

# A Study on the Influence of Profession and Income on UPI Usage and Satisfaction

**Dr.S.Kavitha,**

*Associate Professor, GRD Institute of Management, Dr.G.R.Damodaran College of Science, Coimbatore.  
kavithasgrd@gmail.com ORCID ID – 0000-0002-6047-2777*

**Ms. Mehta Vani Joghee,**

*Research Scholar, GRD Institute of Management, Dr.G.R.Damodaran College of Science, Coimbatore.  
vanipadmanabanj@gmail.com ORCID ID – 0009-0003-4925-2866*

## Abstract

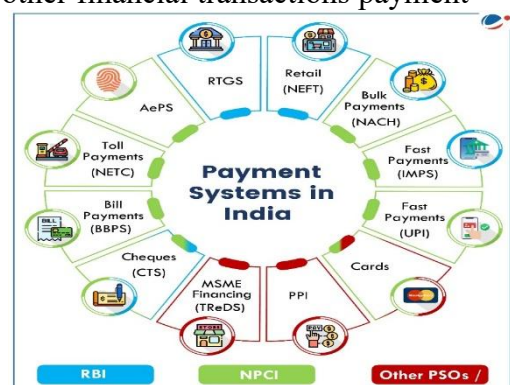
The National Payments Corporation of India (NCPI) introduced Unified Payment Interface (UPI) - a modernized, cost-effective and remarkable innovation that has made a notable mark on Indian economy which is already on the path of digitalization. In the last couple of years there has been a paramount development in the Payment systems in India, the two major contributing being the rapid penetration of mobile and card payment systems. The Digital India initiative was the major driving force which made Digital payment systems largely popular. The 'Digital India' strategy aimed to promote and increase digital transactions in India. The current research focuses on analysing the influence of profession and income on frequency and satisfaction associated with UPI usage. The study concluded that there is a significant impact of profession and income on the satisfaction level and usage of UPI. The findings enlighten that demographic and socio-economic factors play a critical role in determining user behaviour and perceptions toward digital payment systems.

**Keywords:** National Payments Corporation of India, Digital Payment System, UPI, Digital India.

## 1.Introduction

To facilitate the clearing and settlement of monetary and other financial transactions payment systems mechanisms are established. The Unified Payments Interface (UPI) is a revolutionary digital payment system that has simplified and transformed how people manage their financial transactions in India and throughout the world. The acceptance of UPI, particularly among younger and urban populations, has Reserve Bank of India (RBI), Payment System Report, December 2024

led to a decline in usage of cash and significantly shifted payment preferences towards digital methods. The COVID-19 pandemic acted as a major catalyst for the shift towards digital payments and UPI in particular, which has emerged as a crucial part of the country's digital payment ecosystem. UPI is primarily a real-time payment system that enables users to send and receive funds from their bank accounts using a mobile app or a web interface. The need for conventional payment methods has considerably reduced with UPI making financial transactions faster and more manageable. Convenience, speed, and security are the key drivers for the shift towards UPI, which has led to increased spending for some and better expense tracking for others.



## 2.Theoretical Framework

The **technology acceptance model (TAM)**, an information systems theory put forth by Fred Davis, portrays the usage and acceptance of technology. The theory proposes that with the introduction of new technology, several factors influence users' decision about the method and time of their usage, especially *Perceived usefulness* (the degree to which a person believes that using a particular system would enhance their job performance) and *Perceived ease-of-use* (the degree to which a person believes that using a particular system would be free from effort).

Individuals from certain professions may perceive UPI as more useful and easier to use due to higher digital exposure. Income level may also shape these perceptions—higher-income users may expect smoother, more efficient digital transaction experiences. These factors influence UPI usage behaviour and overall satisfaction.

The **unified theory of acceptance and use of technology (UTAUT)**, a technology acceptance model formulated by Venkatesh and others aims to explain user intentions to use an information system and subsequent usage behaviour. The theory holds that there are four key constructs: i) performance expectancy, ii) effort expectancy, iii) social influence, and iv) facilitating conditions. The first three are direct determinants of usage intention and behaviour, and the fourth is a direct determinant of user behaviour. Gender, age, experience, and voluntariness of use are posited to moderate the impact of the four key constructs on usage intention and behaviour.

Profession affects performance expectancy and Income influences facilitating conditions. These shape intention to use and actual usage of UPI services.

## 3.Research Gap

There have been several studies on UPI in terms of technology adoption and user behaviour, but there is insufficient research on the influence of profession and income on UPI usage and user satisfaction. Existing literature overlooks socioeconomic differences, comparative professional analysis, and the integrated effect of usage on satisfaction. This study fills this gap by providing a comprehensive understanding of how profession and income collectively shape UPI adoption and satisfaction.

## 4.Objectives of the Study

- To examine whether an individual's profession has influence on their preference for using UPI over cash.
- To examine whether satisfaction levels with UPI services differ across various income groups

## 5.Review of Literature

UPI users have a strong positive satisfaction towards technology used in banking which is reflected in their adoption and usage of the same whereas non users clearly exhibited their disinterest and ignorance in using various technology driven banking channels (S.Sowbarnika & V.Vasanthakumar 2019). There are positive impact and perception by the users towards unified payment interface (Bijin Philip 2019). Individuals are increasingly cognizant of digital payment systems and opt for UPI applications due to their user-friendly interface and robust security measures. (D.Sonali & Dr.R.Kamaraj 2024). Ease to use, convenience, cost and fee, and reward and incentives influence the satisfaction of users of Google payment system (Irene Treesa Thomas, Greeshma Gopi & Dr. Sujith.T.S 2024).

## 6. Research Methodology

The study focuses on a diverse demographic group within Coimbatore, spanning various age groups, professions, and socio-economic backgrounds. The study employs a descriptive research design to analyze UPI influence of profession and income on UPI usage and satisfaction in Coimbatore. Convenience sampling has been used to ensure representation from different demographic segments of the population. A sample size of 150 respondents, representing a cross-section of Coimbatore's population, has been selected for the study.

### 6.1 Hypothesis

**H1** - To determine whether a significant relationship exists between respondents' professions and their preference for UPI as a mode of payment compared to cash.

**H2** - To assess whether there are variations in UPI satisfaction levels among respondents belonging to different income groups.

## 7. Analysis & Interpretation

### 7.1 Table No.-1: Profession and Preference for UPI over cash -

Profession		Small Daily Purchases	Utility Bill Payments	Online Shopping	Peer-to-Peer Transfers	All the Above	Total
Student	Observe	12	2	10	4	27	55
	Expecte	13.567	4.7667	6.967	4.0333	25.667	55.00
Working Professional	Observe	11	5	2	0	27	45
	Expecte	11.100	3.9000	5.700	3.3000	21.000	45.00
Self-employed	Observe	3	4	2	3	8	20
	Expecte	4.933	1.7333	2.533	1.4667	9.333	20.00
Homemaker	Observe	5	0	4	1	3	13
	Expecte	3.207	1.1267	1.647	0.9533	6.067	13.00
Retired	Observe	6	1	1	3	5	16
	Expecte	3.947	1.3867	2.027	1.1733	7.467	16.00
Business	Observe	0	1	0	0	0	1
	Expecte	0.247	0.0867	0.127	0.0733	0.467	1.00
<b>Total</b>	<b>Observe</b>	<b>37</b>	<b>13</b>	<b>19</b>	<b>11</b>	<b>70</b>	<b>150</b>
	<b>Expecte</b>	<b>37</b>	<b>13</b>	<b>19</b>	<b>11</b>	<b>70</b>	<b>150</b>

Chi-square Test of Independence ( $\chi^2 = 38.88$ ,  $df = 20$ ,  $p = 0.009$ ) revealed a significant association between profession and UPI preference. Since  $p < 0.01$ , the null hypothesis is rejected, confirming that UPI is used differently by different professional groups. Students and working professionals mostly use UPI for all transactions, while homemakers and retirees have selective usage patterns. This highlights profession influences digital payment preferences over cash transactions.

### 7.2 Table No.-2: UPI Satisfaction Level -

Factors	F	df1	df2	p
Overall UPI Experience	6.753	4	43.2	<
Satisfaction with UPI convenience	2.096	4	38.9	0.100
UPI vs Other Digital Methods	3.436	4	35.8	0.018

Satisfaction with Support/ Issue	0.871	4	35.1	0.491
----------------------------------	-------	---	------	-------

The Welch's One-Way ANOVA analysis indicates significant differences in UPI satisfaction across income groups, with overall satisfaction ( $F = 6.753$ ,  $p < 0.001$ ) and preference for UPI over other digital payment methods ( $F = 3.436$ ,  $p = 0.018$ ) varying notably based on income. However, satisfaction with UPI's convenience ( $F = 2.096$ ,  $p = 0.100$ ) and support services ( $F = 0.871$ ,  $p = 0.491$ ) do not show significant differences. This suggests that income influences overall satisfaction and comparative preference for UPI but not users' perception of convenience and support services.

### 8. Findings:

Each professional group shows unique preference for the type of transactions for which they mainly use UPI indicating meaningful difference across the professional groups

Few aspects of UPI satisfaction viz., overall experience and comparison with other digital payments, vary significantly across user groups. However, there is common user perceptions in the areas of convenience and support-related satisfaction.

### 9. Conclusion:

The reliance on cash for daily transactions has drastically diminished with UPI adoption. A robust preference for UPI compared to other payment methods is obvious, particularly for online purchases, money transfers, and bill payments. Crucial indicators for adoption comprise perceived utility, ease of use, and trust in the system.

UPI adoption is extensive, factors like age, digital literacy, and trust in security measures can influence individual usage and lead to continued reliance on traditional payment methods for some users.

Improving user-friendly design and communication regarding security features can help increased acceptance of digital payments across all demographics.

### References:

1. <https://www.npci.org.in/what-we-do/upi/product-overview>
2. Reserve Bank of India. (2023). *Report on Trends and Progress of Banking in India*. Retrieved from <https://www.rbi.org.in>
3. [https://en.wikipedia.org/wiki/Technology\\_acceptance\\_model](https://en.wikipedia.org/wiki/Technology_acceptance_model)
4. [https://en.wikipedia.org/wiki/Unified\\_theory\\_of\\_acceptance\\_and\\_use\\_of\\_technology](https://en.wikipedia.org/wiki/Unified_theory_of_acceptance_and_use_of_technology)
5. Sowbarnika, S., & Vasanthakumar, V. (2019). *A Study on Customer Satisfaction of UPI With Reference to Coimbatore City*. **Infokara Research**, 8(12), 1021–9056.
6. Bijin Philip, B. (2019). *Unified Payment Interface – Impact of UPI in Customer Satisfaction*. **Research Guru**, 12(4).
7. Sonali, M. D., & Dr. Kamaraj, R. (2024). *A Study on Customer Awareness and Satisfaction of UPI Transaction With Special Reference to Kelambakkam Block*. **Research Explorer: A Blind Review & Refereed Quarterly International Journal**, 12(39), January–June. ISSN: 2250-1940 (Print), 2349-1647 (Online).
8. Irene Treesa Thomas, Greeshma Gopi, & Dr. Sujith, T. S. (2024). *A Study on Customer Awareness and Satisfaction of UPI*. **Educational Administration: Theory and Practice**, 30(3), 2071–2079.