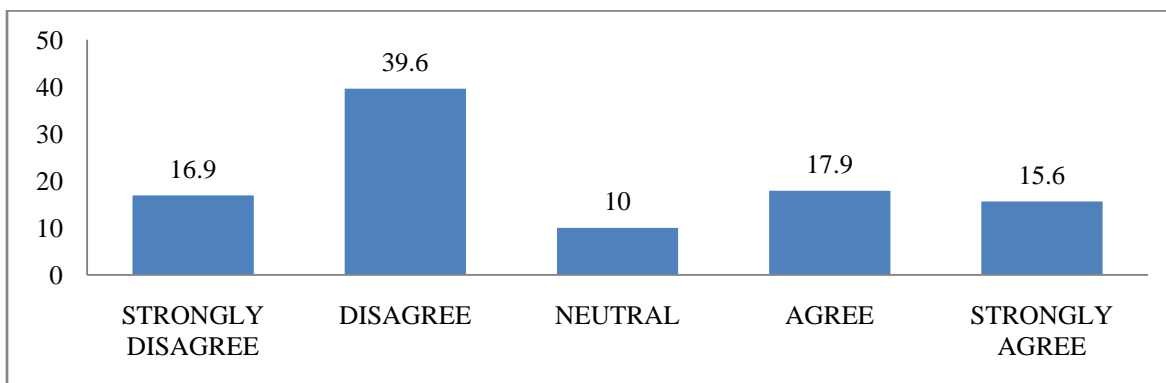


**FIGURE 7: DIGITAL WALLET IS FINANCIALLY RISKY**

The table above shows the respondents' perceptions on 'Is digital wallet financially dangerous'. The respondents' perceptions were as follows: 14.8% highly agreed, 32% agreed, 15.4% were neutral, 23.6% disagreed, and the remaining 14.2% strongly disagreed that using a digital wallet was financially dangerous. The study of the data acquired by recording the respondents' replies shows that majority of respondents believe that using a digital wallet is financially dangerous.

**TABLE 8: LOSS OF TIME DUE TO POOR NETWORK CONNECTIVITY**

	FREQUENCY	PERCENTAGE
<b>STRONGLY AGREE</b>	55	16.9
<b>AGREE</b>	129	39.6
<b>NEUTRAL</b>	32	10.0
<b>DISAGREE</b>	58	17.9
<b>STRONGLY DISAGREE</b>	51	15.6
<b>TOTAL</b>	<b>325</b>	<b>100.0</b>



**FIGURE 8: LOSS OF TIME DUE TO POOR NETWORK CONNECTIVITY**

The chart above shows respondents' perceptions that "Loss of time due to poor network connectivity is the risk associated with the use of digital wallet." The respondents' impressions were as follows: 16.9% highly agreed, 39.6% agreed, 10% were neutral, 17.9% disagreed, and the remaining 15.6% strongly disagreed with the statement.

The examination of the data gathered by recording the respondents' replies indicated that the majority of respondents believe that losing time due to bad network connectivity is a danger linked with the usage of digital wallets.

## HYPOTHESIS TEST

**Ho4:** There is no significant impact of consumers preference, risk & benefits on adoption of Paytm digital wallets in Meerut region.

**Ha4:** There is significant impact of consumers preference, risk & benefits on adoption of Paytm digital wallets in Meerut region.

**TABLE 9: CORRELATION**

			<b>BENEFITS</b>	<b>RISK</b>
<b>SPEARMAN'S RHO</b>	ADOPTION_DIGITAL_WALLET	CORRELATION COEFFICIENT	0.152**	0.134**
		SIG. (2-TAILED)	.000	0.002
		N	325	325
<b>** . CORRELATION IS SIGNIFICANT AT THE 0.05 LEVEL (2-TAILED).</b>				

The table above shows that there is a substantial association b/w risk factor and digital wallet use, with a Spearman correlation value of 0.134 and a p value (sig value) of 0.002. The hypothesis analysis reveals a modest degree of positive association between customer preference and risk factor on digital wallet adoption. Therefore, null hypothesis is rejected, & it is possible to infer that there is a relationship among consumer desire and risk in the adoption of paytm digital wallets in the Meerut district.

## CONCLUSION

The results revealed that there is a minimum degree of positive correlation b/w preference, benefits & risk. This indicates that lesser the amount of risk a wallet carries and the more benefits it has, more it is preferred. Perceived risk and preference were both found to have a low degree of positive relation in adoption of wallet in Meerut region. A consumer adapts a wallet only in case if he/she finds the risk factor less in it. Wallet operating companies need to invest in systems, which assure secured data transfer and reliability of sharing information, restricting negative system performance as well as leak of personal data. The study contributes significantly to financial research by investigating digital wallet technologies in the Meerut region. However, given the extent of study and the ever-expanding opportunity sets, there is still plenty of room for research into the widespread use of banking and non-banking wallets.

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