



A Study on Awareness and Perception of UPI Payment System Among Undergraduate Students at St. Wilfred's College, Panvel.

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Abstract

The Unified Payments Interface (UPI) has significantly transformed the digital payment ecosystem in India, fostering convenience and financial inclusion. This research paper investigates the awareness, adoption, and perception of the UPI payment system among students at St. Wilfred's College, Panvel. Given the college's location and its diverse student demographic (Arts, Commerce, Science, Law, and Architecture), understanding their engagement with UPI is crucial. The study aims to identify the key drivers of UPI adoption, prevalent usage patterns, perceived benefits, and any challenges encountered by students. Through a mixed-methods approach involving surveys and interviews, this research will provide insights into UPI's role in the daily financial lives of students at St. Wilfred's College and offer recommendations for enhancing its integration and promotion within the campus environment.

Keywords

UPI, Digital Payments, Student Awareness, Adoption, Perception, St. Wilfred's College Panvel, University, Financial Technology, India, Navi Mumbai.

1. Introduction

India's digital payment landscape has undergone a remarkable transformation, largely driven by the Unified Payments Interface (UPI)¹. Since its launch in 2016 by the National Payments Corporation of India (NPCI), UPI has emerged as a dominant force, facilitating instant, secure, and seamless transaction². Its user-friendly interface and low-cost nature have made it particularly popular among the youth and urban populations³. St. Wilfred's College in Panvel, Navi Mumbai, is a multi-faculty institution attracting a diverse student body from various socio-economic backgrounds. This demographic, often comprising digital natives, represents a significant segment for evaluating the effectiveness and reach of UPI. This paper aims to analyze the extent of UPI awareness and its practical integration into the financial routines of students at St. Wilfred's College.

Based on the provided studies, the Unified Payment Interface (UPI) is a widely recognized and frequently used digital payment system in India, especially among university students^{4,5,6}. Research consistently shows a high level of awareness and positive perception of UPI, with many students viewing it as a convenient, secure, and fast alternative to cash. Key factors driving its adoption include its user-friendliness, cost-effectiveness, the ability to link multiple bank accounts, and features like QR code-based transfers^{7,8}. Apps like Google Pay and PhonePe are particularly popular. Despite its widespread use and user satisfaction, the studies highlight concerns regarding cybersecurity, data privacy, and fraud protection^{9,10}. Some studies also note that, while UPI is gaining immense popularity, it has not yet fully replaced cash, which remains a preferred payment method for many¹¹. The research collectively suggests that with continued improvements in security and government-led awareness campaigns, UPI is poised to further transform India into a cashless, transparent economy¹².

2.1. Digital Payments in the Educational Sector

Educational institutions are increasingly embracing digital payment methods to streamline various financial operations¹³. This includes fee collection, canteen transactions, bookstore purchases, and managing financial aid. The shift towards digital payments offers numerous advantages such as enhanced efficiency, reduced cash handling risks, improved record-keeping, and greater convenience for both students and administration.

2.2. Student Engagement with Digital Payments

Studies on college students across India consistently report high awareness and adoption rates for digital payment systems, especially UPI. Factors such as convenience, speed, security, and the availability of incentives like cashback and rewards significantly influence their choice of payment methods. Students typically utilize UPI for daily expenses, online shopping, food delivery, and peer-to-peer money transfers. However, challenges like inconsistent internet connectivity, concerns about transaction failures, security vulnerabilities (e.g., phishing), and sometimes a lack of digital literacy for complex transactions can hinder full adoption.¹⁴

2.3. Context of St. Wilfred's College, Panvel

St. Wilfred's College, affiliated with Mumbai University, is located in Panvel, a rapidly developing area within Navi Mumbai. Its student body comprises individuals pursuing Arts, Commerce, Science, Law, and Architecture, indicating a diverse range of academic interests and potentially varying levels of digital exposure and financial needs. Understanding the specific context of this college is crucial for tailoring insights and recommendations.

3. Research Objectives

This study aims to achieve the following objectives:

1. To ascertain the general level of awareness regarding the UPI payment system among students at St. Wilfred's College, Panvel.
2. To investigate the frequency and specific applications of UPI usage among the college's student population.
3. To identify the primary perceived benefits that encourage UPI adoption among students.
4. To determine the challenges or barriers faced by students at St. Wilfred's College in using UPI.
5. To provide actionable recommendations for enhancing UPI awareness and adoption within the college campus and beyond.

4. Research Methodology

4.1. Research Design

A descriptive research design will be employed, utilizing a mixed-methods approach. This includes a quantitative survey to collect broad data on awareness, usage, benefits, and challenges from a larger student sample, supplemented by qualitative interviews to gather in-depth insights and personal experiences^{13,14}.

4.2. Study Area and Population

The study will be conducted within the campus of St. Wilfred's College, Panvel. The target population will consist of undergraduate and postgraduate students enrolled across all faculties/streams (Arts, Commerce, Science, Law, and Architecture) at the college.

4.3. Sampling

A stratified random sampling technique will be used to ensure proportionate representation from different academic programs and years of study. An estimated sample size of 106 students will be targeted for the quantitative survey. Additionally, students will be selected for qualitative based on their willingness and diversity in UPI usage experience.

4.4. Data Collection Instruments

- **Structured Questionnaire (Quantitative):** A self-administered questionnaire will be designed, comprising both closed-ended (Likert scale, multiple-choice) and open-ended questions. Key sections will include:
 - **Demographics:** Age, gender, academic program, year of study.
 - **UPI Awareness:** Questions on recognition of UPI, source of information, and understanding of its core functionalities.
 - **Usage Patterns:** Frequency of UPI use, preferred UPI applications (e.g., Google Pay, PhonePe, Paytm), types of transactions conducted (e.g., peer-to-peer, merchant payments, bill payments), and typical transaction values.
 - **Perceived Benefits:** Rating of factors like convenience, speed, security, 24/7 availability, no-cash requirement, and rewards.
 - **Challenges:** Identification of issues such as technical glitches, internet dependency, security concerns, transaction failures, and lack of merchant acceptance.

4.5. Data Analysis

- **Quantitative Data Analysis:** Data from questionnaires will be analyzed using descriptive statistics (frequencies, percentages, means, standard deviations) to summarize awareness levels, usage patterns, and perceptions. Inferential statistics (e.g., Chi-square tests, t-tests, ANOVA) may be applied to explore relationships between demographic variables and UPI adoption/perception. Statistical software such as SPSS or R will be utilized^{14,15}.

5. Expected Outcomes and Discussion

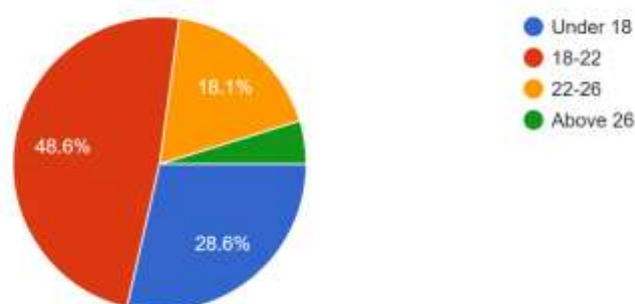
This study expects to find a high level of awareness and adoption of UPI among students at St. Wilfred's College, mirroring broader trends among Indian youth. Anticipated findings include:

- **High Awareness & Adoption:** A significant majority of students will be well-aware of UPI and actively use it for various transactions.
- **Convenience as Key Driver:** The primary reasons for UPI adoption will likely be its unparalleled convenience, speed, and the ability to conduct transactions without physical cash.
- **Dominant Usage Scenarios:** Students will primarily use UPI for daily micro-transactions such as canteen payments, local travel, online food orders, and peer-to-peer transfers with friends.
- **Challenges Related to Infrastructure/Security:** Common challenges might include occasional transaction failures due to network issues, concerns about cyber frauds (phishing, scam links), or a lack of understanding regarding dispute resolution mechanisms.¹³
- **Impact on Campus Life:** UPI will likely be seen as a facilitator of a cashless environment within the college, simplifying small payments and peer-to-peer exchanges.

The findings will contribute to understanding the digital financial behavior of university students in a specific semi-urban context like Panvel, providing valuable insights for financial institutions, UPI service providers, and educational policymakers.

1. Age

105 responses

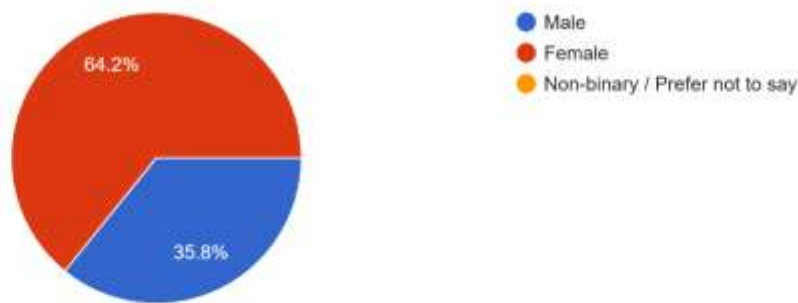


1. Interpretation of Age Distribution

The data, collected from 105 responses, reveals a clear demographic trend among participants. The largest age group is 18-22 years, which constitutes nearly half of the sample at 48.6%. The second most common age group is "Under 18," representing 28.6% of the respondents. The remaining participants are distributed between the 22-26 and "Above 26" categories, accounting for 18.1% and 4.7% of the total, respectively.

This distribution indicates a strong concentration of younger individuals within the sample, with a significant majority (77.2%) being 22 years of age or younger. The number of participants decreases sharply with age, suggesting that the research findings are most representative of a youth-oriented demographic. This demographic profile should be considered when generalizing the study's conclusions, as they may not be applicable to older populations.

2. Gender
106 responses

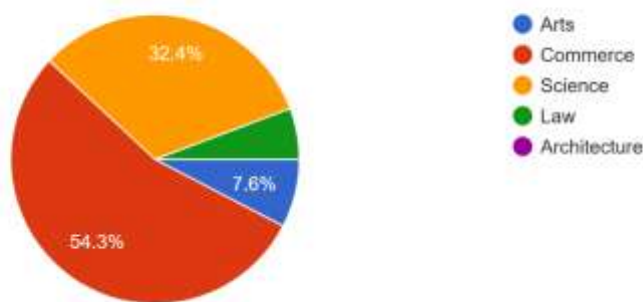


2. Interpretation of Gender Distribution

The survey, which received 106 responses, shows a clear gender imbalance. Females constitute the majority of the sample, accounting for 64.2% of the respondents. Males make up a significant minority, representing 35.8% of the participants. The "Non-binary / Prefer not to say" category received no responses, which indicates that the entire sample identified as either male or female.

This skewed gender distribution suggests that the research findings may be more reflective of the experiences and perspectives of females. The conclusions of the study should be interpreted with this demographic bias in mind. Future research might aim for a more balanced gender representation to ensure broader applicability of its findings.

3. Academic Program/Faculty
105 responses



3. Interpretation of Academic Program/Faculty Distribution

The pie chart, based on 105 responses, illustrates a highly concentrated distribution of participants across different academic programs. A significant majority of the respondents, 54.3%, are from the Commerce faculty. This is followed by a substantial representation from the Science faculty, which accounts for 32.4% of the sample.

The remaining academic programs, Arts and Law, have minimal representation. Arts students make up 7.6% of the respondents, while Law students represent only 5.7%. This skewed distribution suggests that the study's findings are heavily weighted toward the perspectives of Commerce and Science students. The results may not be generalizable to students in Arts or Law, and any conclusions should be contextualized within this specific academic demographic.

4. Year of Study

104 responses



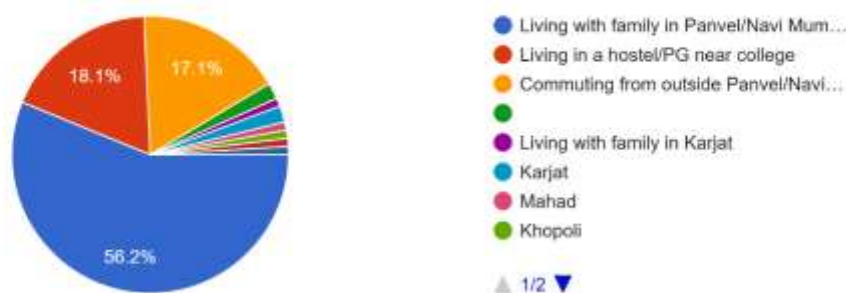
4. Interpretation of Year of Study

The data, collected from 104 respondents, shows a heavy concentration of participants in their third year of study. Third-year students make up the largest group, representing 48.1% of the sample. This is followed by a significant number of first-year students, who account for 25% of the responses. Second-year students represent the third-largest group at 22.1%.

The remaining categories, including fourth-year students, those working in the library, and MBA students, have minimal representation, collectively making up less than 5% of the total responses. This distribution highlights a strong focus on undergraduate students, particularly those in the middle to later stages of their program. The findings of this study should be viewed in this context, as they are not representative of a full spectrum of academic years or postgraduate programs like the MBA.

5. What is your primary place of residence during your study?

105 responses



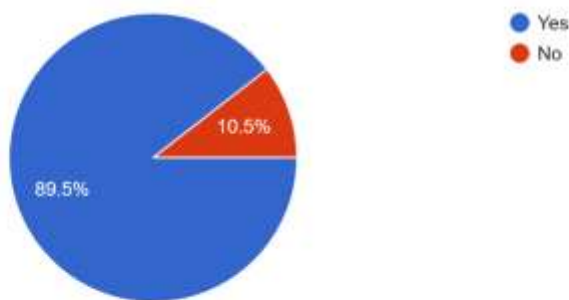
5. Interpretation of Primary Place of Residence

The data from 105 responses indicates a strong concentration of participants residing with their families. The vast majority of respondents, 56.2%, live with their family in Panvel or Navi Mumbai. The second-largest group, at 18.1%, lives in a hostel or paying guest (PG) accommodation near the college. Commuters from outside the Panvel/Navi Mumbai area make up 17.1% of the sample.

The remaining categories—Karjat, Mahad, Khopoli, and living with family in Karjat—have minimal representation, each accounting for a very small fraction of the total responses. This distribution suggests that the study's participants are predominantly local students, with over half living at home. The findings are therefore most relevant to this demographic and may not fully reflect the experiences of a more geographically diverse student body.

6. Have you heard of the Unified Payments Interface (UPI)?

105 responses



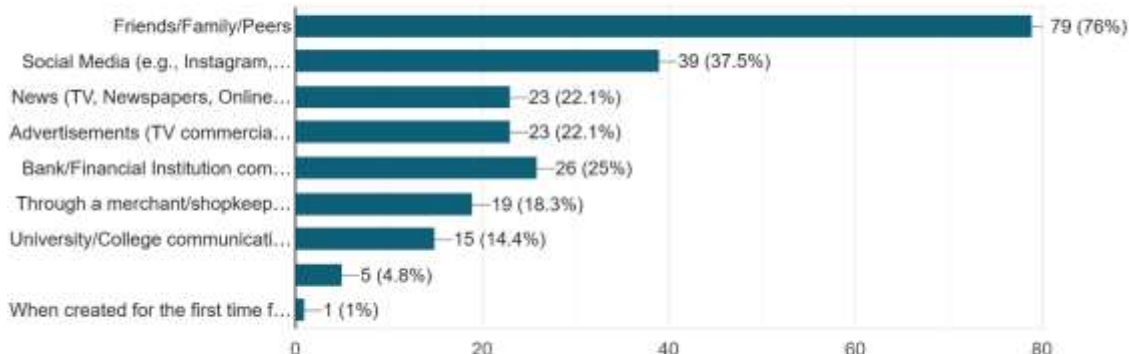
6. Interpretation of Unified Payments Interface (UPI) Awareness

The survey data from 105 responses clearly indicates a very high level of awareness regarding the Unified Payments Interface (UPI). An overwhelming majority of the participants, 89.5%, responded "Yes" to having heard of UPI. A very small minority, 10.5%, indicated that they had not.

This finding suggests that UPI has achieved widespread recognition within the demographic surveyed. The high level of awareness provides a strong foundation for any research that further explores the usage, perceptions, or behaviors related to UPI. The results demonstrate that, for this sample, UPI is a well-established and familiar concept.

7. If "Yes" to Q6, how did you first learn about UPI? (Select all that apply)

104 responses



7. Interpretation of How Participants First Learned About UPI

The data, based on 104 responses, reveals the various channels through which participants first learned about the Unified Payments Interface (UPI). The results show that personal networks are the most influential source of information. A significant majority, 79 respondents (76%), first learned about UPI from friends, family, or peers.

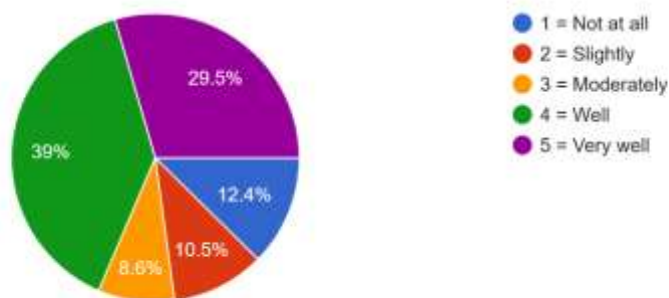
Other notable sources of information include:

- Social Media: 39 respondents (37.5%) learned about UPI through platforms like Instagram and YouTube.
- Bank/Financial Institution Communications: 26 respondents (25%) cited their bank or a financial institution as their initial source of information.
- News and Advertisements: Both news sources (TV, newspapers, online) and advertisements (TV commercials, etc.) were cited by 23 respondents each, representing 22.1% of the sample.

Less common sources of information include learning about UPI from a merchant or shopkeeper (18.3%), university or college communications (14.4%), and creating a UPI account for the first time (1%). The finding that informal social channels and media platforms are the primary drivers of awareness highlights the importance of social influence and digital marketing in the adoption of financial technologies within this demographic.

8. On a scale of 1 to 5, how well do you understand the basic concept and functionality of UPI (e.g., linking bank accounts, using VPA/QR codes for payments)?

105 responses



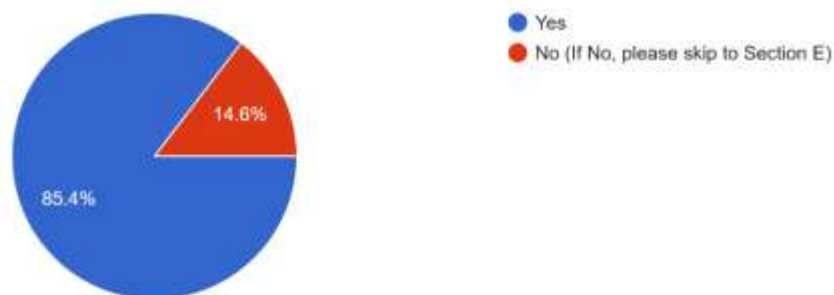
8. Interpretation of Understanding of UPI Concepts and Functionality

The survey, based on 105 responses, sought to gauge the participants' understanding of the fundamental concepts and functionality of UPI. The results demonstrate a high degree of confidence and familiarity with the payment system. A combined 68.5% of respondents rated their understanding as either "Well" (39%) or "Very well" (29.5%). This strong majority suggests that the core mechanics of UPI, such as linking bank accounts and using VPA/QR codes, are not a significant barrier to adoption or usage for most of the surveyed population.

Conversely, a smaller segment of the population reported a lower understanding. Approximately one-third of the respondents (31.5%) rated their understanding as "Moderately" (8.6%), "Slightly" (10.5%), or "Not at all" (12.4%). This indicates that while UPI is widely known and used, there remains a portion of the population that could benefit from clearer communication or educational resources to fully grasp its features. This insight could be valuable for stakeholders aiming to increase financial literacy and digital inclusion.

9. Do you currently use UPI for making payments or receiving money?

103 responses



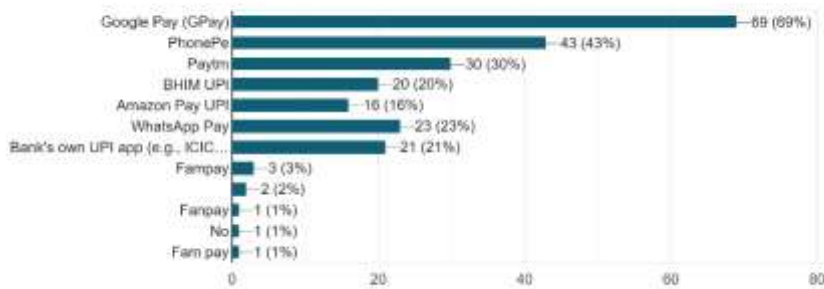
9. Interpretation of Current UPI Usage

The data, from 103 responses, demonstrates a very high rate of active usage of the Unified Payments Interface (UPI) among the participants. A significant majority of the respondents, 85.4%, reported that they currently use UPI for making payments or receiving money. This finding aligns with the previously observed high level of awareness and understanding, indicating that knowledge of UPI translates directly into practical application.

A smaller portion of the sample, 14.6%, reported not using UPI. This group may represent individuals who have heard of UPI but have not yet adopted it, or who prefer alternative payment methods. The high adoption rate within the surveyed demographic highlights UPI's success as a widely used digital payment system and suggests its deep integration into the daily financial transactions of this population.

10. Which UPI applications do you primarily use? (Select all that apply)

100 responses



10. Interpretation of Primary UPI Applications Used

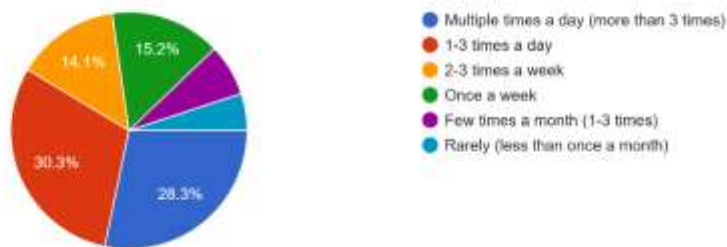
The data, from 100 respondents, shows a clear preference for a few dominant applications for UPI transactions. The most popular application is **Google Pay (GPay)**, with a significant majority of **69 respondents (69%)** indicating they use it. This is followed by **PhonePe**, which is used by **43%** of the participants, and **Paytm**, used by **30%**.

Other UPI applications have considerably lower usage rates. **WhatsApp Pay** and **BHIM UPI** are used by 23% and 20% of the respondents, respectively, while **Bank's own UPI app** and **Amazon Pay UPI** are used by 21% and 16%. A very small number of respondents use other, less common applications such as FamPay (3%), Fanpay (1%), and Fam pay (1%), with one respondent reporting no usage of any of the listed apps.

This distribution highlights a market dominated by a few key players, namely Google Pay, PhonePe, and Paytm, which collectively hold a significant share of the user base. The findings suggest that these applications have successfully captured the user preferences in this demographic, potentially due to factors such as user-friendly interfaces, promotional offers, or strong brand recognition.

11. How frequently do you use UPI for your transactions?

99 responses



11. Interpretation of UPI Transaction Frequency

The data from 99 respondents indicates a high frequency of UPI usage for transactions within the surveyed population. A significant portion of the participants use UPI on a daily basis.

- **28.3%** use it **multiple times a day** (more than 3 times).
- **30.3%** use it **1-3 times a day**.

Combined, a substantial **58.6%** of the respondents are daily users of UPI, highlighting its role as a primary and habitual method of payment for this demographic.

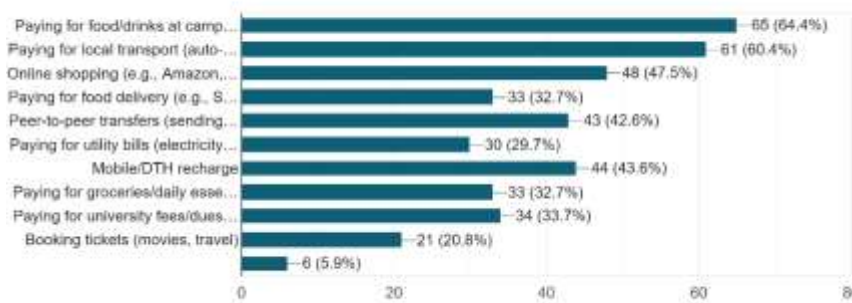
The remaining respondents use UPI less frequently:

- **15.2%** use it **once a week**.
- **14.1%** use it **2-3 times a week**.
- **7.1%** use it **a few times a month** (1-3 times).
- **5.1%** use it **rarely** (less than once a month).

This high frequency of use, particularly the strong representation of daily users, suggests that UPI is not just an occasional payment tool but is deeply integrated into the routine financial activities of a large segment of the sample.

12. For what purposes do you primarily use UPI? (Select all that apply)

101 responses



12. Interpretation of Primary Purposes for Using UPI

The data, from 101 responses, reveals that UPI is primarily used for everyday, small-scale transactions. The top two purposes for using UPI are highly prevalent:

- Paying for food/drinks at campus canteens/cafes: 65 respondents (64.4%)
- Paying for local transport (auto-rickshaws, cabs): 61 respondents (60.4%)

This indicates that UPI is deeply integrated into the daily lives of students and young professionals for routine expenses.

Other significant uses for UPI include:

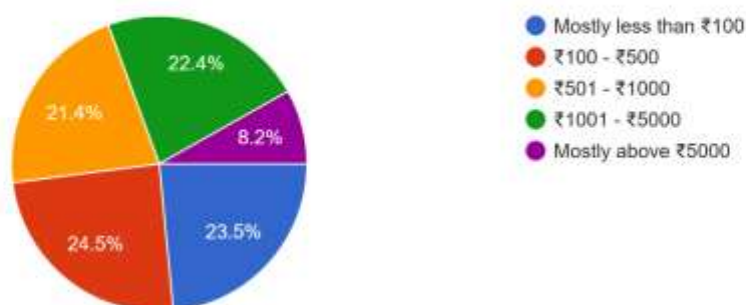
- Online shopping: 48 respondents (47.5%)
- Mobile/DTH recharge: 44 respondents (43.6%)
- Peer-to-peer transfers: 43 respondents (42.6%)
- Paying for university fees/dues: 34 respondents (33.7%)
- Paying for groceries/daily essentials: 33 respondents (32.7%)
- Paying for food delivery: 33 respondents (32.7%)
- Paying for utility bills: 30 respondents (29.7%)

The least common use is booking tickets, which was cited by only 6 respondents (5.9%).

The findings suggest that UPI has become the go-to payment method for a wide range of daily activities, from food and transport to online shopping and bill payments. The high use for peer-to-peer transfers and university fees also highlights its role in managing personal finances.

13. What is your typical transaction value when using UPI?

98 responses



13. Interpretation of Typical UPI Transaction Value

The data, from 98 responses, reveals that the Unified Payments Interface (UPI) is most frequently used for transactions of small to medium value. The majority of respondents conduct transactions within the ₹100 to ₹1000 range.

- 24.5% of respondents typically transact between ₹100 and ₹500.
- 21.4% of respondents typically transact between ₹501 and ₹1000.
- A very similar proportion, 23.5%, conducts transactions of less than ₹100.

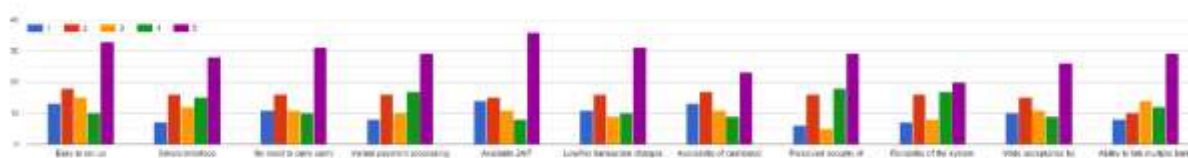
Combined, over two-thirds of the participants (69.4%) use UPI for transactions under ₹1000.

While there is also a significant portion of users conducting larger transactions, they are a smaller segment of the sample.

- 22.4% typically transact between ₹1001 and ₹5000.
- Only 8.2% of respondents typically transact above ₹5000.

The findings suggest that UPI is primarily a tool for daily, low-value to medium-value purchases and transfers. The results indicate that while it is used for some larger transactions, its core function within this demographic appears to be for everyday expenses.

13. Please rate the importance of the following factors in your decision to use UPI (1=Not important at all, 5=Extremely important)



14. Interpretation of Factors Influencing the Decision to Use UPI

The data from the chart, which presents the importance of various factors in the decision to use UPI, reveals several key motivators. Participants were asked to rate each factor on a scale of 1 (Not Important at all) to 5 (Extremely Important).

The most important factors, as indicated by a high number of "5" ratings (Extremely Important), are:

- **Availability 24/7:** This factor received the highest number of "5" ratings, highlighting the critical importance of round-the-clock access to the payment system.
- **Easy to set up:** This factor also received a large number of "5" ratings, suggesting that a seamless onboarding process is a major driver of adoption.
- **No need to carry cash/wallet:** This factor, along with Instant payment processing, were also rated as "5" by a significant portion of respondents, pointing to the convenience and speed of transactions as highly valued attributes.
- **Ability to link multiple bank accounts and Simple interface** also received strong "5" ratings, underscoring the value of flexibility and user-friendliness.

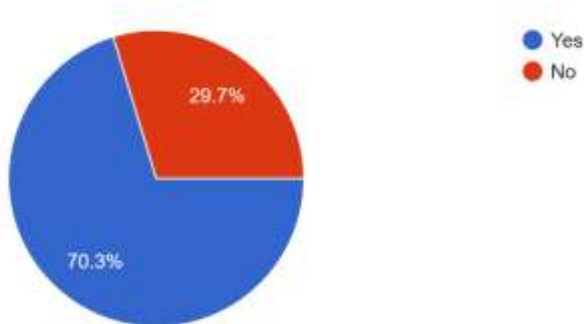
Factors that were considered less critically important, although still significant, include:

- **Perceived security of transactions:** While a notable number of respondents rated this as a "5", there was also a high number of "4" ratings, indicating it is an important but not always the most critical factor for a large segment of the sample.
- **Availability of cashback/rewards:** This factor received a more distributed set of ratings, suggesting that while it is an incentive, it is not as universally important as the core functionality and convenience features.

In summary, the findings suggest that the primary drivers for UPI adoption are its core functional benefits: convenience (24/7 availability, no need for cash, instant processing), ease of use (simple setup and interface), and the ability to manage multiple accounts. While security and rewards are considered important, they appear to be secondary to these foundational aspects for the majority of the surveyed demographic.

15. Have you encountered any challenges or issues while using UPI?

101 responses



15. Interpretation of Challenges and Issues Encountered with UPI

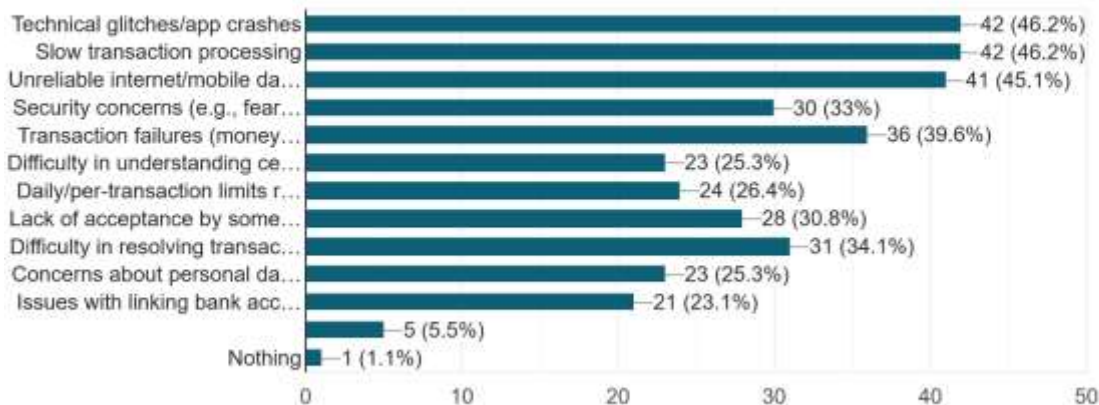
The data, from 101 responses, indicates that a significant majority of participants have encountered challenges or issues while using the Unified Payments Interface (UPI).

- 70.3% of respondents answered "Yes", indicating that they have faced problems.
- 29.7% of respondents answered "No", suggesting a smooth experience for a minority of users.

This finding is noteworthy as it contrasts with the high rates of awareness, usage, and understanding seen in previous questions. While UPI is a popular and frequently used payment method, a substantial portion of the user base has experienced difficulties. This suggests that despite its widespread adoption, there are still technical or operational friction points within the system that are not captured by simple adoption metrics. Further analysis of the specific types of challenges faced would be necessary to understand the nature of these issues.

16. If "Yes" to Q15, please indicate the challenges you have faced (Select all that apply):

91 responses



16. Interpretation of Challenges Faced While Using UPI

The data, based on 91 responses from users who reported facing issues, provides specific insights into the nature of the challenges encountered with UPI. The top three most common challenges are technical and connectivity-related, all cited by nearly half of the respondents.

- Technical glitches/app crashes: Cited by 42 respondents (46.2%).
- Slow transaction processing: Also cited by 42 respondents (46.2%).
- Unreliable internet/mobile data: Cited by 41 respondents (45.1%).

These findings suggest that technical and infrastructure-related issues are the most significant pain points for users.

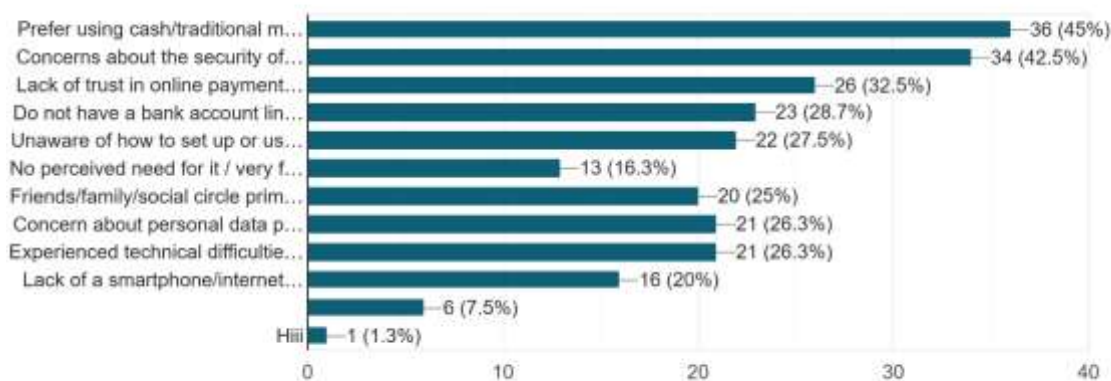
Other notable challenges include:

- Transaction failures: Cited by 36 respondents (39.6%). This is a critical issue as it directly impacts the user's ability to complete a payment.
- Difficulty in resolving transaction issues: Cited by 31 respondents (34.1%). This highlights a potential weakness in customer support or grievance redressal mechanisms.
- Lack of acceptance by some merchants/vendors: Cited by 28 respondents (30.8%). This indicates that while acceptance is high, it is not universal.
- Security concerns: Cited by 30 respondents (33%). While not the most frequent issue, security remains a significant concern for a third of the users.
- Issues with linking bank accounts: Cited by 21 respondents (23.1%).
- Difficulty in understanding certain features: Cited by 23 respondents (25.3%).
- Daily/per-transaction limits: Cited by 24 respondents (26.4%).

The fact that these are the most common challenges suggests that while the overall concept of UPI is widely accepted, there are significant areas for improvement in its technical stability, transaction reliability, and user support systems.

17. If you DO NOT use UPI (refer to Q9), what are your primary reasons? (Select all that apply)

80 responses



17. Interpretation of Reasons for Not Using UPI

The data, based on 80 responses from individuals who do not use UPI, highlights the primary barriers to adoption. The most significant reasons are related to a preference for traditional payment methods and security concerns.

- Prefer using cash/traditional methods: This was the most common reason, cited by 36 respondents (45%). This suggests that habit and a lack of perceived need to change behavior are major obstacles.
- Concerns about the security of transactions: Cited by 34 respondents (42.5%), this is a critical barrier, indicating that a significant portion of the non-user population lacks trust in the security of the platform.

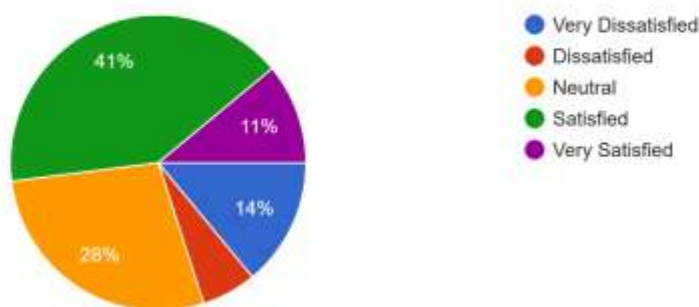
Other notable reasons for non-adoption include:

- Lack of trust in online payments: Cited by 26 respondents (32.5%), a related but distinct issue from security concerns, this suggests a broader skepticism toward digital transactions.
- Do not have a bank account linked to UPI: Cited by 23 respondents (28.7%), this indicates a foundational barrier for some potential users.
- Unaware of how to set up or use UPI: Cited by 22 respondents (27.5%), this points to a need for more effective educational and onboarding resources.
- Concerns about personal data privacy: Cited by 21 respondents (26.3%), this is another key security-related issue that deters adoption.
- Lack of a smartphone/internet access: Cited by 16 respondents (20%), this indicates a digital divide issue for a portion of the population.

The findings suggest that to increase UPI adoption among non-users, efforts should focus on building trust and addressing security concerns, as well as providing effective education and outreach.

18. How satisfied are you overall with the UPI payment system?

100 responses



18. Interpretation of Overall Satisfaction with the UPI Payment System

The data, from 100 responses, provides a mixed but predominantly positive view of overall satisfaction with the UPI payment system.

- A combined 52% of respondents expressed satisfaction, with 41% being "Satisfied" and 11% being "Very Satisfied."
- 28% of the respondents reported a "Neutral" satisfaction level. This large neutral group suggests that while they may not be dissatisfied, there is potential for improvement to convert them into satisfied users.
- A significant minority, 20%, expressed dissatisfaction, with 14% being "Very Dissatisfied" and 6% being "Dissatisfied."

The results indicate that while a majority of users are satisfied, the system is not without its issues, as evidenced by the considerable portion of dissatisfied and neutral users. The findings suggest that despite high usage and awareness, there is a clear opportunity to enhance the user experience to address the concerns of the dissatisfied segment and convert the neutral users into positive advocates for the system. This aligns with the previous finding that a high number of users have encountered challenges and issues.

19. In your opinion, what measures could St. Wilfred's College, Panvel, or the relevant authorities (e.g., NPCI, banks) take to further promote and facilitate safe and efficient UPI usage among students?

Based on the provided responses, here is a concise interpretation of the suggested measures for promoting safe and efficient UPI usage among students:

Interpretation of Suggestions for Promoting UPI Usage

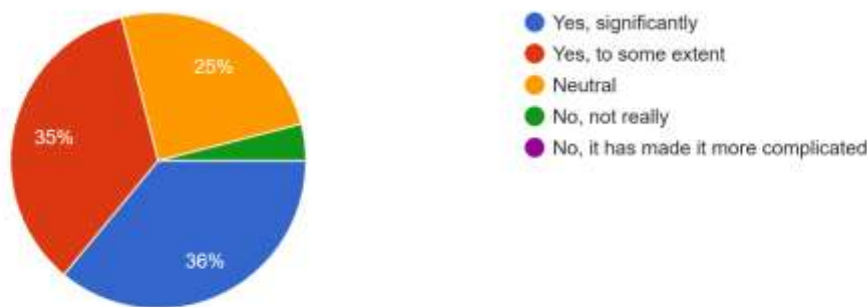
The suggestions highlight a clear need for a multi-faceted approach centered on education, security, and technological integration. Key themes emerging from the responses include:

1. **Educational Initiatives:** Providing financial literacy workshops, peer-led outreach by "UPI Ambassadors," and seminars (possibly in collaboration with NPCI) to teach students how to use UPI safely and efficiently. The importance of multilingual support and demonstrations for both app-based and feature-phone users was also noted.
2. **Security Enhancement:** Implementing more robust security measures, such as advanced two-factor authentication, frequent PIN changes, and an "extremely high alert" system for suspicious activity. The need for clear safety campaigns to combat phishing and fraud, along with a faster process for resolving transaction disputes, was also emphasized.
3. **Technological Integration:** Standardizing UPI acceptance across all campus payment points (canteen, bookstore, fees) through QR codes and UPI Autopay. Suggestions also included providing reliable campus Wi-Fi and even an internal payment gateway for offline transactions.

In summary, the responses collectively propose a strategic push to make UPI not just a payment option but a secure, well-understood, and integrated part of campus life through a combination of educational, security, and infrastructure-based improvements.

20. Do you believe that UPI has made your financial transactions more convenient within and outside the college campus?

100 responses



20. Interpretation of UPI's Impact on Transaction Convenience

The data, from 100 responses, overwhelmingly indicates that participants believe the Unified Payments Interface (UPI) has made their financial transactions more convenient. A significant majority of the respondents reported a positive impact:

- 36% believe UPI has made transactions more convenient "significantly."
- 35% believe it has done so "to some extent."

Combined, 71% of the respondents feel that UPI has had a positive effect on the convenience of their financial transactions, both on and off campus. This is a powerful validation of UPI's value proposition.

A quarter of the respondents (25%) were "Neutral," suggesting that while they do not find it less convenient, they may not perceive a major improvement. A very small minority (4%) stated that UPI has not made things more convenient, with no respondents indicating that it has made things more complicated.

The results strongly suggest that convenience is a primary driver of UPI adoption and a major reason for its popularity, affirming its role as an efficient and user-friendly payment system for this demographic.

6. Limitations

- The study's findings will be specific to St. Wilfred's College, Panvel, and may not be fully generalizable to all educational institutions, especially those in vastly different geographical or socio-economic contexts.
- The reliance on self-reported data might introduce response bias.
- The study will focus solely on student perspectives and will not delve into the college administration's specific strategies or challenges in implementing digital payment solutions.

7. Recommendations

Based on the potential findings, actionable recommendations could include:

- **Localized Awareness Campaigns:** The college, in collaboration with banks or UPI service providers, could conduct workshops and awareness sessions tailored to address specific student concerns (e.g., cybersecurity tips, dispute resolution).
- **Enhanced Campus Infrastructure:** Ensuring robust Wi-Fi and mobile network connectivity across the campus to prevent transaction failures due to poor internet.
- **Promoting On-Campus UPI Acceptance:** Encouraging all campus vendors (canteens, bookstores, stationery shops) to prominently display UPI QR codes and accept UPI payments, possibly with incentives.
- **Integration with College Systems:** Exploring opportunities for further integrating UPI into the college's fee payment system and other administrative transactions, making it a seamless process for students.
- **Feedback and Support Mechanism:** Establishing a clear channel for students to report UPI transaction issues or seek assistance related to digital payments.

- **Financial Literacy Focus:** Incorporating modules on safe digital payment practices and responsible spending using UPI in student orientation programs or as part of general knowledge sessions.

8. Conclusion

The widespread adoption of UPI in India presents a significant opportunity for fostering a truly cashless economy, and educational institutions are key environments for this transition.¹⁶ This research at St. Wilfred's College, Panvel, will offer crucial insights into the students' interaction with UPI, highlighting their awareness, usage patterns, perceived advantages, and the hurdles they face. By leveraging these findings, the college and other stakeholders can develop targeted strategies to optimize UPI usage, enhance financial literacy, and ensure a secure and convenient digital payment experience for the student community, thereby contributing to the broader goal of digital India.

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