

A STUDY ON THE IMPACT OF UPI TRANSACTIONS ON THE LIVES OF WOMEN IN BHOPAL REGION

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ABSTRACT

The study explores the impact of Unified Payments Interface (UPI) transactions on the lives of women in the Bhopal region. UPI, a real-time digital payment system developed by the National Payments Corporation of India (NPCI), has revolutionized financial transactions by enabling instant money transfers through mobile devices. This research investigates how UPI has influenced women's financial autonomy, economic participation, and digital financial literacy. The study aims to assess the extent of UPI adoption among women in Bhopal, the challenges they face, and the benefits they derive from digital transactions. Key objectives include analyzing UPI's role in financial independence, spending and saving patterns, and identifying obstacles such as digital illiteracy and security concerns. The research employs a descriptive methodology, using primary data collected through structured surveys distributed to 400 women across different age groups, occupations, and income levels. The data is analyzed to identify trends in UPI adoption, financial behavior, and transaction patterns. Findings suggest that UPI transactions have significantly improved financial management for many women, enhancing their control over finances and facilitating easier access to digital payments. However, challenges such as technical issues, transaction failures, and security concerns persist. The study highlights the need for improved digital literacy programs and enhanced security features to maximize UPI's benefits for women's financial inclusion.

Keywords:UPI, Financial inclusion, Women empowerment, Digital Payments, Real time payments

INTRODUCTION

Unified Payments Interface (UPI) is a real-time payment system developed by the National Payments Corporation of India (NPCI) that facilitates instant money transfer between two bank accounts using mobile phones. UPI has made it easier for people to conduct digital

transactions, thus promoting cashless economies. This study focuses on how UPI has affected the lives of women in Bhopal, specifically in terms of their financial autonomy, ease of doing business, and access to digital financial services. In today's digital era it has become crucial for women to access financial services opportunities and empowerment for socio economic development.

This study seeks to analyses how UPI transactions are influencing the lives of women in the Bhopal region. Financial independence is one of the very important factors in empowering an individual in society in today's world. With the introduction of digital payment systems such as UPI, there is tremendous scope to expand the facilities of banking, savings, and entrepreneurship to women. Thus, it is necessary to understand the effects of adopting UPI on women's economic participation and their financial behavior and daily lives.

However, the research also highlights the digital divide and other barriers that may limit the impact of UPI on certain groups of women. Women with limited access to smartphones or digital literacy skills may face challenges in using UPI, which could hinder their economic participation. To address this, initiatives aimed at improving digital literacy and access to smartphones among women are necessary.

Overall, UPI has revolutionized the way women in Bhopal conduct financial transactions and access financial services. By understanding the effects of UPI on women's economic participation and financial behavior, we can further empower women and improve their socio-economic status in urban and semi-urban regions like Bhopal.

RESEARCH PROBLEM

1. Identifying a meaningful project topic: One of the significant challenges faced in the project was pinpointing a relevant and impactful topic that would yield valuable insights and contributions to the existing body of knowledge.
2. Determining the Sample Size: One of the significant challenges faced in this primary research project was determining an appropriate sample size that would yield reliable and generalizable results.
3. Recruitment and Participation: Struggles in recruiting and retaining participants due to scheduling conflicts, privacy concerns, and varying degrees of engagement.

4. Data Collection: Challenges in collecting high-quality data, particularly regarding UPI transactions, while maintaining participant confidentiality and avoiding survey fatigue.

LITERATURE REVIEW

Ramachandran Kalyanasundharam (2018) “Unified Payments Interface (UPI) – Transformation of Digital Payments System in India” The Unified Payments Interface (UPI) is a pivotal innovation developed by the National Payments Corporation of India (NPCI) that enhances India’s digital payment infrastructure. As a real-time payment system, UPI integrates multiple bank accounts into a single mobile application, streamlining fund routing and merchant payments while promoting a cashless society. This white paper delves into the origins and development of UPI, analyzes the motivations behind its creation, identifies the challenges faced during its implementation, and evaluates its adoption across various demographics. Furthermore, the paper discusses the broader impact of UPI on the Indian economy and explores its potential future developments, underlining its roles in fostering financial inclusion and transforming India into a digitally empowered society.

Dev Harshal, Gupta Raj, Kumar Dhruv (2019) “From Cash to Cashless: UPI’s Impact on Spending Behavior among Indian Users” This study demonstrates that the introduction of Unified Payments Interface (UPI) in India has significantly influenced spending behavior among individuals, with approximately 75% of survey respondents reporting an increase in spending due to UPI. The convenience and satisfaction associated with UPI usage have led to a notable shift in spending habits, with a majority of respondents (95.2%) finding UPI payments convenient and 91.5% expressing satisfaction with their UPI experience.

Sood Rajat, Saini Nitin, Kaur Sahi Supreet (2023) “The UPI Revolution: An Analysis of India’s Rapidly Growing Online Transactions” The paper examines the factors driving UPI (Unified payment interface) adoption, including convenience, history and development and integration with payment apps. It also explores the UPI’s impact on India’s economy, including financial inclusion during covid-19. Despite its remarkable growth, the paper also highlights some limitations of UPI, such as limited internet connectivity, transaction limits, and security concerns. The UPI’s growth trajectory remains impressive, and UPI is likely to continue driving the growth of online transactions in India in the years to come. This research highlights the

significance of the UPI revolution and provides valuable insights for policymakers, businesses, and researchers in the field of digital payments.

KarmakarAnkit(2024)“UnifiedPaymentsInterface(UPI):AComprehensiveStudy of its Impact on India’s Financial Landscape and Global Aspirations” The Unified PaymentInterface(UPI) hasrevolutionizedIndia’sdigitalpaymentlandscapeandhas had a significant impact on the country’s economic development. Since its launch in 2016,UPI has seen exponential growth, with millions of transactions taking place every month. Its user-friendly interface, interoperability,and real-time processing capabilities have made it a preferred payment method for people in both urban and semi-urban areas. UPI has also promoted financial inclusion by providing easy access to digital payment services, especially for small and medium-sized enterprises.

lad Ramdas and Jadhav Satish (2024) “Exploring the Impact of Unified Payments Interface (UPI) on Digital Transactions and Financial Inclusion in India” This study examine the Unified Payments Interface (UPI) has had a profound impact on India’s digital payment ecosystem, driving financial inclusion, and transforming the way financial transactions are conducted. With its user-friendly interface, interoperability, and real-time processing capabilities, UPI has experienced remarkable growth since its inception in 2016.

METHODOLOGY

Research Design:

This study will utilize descriptive research design to delve into the impact of UPI transactions on women in the Bhopal region. This design is ideal for gaining a detailed understanding of the topic.

Data Collection:

The data collection process for this study was conducted using a structured questionnaire Distributed online and offline through platforms such as WhatsApp, Email, QR code. The Target sample size was 400 women from different age groups, occupations, and income Levels in the Bhopal region.

Data Analysis techniques

///The data collection for this research was conducted through a primary datacollection method, specifically a survey. A questionnaire was designed and distributed via various socialmediaplatformstogatherinformationfromrespondents.Althoughthetargetwasto collect 400 responses, the actual number of responses received was 400. The analysis is based on these 400 responses,from different age groups. The data analysis is presented in terms of percentages, highlighting the proportion of responses from various age groups, providing insights into the research topic. The questionnaire had both open-ended questions to enable guide respondents through filling the questionnaireas well as probethem for more information.

OBJECTIVES OF STUDY

1. This study will evaluate the difficulties and obstacles that women in Bhopal encounter while using UPI transactions, and additionally, examine their attitudes, perceptions, and behaviorstowardsusingUPI,includingtheirlevelofcomfort,trust,andsatisfactionwith digital payments.
2. This research examines the influence of UPI transactions on women's empowerment and financial inclusion in Bhopal, highlighting the ways in which digital payments have improvedtheiraccesstofinancialservices,economicparticipation,andoverallquality of life.
3. This research will investigate the usage patterns and frequency of UPI transactions among women in Bhopal, examining how often they use digital payments and their level of engagement with UPI services.
4. This study will also explore how UPI transactions have impacted women's savings, spending, and investment habits in the Bhopal region, and if it has enabled them to make more informed financial decisions.
5. This study will also investigate the contrast between conventional payment modes and UPI based transactions, highlighting the benefits, limitations and significant difference between traditional and digital payment system.
6. This research seeks to measure the degree of awareness and the level of adoption of UPI transactions among women in Bhopal, investigating how familiar they are with UPI and

how regularly they employ it for financial activities.

Limitation of Study:

1. Choosing an appropriate sample size that would yield reliable and generalizable results was a challenge.
2. Convincing women to participate in the survey was difficult due to scheduling conflicts, privacy concerns, and varying degrees of engagement.
3. Ensuring high-quality data while maintaining participant confidentiality and avoiding survey fatigue was a challenge.
4. Verifying that participant provided authentic and unbiased responses to maintain the accuracy of the study.
5. Crafting a well-structured questionnaire with relevant questions that would yield meaningful insights was challenging.

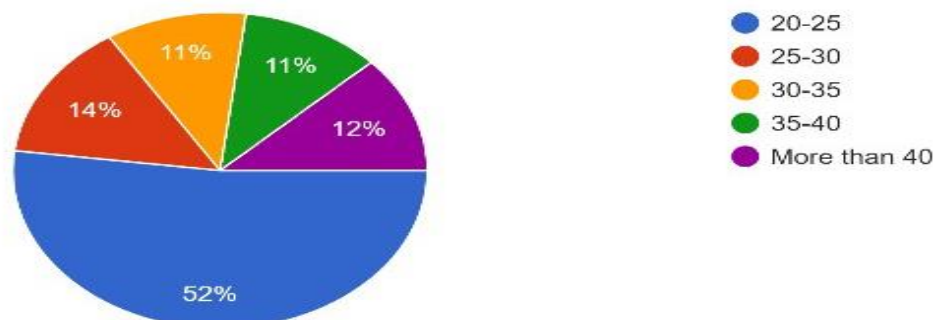
DATA ANALYSIS AND INTERPRETATION

The study initially sought to ascertain the general information on the respondents involved in the study about their names, occupation, and gender. The demographic information of the respondent's suitability in answering the questions on the impact of UPI transactions.

Age Group

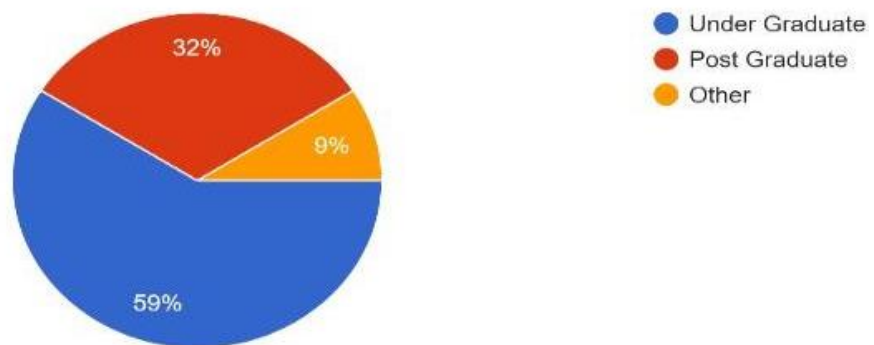
- After conducting the survey, it is found that respondents of the age group of 20-25 years are mainly using UPI this is 52%, then 25-30 years of the age group are using it which is 14%, then respondents of 30-35 years and 35-40 years of age group both with 11% and at last respondents of more than 40 years of the age group are 12%.
- **Result-According to this we conclude that the age group of respondents between 25- 30 years are the most active users of the UPI.**

Figure 1: Age Group



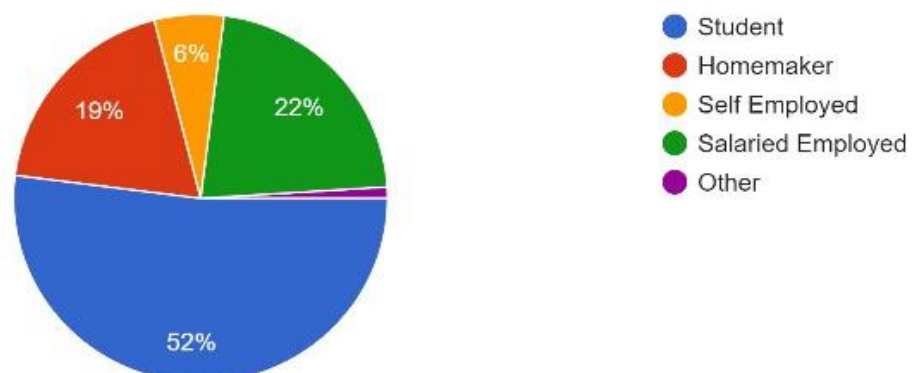
Education level

- As far as the concern of the question we found that respondents who are Undergraduates mostly use the UPI with 59% of total ratio, the Post Graduates with 32% and then remaining others stands by 9%.
- **Result- As a result, we conclude that the undergraduates use the UPI more than the other respondents.**



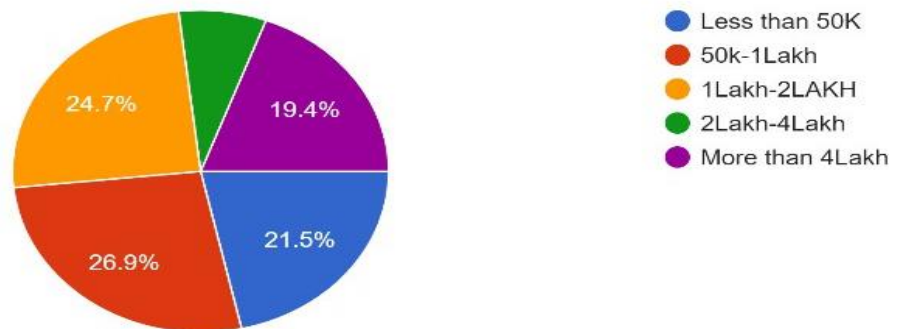
Occupation

- According to the question it was seen that 52% respondents who are student are using UPI more often than salaried employed with 22%, homemaker with 19%, salaried employed with 6% and then remaining others stands by 1%.
- **Result- It was seen that students and salaried-self-employed ones are using UPI for their day-to-day payments than others it is because they still follow the traditional practice of keeping cash with them as a mode of payment.**



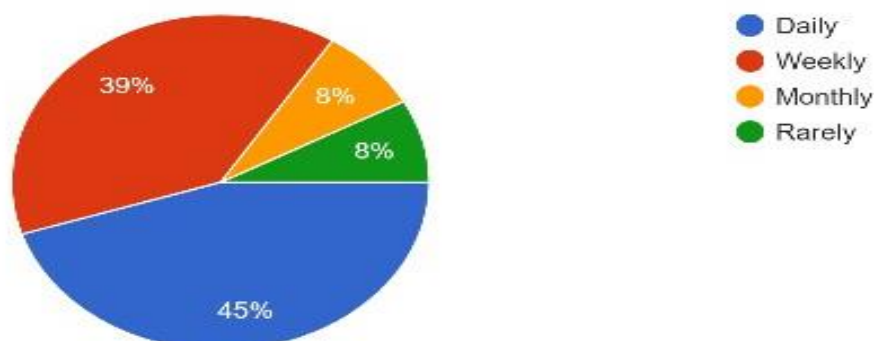
Monthly household income

- According to the question it is found that the respondents those who have monthly income between 50K- 1Lakh are actively using UPI with the ratio 26.9% then 1Lakh-2Lakh are using it which is 24.7%, Less than 50K with 19.4% and then remaining 2Lakh-4Lakh or more than 4Lakh are using less which is 19.4%
- **Result-In this way I can conclude that those who have monthly income between 50K- 2Lakh are using UPI more often than others.**



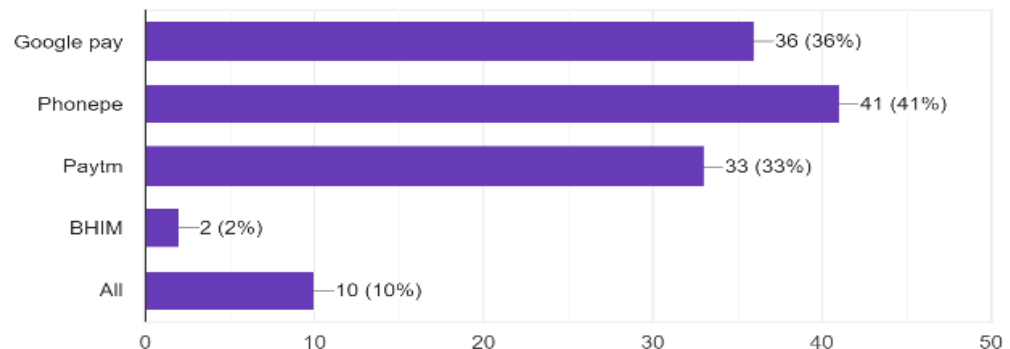
How Frequently do you use UPI

- According to this question specific portion of respondents are using UPI for their day-to-day payment with the ratio 45% who mainly students, then salaried employed and self-employed are using weekly with the ratio 39%, and then remaining homemakers and others are using monthly or rarely with the ratio 8%.
- **Result-In this way I can conclude that the students and employed ones are using UPI more frequently than others for their day-to-day need.**



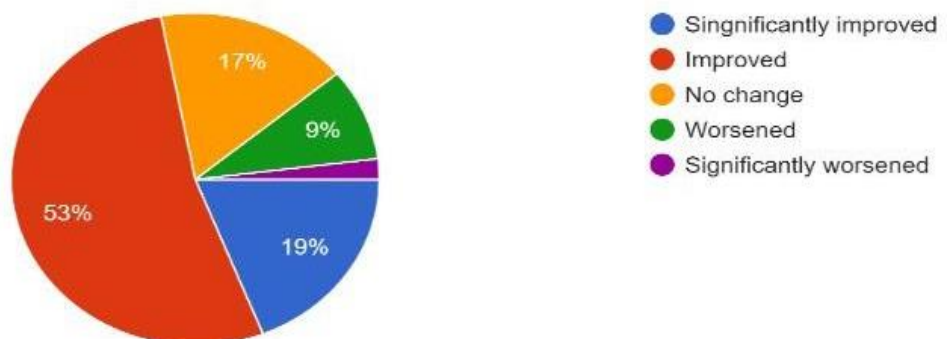
Which UPI app do you use

- According to this it is observed that the most used UPI apps is Phonepe with 41%,then Google Pay with 36%,Paytm is 33%,2% uses BHIM and 10% people are using all the above apps.
- **Result- In this way I can conclude that respondents have more trust, believe and satisfaction while using Phonepe, Google pay and Paytm than BHIM or other app.**



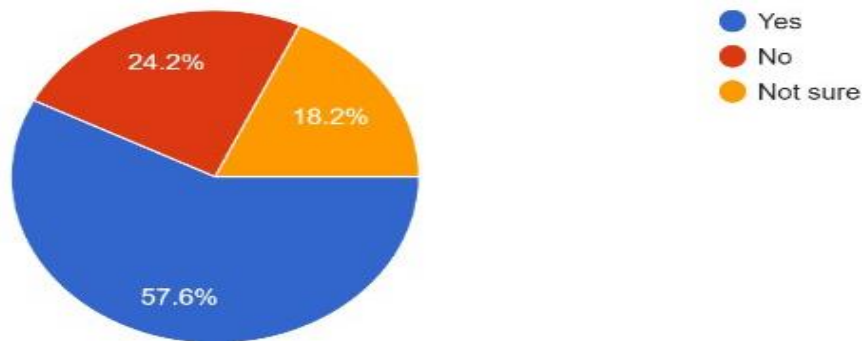
How has UPI impacted your ability to manage finances

- According to this it is found that on the lives of 53% respondents UPI has positively improved their ability to manage finance, for 19% respondents UPI has significantly improved their financing abilities, 17% have opted for no change and for 11% of respondents their ability to manage finances have worsened.
- **Result-Overall I can conclude that UPI improved the ability of managing finances in the lives of respondents.**



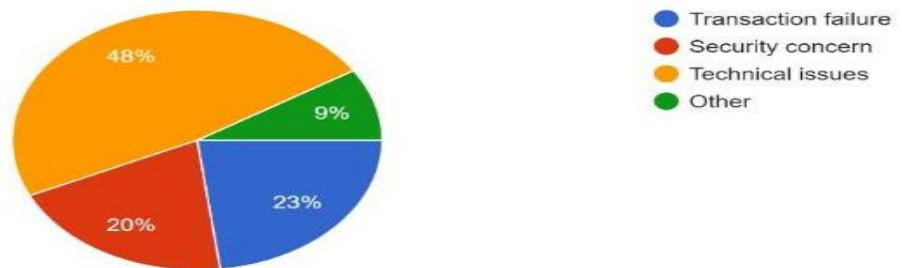
Do you feel more in control of your finances with UPI

- According to this it is found that UPI 57.6% of respondents feels that they are in more control of their finances, 24.2% feels that they are not in more control and the remaining 18.2% women are not sure about it.
- **Result- In this way I can say that nearly half of the respondents are feeling more in control with UPI.**



What type of issues you faced while using UPI

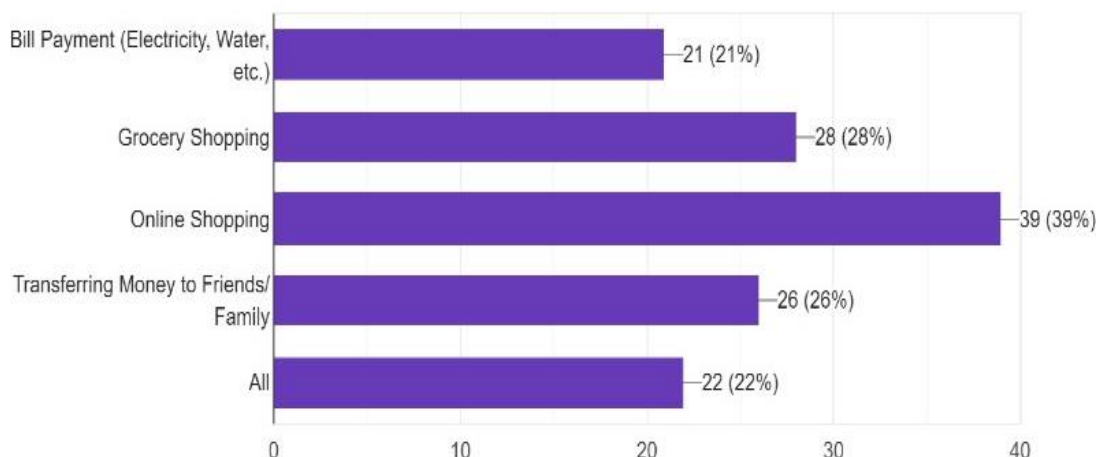
- According to this question it is found that mainly technical issues faced by the respondents which is 48%, then transaction failure stands by 23% of women, then 20% are concerned about securities and the remaining 9% are facing other problems.
- **Result- In this way I can say that there are various issues related to UPI faced by respondents in which the most common problem is technical issues.**



For what purpose do you primarily use UPI

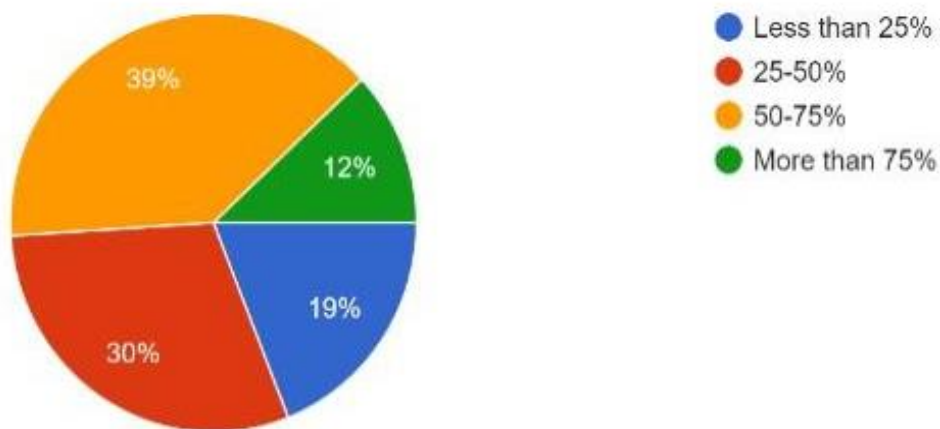
- According to this question it is found that Most of the respondents who are 39%uses UPI for online shopping, 28% uses it for grocery shopping, 26% uses UPI for transferring moneytofamilyandfriends,22%ofwomenuseUPIforallthepurposesand21%areusing it for paying online bills such as electricity and water bills.

- **Result-** In this way I can say that respondents are using UPI mainly for online shopping, grocery shopping, transferring to family and friends.



What percentage of your monthly transactions are done through UPI

- According to this question it is found that out of whole 39% of respondents transacts 50-75% on UPI, 30% of respondents transacts 25-50% on UPI, 19% are transacting less than 25% on UPI and other 12% are using UPI for more than 75% of their monthly transactions.
- **Result-** In this way I can say that large group of respondents are using UPI 50-75% for their transactions.

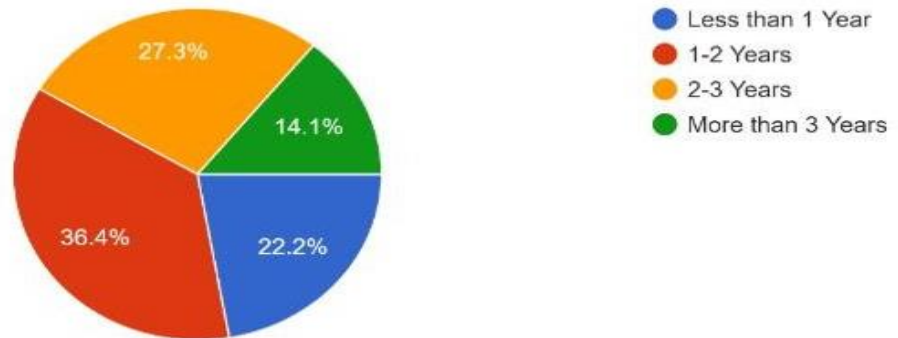


How long have you been using UPI

- According to this question it is found that the 36.4% of respondents are using UPI for 1-2

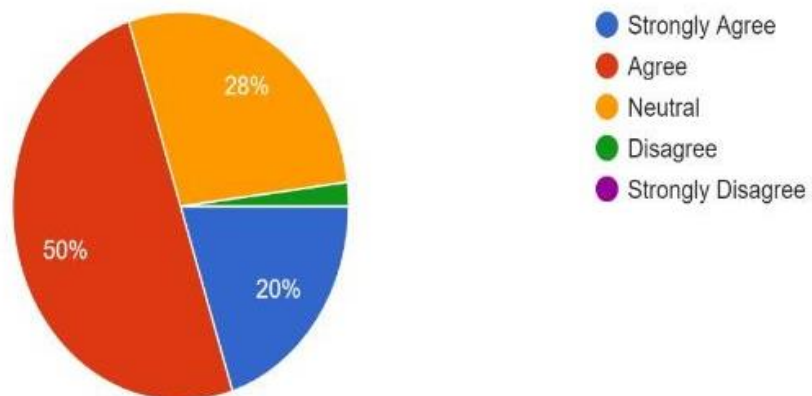
years then 27.3% for 2-3Years, 22.2% are using for less than 1 year and 14.1% are using it from more than 2 years.

- **Result- In this way I can conclude that large group of respondents are using UPI for a duration of 1-2 years.**



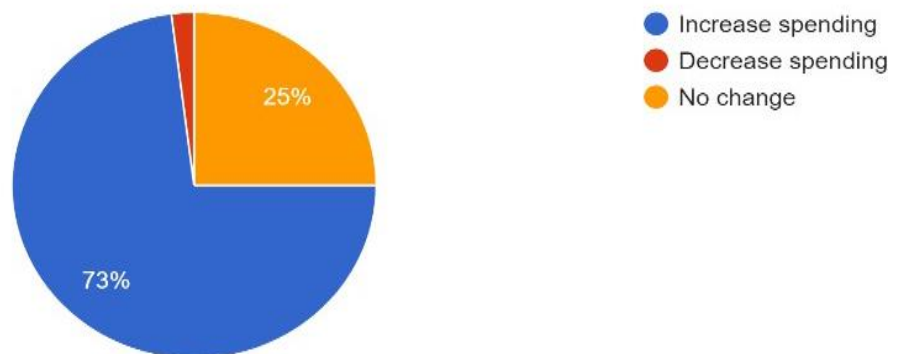
Do you feel UPI payments are more convenient than traditional payment methods (cash, card, etc.

- According to this question the 50% of respondents agree that UPI is more convenient, 28% respondents are neutral about it, 20% are positively agreed about it and lastly 3% respondents disagree about the convenience of UPI.
- **Result- In this way I can say that half of the respondents find UPI more convenient than traditional payment methods.**



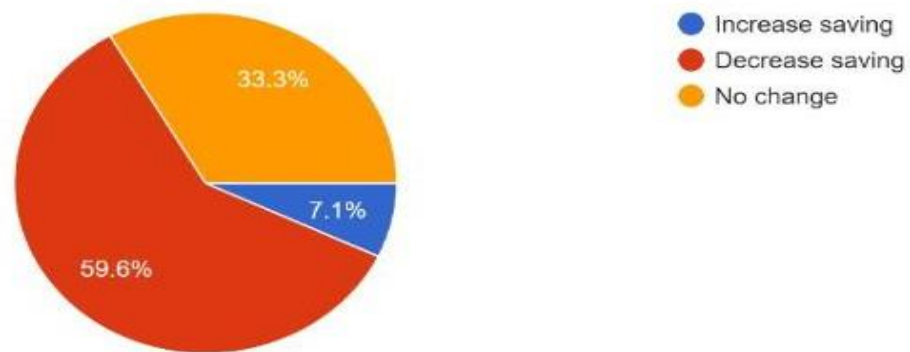
How has UPI impacted spending habits

- According to this question the UPI has increased the spending of 73% of respondents, decreased the spending of 25% of respondents and has no change among 2% of respondents.
- **Result- In this way I can say that majority of respondents reported an increase in spending through UPI.**



How has UPI influenced your savings

- According to this it is found that the UPI has significantly increased savings for 7.1% respondents, decreased saving for 59.6% of respondents and 33.3% respondents' savings are not influenced by the UPI.
- **Result- In this way I can conclude that the most respondents saw their saving decrease through UPI.**



FINDINGS AND SUGGESTIONS

Findings

1. According to the study I found that the respondents between 25-30 years age group are the most active users of Unified Payment Interface, Under graduate student are more often use the payment system.
2. It was seen that students and salaried-self-employed ones are using Unified Payment Interface for their day-to-day payments than others it is because they still follow the traditional practice of keeping cash with them as a mode of payment. It is also found that those who have monthly income between 50K-2Lakh are using UPI more often than others.
3. In this way I found that the students and employed ones are using Unified Payment Interface more frequently than others for their day-to-day need. It is also found that that respondents have more trust, believe and satisfaction while using Phonepe, Google pay and Paytm than BHIM or other app.
4. Overall, I can conclude that Unified Payment Interface improved the ability of managing

finances in the lives of respondents. And nearly half of the respondents are feeling more in control with UPI.

5. In this way I found that there are various issues related to Unified Payment Interface faced by respondents in which the most common problem is technical issues.
6. According to the study it is found that respondents are using Unified Payment Interface mainly for online shopping, grocery shopping, transferring to family and friends. And it is also seen that large group of respondents are using UPI 50-75% for their payments.
7. In this way I found that large group of respondents are using Unified Payment Interface for a duration of 1-2 years. Approximately half of the respondents find UPI more convenient than traditional payment methods.
8. Majority of the respondents reported an increase in spending through Unified Payment Interface (UPI), which consequently led to a decrease in their savings.

Suggestions

1. UPI apps can target their marketing efforts towards the 25-30 age group undergraduate students, as they are the most active users of UPI.
2. To expand UPI adoption, UPI apps can target students, salaried, and self-employed individuals with monthly incomes between 50K-2Lakh, offering incentives and user-friendly interfaces to transition them from traditional cash payments to UPI for day-to-day transactions.
3. UPI apps like PhonePe, Google Pay, and Paytm can enhance their services to further increase trust, belief, and satisfaction among students and employed individuals, while BHIM and other apps can focus on improving their user experience and building trust to compete in the market.
4. Empower users, UPI apps can build on this success by introducing additional features and tools that enhance financial management capabilities, thereby increasing the sense of control and confidence among users, and potentially encouraging even more widespread adoption of UPI.

5. For improving users experience and increase adoption, UPI apps should prioritize addressing technical issues, such as glitches, errors, and downtime, regular maintenance, and prompt customer support, to ensure seamless and reliable UPI transactions.
6. UPI apps can focus on enhancing UPI's ease of use for online shopping, grocery shopping, and peer-to-peer transfers, while also exploring go opportunities to increase usage among the 50-75% user group, potentially by offering incentives, rewards, or personalized services to encourage even more frequent UPI payments.
7. UPI apps can focus on retaining and engaging the 1–2-year user group, while also targeting the remaining half of respondents who have yet to experience the convenience of UPI, through targeted marketing, education, and incentives to showcase UPI's benefits and drive increased adoption.
8. For addressing this trend, UPI apps can introduce features and tools that promote financial discipline and responsible spending habits, such as budgeting tracking, savings goals, and personalized financial insights, to help users manage their expenses and make informed financial decisions while using UPI.

Conclusion:

The study on the impact of Unified Payments Interface (UPI) transactions on the lives of women in the Bhopal region has provided significant insights into how digital payment systems are reshaping financial habits, economic participation, and empowerment.

The findings reveal that UPI has become an integral part of financial transactions for women, particularly for students and salaried individuals, enabling them to manage their finances more efficiently. The convenience, security, and accessibility of UPI have enhanced financial inclusion and autonomy, with a majority of respondents reporting improved financial control. However, challenges such as technical issues, security concerns, and transaction failures persist, limiting the seamless experience of digital transactions.

While UPI has increased spending habits among women, it has also led to a decline in savings, highlighting the need for financial awareness and budgeting tools. Despite these challenges, the overall perception of UPI remains positive, with many users preferring it over traditional payment methods.

To maximize the benefits of UPI for women, financial institutions and policymakers should focus on improving digital literacy, addressing technical glitches, and promoting responsible financial practices. With continuous advancements, UPI has the potential to further bridge the financial gap and enhance economic participation for women in both urban and semi-urban settings.

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