



## INFLUENCE OF MOBILE PAYMENT APPLICATIONS AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO PALAI MUNICIPALITY

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### Abstract

Technology plays a key role in the modern world. It plays a pivotal role in human life. Among the modern developed technologies, mobile technology plays an important role in affecting human life. One of the biggest markets for financial innovation comes in the form of mobile devices. Smart phones has can be treated as a consumption device. These devices are quickly becoming the new gateways to financial services. Developments of mobile payment applications enable us to transfer money from person to person. It helps us to pay different types of bills with minimum cost. College students are the major users of mobile devices. Amid Pandemic, the popularity of these transactions through offline mode has gained popularity. So, the present study makes an earnest effort to study about the influence and popularity of mobile payment applications among undergraduate students.

**Keywords:** Technology, Innovation, Pandemic, Smart Phones, Financial Investment.

### Objectives of the Study

- To analyse the familiarity of mobile payment applications among students
- To make a gender Comparison of the usage of mobile payment applications
- Study about the effectiveness of mobile payment applications over alternatives
- Study about how mobile payment applications affects banking habits of educated Youth.
- To study about limitations of mobile payment applications.

### Introduction

The monetary system passed through different stages depending upon the progress of the human civilization. The ancient man used many things like stones, metals, feather etc. as money. Later precious metals like copper, silver and gold were used as the means of payment. The discovery of paper money was made to eliminate the difficulties of barter system. It was a path breaking revolution in the history of mankind.

Even though money wiped out the difficulties of barter system, it had many difficulties. Post Demonetization, the demand for online banking increased. It feels convenient to check one's bank account balance through an application, assuming our financial institutions allow for that to happen. Money transfer solutions are also venturing into the mobile world. It also saves time. Earlier, for bulk transactions people had to head down towards financial institutions and have to wait hours, filling papers to have their payment. Due to Demonetization, more proportion of people got down to online banking transactions and the first ones to switch to these transactions were Educational Institutions, where the payments were to be made through online platform.

Also, the online shopping sites like flipkart, Amazon, Ajio, Myntra are promoting online transactions and are giving discounts to people doing transactions through online payments. These all lead to the transfer towards online payments, attracting the young generation, who are seeking convenient and time saving methods in their day to day lives. Also, the emergence of smartphones has contributed consumers with new ways to exchange money with peers, purchase products and use alternative currencies, manage expenditures, earn rewards and more. Google Pay, Phone Pay, WhatsApp Pay, Apple Pay, Vemo etc. are some of the most important mobile payment applications.

Since young students are the major users of the mobile technology this study makes an effort to study about the influence and popularity of mobile payment applications among undergraduate students. The pandemic situation, triggered the situation to switch to mobile payments.

### Methodology

The study is partially descriptive and partially analytical. The study is based mainly on primary data, collected directly from the correspondent by the means of questionnaire. The secondary data were collected from various published sources and internet sources.



### Selection of samples

Pala municipality has been selected as the study area. From these area, 90 samples are selected. 45 samples are randomly selected from undergraduate students of St. Thomas college Palai and and 45 samples are selected from undergraduate students of Alphonsa college pala.

### Review of Literature

**Adewale (2013)** has explained in his paper titled “The cashless payment system as a panacea to the national security challenges in Nigeria” that the cashless payment systems impart huge effect on the economy and the part of the population which is illiterate cannot access these methods. This illiterate part of the society plays an important role in the success of the cashless economy of a country. He has also explained that the cashless systems reduce the criminalities and terrorism because direct cash is not involved in such transactions.

**Jean PireeBuntix**, in his study “The potential impact of emerging technologies on money transfer services cross examines the impact of mobile technologies on money transfer services. He found that, emerging technologies led to the development of mobile payment applications and this had led to make payments more fruitful and efficient.

**Iftekhar et al (2015)** in their research paper titled “ICT Based Education for Literacy in India: Vision Beyond” have explored that adaptation of skills and Information Communication Technologies (ICTs) with functional literacy skills as base for lifelong learning has to be a core element. In India there is an emerging need to expand formal and non-formal adult education with the concept of life-long learning using ICT. It is suggested in the paper, how India can develop a strong and effective ICT based education system to impart literacy.

**Raja et.al (2008)** have explained in their research paper titled “E-payments: Problems and Prospects”. This paper dissolves the evolution and the growth of electronic technologies, which can provide more advanced technical supports for electronic payment systems. The focus of this paper is to identify and explain the different methods of e-payment. The authors discuss the challenges of electronic payments from different perspective and provided preliminary security countermeasures for each of the issues.

**Hitesh et.al (2016)**, in his research paper titled” Consumer satisfaction and E-Banking” has attempted to identify the factors that contribute to the consumer satisfaction with internet banking. Banking sector is one of the first sectors to make global presence. With the change in technologies adopted by banks, strategies used by the banks are also changing. Dimension of service quality like tangibility, reliability, responsiveness, assurance and empathy have shown more or less a great impact on customer satisfaction with internet banking service

### Overview: Mobile Payment Applications

Mobile payment (also referred to as mobile money, mobile money transfer, and mobile wallet) generally refer to payment services operated under financial regulation and performed from or via a mobile device. Instead of paying with cash, cheque, or credit cards, a consumer can use a mobile to pay for a wide range of services and digital or hard goods. Although the concept of using non-coin-based currency systems has a long history, it is only recently that the technology to support such systems has become widely available.

### Important Money payment applications include

Google pay, PayPal, Phone pay, Cashapp, Venmo, Facebook Messenger, Jaxx, Zelle, Apple Pay Cash and many more.

### Data Analysis and Interpretation

#### Pala municipality local profile

Palai is a Municipality city in district of Kottayam, Kerala. The Palai city is divided into 23 wards for which elections are held every 5 years. The Palai Municipality has population of 22,056 of which 10,768 are males while 11,288 are females as per report released by Census India 2011.

Population of Children with age of 0-6 is 1677 which is 7.60 % of total population of Palai (M). In Palai Municipality, Female Sex Ratio is of 1048 against state average of 1084. Moreover, Child Sex Ratio in Palai is around 930 compared to Kerala state average of 964. Literacy rate of Palai city is 97.63 % higher than state average of 94.00 %. In Palai, Male literacy is around 97.97 % while female literacy rate is 97.32 %.

### Gender of Respondents

The below given table is discussing about the gender of the respondents.

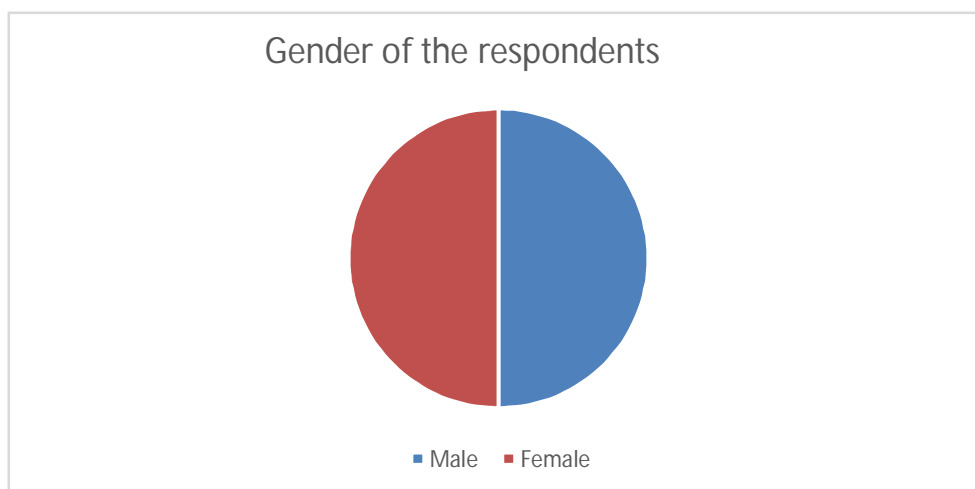


### Gender of respondents

| GENDER | FREQUENCY | PERCENTAGE |
|--------|-----------|------------|
| Male   | 45        | 50%        |
| Female | 45        | 50%        |
| Total  | 90        | 100%       |

Source: Primary

Data



The above figure shows that 50% of respondents are male and 50% of respondents are females.

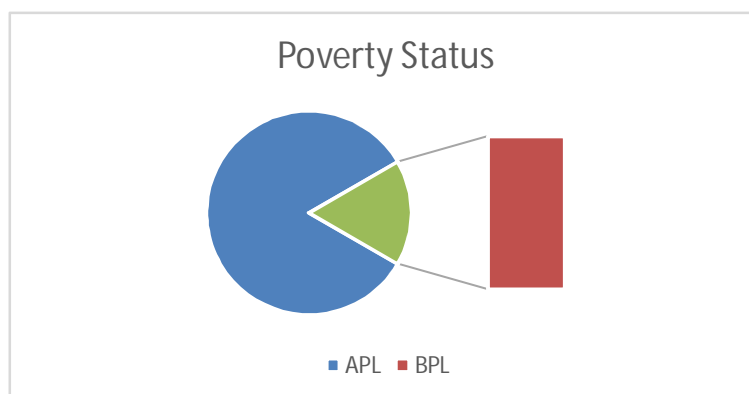
### Poverty Status of The Respondents

Here we are going to discuss about the poverty status of the respondents.

#### Poverty status

| POVERTY STATUS | FREQUENCY | PERCENTAGE |
|----------------|-----------|------------|
| APL            | 75        | 83.3       |
| BPL            | 15        | 17%        |
| TOTA           | 90        | 100%       |

Source: Primary Data



The above figure shows that 83.3% of respondents are belong to APL category and 17 % of the respondents belong to BPL category.

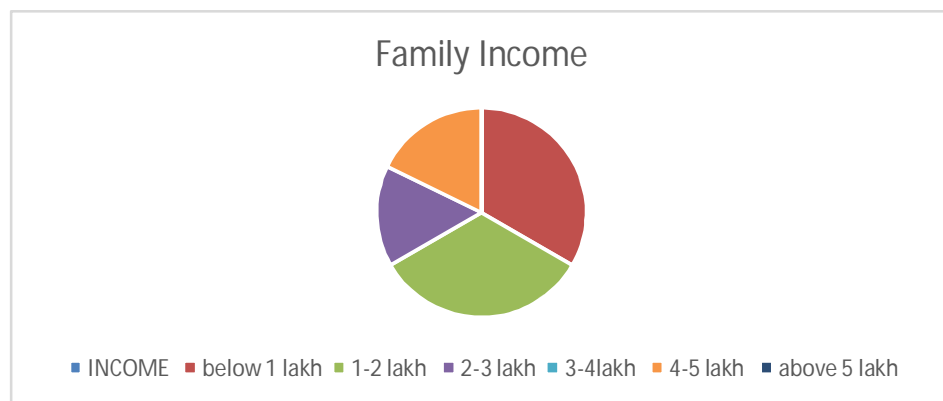
### Family Income of The Respondents

The following table shows the family income of the respondents.

| Family Income |        |            |
|---------------|--------|------------|
| INCOME        | NUMBER | PERCENTAGE |
| below 1 lakh  | 30     | 33.30%     |
| 1-2 lakh      | 30     | 33.30%     |
| 2-3 lakh      | 14     | 15%        |
| 3-4lakh       | 0      | 0%         |
| 4-5 lakh      | 16     | 17.70%     |
| above 5 lakh  | 0      | 0          |

Source: Primary data

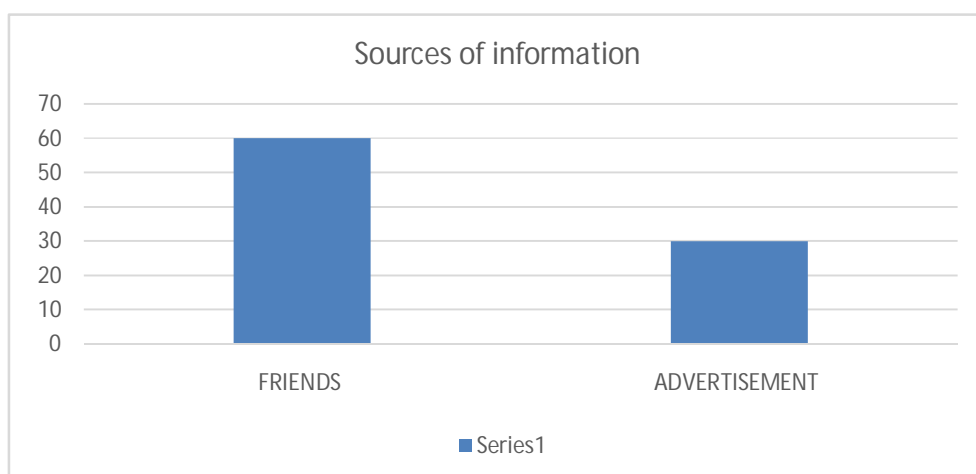
As per the above table 33.30% respondents have family income below 1lakh. Another 33.30 %respondents have family income



between 1and 2 lakh. 15%of respondents have family income between 2and 3 lakh. 17.7%respondents have income between 4 and 5 lakhs.

### The Ways Through Which Respondents Came to Know About the Mobile Payment Applications

| WAYS          | NUMBER | PERCENTAGE |
|---------------|--------|------------|
| FRIENDS       | 60     | 66.60%     |
| ADVERTISEMENT | 30     | 33.30%     |
| OTHERS        | 0      | 0.00%      |



Source : Primary data

66.6% of the respondents came to know about Mobile Payment applications through friends. 33.30 % of respondents got information from advertisement.

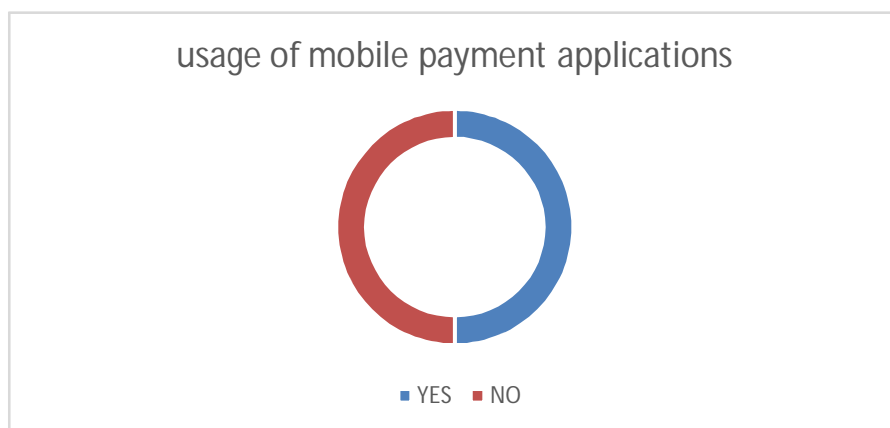
### Usage of Mobile Payment Applications

The following table shows the number of respondents, who are using mobile payment applications.

**Usage of mobile payment applications**

| USAGE | NUMBER | PERCENTAGE |
|-------|--------|------------|
| YES   | 45     | 50%        |
| NO    | 45     | 50.00%     |
| TOTAL | 90     | 100.00%    |

Source: Primary data.



As per the above table 50% of the respondents use Mobile Payment applications and remaining 50% do not use Mobile Payment Applications.

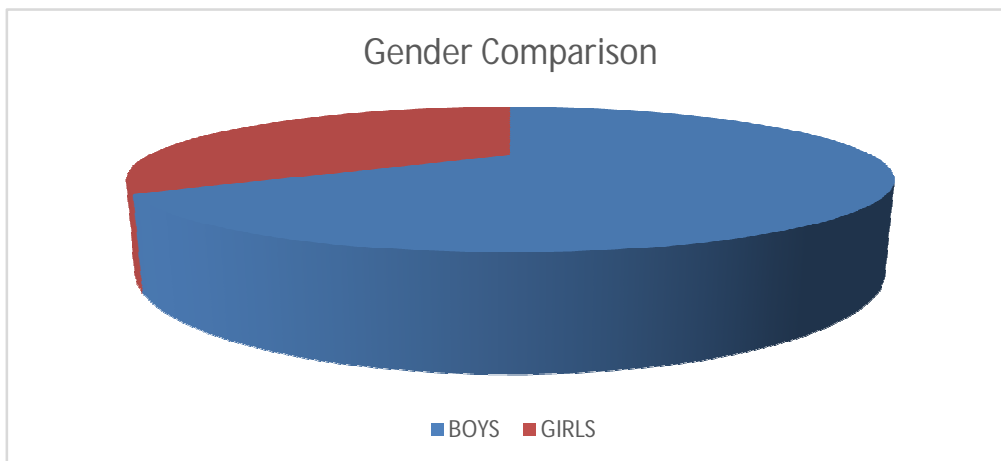
### Gender Comparison

Following table shows the comparison of boys and girls, who are using mobile payment applications.

**Gender comparison**

| GENDER | NUMBER | PERCENTAGE |
|--------|--------|------------|
| BOYS   | 30     | 66.60%     |
| GIRLS  | 15     | 33%        |
| TOTAL  | 45     | 100.00%    |

Source: Primary data



Among the 45 respondents who are using Mobile payment Applications, 66.60% are boys and only 33% are girls.

### Experience with Mobile Payment Applications

Following table shows the experience of the respondents with the mobile payment applications.

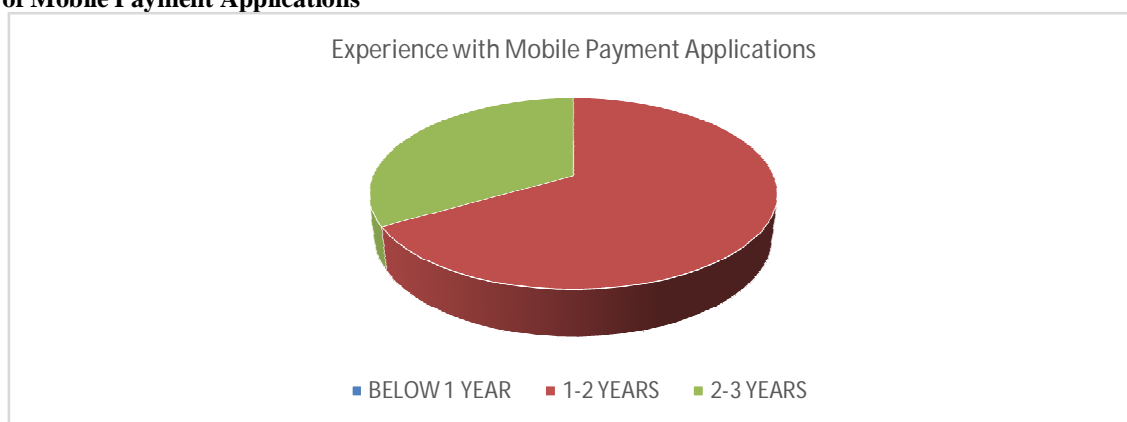
**Experience with Mobile Payment Applications**

| EXPERIENCE   | NUMBER | PERCENTAGE |
|--------------|--------|------------|
| BELOW 1 YEAR | 0      | 0          |
| 1-2 YEARS    | 30     | 66.60%     |
| 2-3 YEARS    | 15     | 33%        |

Source: Primary data

From the above table it is clear that, among the respondents who are using mobile payment applications, 66.60% are using mobile payment applications for 1 to 2 years and 33% of respondents are using it for 2 to 3 years.

### 3.8 Types of Mobile Payment Applications

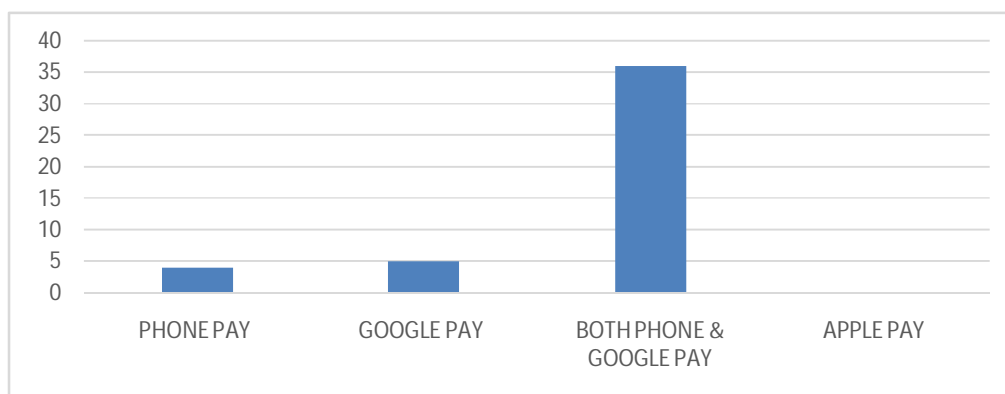


Following table shows the different types of mobile payment applications which the respondents use.

**Types of Mobile Payment Applications**

| TYPE                    | NUMBER | PERCENTAGE |
|-------------------------|--------|------------|
| PHONE PAY               | 4      | 8.80%      |
| GOOGLE PAY              | 5      | 11.10%     |
| BOTH PHONE & GOOGLE PAY | 36     | 80.00%     |
| APPLE PAY               | 0      | 0%         |

Source: Primary data



Among the 45 respondents who are using mobile payment applications, 8.80 % of respondents are using 'Phone Pay', 11.10% of respondents are using 'Google Pay' and 80% of respondents are using both 'Google Pay' and 'Phone Pay'.

### Services Availed by The Consumers from Mobile Payment Applications

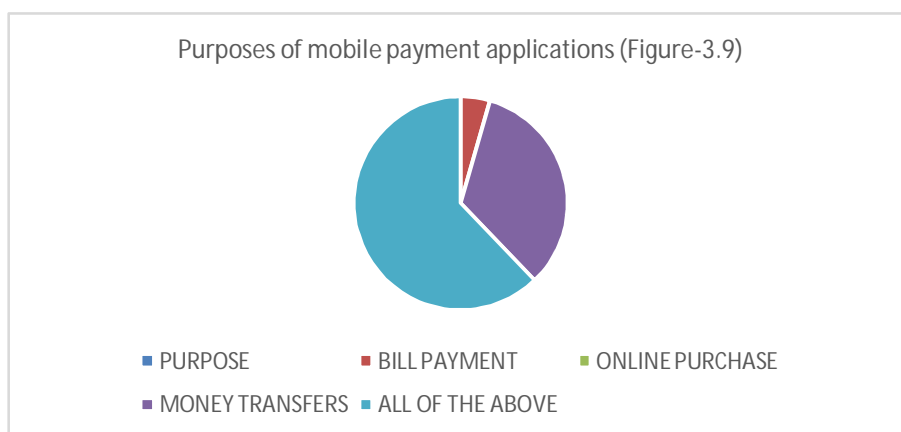
Now let us discuss about the services of mobile payment applications which are used by consumers.

#### Purposes of Mobile Payment Applications

| PURPOSE          | NUMBER | PERCENTAGE |
|------------------|--------|------------|
| BILL PAYMENT     | 2      | 4.44%      |
| ONLINE PURCHASE  | 0      | 0.00%      |
| MONEY TRANSFERS  | 15     | 33.30%     |
| ALL OF THE ABOVE | 28     | 62.22%     |

Source: Primary data

Among the 45 respondents who are using mobile payment applications, 4.44% use Mobile Payment applications only for Bill payment,



15% use Mobile Payment applications only for money transfers and 62.22% use Mobile Payment applications for Bill payment, online purchases and for money transfers.

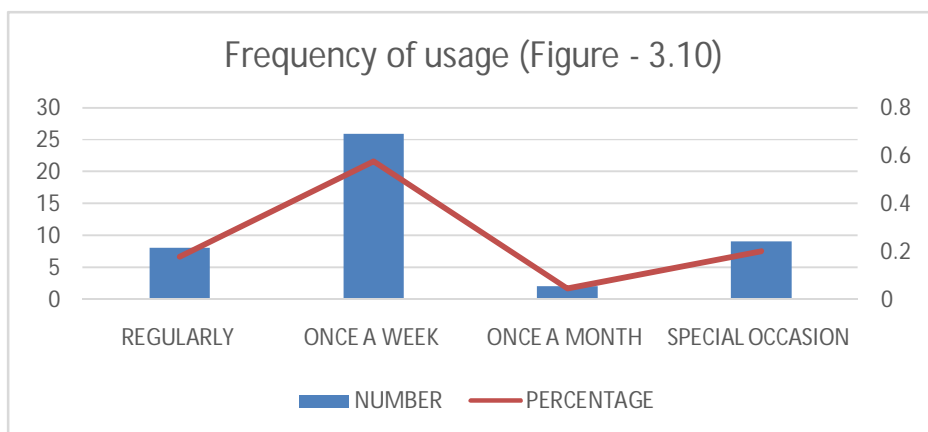
### Frequency Table of Usage

The following table shows how often the respondents use Mobile Payment applications.

#### Frequency table of usage

| OPINION          | NUMBER | PERCENTAGE |
|------------------|--------|------------|
| REGULARLY        | 8      | 17.70%     |
| ONCE A WEEK      | 26     | 57.70%     |
| ONCE A MONTH     | 2      | 4.40%      |
| SPECIAL OCCASION | 9      | 20.00%     |

Source: Primary data





From the study it is clear that, among the respondents who are using mobile payment applications, 57.70% uses it once in a week. 17.70% of respondents regularly uses mobile payment applications. 4.40 % uses it once in a month and 20% of respondents uses mobile payment applications only in special occasions.

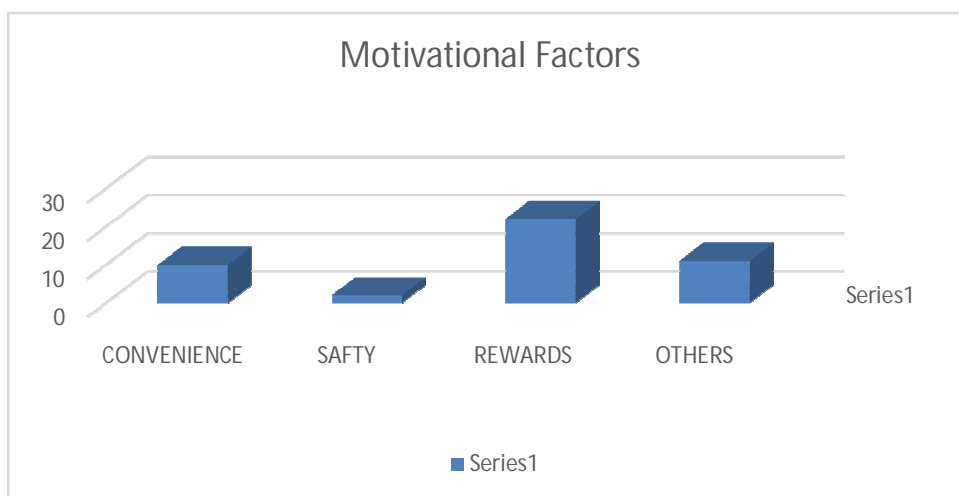
### Frequency Table of Motivational Factors

Here we will discuss about the factors which motivates respondents to use Mobile Payment applications.

Frequency table of motivational factors

| FACTOR      | NUMBER | PERCENTAGE |
|-------------|--------|------------|
| CONVENIENCE | 10     | 22.20%     |
| SAFETY      | 2      | 4.40%      |
| REWARDS     | 22     | 48.80%     |
| OTHERS      | 11     | 24.44%     |

Source: Primary data



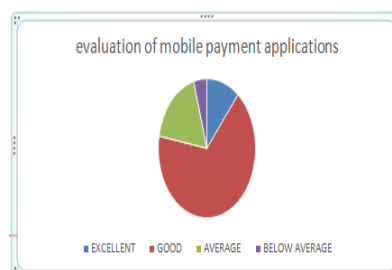
Among the 45 respondents who are using mobile payment applications, 48.80% of them are using mobile payment applications for getting rewards. 22.20% uses mobile payment applications because of convenience. Only 4.40% of respondents use mobile payment applications because of safety. Remaining 22.44% of respondents use Mobile Payment applications because of other motivational factors.

### 3.12 Evaluation of Mobile Payment Applications

Here we will discuss about the how the respondents evaluate mobile payment applications.

Evaluation of Mobile Payment Applications

| EVALUATION    | NUMBER | PERCENTAGE |
|---------------|--------|------------|
| EXCELLENT     | 5      | 11.11%     |
| GOOD          | 30     | 66.60%     |
| AVERAGE       | 8      | 17.70%     |
| BELOW AVERAGE | 2      | 4.40%      |



Source: Primary data.



66.60% of the respondents rate mobile payment applications as 'good', 11.11% of respondents rate mobile payment applications as excellent, 17.70% rate mobile payment applications as average and 4.40% of respondents rate it as below average.

#### Frequency Table of Maximum Amount of Transactions.

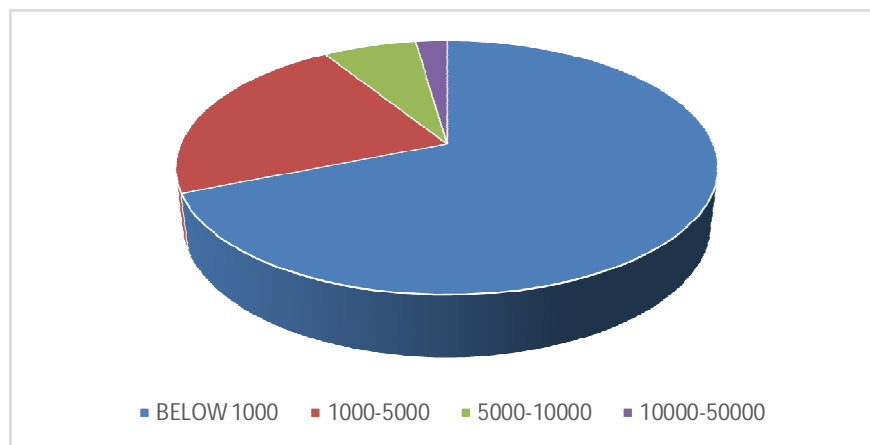
Following table shows the maximum amount of transactions through mobile payment applications.

**Maximum amount of transactions**

| AMOUNT            | NUMBER | PERCENTAGE |
|-------------------|--------|------------|
| BELOW RS 1000     | 31     | 68.88%     |
| RS 1000-RS 5000   | 10     | 22.22%     |
| RS 5000-Rs10000   | 3      | 6.66%      |
| RS 10000-RS 50000 | 1      | 2.22%      |

Source: Primary data

68.88 % of respondents made transactions below ₹1000, 22.22% of respondents made transactions between ₹1000 and ₹5000, 6.66% of respondents made transactions between ₹5000 and ₹10000 and only 2.22% of respondents made transactions above ₹10000 through mobile payment application. That is, transaction of small amount is high in mobile payment applications.



#### The Feature Which the Respondents Like the Most.

Following table shows the peculiarity of mobile payment applications which the respondents like the most.

**Peculiarity of mobile payment applications**

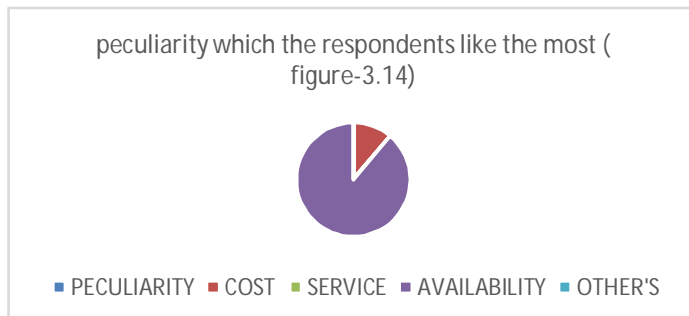
| PECULIARITY  | NUMBER | PERCENTAGE |
|--------------|--------|------------|
| COST         | 5      | 11.11%     |
| SERVICE      | 0      | 0.00%      |
| AVAILABILITY | 40     | 88.88%     |
| OTHER'S      | 0      | 0.00%      |

Source: Primary data

88.88% of respondents use Mobile Payment applications because of its availability. And 11.11% of respondents use Mobile Payment applications because of its low cost.

## Cost Effectiveness

Now let us discuss about the opinions of respondents about low cost of mobile payment applications compared to

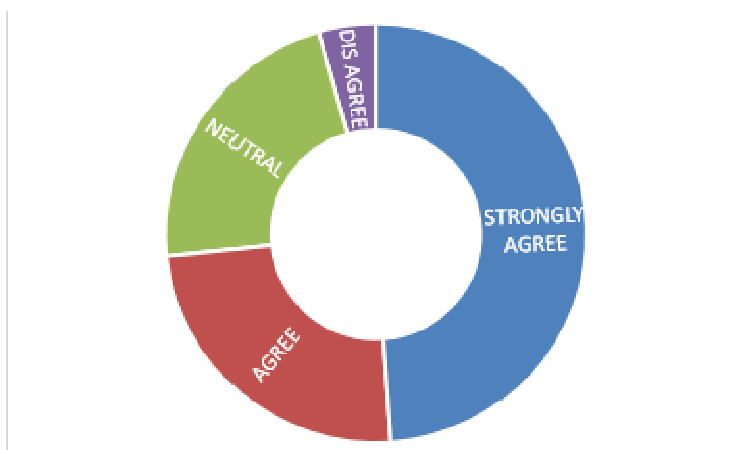


conventional modes.

### Cost comparison

| OPINION        | NUMBER | PERCENTAGE |
|----------------|--------|------------|
| STRONGLY AGREE | 22     | 48.88%     |
| AGREE          | 11     | 24.44%     |
| NEUTRAL        | 10     | 22.22%     |
| DIS AGREE      | 2      | 4.44%      |

Source: Primary data



48.88% of respondents strongly agree with the cost comparison of mobile payment applications with conventional modes. 24.44% agree with the comparison, and 4.44% of respondents disagree with the comparison.

## Level of Satisfaction

Now let us discuss about the level of satisfaction which the respondents get from mobile payment applications.

### Level of satisfaction

| OPINION          | NUMBER | PERCENTAGE |
|------------------|--------|------------|
| HIGHLY SATISFIED | 4      | 8.80%      |
| SATISFIED        | 15     | 33.33%     |
| NEUTRAL          | 22     | 48.80%     |
| DISSATISFIED     | 4      | 8.80%      |

Source:Primary data.



Only 8.80% of respondents are highly satisfied with Mobile Payment Applications, 33.33% of respondents are satisfied, 48.88% are neutral in their opinion and 8.80 % were dissatisfied with Mobile Payment Applications.

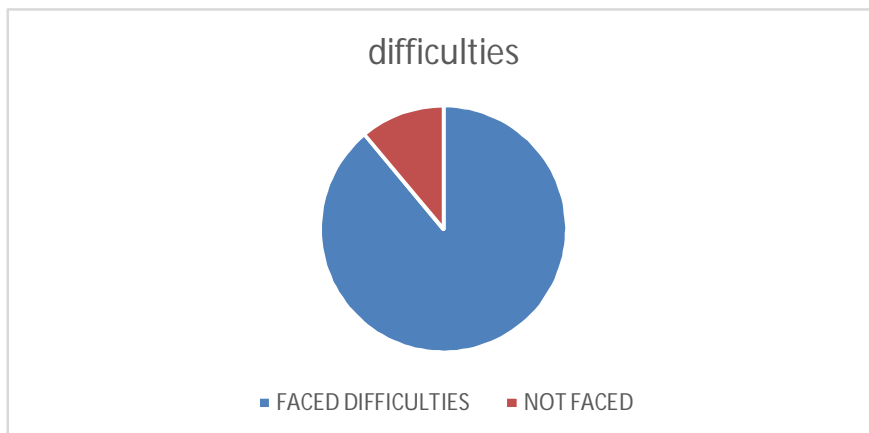
#### Number of Persons Who Faced Difficulties

Following table shows the number of respondents who faced difficulties from mobile payment applications.

Number of persons who faced difficulties

|                    | NUMBER | PERCENTAGE |
|--------------------|--------|------------|
| FACED DIFFICULTIES | 40     | 88.88%     |
| NOT FACED          | 5      | 11.10%     |
| TOTAL              | 45     | 100.00%    |

Source: Primary data.



Among the 45 respondents who are using mobile payment applications, 88.88% of respondents faced difficulties from mobile payment applications. 11.10% never faced any difficulties.

#### Types of Difficulties Faced by Mobile Payment Applications Users

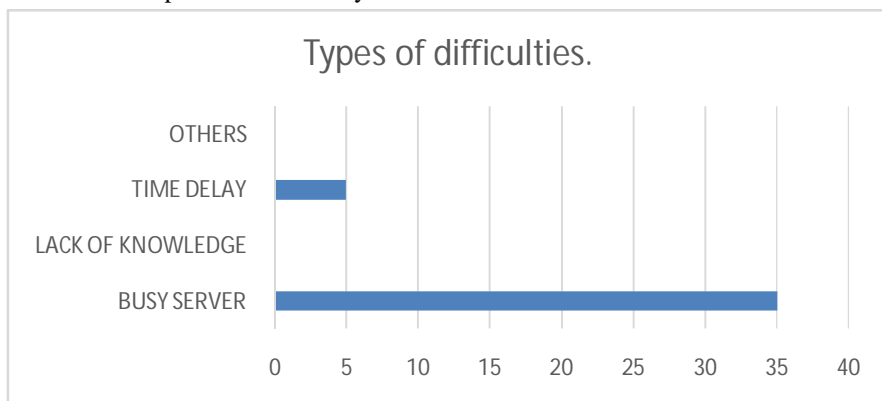
In the following table we will discuss about types of difficulties which the respondents faced from mobile payment applications.

Types of difficulties

| DIFFICULTIES      | NUMBER | PERCENTAGE |
|-------------------|--------|------------|
| BUSY SERVER       | 35     | 87.50%     |
| LACK OF KNOWLEDGE | 0      | 0          |
| TIME DELAY        | 5      | 12.50%     |
| OTHERS            | 0      | 0%         |

Source:Primary data.

Among the respondents who faced difficulties from mobile payment applications, 87.5% faced the problem of busy server and 12.5% faced the problem time delay.



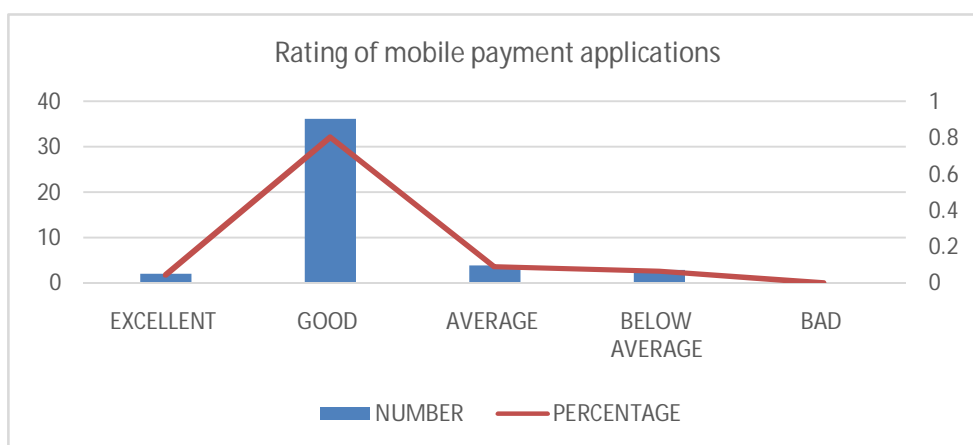
### Rating of Mobile Payment Applications by The Respondents

Now let us discuss about how the respondents rate the mobile payment applications.

Rating of mobile payment applications

| RATING        | NUMBER | PERCENTAGE |
|---------------|--------|------------|
| EXCELLENT     | 2      | 4.40%      |
| GOOD          | 36     | 80.00%     |
| AVERAGE       | 4      | 8.80%      |
| BELOW AVERAGE | 3      | 6.60%      |
| BAD           | 0      | 0%         |

Source:Primary data.



Among the respondents who are using mobile payment applications, 4.4% rate mobile payment applications as excellent, 80% rate as good, 8.8% rate as average and 6.6% of respondents rate mobile payment applications as below average.

### Findings and Recommendations

#### Findings

- Most of the respondents are belonging to APL families.
- 100% of respondents have personal bank accounts, ATM, credit card, etc. Pala is a semi-urban area and almost all people have banking habits.
- All respondents have a smartphone. It is found that almost all students, studying in St Thomas college and Alphonsa college have smart phones.
- 100% of girls and boys are familiar with Mobile Payment Applications.





- Only half of the respondents are using Mobile payment applications, in this 66% are boys and 33.3% are girls
- More than half of the respondents are using Mobile payment applications for one to two years.
- More than half of the respondents use Mobile Payment applications for money transfers, bill payment and online purchases.
- 80% of respondents use both 'Phone Pay' and 'Google Pay' applications. 11% use Google Pay only. 8.8% of students use phone pay only.
- More than 50% of respondents use Mobile Payment applications once in a week, about 20% regularly use Mobile Payment applications.
- Most of the respondents use Mobile Payment applications for getting rewards.
- More than half of the respondents evaluate mobile payment applications as 'good' about 10% evaluate mobile payment applications as excellent.
- Most of the respondents use Mobile Payment applications because of its easier availability.
- Most of the respondents think that cost of mobile payment applications is less than the cost of conventional methods.
- About 90% of respondents faced some kind of difficulties from mobile payment applications.
- Most of the respondents faced the problem of busy server.
- Most of the respondents rate the mobile payment applications as good. Only 6% rate as below average.

#### Recommendations

- Government should take proper initiative to expand the awareness about Mobile Payment applications, especially among women.
- Government should take necessary steps to cut down the malpractices associated with Mobile Payment Applications.

#### The scope of the study

In the modern technological world, man's quest for innovation led to the development of mobile payment applications. Payment applications make payment for all purchases, transfer money from one person to another with less cost and time and make payment of bills easier than ever. Thus, the mobile payment applications play a key role in the monetary system. It has increased the banking habits of people. Mobile payment applications pave a way for the cashless economy. College students are the major users of mobile devices and modern applications. So, the present work is relevant to study about the significance and popularity of mobile payment applications among undergraduate students.

#### Conclusion

Financial system passed through different stages depending upon the progress of the human civilization. Now we are living in a technological world. Among the modern developed technologies, mobile technologies play a key role in affecting human life. This led to the development of Mobile payment applications. Instead of paying with cash, cheque, or Credit cards, a consumer can use a mobile to pay for a wide range of services and digital or hard goods. According to the study 100% of college students are familiar with Mobile Payment Applications. Usage of mobile payment applications among girls is lower than the usage of boys. Most of the respondents are satisfied with the services provided by Mobile Payment applications. Use of Mobile payment applications will improve the banking habits of the educated youth. Even though it has some limitations, Mobile payment applications will help to develop a cashless economy.

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Title:  
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Keywords:  
Comments:  
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Total Editing Time: 64 Minutes  
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As of Last Complete Printing  
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