



A STUDY OF EFFECTIVENESS OF BHIM APP IN MADURAI CITY

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ABSTRACT:

This article examines the effectiveness of BHIM app in facilitating digital transactions. A survey of 100 respondents in Madurai city was conducted to gather data. The results show that BHIM app is widely accepted and used for various transactions. The app's ease of use, security, and speed of transactions were found to be satisfactory. However, issues with customer support and limited awareness were identified. The study suggests that BHIM app has the potential to increase digital payment transactions. Improvements in customer support and awareness campaigns can enhance the app's effectiveness. The study's findings have implications for policymakers, banks, and fin-tech companies.

KEYWORDS:

BHIM APP, EFFECTIVENESS, DIGITAL PAYMENTS, FINANCIAL INCLUSION, AND MOBILE PAYMENTS.

INTRODUCTION

In 1991, Industrial policy marked a significant shift in India's economy, focusing on liberalization, privatization, and globalization. These changes have driven technological advancements, with digitalization revolutionizing money and payment systems. Digital currencies enable instant peer-to-peer transfers, reshaping currency competition and global financial systems. While traditional money is controlled by central banks, digital payments offer more convenience and efficiency. BHIM (Bharat Interface for Money), launched on December 30, 2016, promotes cashless transactions and facilitates e-payments through the Unified Payment Interface (UPI). The app allows easy payments via UPI IDs or QR codes. It also enables users to request money. BHIM has played a key role in India's digital payment revolution.

STATEMENT OF THE PROBLEM

- The study aims to assess the effectiveness of BHIM in mobile banking usage.
- Digital banking's are transforming traditional payment methods and shopping habits.
- Generation-F, raised with technology and social media, prefers quick and convenient services.
- This research evaluates how well BHIM meets the needs of users in terms of mobile banking performance.

OBJECTIVES OF THE STUDY

- Effectiveness of BHIM where the app enables fast, secure and convenient digital transactions, promoting cashless economy and financial

inclusion across India.

- To ascertain the awareness of BHIM among people.
- To ascertain the acceptance of the concept BHIM among the people.
- To study about how helpful is BHIM to the consumers.
- To determine factors that influence consumer purchase of BHIM option and similar option.

RESEARCH METHODOLOGY

The research methodology will involve a survey-based approach using a structured questionnaire to assess the effectiveness of the BHIM app in Madurai City. A sample size of 100 respondents will be selected randomly to ensure representation of various demographics. The questionnaire will cover aspects such as usage frequency, satisfaction levels, and challenges faced by users. Data collected will be analyzed using simple percentage analysis to determine trends and patterns. The responses will be tabulated and percentages will be calculated for each question to identify key findings. The study will focus on understanding the overall impact and adoption of the app. Descriptive statistics will be used to summarize the data. The results will provide valuable insights for improving the app's effectiveness in the region.

RESULT AND DISCUSSION

The study reveals that the BHIM app has gained moderate popularity in Madurai City, with approximately 25.7% respondents use for Bill payments, 35.2% respondents use

for money transfer,22.9% use for online shopping,16.2% use for Mobile recharges as primary purpose of usage of BHIM app and 25% of users says very easy,37.5% of users says easy,28.8% of users says average,8.7% of users says difficult to setting up BHIM app on their mobile phones and 20% of users feels very secure,44.8% of users feels secure,24.8% of users feels that neutral,10.5% of users feels insecure with the security of BHIM app for financial transactions. Additionally, reducing transaction failures could increase app engagement.

CLASSIFICATION OF RESPONDENTS

TABLE 1

PRIMARY PURPOSE OF USING THE BHIM APP:

S.NO	PRIMARY PURPOSE	NO.OF RESPONDENTS	PERCENTAGE
1.	Bill payments	30	25.7
2.	Money transfer	35	35.2
3.	Online shopping	20	22.9
4.	Mobile recharges	15	16.2
	Total	100	100

Source: Primary data

DIAGRAM 1:

What is the primary purpose for which you use the BHIM app?
105 responses

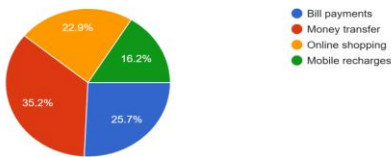


TABLE 2

EASE OF SETTING UP THE BHIM APP ON MOBILE PHONES:

S.NO	FACTORS	NO. OF RESPONDENTS	PERCENTAGE
1.	Very easy	35	25
2.	Easy	45	37.5
3.	Average	18	28.8
4.	Difficult	2	8.7
	Total	100	100

Source: Primary data

How easy is to setup the BHIM app on your mobile phone?
104 responses

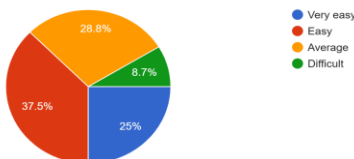


TABLE 3

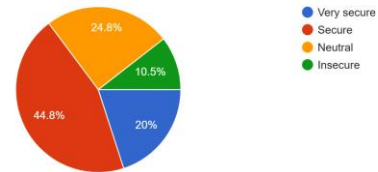
PERCEIVED SECURITY OF BHIM APP FOR FINANCIAL TRANSACTIONS:

S.NO	FACTORS	NO.OF RESPONDENTS	PERCENTAGE
1.	Very secure	10	20
2.	Secure	46	44.8
3.	Neutral	40	24.8
4.	Insecure	4	10.5
	Total	100	100

Source: Primary data

DIAGRAM 3:

How secure do you feel while using BHIM app for financial transactions?
105 responses



CONCLUSION

In the article of the effectiveness of the BHIM app in Madurai city highlights its significant impact on digital literacy and infrastructure, the app has shown steady growth in adoption among the local population. The convenience and security offered by BHIM have contributed to its acceptance, especially in government schemes and daily transactions. However, there is still room for improvement in terms of awareness and user experience. Continued efforts to enhance digital literacy and address connectivity issues will further increase its usage. The study reveals that BHIM has great potential in transforming payment systems in smaller cities like Madurai. Ultimately, the success of BHIM in Madurai can serve as a model for other regions striving to embrace cashless economies.

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