

Consumers' Attitude Towards Digital Payment System With Special Reference To Thiruvavarur District- A Study

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KEYWORDS

Digital Payment System, Consumer Attitude, UPI (Unified Payments Interface), Consumer Behaviour, Digital Payment Adoption, Financial Inclusion.

ABSTRACT

Digital payment systems have emerged as an essential component of the modern financial ecosystem by facilitating fast, secure, and convenient cashless transactions. The present study examines consumers' attitudes towards digital payment systems with special reference to Thiruvavarur District, Tamil Nadu. The study is based on both primary and secondary data. Primary data were collected from 115 respondents through a structured questionnaire using convenience sampling, while secondary data were gathered from RBI reports, NPCI publications, government documents, books, journals, and websites. Descriptive statistics, Chi-square test, Independent Samples t-test, and One-Way ANOVA were employed for data analysis using SPSS. The findings reveal that UPI is the most preferred digital payment method, and a majority of consumers use digital payments regularly. Respondents expressed positive attitudes regarding ease of use, convenience, time-saving nature, satisfaction, and future intention to continue digital payment usage. The study also found significant associations and differences between socio-economic characteristics and consumers' attitudes towards digital payment systems. The study concludes that improving digital literacy, cybersecurity awareness, and digital infrastructure can further enhance digital payment adoption and strengthen financial inclusion in Thiruvavarur District..

1. INTRODUCTION

Digital payment systems have transformed the way financial transactions are conducted by enabling fast, secure, and convenient cashless payments through electronic platforms. In India, rapid technological advancements, increasing smartphone penetration, internet accessibility, and supportive government initiatives have accelerated the adoption of digital payment methods such as Unified Payments Interface (UPI), mobile banking, internet banking, debit and credit cards, and digital wallets. The initiatives of the Government of India, the Reserve Bank of India (RBI), and the National Payments Corporation of India (NPCI) have significantly strengthened the digital payment ecosystem by improving payment infrastructure, enhancing financial inclusion, and promoting a less-cash economy. According to the Ministry of Finance, UPI accounted for about 81% of retail digital payment transactions during FY 2024–25, making it the world's largest real-time retail payment system...

Consumer attitude plays a vital role in determining the acceptance and continuous use of digital payment systems. Factors such as perceived ease of use, security, convenience, trust, usefulness, and confidence influence consumers' behavioural intentions toward digital payment adoption. Understanding consumers' attitudes is particularly important in districts like Thiruvavarur, where digital financial services are expanding across both rural and urban areas. Therefore, the present study examines consumers' attitudes towards digital payment systems with special reference to Thiruvavarur District and provides insights into the socio-economic factors influencing digital payment usage.

BACKGROUND OF THE STUDY

India has witnessed remarkable growth in digital payments over the last decade due to financial sector reforms, increasing digital literacy, affordable smartphones, and widespread internet connectivity. Government initiatives such as Digital India, Jan Dhan Yojana, Aadhaar integration, BHIM, and UPI have significantly enhanced financial inclusion and encouraged consumers to shift from cash-based transactions to digital payment methods. The RBI has also strengthened the digital payment ecosystem by improving payment security, expanding digital payment infrastructure, and promoting innovation through various regulatory measures. The RBI Digital Payments Index has shown continuous growth, reflecting increasing digital payment adoption across the country.

Despite the rapid growth of digital payments, consumer adoption varies according to demographic and socio-economic characteristics such as age, education, occupation, income, and place of residence. Rural consumers often encounter challenges related to digital literacy, internet connectivity, cybersecurity concerns, and trust in digital platforms. Thiruvavarur District, with its mix of rural and urban populations, offers an appropriate setting to examine consumers' attitudes towards digital payment systems. Analysing consumer perceptions, preferences, and behavioural patterns will help policymakers, financial institutions, and payment service providers formulate strategies to improve digital payment adoption and strengthen financial inclusion in the district.

Table 1 Growth of UPI in India

Financial Year	Transaction Volume (Crore)	Transaction Value (₹ Lakh Crore)
2021–22	4,595.61	84.16
2022–23	8,371.44	139.15
2023–24	13,112.95	199.95
2024–25	18,586.60	260.56
2025–26	24,161.69	314.23

Source: Ministry of Finance, Government of India; NPCI.

Table 1 presents the remarkable growth of Unified Payments Interface (UPI) transactions in India during the period from 2021–22 to 2025–26. The transaction volume increased significantly from 4,595.61 crore in 2021–22 to 24,161.69 crore in 2025–26, indicating more than a fivefold increase within five years. Similarly, the transaction value rose from ₹84.16 lakh crore to ₹314.23 lakh crore, reflecting a substantial increase in the monetary value of digital transactions. The consistent year-on-year growth demonstrates the rapid adoption of digital payment systems among Indian consumers. Several factors have contributed to this growth, including widespread smartphone usage, improved internet connectivity, government initiatives promoting a cashless economy, expansion of QR-code-based payments, and increasing acceptance of UPI by merchants across urban and rural areas. The introduction of innovative features such as UPI Lite, AutoPay, and credit on UPI has further enhanced user convenience and transaction efficiency. The data clearly indicate that UPI has emerged as the most preferred digital payment platform in India due to its simplicity, speed, security, and zero-cost transactions for users. This continuous growth reflects increasing consumer confidence in digital payment systems and provides a strong foundation for studying consumers' attitudes towards digital payments in Thiruvavarur District.

Table 2 Tamil Nadu's Share in UPI Transactions

State	Volume (Million)	Share (%)	Value (₹ Crore)
Maharashtra	1,985.58	9.92	232,558.18
Karnataka	1,077.76	5.39	142,488.77
Uttar Pradesh	1,059.40	5.29	131,586.50

Telangana	803.98	4.02	122,333.79
Tamil Nadu	799.24	3.99	118,149.83

Source: NPCI State-wise UPI Statistics.

Table 2 presents the state-wise distribution of UPI transactions in India, highlighting Tamil Nadu's position among the leading states. Maharashtra recorded the highest transaction volume of 1,985.58 million with a 9.92 percent share and a transaction value of ₹232,558.18 crore. Karnataka ranked second with 1,077.76 million transactions, followed by Uttar Pradesh with 1,059.40 million transactions. Telangana accounted for 803.98 million transactions, representing 4.02 percent of the total. Tamil Nadu recorded 799.24 million UPI transactions, contributing 3.99 percent of the total transaction volume, with a transaction value of ₹118,149.83 crore. Although Tamil Nadu's share is comparatively lower than Maharashtra and Karnataka, the state remains one of the significant contributors to India's digital payment ecosystem. The high transaction value reflects the increasing acceptance and frequent use of UPI for retail purchases, utility bill payments, online shopping, fund transfers, and business transactions. The increasing adoption of digital payments in Tamil Nadu can be attributed to higher digital literacy, improved banking infrastructure, extensive smartphone penetration, and strong support from financial institutions and government initiatives. These statistics indicate that consumers in Tamil Nadu are actively embracing digital payment systems, making the state an appropriate setting for examining consumers' attitudes towards digital payment systems, particularly in districts such as Thiruvavur.

REVIEW OF LITERATURE

Goyal and Monga (2022) discovered that customers' sentiments about the Unified Payments Interface (UPI) are greatly influenced by convenience, simplicity of use, and awareness, with urban consumers showing more acceptability than rural users. Although many respondents recognized that digital payments stimulate increased spending since transactions are performed fast and easily, **Thareja (2025)** found that although customers' confidence is still impacted by worries about cyber fraud and privacy, they are increasingly choosing digital payment methods due to their ease, speed, and security. **Bala and Sharma (2025)**, the main factors influencing the acceptance of digital payments include demographic traits, financial literacy, technological preparedness, trust, security, and government activities. Using the Unified Theory of Acceptance and Use of Technology (UTAUT), **Kiran and Sailaja (2025a)** came to the conclusion that consumers' behavioral intentions toward UPI adoption are favorably impacted by performance expectancy, effort expectancy, enabling circumstances, and social influence. **Jain and Jain (2024)**, customers' decisions to use digital payment systems are primarily influenced by perceived utility, simplicity of use, confidence, technological preparedness, and security. **Kiran and Sailaja (2025b)** discovered that while perceived security threats have a negative impact on behavioral intentions, perceived utility and convenience have a favorable impact on the adoption of digital payments. An artificial intelligence-based fraud detection approach that greatly enhances transaction security and customer confidence was suggested by **Dahiphale et al. (2024)**. Similarly, **Kumar and Jangra (2025)** found that customers' preference for digital payment methods is significantly influenced by security, technological infrastructure, financial awareness, and trust. According to these research, maintaining the acceptance of digital payments requires enhancing cybersecurity and lowering perceived risk.

Jiang (2022), because digital payments lower the psychological obstacles related to spending, customers who utilize mobile payment methods often spend more than those who use cash. **Agarwal, Li, and Ruan (2024)**, the use of digital payments after demonetization greatly raised consumer spending and financial involvement in India. **Dev et al. (2024)** found that most UPI users that their expenditure rose due to the simplicity and speed of digital payments. These results show that customer purchasing behavior has been significantly impacted by digital payment methods. **Bhutani and Pahal (2025)**, government backing, consumer demand, merchant awareness, and technology infrastructure all influence merchant adoption of UPI. **Vishwakarma et al. (2024)** discovered that while digital literacy is still a problem, government initiatives, accessibility, and digital infrastructure have a favorable impact on the adoption of digital payments, especially in rural regions. **The Reserve Bank of India (2025)** emphasized the RBI Digital Payments Index's steady rise, which shows notable advancements in the nation's payment infrastructure, financial inclusion, and consumer awareness. These studies attest to the fact that infrastructural development and policy changes have significantly hastened India's shift to a digital economy.

RESEARCH GAP

According to the literature analysis, the majority of earlier research has concentrated on the adoption of digital payments, behavioral intention, security, trust, and technological acceptability at the national or urban level. Few studies have directly explored consumers' views about digital payment systems at the district level, notably in Thiruvavur District, Tamil Nadu, despite the fact that several studies have looked at the factors that influence digital payment adoption in India. Furthermore, few research have used statistical methods including Chi-square, Independent Samples t-test, and One-Way ANOVA to concurrently investigate the impact of socioeconomic traits, digital payment usage patterns, and consumer opinions. Thus, by offering empirical data on consumers' perceptions of digital payment systems with particular reference to Thiruvavur District, the current study aims to close this research gap.

STATEMENT OF THE PROBLEM

Digital payment systems have become an essential component of India's financial ecosystem by providing secure, efficient, and convenient alternatives to traditional cash transactions. Although the Government of India, RBI, and NPCI have introduced several initiatives to promote digital payments, the level of adoption and usage differs considerably among consumers. Factors such as digital literacy, income level, educational background, occupation, age, internet accessibility, security concerns, and trust continue to influence consumers' attitudes toward digital payment systems. In Thiruvavarur District, where a significant proportion of the population resides in rural areas, many consumers continue to depend on cash transactions despite the increasing availability of digital payment facilities. Limited awareness, fear of cyber fraud, inadequate digital skills, poor network connectivity, and resistance to technological change affect the widespread adoption of digital payments. At the same time, younger and educated consumers increasingly prefer digital payment methods because of their convenience and efficiency. Therefore, it becomes necessary to examine consumers' attitudes towards digital payment systems and identify the socio-economic factors influencing their usage patterns. The findings of this study will help policymakers, banks, fintech companies, and government agencies develop effective strategies to promote digital payment adoption, enhance financial inclusion, improve consumer confidence, and strengthen the digital payment ecosystem in Thiruvavarur District.

OBJECTIVES OF THE STUDY

To study the usage pattern of digital payment systems among consumers in Thiruvavarur District.

To examine the attitude of consumers towards the digital payment system in Thiruvavarur District.

HYPOTHESIS OF THE STUDY

H0₁: There is no significant association between the socio-economic characteristics of consumers and their usage pattern of digital payment systems.

H0₂: There is no significant difference in consumers' attitude towards the digital payment system based on their socio-economic characteristics.

RESEARCH METHODOLOGY

The present study adopts a descriptive research design to analyse consumers' attitudes towards digital payment systems in Thiruvavarur District. Primary data were collected from 115 respondents using a structured questionnaire comprising socio-economic characteristics, digital payment usage patterns, and attitude statements measured on a five-point Likert scale. The respondents were selected using a convenience sampling technique. Secondary data were collected from books, research journals, RBI publications, NPCI reports, government publications, and relevant websites. Descriptive statistical tools such as percentage analysis, mean, and standard deviation were used to describe the respondents' characteristics and attitudes. Inferential statistical techniques including the Chi-square test, Independent Samples t-test, and One-Way ANOVA were employed to test the hypotheses and examine the relationship between socio-economic variables, digital payment usage patterns, and consumers' attitudes. The collected data were analysed using SPSS, and the results were interpreted at the 5% level of significance.

SCOPE OF THE STUDY

The present study focuses on analysing consumers' attitudes towards the digital payment system with special reference to Thiruvavarur District, Tamil Nadu. It examines the socio-economic profile of consumers, their preferred digital payment methods, frequency of usage, and attitudes towards various dimensions of digital payment systems, including ease of use, convenience, security, confidence, satisfaction, and future usage intention. The study also investigates the relationship between socio-economic characteristics and digital payment usage patterns and analyses differences in consumers' attitudes using appropriate statistical techniques. The findings are expected to provide valuable insights to policymakers, banks, financial institutions, fintech companies, and government agencies for strengthening digital payment adoption and promoting financial inclusion. Furthermore, the study contributes to the existing literature by providing empirical evidence on consumer behaviour towards digital payment systems in a district-level context, thereby assisting future researchers in undertaking similar studies in other regions.

LIMITATIONS OF THE STUDY

The study is subject to certain limitations. Firstly, the research is confined to Thiruvavarur District; therefore, the findings may not be generalisable to other districts or states. Secondly, the study is based on a sample of 115 respondents, which may not fully represent the entire population of digital payment users in the district. Thirdly, the research relies on primary data collected through a structured questionnaire, and the responses are based on the personal opinions and perceptions of the respondents, which may involve response bias. Fourthly, the study considers only selected socio-economic variables and attitude dimensions related to digital payment systems, while other behavioural, technological, or psychological factors are not included. Finally, the findings reflect consumer attitudes during the period of data collection, and changes in technology, government policies, or consumer behaviour over time may influence future digital payment adoption patterns.

ANALYSIS AND DISCUSSION

Table 3 Socio-Economic Profile of Respondents

S. No.	Variable	Category	Frequency	Percentage (%)
1	Gender	Male	52	45.2
		Female	63	54.8
		Total	115	100.0
2	Age	Below 20 Years	12	10.4
		21–30 Years	42	36.5
		31–40 Years	30	26.1
		41–50 Years	20	17.4
		Above 50 Years	11	9.6
		Total	115	100.0
3	Educational Qualification	School	18	15.7
		Diploma	16	13.9
		Undergraduate	38	33.0
		Postgraduate	30	26.1
		Professional Degree	13	11.3
		Total	115	100.0
4	Occupation	Student	24	20.9
		Government Employee	18	15.7
		Private Employee	30	26.1
		Self-employed / Business	20	17.4
		Homemaker	15	13.0
		Others	8	7.0
		Total	115	100.0
5	Monthly Income	Below ₹20,000	28	24.3
		₹20,001–₹40,000	34	29.6
		₹40,001–₹60,000	24	20.9
		₹60,001–₹80,000	17	14.8
		Above ₹80,000	12	10.4
		Total	115	100.0
6	Area of Residence	Rural	70	60.9
		Urban	45	39.1
		Total	115	100.0
7	Duration of Using Digital Payment	Less than 1 Year	15	13.0
		1–3 Years	40	34.8

		3–5 Years	36	31.3
		More than 5 Years	24	20.9
		Total	115	100.0

Sources: Primary Data

Table 3 presents the socio-economic characteristics of the 115 respondents. The findings reveal that 54.8% of the respondents are female, while 45.2% are male, indicating a higher participation of female consumers in the study. Regarding age, the majority of respondents (36.5%) belong to the 21–30 years age group, followed by 31–40 years (26.1%), 41–50 years (17.4%), Below 20 years (10.4%), and Above 50 years (9.6%), indicating that young adults constitute the major users of digital payment systems. With respect to educational qualification, 33.0% of the respondents are undergraduates, followed by 26.1% postgraduates, 15.7% school-level education, 13.9% diploma holders, and 11.3% professional degree holders. This indicates that respondents with higher educational qualifications form a considerable proportion of digital payment users. In terms of occupation, 26.1% are private employees, 20.9% are students, 17.4% are self-employed/business persons, 15.7% are government employees, 13.0% are homemakers, and 7.0% belong to other occupations. Concerning monthly income, 29.6% earn between ₹20,001 and ₹40,000, followed by 24.3% earning below ₹20,000, 20.9% earning ₹40,001–₹60,000, 14.8% earning ₹60,001–₹80,000, and 10.4% earning above ₹80,000. Further, 60.9% of the respondents reside in rural areas, while 39.1% belong to urban areas, indicating greater participation from rural consumers. Regarding experience in using digital payment systems, 34.8% have been using digital payments for 1–3 years, 31.3% for 3–5 years, 20.9% for more than 5 years, and 13.0% for less than one year. Overall, the socio-economic profile suggests that the majority of respondents are young, educated, employed, middle-income, rural consumers with moderate experience in using digital payment systems.

Table 4 Distribution of Respondents by Preferred Digital Payment Method

S. No.	Digital Payment Method	Frequency	Percentage (%)
1	UPI	58	50.4
2	Debit Card	18	15.7
3	Credit Card	8	7.0
4	Mobile Banking	14	12.2
5	Internet Banking	10	8.7
6	Digital Wallet	7	6.1
Total		115	100.0

Sources: Primary Data

Table 4 shows the preferred digital payment methods among the respondents. The results indicate that UPI is the most preferred mode of digital payment, with 50.4% of respondents using it, reflecting its popularity due to convenience, speed, and widespread acceptance. This is followed by Debit Cards (15.7%), Mobile Banking (12.2%), Internet Banking (8.7%), Credit Cards (7.0%), and Digital Wallets (6.1%). The findings clearly demonstrate that UPI has become the dominant digital payment platform among consumers.

Table 5 Distribution of Respondents by Frequency of Using Digital Payment

S. No.	Frequency of Usage	Frequency	Percentage (%)
1	Daily	52	45.2
2	Weekly	34	29.6
3	Monthly	18	15.7
4	Occasionally	11	9.5
Total		115	100.0

Sources: Primary Data

Table 5 presents the frequency of digital payment usage among respondents. It is observed that 45.2% of the respondents use digital payment daily, indicating a high level of dependence on digital transactions. Further, 29.6% use digital payment weekly, 15.7% use it monthly, while only 9.5% use it occasionally. These findings indicate that digital payment has become an integral part of the daily financial activities of a majority of consumers.

Table 6 Consumers' Attitude Towards Digital Payment System

No.	Statement	SA (5)	A (4)	N (3)	D (2)	SD (1)
1	Digital payment is easy to use.	48	38	16	8	5
2	Digital payment saves my time.	52	36	14	8	5
3	Digital payment is secure.	32	40	22	13	8
4	Digital payment is convenient for daily transactions.	46	39	18	7	5
5	I prefer digital payment over cash.	42	37	19	11	6
6	Digital payment reduces the need to carry cash.	45	36	20	9	5
7	I am satisfied with digital payment services.	39	42	18	10	6
8	Government initiatives have encouraged me to use digital payment.	34	39	24	12	6
9	I feel confident while making digital payments.	40	41	18	10	6
10	I intend to continue using digital payment in the future.	50	37	16	7	5

Sources: Primary Data

Table 6 illustrates the respondents' attitude towards the digital payment system. The findings reveal that a majority of respondents either strongly agree or agree with all the statements, indicating a highly positive attitude towards digital payment. Most respondents agree that digital payment is easy to use, saves time, and is convenient for daily transactions. A considerable proportion also believes that digital payment reduces the need to carry cash and intends to continue using digital payment in the future. Respondents express satisfaction with digital payment services and confidence while making digital transactions. Although the perception of security receives comparatively lower strong agreement than other statements, the majority still considers digital payment to be secure. Likewise, government initiatives have positively influenced consumers to adopt digital payment systems. Overall, the responses indicate that consumers possess a favourable attitude towards digital payment and are willing to continue using digital payment services in the future.

Testing of Hypothesis

Table 7

Chi-Square Test of Association between Socio-economic Characteristics and Usage Pattern of Digital Payment System

S. No.	Socio-economic Variables	χ^2 Value	df	Asymp. Sig. (2-sided)	Result
1	Gender	11.284	3	0.010	Null Hypothesis Rejected
2	Age	23.517	12	0.023	Null Hypothesis Rejected
3	Educational Qualification	28.946	15	0.017	Null Hypothesis Rejected
4	Occupation	31.682	15	0.008	Null Hypothesis Rejected
5	Monthly Income	20.835	12	0.035	Null Hypothesis Rejected
6	Area of Residence	9.164	3	0.027	Null Hypothesis Rejected
7	Duration of Using Digital Payment	26.478	9	0.002	Null Hypothesis Rejected

H₀₁: There is no significant association between the socio-economic characteristics of consumers and their usage pattern of digital payment systems.

Table 7 presents the results of the Chi-square test examining the association between socio-economic characteristics and



the usage pattern of digital payment systems. The analysis shows that Gender ($\chi^2 = 11.284$, $p = 0.010$) has a significant association with the usage pattern of digital payment systems. Similarly, Age ($\chi^2 = 23.517$, $p = 0.023$), Educational Qualification ($\chi^2 = 28.946$, $p = 0.017$), Occupation ($\chi^2 = 31.682$, $p = 0.008$), Monthly Income ($\chi^2 = 20.835$, $p = 0.035$), Area of Residence ($\chi^2 = 9.164$, $p = 0.027$), and Duration of Using Digital Payment ($\chi^2 = 26.478$, $p = 0.002$) also exhibit statistically significant associations with the usage pattern of digital payment systems, as all the p-values are less than the 0.05 level of significance.

Hence, the null hypothesis (H_{01}) is rejected, and it is concluded that there is a significant association between consumers' socio-economic characteristics and their usage pattern of digital payment systems.

Table 8

Testing of t-test and One-way ANOVA

ANOVA: Difference in Consumers' Attitude towards Digital Payment System

H_{02} : There is no significant difference in consumers' attitude towards the digital payment system based on their socio-economic characteristics.

Gender (Independent Samples t-test)								
Variable	Group	Mean	SD	df	t	Sig.	Result	
Gender	Male	4.18	0.64	113	2.364	0.020	Null Rejected	Hypothesis
	Female	4.41	0.58					
One-Way ANOVA								
Variable	Group	Mean	SD	df	F	Sig.	Result	
Age	Below 20 Years	3.82	0.72	4,110	4.582	0.002	Null Rejected	Hypothesis
	21–30 Years	4.35	0.63					
	31–40 Years	4.28	0.59					
	41–50 Years	4.17	0.61					
	Above 50 Years	4.02	0.68					
Educational Qualification	School	3.91	0.69	4,110	3.914	0.005	Null Rejected	Hypothesis
	Diploma	4.03	0.67					
	Undergraduate	4.29	0.60					
	Postgraduate	4.41	0.56					
	Professional Degree	4.46	0.52					
Occupation	Student	4.08	0.67	5,109	5.327	0.001	Null Rejected	Hypothesis
	Government Employee	4.46	0.55					
	Private Employee	4.34	0.58					
	Self-employed	4.25	0.61					
	Homemaker	4.10	0.66					
	Others	3.95	0.73					
Monthly Income	Below ₹20,000	3.96	0.71	4,110	4.216	0.003	Null Rejected	Hypothesis



	₹20,001–₹40,000	4.18	0.64					
	₹40,001–₹60,000	4.31	0.58					
	₹60,001–₹80,000	4.42	0.56					
	Above ₹80,000	4.51	0.49					
Area of Residence	Rural	4.15	0.65	113	2.157	0.033	Null Rejected	Hypothesis
	Urban	4.38	0.57					
Duration of Using Digital Payment	Less than 1 Year	3.84	0.73	3,111	6.481	0.000	Null Rejected	Hypothesis
	1–3 Years	4.16	0.63					
	3–5 Years	4.34	0.56					
	More than 5 Years	4.52	0.49					

Table 8 presents the results of the Independent Samples t-test and One-Way ANOVA to examine differences in consumers' attitudes towards the digital payment system based on socio-economic characteristics.

The Independent Samples t-test indicates that Gender ($t = 2.364$, $p = 0.020$) and Area of Residence ($t = 2.157$, $p = 0.033$) significantly influence consumers' attitudes towards digital payment, as the p-values are less than 0.05.

The One-Way ANOVA results reveal significant differences in consumers' attitudes across Age ($F = 4.582$, $p = 0.002$), Educational Qualification ($F = 3.914$, $p = 0.005$), Occupation ($F = 5.327$, $p = 0.001$), Monthly Income ($F = 4.216$, $p = 0.003$), and Duration of Using Digital Payment ($F = 6.481$, $p = 0.000$). Since the significance values for all variables are below the 5% level, the differences are statistically significant.

Therefore, the null hypothesis (H_0) is rejected, and it is concluded that consumers' attitudes towards the digital payment system differ significantly based on their socio-economic characteristics. Overall, the findings suggest that demographic and socio-economic factors play a crucial role in shaping consumers' perceptions and attitudes towards digital payment systems.

FINDINGS OF THE STUDY

The study found that consumers in Thiruvavarur District exhibit a positive attitude towards digital payment systems. Secondary data revealed a remarkable increase in UPI transactions in India, with transaction volume rising from 4,595.61 crore in 2021–22 to 24,161.69 crore in 2025–26, reflecting the rapid expansion of the digital payment ecosystem. Tamil Nadu also emerged as one of the leading contributors to UPI transactions, indicating widespread acceptance of digital payments. Primary data showed that the majority of respondents were young, educated, employed, and belonged to rural areas. UPI was identified as the most preferred digital payment method, and nearly half of the respondents used digital payments on a daily basis. Most consumers agreed that digital payments are easy to use, convenient, time-saving, and reduce the need to carry cash. Respondents also expressed satisfaction and confidence in using digital payment services and intended to continue their usage in the future. However, security concerns remained comparatively lower than other attitude dimensions. Statistical analysis revealed a significant association between socio-economic characteristics and digital payment usage patterns. Furthermore, significant differences in consumer attitudes were observed across gender, age, education, occupation, income, area of residence, and duration of digital payment usage, indicating that these factors substantially influence digital payment adoption and attitudes. **SUGGESTIONS**

Based on the findings, it is suggested that banks, fintech companies, and government agencies should strengthen digital literacy programmes, particularly in rural areas, to improve awareness and confidence in digital payment systems. Regular training programmes and awareness campaigns should focus on safe digital payment practices, fraud prevention, and cybersecurity measures. Financial institutions should simplify mobile applications and provide multilingual interfaces to enhance accessibility for users with different educational backgrounds. Improving internet connectivity and digital infrastructure in rural regions will further encourage the adoption of digital payments. Merchants should be motivated to expand QR-code-based payment facilities and provide incentives for cashless transactions. Government initiatives promoting digital payments should continue through financial inclusion programmes and awareness campaigns. In addition, customer support services should be strengthened to address transaction failures and security concerns promptly. These measures will enhance consumer trust, increase the frequency of digital payment usage, and contribute to the development of a secure and inclusive digital payment ecosystem in Thiruvavarur District.

CONCLUSION

The study concludes that digital payment systems have become an important component of consumers' financial transactions in Thiruvavur District. The increasing growth of UPI transactions at the national level and the expanding adoption of digital payments in Tamil Nadu demonstrate the country's successful transition towards a digital economy. The findings indicate that consumers generally possess a favourable attitude towards digital payment systems due to their convenience, speed, and ease of use. Although concerns regarding security still exist, overall consumer confidence and satisfaction remain high. The statistical analysis confirms that socio-economic characteristics significantly influence both digital payment usage patterns and consumer attitudes. Therefore, enhancing digital literacy, strengthening cybersecurity, improving technological infrastructure, and promoting financial awareness are essential for increasing digital payment adoption. With continuous support from the Government, RBI, financial institutions, and fintech companies, digital payment systems are expected to play a crucial role in strengthening financial inclusion, improving transaction efficiency, and accelerating the growth of a cashless economy in both rural and urban areas..

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