Project Dissertation Report on

A STUDY ON ATTITUDE AND PERCEPTION TOWARDS DIGITAL RUPEE (e₹)

(Submitted for the partial fulfilment of the requirement of the MBA(Executive) program of Delhi Technological University)

Submitted By

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DECLERATION

I, Ashish Kumar Dwivedi, hereby declare that the term project work titled "***A study on Attitude and Perception towards Digital Rupee (e₹)***" is an authentic record genuine research work done by me under the guidance of Prof. Dr. Rajan Yadav, Delhi School of Management, Delhi Technological University, Delhi.

I further declare that the work reported in this project has not been submitted previously to any other university.

Date: 30.04.2023
Place : Delhi

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CERTIFICATE

This is to certify that Ashish Kumar Dwivedi, Roll No. 2K21/EMBA/08 has submitted Major Project entitled ***"A study on Attitude and Perception towards Digital Rupee (e₹)"*** to Delhi School of Management, Delhi Technological University, Delhi.

CERTIFIED BY
(Prof. Dr. Rajan Yadav)

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EXECUTIVE SUMMARY

The evolution of money is quite fascinating, from ancient trend of bartering to the metal coins & finally the paper money. Irrespective of its form, money in an economy has three primary functions – Medium of exchange, a unit of account and store of value.

Reserve Bank of India (RBI) is the central bank of our nation & currency management is one of the key function performed RBI. This involves design, production & supply of notes in the economy. Paper currency (notes) are basically liability of the RBI & an asset of the public having its possession

The digital rupee is a digital version of the Indian rupee that provides users with trust, security, and finality in settlement. Due to these features, the users are increasing the number of users and merchants by 50,000 and 5,000, respectively. Although the number of digital e-rupees users in India is high, the key issue is whether Indians are aware of digital e-rupees. Thus, the objectives of the study are to identify the attitude towards digital currency in India. The second is to examine the top service providers of digital currency in India. The third is to determine how the demographic profile is associated with the attitude towards digital currency. The measurement of these objectives is done with quantitative research methods. The population of the study is the people of Delhi. Convenience sampling will be used to get the information of the people of E-rupee in India. The sample size considered for the study is 139. With these samples, the assessment of the responses is based on the frequency distribution and chi-square.

Digital e-rupee users are females, graduates, and employees. Many have described the e-rupee as a new digital currency launched by the RBI. Digital e-rupee is used for bill payments. This offers benefits to health care, education, and agriculture. Increased security and privacy increase the number of users in Delhi. The benefits of digital currency are that it allows for faster and more secure transactions, eliminates the need for physical currency, and helps to prevent fraud and counterfeiting. Thus, it can be concluded that easing the processing system of digital rupies increases the usage of users in Delhi.

CHAPTER-I

INTRODUCTION

1. INTRODUCTION

The digital rupee is a new step forward in economic and financial technology. With the growth of the economy, population, and finances, digital money has taken over and grown, thanks to the internet revolution and soft technology. The annual budget for the following fiscal year, which the "RBI" will present on February 1, according to Finance Minister of India will include a digital rupee. The goal of building a "central bank digital currency" is to improve the digital economy and give people an alternative to the many different virtual currencies that are already out there. India has recently put in place a number of rules and limits for cryptocurrency. This is because the country is worried that cryptocurrency pose a threat to macroeconomic and economic stability and could be used to commit fraud, fund terrorism, or launder money. About 400 billion Indian rupees' worth of cryptocurrency is held in India. CBDCs can help speed up the implementation of fiscal and financial policies to bring more people who don't have bank accounts into the economy's financial system. As a centralized currency type, they have to protect the privacy of the people who live there. CBDs are in different stages of development all over the world. A CBDC is a digital currency that is issued by a central bank. It is worth the same as fiat money and can be exchanged for it one for one. The only difference is that it can now be found online.

The primary characteristics of digital rupee is that it offers trust, safety and settlement finality. Despite, digital rupee did not earn interest and only duty is to convert this rupee to other forms of money. This will eradicate the concern over fake currency. The users and merchants of digital E-rupee is 50,000 and 5000 respectively. Despite this, the problem of the study is to know whether the people in India are aware of digital e-rupee in India.

1.1.BACKGROUND OF THE STUDY

Introduction

The Reserve Bank of India (RBI) says that the digital rupee, which is also called Central Bank Digital Currency (CBDC), is a legal form of digital money. The "digital rupee" is just what our currency notes look like in digital form. It would work like

paper currency notes and could be used as a way to buy things, pay for them, and store value. Despite this, users are unable to turn the digital rupees into actual currency at this time. If you have Rs. 1000 in your digital wallet as digital rupees, you can only use it for digital transactions. You can't trade it in at a bank or ATM for real money.

Definition

The digital rupee, which is also called an E-Rupee, is a digital token that can be used as legal currency. In contrast to cryptocurrencies, the digital rupee comes in the same amounts as paper money and coins. The Reserve Bank of India says that the E-Rupee is a digital token that can be used as legal currency. In contrast to cryptocurrencies, the digital rupee comes in the same amounts as paper money and coins. The Reserve Bank of India said that customers and businesses will get the digital rupee, or e-rupee, through middlemen like banks. Customers will be able to buy and sell e-rupees using digital wallets that are given to them by authorized banks and kept on their mobile phones or other devices.

Using the digital rupee is an important step in India's digital revolution. It will be a great chance for India because it will make the whole payment system safer and more reliable while making business easier.

Some customers will be able to use the e-rupee to make purchases starting on December 1. This is something that the Reserve Bank of India (RBI) has been talking about for a long time. The central bank's long-term goal is to build a CBDC (central bank digital currency) to go along with the digital rupee in the near future.

How does the digital rupee work?

The central bank has said that digital rupee transactions between individuals (P2P) are okay (P2M). Consumers will be able to pay with e-rupees by scanning QR codes at stores, just like they do when they buy things online. "The e-Rupee will be like real money in that it will offer trust, security, and a final settlement." Cash, on the other hand, doesn't earn interest and can be changed into other kinds of money.

The central bank said that the digital rupee will be put into use in stages. At first, the test would only be in four cities and with four banks: the State Bank of India, ICICI

Bank, Yes Bank, and IDFC First Bank. Mumbai, New Delhi, Bangalore, and Bhubaneswar are all on this list. The Reserve Bank of India (RBI) said that the trial program will include Bank of Baroda, Union Bank of India, HDFC Bank, and Kotak Mahindra Bank. This service will be brought to Ahmedabad, Gangtok, Guwahati, Hyderabad, Indore, Kochi, Lucknow, Patna, and Shimla in the future. The facility will eventually be used in other parts of the country. The date of the release has not been said yet. The RBI said that the pilot could be slowly expanded to include more banks, users, and places.

CBDC is not meant to replace other ways of getting money, but to add to them. Consumers will be able to use it in addition to the ways they already pay.

Indian society has a lot to gain from the digital rupee in many ways. Existing digital currency systems will definitely benefit from the digital rupee because they already have the digital infrastructure needed. Businesses that use digital banking would have an advantage over those that only use traditional cash.

Benefits of Digital Rupee:

1. The CBDC will make final payments, which will reduce settlement risk in the financial system. Because of CBDC, there will no longer be a need for interbank settlement. CBDC is transferred like cash instead of bank balances, like a UPI.
2. Settlement in central bank money would cut transaction costs by getting rid of the need for infrastructure or collateral to guarantee settlement.
3. CBDC may be better than current payment methods in terms of liquidity, scalability, adoption, ease of transactions while maintaining anonymity, and faster settlement.
4. The digital rupee might help cut down on fraud. Existing ways to stop fraud rely on checking what happened after the fact. However, CBDC may be able to solve the problem ahead of time with embedded programmability and controlled traceability.
5. The good thing about digital currency is that it can't be burned, torn, or destroyed in any other way. Also, they are not lost in the physical sense.

6. If the digital rupee is used, it will probably make Direct Benefit Transfers (DBT) easier, which will make them more efficient and less likely to be used for fraud.
7. As digital transactions become more efficient, digital governance will almost certainly take on new forms.
8. When digital currency is used, it will be cheaper to print, distribute, and manage money logistics.
9. All transactions that happen on authorized networks are easy for the government to keep track of. This means that accounts can be settled and ledgers can be kept up-to-date in real time.
10. Even without a bank account, one can do business.
11. With the introduction of the digital rupee, it is hoped that the way money is managed will become more effective, transparent, resilient, and well-run.
12. A digital rupee that people who don't live in India can hold and use for international financial transactions seems like a good way to give people more ways to pay and business opportunities.
13. CBDC can be tracked down and given a unique name. CBDC is a new digital form of money made by central banks, could be the new infrastructure we need to make things more reliable, resilient, and effective.

How can there be a bigger transition toward the use of the digital rupee?

It might be possible to increase the use of digital rupees by

a) charging fees for UPI transactions,
b) allowing interest payments on digital rupee holdings, and
c) sending government subsidies in digital rupees.

In December 2021, the RBI issued a discussion paper titled "Charges in Payment Systems," in which it asked feedback on the expenses associated with various payment systems. When it was said that UPI transactions would be taxed, most people were surprised and confused. In the next tweet, the Ministry of Finance said again that there would be no fees for UPI transactions and that service providers would have to find other ways to get their money back. This proves beyond a shadow of a doubt that there will be no costs connected with UPI transactions in the near future. Yet, because the

expenses incurred by UPI transactions must be recouped at some point, such services cannot be provided without collecting a price at some point in the future. Now that the digital rupee has been deployed, the government may opt to tax UPI transactions sooner rather than later. If UPI transactions get more expensive, more people may start using digital rupees. It is realistic to expect that this option will not be popular across the country. As a result, it is probable that the government and the RBI will struggle to complete it at this time.

The second option is to earn interest on your digital rupee assets. According to the concept note provided by the RBI, a digital rupee will now function in the same way as traditional banknotes. We gain nothing monetarily by carrying genuine bills around in our pockets. As a result, the digital rupee will have the same quality as the Indian rupee. No interest would be paid on assets kept in digital rupees. Furthermore, the RBI is concerned that if interest is paid on digital rupee assets, banks may lose deposits, reducing the economy's ability to originate credit. As a result, earning interest on digital rupees in one's hands is impossible.

To boost the use of the digital rupee, the RBI may need to reconsider this role. For instance, you could say that interest on digital rupees will only be paid if the total number of assets is higher than a certain level. This means that interest would be earned only after the total number of assets surpassed that threshold. This will make people more likely to carry more digital rupees in their wallets, which will directly lead to a higher adoption rate.

The third option is for the government to deposit government subsidies in the form of digital rupees straight into the bank accounts of people who are eligible for them.

The rural population in the country has lower levels of digital literacy than the urban population, further complicating matters because the digital rupee cannot be converted into cash. As a result, it is understandable that this concept will receive early criticism. But keep in mind that the quantity of digital transactions skyrocketed shortly after demonetization and persisted throughout the pandemic. Individuals are more likely to quickly adjust to a new standard when they have few or no other options. Given the importance of digital inclusion, it is suggested that this strategy be tested on a smaller scale first.

The Importance of digital currency for financial stability in India

While India was testing a digital currency, many central banks around the world, such as those in the eurozone and China, were looking into the possibility of making their own currencies digital. The central bank of Singapore has started to test out a digital version of the country's currency. Furthermore, in their pursuit for solutions, governments all over the world have been seeking ways to prevent the usage of private cryptocurrency from harming the economy as a whole. Governments all around the world believe that the emergence of regulated digital currencies in a range of economies has restricted the usage of uncontrolled crypto currencies. In contrast to CBD, which is reliant on centralized banking, the RBI has no influence over decentralized finance, which is the cornerstone of cryptocurrency. The Indian government, for its part, has issued a warning that unregulated cryptocurrency exchanges might serve as conduits for terrorist financing, fraud, and the laundering of illicit funds. The RBI issued an order in 2018 prohibiting banks and other financial institutions under its jurisdiction from keeping Bitcoin or facilitating Bitcoin transactions. Yet, the RBI's decision was later overturned by the Supreme Court. Notwithstanding Prime Minister of India warning last year that crypto currencies could "corrupt our youth," the RBI remains concerned that they could pose "severe issues for macroeconomic and financial stability." Despite the fact that the RBI believes cryptocurrency may pose "severe difficulties for macroeconomic and financial stability," this is the case. Notwithstanding the worries of numerous regulatory organizations, India has become one of the worlds largest and fastest growing crypto currency markets. Currently, the country is home to fifteen distinct cryptocurrency exchanges that are actively trading. The RBI, India's central bank, began allowing private consumers the opportunity to join a test program for its digital currency on December 1, 2022. The following financial institutions participated in the digital money pilot test, according to the Indian central bank: State Bank of India, Yes Bank, IDFC, and ICICI. Bangalore, Bhubaneswar, Mumbai, and New Delhi hosted the pilot test. Following that, the central bank intended to widen its operations to cover other institutions and geographic areas. According to the RBI, the CBDC trial monitors the creation, distribution, and consumption of CBDC in real time. According to the RBI, the electronic rupee would be distributed by banks and will have the same value as individual bank notes and coins. Users of the CBDC can conduct transactions by using

a digital wallet saved on their mobile device of choice, whether it be a smartphone or another device. QR codes will be utilized as a means of payment. The cryptocurrency market in India is approaching an all-time high, and RBI plan to create a digital rupee is primarily intended to boost India's standing in the digital currency rivalry. The benefits described below will have an impact on India's digital rupee in a variety of ways.

- Blockchain technology will make it easier and more efficient to use the digital rupee. Furthermore, blockchain technology will allow for real-time ledger maintenance and tracking.
- Customers who buy wholesale as well as retail will be able to use the payment option 24 hours a day, seven days a week.
- Indian customers can make direct payments.
- reduced transaction costs
- Account settlements are completed in real time.
- To use digital rupee, you do not need a bank account.
- Transfers across borders will be completed quickly.
- Volatility is unimportant as long as the RBI continues to support it.
- Unlike traditional forms of currency, the digital rupee can never be lost or stolen.

A number of financial professionals have questioned the necessity of CBDC, pointing out that India constantly ranks at the top in terms of digital transactions. Due to COVID-19, the vast majority of wholesale payments in the country are now made digitally, and the number of digital transactions for retail payments has also expanded dramatically. The most crucial components of India's CBDC

1) The costs of importing currency note paper, making cash, and moving money around the country will go down by a lot because of CBDC.
2) It is more effective at preventing criminal activity, money laundering, and terrorism financing.

a) The CBDC will be able to keep track of every transaction, which is different from the current system of mobile wallets provided by private companies.

3) CBDC works with smart contracts, and it may be possible to set it up so that taxes are automatically collected.
4) CBDs are more affordable and do not require the use of cellular devices, making them more accessible to people with lower means.
5) CBDC can reduce the cost of doing business on a global scale.

Growth of Digital Payments in India

The use of online payment methods in India has also grown dramatically. The value of digital transactions in India is expected to reach INR 92 trillion in 2019-20 and INR 238 trillion in 2024-25, reflecting a compound annual growth rate (CAGR) of 21% over the same period, according to Price Waterhouse Coopers' Indian Payments Handbook 2020-2025. (PwC 2020). The compound annual growth rate (CAGR) for transaction volume is 32% for the same time period. Analyze the factors that are leading to the decline in cash transactions as a direct result of payment method digitization. The following are the most critical considerations:

a) A rise in the number of people using mobile phones and the internet: It is expected that the overall number of mobile phone internet users in India will rise from 744 million in 2020 to 1,133 million in 2025, from 744 million in 2020. Also, telecommunications companies now offer data connections that are both easy and cheap to use, and apps are being made all the time that make it easy for users to access entertainment platforms, online shopping, gaming, and other activities.
b) Involvement by regulatory organizations and the government: India's payment regulator, the Reserve Bank of India (RBI), has been a driving factor in the country's move to digital payment methods. Know Your Customer (KYC) 2016 and Master Guidance for Digital Payment Security Controls (2021) have all contributed to establishing the framework for digital payments. In addition, the Indian government is doing a fantastic job with a number of its programs, including the digitalization of payment acceptance in government offices and services, as well as electronic toll collection, among other things.
c) The population of tech-savvy millennials: As the number of tech-savvy millennials grows, so does the use of digital payment methods. Customers

desire mobile payment solutions that are not just faster and less expensive, but also more convenient.

d) New technologies and platforms, of which mobile wallets account for a sizable percentage. The National Payments Corporation of India's Unified Payments Interface (UPI) was a game changer in terms of how easily digital payments could be made. Payment instruments that support Quick Response (QR) codes make digital payments easier and less expensive for merchant acquirers.

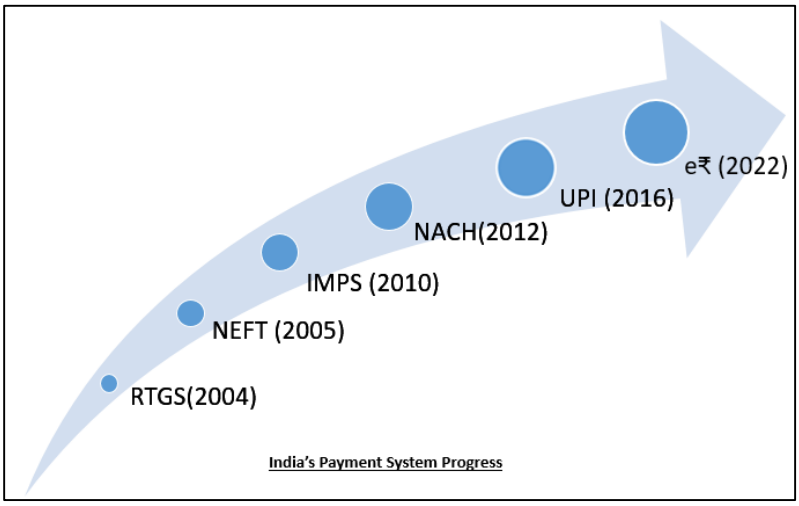


Figure 1.1: India's Payment System Progress

Role of Crypto currencies in Payments

Cryptocurrency is defined as "a digital asset meant to be used as a medium of exchange that uses strong encryption to protect financial transactions, limit the creation of new units, and verify asset transfers. "Crypto currencies use powerful cryptography to limit the creation of new units and authenticate asset transactions. The term "cryptocurrency" refers to both a type of alternative currency and a type of digital currency. Unlike both centralized digital money and central financial institutions, cryptocurrency are controlled by a system that is not in one place. Each cryptocurrency achieves decentralization by utilizing distributed ledger technology. This technology is commonly implemented in the form of a blockchain, which is a public database that records financial transactions. Bitcoin is widely regarded as the first decentralized cryptocurrency in the world. It was originally made accessible to the public as open-source software in 2009. With the introduction of bitcoin, around 6,000 additional altcoins, which are essentially versions of Bitcoin and other crypto currencies, have entered the market.

The following are some of the advantages that digital currencies provide:

- Money can be sent and received from anywhere in the world, at any time, and in any location. The person is in charge of their own money, and there is no need for a central authority or a third party to make the transaction happen.
- When bitcoins are used to settle a transaction, businesses can't charge customers without getting caught because users are in charge of their own transactions.
- Because no personal information is needed for crypto payments, the network that supports digital currencies is seen as more reliable.
- Protection against fraud: Because bitcoins are digital, it is hard for the sender to fake or manipulate them as readily as they could with credit card chargebacks.
- Clear and unequivocal information: Every completed transaction is accessible to all users. Personal information, on the other hand, is kept private. The public address of each user is now available here. A bitcoin protocol cannot be controlled in any way, neither by an individual, an organization, or even a government.
- Currently, the costs are either fully waived or incredibly low. The fees are less expensive than those from PayPal or a credit card.

The disadvantages of using cryptocurrency are explained below.

- Lack of knowledge and understanding: Before cryptocurrencies can be useful, people need to learn about them.
- Because there is a limited supply of these coins and demand for them is expanding on a daily basis, the value of digital currencies can be highly volatile. The market's values are fluctuating a lot right now, and the key reason for this is the recent advancements in digital currencies.
- The use of digital currencies is still in its early stages, and new capabilities for them are continually being developed. New tools, features, and services are being made in order to make digital currency safer and easier to use.
- The regulatory agency is: "There is either a lack of regulatory authority or a limited quantity."

- When it comes to the level of technology that is needed, blockchains are very advanced and scalable.
- Bandwidth, transaction processing speed (TPS), distributed denial-of-service (DDoS) attacks by hackers, and the overall scalability of the blockchain are all issues that need to be fixed.
- Groupthink-based architecture completing the method for the proof-of-work requirement takes a large amount of time and effort. Attackers may discover that proof-of-stake systems present them with new choices.
- There is a chance that the confidentiality of transparent transactions will be compromised. Yet, there is no need to be concerned if one has a reliable mechanism for remembering or recovering passwords as well as protecting the machine from viruses. There is no cause for concern in this scenario.
- At the moment, it is impossible to imagine cryptocurrency ever replacing currency. Yet, Ripple's cryptocurrency is used for international monetary transactions that are more practical, faster, and cheaper.

Cash, Bank Deposits and CBDC

At the moment, central banks are in charge of issuing two types of money as well as providing infrastructure for a third. Central banks disburse currency and deposits held by the central bank. These deposits are sometimes known as reserves or settlement balances. Peer-to-peer transactions frequently entail the exchange of actual currency. In contrast, central bank reserves are frequently computerized, and access to them is restricted to authorized financial institutions. The third type of money is known as private money, and the primary way to obtain it is to deposit monies digitally into commercial banks. Central banks assist the money supply of commercial banks in a variety of ways.

a) Allowing commercial banks to settle interbank payments with central bank money,
b) permitting convertibility between commercial and central bank money through the use of payment systems, and
c) acting as the lender of last resort to provide contingent liquidity are examples of these.

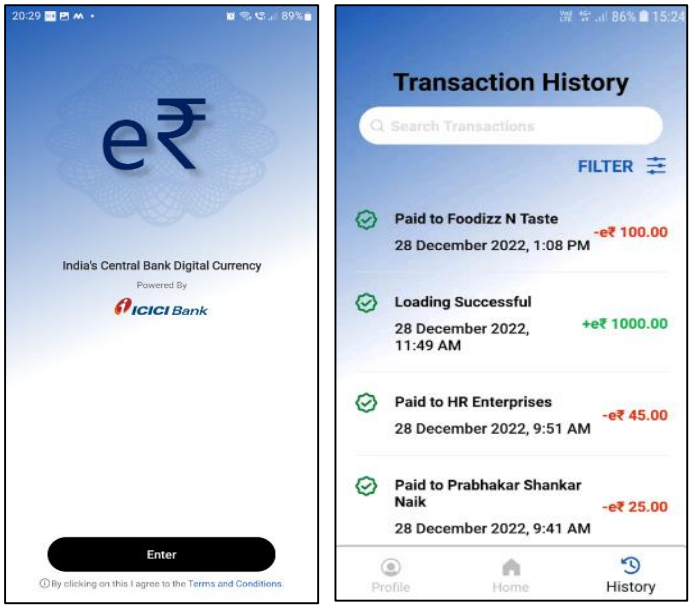
Deposits at commercial banks are not considered liabilities of the central bank, whereas cash and reserves are. CBDC is a revolutionary new sort of currency that central banks are issuing. A CBDC that can be used for a number of purposes would require an underlying mechanism that would make it easier for the general public to buy and receive the CBDC. The central bank, one or more operators, participating payment service providers, and financial institutions would be part of this system. A broader ecosystem will include data service providers, companies that create and manage applications, and manufacturers of POS terminals that can both initiate and collect payments.

Features of CBDC

The Bank for International Settlements says that when figuring out CBDCs, central banks should use three important criteria. This is because their jobs involve making sure that their countries' money and finances are stable. Here is a partial list of some of them:

- CBDCs should not impair a central bank's ability to carry out its mandate.
- They should coexist with cash and strong private money, and central banks should encourage more imaginative and efficient end-user services.
- Cash and private funds should be plentiful. If these prerequisites are met, the CBDC may display the following characteristics:
    - CBDCs will have the ability to be programmed and will operate in predictable ways.
    - There is enough money for everyone.
    - The prices of CBDCs will be determined by the local fiat currency.
    - The exchange rate should be based on how much fiat currencies are worth right now.
    - CBDCs cannot be made or replicated in any way.
    - The CBDC will take steps to guarantee that every transaction is monitored and audited.
    - Beneficiaries are manageable.
    - It is probable that some people will be unable to use the currency.

- Rather than being done in batches, the settlements will be done on an ongoing basis.
- Transactions, like cash, cannot be reversed once they have been made.



Source : Google Play Store , ICIC Bank E-Rupee App Screenshot

Figure 1. 3: CBDC (e-Rupee) transaction App by ICICI Bank

Central Banks Issue CBDCs

The nation's central banks are responsible for producing profits. CBDCs can provide central banks with a number of advantages, including the following:

- The use of digital currency may enable the development of new tools for monetary policy.
- It is possible that it will improve the security of the banking system. When consumers, private-sector firms, and non-bank financial organizations are given the capacity to settle directly with money from the central bank (rather than bank deposits), the degree of liquidity risk and credit risk in payment systems is greatly reduced.
- It has the potential to make payment systems more open to new and competitive ideas.
- Central banks are working on a digital version of paper money, just like electronic payments are slowly taking the place of cash payments.

- That could make it easier for more people to obtain financial resources.

Challenges exist in CBDC India

Before setting up a fully functional CBDC, the RBI may have to deal with a few problems. Despite the fact that the RBI's concept paper addressed the majority of these concerns, the organization's plans for the near future remain unknown. CBDC based on accounts rather than tokens would be the greatest option for wholesale applications. Token-based solutions can meet the vast majority of retail requirements in the Indian market. The RBI has carefully considered all options; however, most experts predict that India will ultimately pursue a mixed strategy. There has been much debate about the potential effects of CBDC on individuals' right to privacy. The majority of wallets with a low transaction limit will not require much personal information; however, wallets with additional features will almost certainly require all of the personal information. The most critical issues will always remain counterfeiting and maintaining acceptable levels of cyber security, regardless of whether CBDC uses a centralized or decentralized ledger. The government has already given out e-rupee tokens that may be used in retailers through the NPCI. Because it is still in its infancy, the central bank must plan ahead of time how to convert CBDC into cash across the country. The RBI is in charge of ensuring that the newly installed system is compatible with the existing ones.

1.2.PROBLEM STATEMENT

The digital rupee is the digital version of the Indian rupee. This rupee is issued by the RBI as a central bank digital currency. The first launch of the digital rupee is on December 1, 2022. The features of digital rupee is that it allow the users to make a transaction via digital wallet. The transaction can be from person to person, person to merchant, or both. The rupee is stored on phones or devices offered by participating banks. Participating banks are SBI, Yes Bank, ICICI, and IDFC banks. While using the digital wallets, payments can be made with QR codes to merchants at their respective locations. The primary characteristics of digital rupee is that it offers trust, safety and settlement finality. Despite, digital rupee did not earn interest and only duty is to convert this rupee to other forms of money. This will eradicate the concern over fake currency. The users and merchants of digital E-rupee is 50,000 and 5000

respectively. Despite this, the problem of the study is to know whether the people in India are aware of digital e-rupee in India.

1.3.OBJECTIVES OF THE STUDY

The objectives of the study is

- To identify the attitude towards digital E-rupee in India
- To examine the top service providers of digital E-rupee in India.
- To determine how demographic profile is associated with the attitude towards digital E-rupee.

CHAPTER-II

LITERATURE REVIEW

2. LITERATURE REVIEW

Bansal and Wadhwa (2018) evaluated the views of Indian customers towards e-payment systems. According to the survey, the most important factor that attracts users to an e-payment service is its ease of use, while security and dependability are among the reasons why people reject it. Determine which of the most common e-payment methods customers are most comfortable with. Fourthly, they now dislike electronic payments.

Alyabes and Alsalloum (2018) investigate the factors influencing Saudi consumers' attitudes toward electronic payment. Using multiple regression analysis, a study of 229 Saudi customers indicated that benefit, simplicity of use, and self-efficacy influence their impressions of e-payment systems, but not trust or security.

Rani and Pillai (2021) investigated consumer perspectives on digital wallets and electronic payment systems. According to the findings of the poll, providers of digital wallets must comprehend and meet the trust and expectations of consumers. Individuals in India prefer digital wallets because they feel that the digital lifestyle will make things easier and faster.

Aryal (2021) investigates Nepalese customers' perceptions of electronic payment. According to a multiple regression analysis of 384 respondents, benefit, and convenience of use, security, and self-essence influence Nepalese customers' impressions of e-payment systems but not trust.

Kulkarni (2022) looked at how people in India felt about the "digital rupee" after the government of India introduced it. This goal was looked at in the context of CBDC, and the ideas of CBDC, blockchain, and distributed ledger technology for CBDC were brought to light. The study focused on how CBDC works, its qualities, its benefits, and its limits. The study looked into how the public feels by using survey and Twitter data to do sentiment and statistical analysis. Based on the results, suggestions were made

for future work. These can be used when the "Digital Rupee" is introduced to see how people felt about it before and after it was put into use.

Khandare (2020) says that this paper is all about E-Money in India. With e-money, we don't have to carry around cash like rupees, coins, etc., and we can easily pay our bills, fees, and other responsibilities. We can also use apps like PhonePe, Google Pay, and Paytm in addition to credit cards, debit cards, and online banking. On November 2016, respected Prime Minister of India announced demonetization, and he was in favor of digital currency. Because of this, some people started using E-Money, while others didn't because they didn't feel comfortable with it or were cautious about using digital currency. In 1983, Devid Charm was the first person to think of doing financial transactions online. Online payments are used a lot in the banking industry. People already know how to use E-Money. There aren't many Internet payment apps in India because most people use cash. Since demonetization, most people prefer to use electronic currency instead of cash.

The case study by Priyadarshini et al. (n.d.) talks about new developments in CBDC that will encourage policymakers, academic researchers, and practitioners to work on CBDC. The case also looks at the reasons for and benefits of a central bank digital currency, such as the need to improve the effectiveness of monetary policy, make digital payments easier, and increase financial inclusion. The case shows that other central banks around the world are thinking about issuing CBDCs because they have so many benefits. The evaluation found that central bank regulators should pay more attention to how CBDCs are designed in order to stop cryptocurrencies that are not regulated. CBDC is not a substitute for cryptocurrency. Instead, it is a substitute for cash. So, the government and the Reserve Bank of India (RBI) need to come up with a new plan to stop investors from using cryptocurrencies as a way to make money.

Bhat et al. (2021) explain how the age of information and communication technology has opened up many opportunities in all fields. Education has gotten the most help from recent changes in the financial and economic sectors. The amount and speed of technological change, how customers see it, and the fact that everyone accepts it show that these technologies and disruptions will change the finance and banking industry as we know it, giving financial institutions both opportunities and challenges. Traditional ways of saving and investing don't work well with the amount of money

and flexibility that the digital age requires. Because of this, financial institutions are starting new digitalization and innovation projects, using analytics, cloud technology, and other new tools to meet customer expectations. India, which has a big economy and a totalitarian dictatorship, is able to grow its economy even though it has a complicated set of rules and regulations that are made up on the spot. With all the new technology, there is a great chance to change the way people invest and borrow money by using customer-focused and effective technologies. So, technologies like blockchain try to make India's many industries more innovative. Cryptocurrencies are a key part of the blockchain era. People in their industry think that these technologies are the most disruptive. Based on what has happened elsewhere, this essay tries to predict what will happen with digital currency in India in the future.

Kandalkar and Khanzode (n.d.) talk about digital currency, which is still being researched and developed in economies around the world. In India, a pilot study was being done of retail and wholesale systems. So, the main goal of this study is to talk about the pros, cons, future possibilities, and problems with e-Rupees. This will make it easier to figure out the e-status of the rupee by looking at its internal and external contexts. The idea of digital currency is still being researched and developed by the world's economies. In India, the business models for retail and wholesale were being looked at. So, the main goal of this study is to talk about the pros, cons, future possibilities, and problems with e-Rupees. This will make it easier to figure out the e-status of the rupee by looking at its internal and external contexts.

Biradar (2019) explain how India made money that didn't need cash. Prime Minister of India came up with the idea of digital wallets on 2015. These are the main reasons why people in our country take part in government programs. The use of digital wallets has made it easier for citizens and the government to share information. People in our country think about the pros and cons of digital technology. Digital money is not a type of money. People are sending money to each other over the Internet. Because no one uses money. They use things like debit cards, credit cards, e-wallets, UPI, RTGS, NEFT, etc. that are electronic. Since most Indians use the internet, they agree that this digital wallet is good.

Jacob (2019) talks about how the Indian economy encourages cashless transactions through digital payment. During this process, customers waste time. When people use

black money, they have a lot of cash. All banking systems offer digital money services like NEFT, RTGS, debit cards, and credit cards, so this app can be used anywhere. This application takes up the time needed to connect to the internet. People who live in rural areas don't use digital wallet apps because they don't have much or any Internet access. So, people in rural areas are less likely to use this app. Still, this software is useful for people.

Sanatani (2017) was what she talked about. On November 8, 2016, at 12:15 a.m., at ISI, India's prime minister, said that the government would stop printing money. On that day, you couldn't get the Rs. 500 and Rs. 1000 bills. As a result of the introduction of the Rs 200 and Rs 2000 notes into circulation. People rush to ATMs and banks today to get rid of old cash. At the time, a number of technical apps were released that made it easier to move money. People couldn't take electronic money a few years ago, but now they can. Demonetization has a big effect on how people trade online. Most online shopping is done with cash for everyday purchases. Since demonetization, people are increasingly utilizing mobile wallet apps. There are many apps that can be downloaded.

Baghla (2018) says that digital payment is meant to help the Indian economy move away from cash transactions. Digital currency is money that is traded using computer programs. On November 2016, prime minister of India said that India would stop using paper money. The idea behind demonetization was to make India's economy more open. At the time, digital ways to pay were the most important thing in the economy. The goal of this system is to help the government of India. Others, on the other hand, don't use electronic ways to pay. There are digital payment options such as debit cards, credit cards, online banking, and more. This paper looks at the benefits of taking digital payments. With digital payments, it's easier to see what's going on with money. As prime minister wants to get rid of cash in India. In India, more and more people are paying with digital payments.

Shah (2013) Describe "Digital Payment Systems: Possibilities and Challenges." Even though most Indians live in rural areas, some of them have moved to cities. People in rural areas may prefer to get cash from a bank because it is close to their town. This is why people who live in rural areas don't use digital wallet apps. In India, the government used a digital money strategy called "demonetization." People who live in

cities prefer digital wallets. Cybercrime, facilities, and other things can affect the safety of digital money. The growth of the global market could be helped by e-commerce that accepts digital payments. In India, there are four new things happening with cashless payment. As technology improves, digital money transfers are becoming more secure and reliable. The Indian economy will depend more and more on digital payments in the future. The Indian government wants to get more people to use digital currency.

Onwumere et al. (2012) wanted to show how the payment system has changed from the time of bartering to the time when digital currencies are used. They also wanted to show how these changes have affected the way the modern payment system is run. In the paper, a review method was used to show how cryptocurrency and the digitalization of money are changing the world. This paper uses the synthesis-review research design to figure out where the digital payment system stands. It does this by combining a number of subtopics. It has been found that regulatory and other problems with cryptocurrency have led to a global wave of CBDC with the goal of bringing digital currencies and assets into the mainstream for control and management of the monetary system. So, it is suggested that the perception gap about Bitcoin be closed and that the right regulations be put in place to make the most of the benefits of cryptocurrencies while minimizing their problems.

Kar and Priyadarshini (2022) several central banks around the world are planning to make CBDCs legal money in their own countries. The Reserve Bank of India (RBI) has said the same thing, and an Indian CBDC is going to be built soon. Before judging such a big change in the way money works, it's important to know more about the opportunities and problems that come with using CBDC. In this paper, we look at these problems from a general and specific Indian perspective. We show that there are three types of conceptual problems: problems with monetary sovereignty, problems with national sovereignty, and problems with how things are built. Because India is becoming more digital, we talk about these issues in the context of India. Lastly, we look at the steps that the RBI needs to take to set up an Indian CBDC.

CHAPTER-III

RESEARCH METHODOLOGY

3. RESEARCH METHODOLOGY

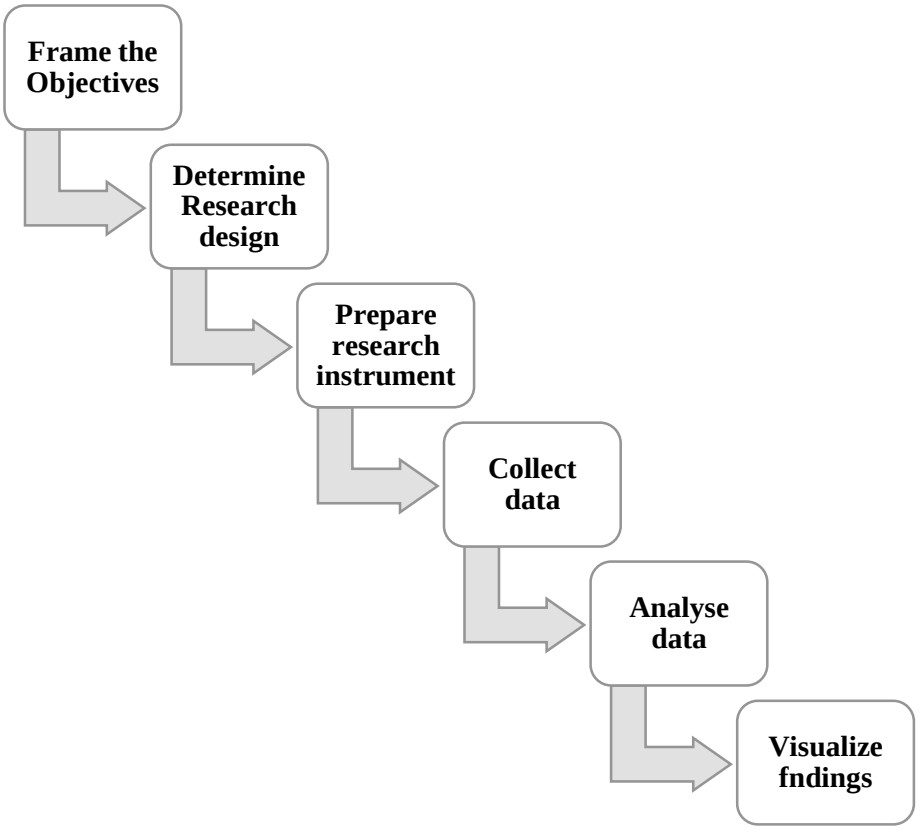
The section showed how to carry out the methods used by the researcher to find out the answers to research questions exhibited in the introduction chapter. The chapter starts with research design, population and sampling, sampling technique, data collection methods, and tools for analysis. A detailed analysis of research methods used in the research is acknowledged and discussed in the following section

RESEARCH DESIGN

The study used cross-sectional descriptive research design. It indicates the research structure, which holds all the research elements; integrates them. It contains a precise statement of the research problem, procedures and techniques used to gather information, the population studied, and methods used to process and analyze the data. The research design applicable for the study is the descriptive research design. It is otherwise known as statistical research. The critical goal of descriptive research design is to portray the prerequisites of a particular group or situation. Also, it answers the questions like who, what, when, where, and how. Moreover, it associates more with naturally occurring phenomena. The study will have a descriptive research design. The purpose of the design is to investigate the present situation of adoption of digital rupee in India. This study will measure awareness and perception in quantitative terms. This aspect will answer the research questions in a numerical form. The results will be achieved with the help of mathematical or statistical methods.

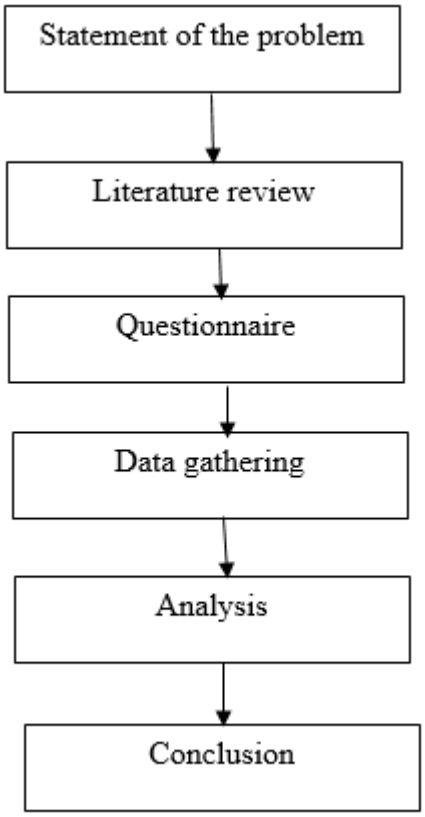
RESEARCH INSTRUMENT USED

The research instrument for the quantitative approach is survey methods. In order to conduct the survey, a close-ended structured questionnaire consisting of 20 questions ranging from demographic, social, perception and attitude was circulated to the respondent. The questionnaire has multiple choice questions and Likert scale questions were raised to know the real situation of awareness, perception, and satisfaction of digital E-rupee users in India.



RESEARCH FRAMEWORK

It begins with the formulation of the problem based on the preceding numbers. Then, a relevant theory is given to supplement and complement the problem statement. Following the theory, the questionnaire is created with the help of the fundamental theory. The sample will be used for reliability and validity testing. The analysis was carried out using SPSS.



SAMPLING DESIGN

Sampling is essential in research because it exhibits picking out a statistically representative sample from a huge population. To determine the good samples, it is essential to statistically represent the sample, which is wide enough to answer the research questions. The researcher determines the samples based on the interest significance level population. The study fixes the significance level as 5%, and the population of the study is the people in Delhi.

SAMPLES

Sampling is a procedure to pick out samples from a wide array of populations to know about the E-rupee in India. Samples are the people of Noida and Gurugram have considered.

POPULATION

Population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. The population of the study is the people in Delhi

SAMPLING TECHNIQUE

Sampling techniques are of two types, namely probability sampling and non-probability sampling. Each population member is known in probability sampling, whereas non-probability sampling is unknown (Bhardwaj 2019). Among two types, the study picks out the non-probability sampling in which convenience sampling has been taken into account. Convenience sampling will be used to get the information of people of E-rupee in India.

SAMPLE SIZE

The survey link was sent to more than 500 respondents. However, only 139 respondent participated in the survey. Therefore, the research study is based on 139 responses.

SAMPLING TECHNIQUE

The study used non-probability convenience sampling technique

DATA SOURCES

Data collection is about gathering the information about the variables, measuring it using statistical tools, fixing the hypothesis, and deriving the outcome. The study relies on primary data because it is reliable and authentic. A google survey form was created. The form was circulated on different social-media platforms, e-mails and other channels to ensure wider participation and coverage.

Secondary sources like journal articles, books, and conference proceedings collect the information regarding how the others had already done the study. Besides, websites information is used to know about the consumer attitude and perception towards digital payment.

STATISTICAL TOOLS USED

This study uses SPSS /Excel for data collection and analysis.

STATISTICAL TECHNIQUES

For data presentation and interpretation, frequency distributions consisting of simple percentages, tables, and charts are used. This study utilized percentage analysis to assess the respondents' profiles. Chi-square analysis determine the association between two variables.

CHAPTER-IV

ANALYSIS, DISCUSSION, AND RECOMMENDATIONS

4. ANALYSIS, DISCUSSION, AND RECOMMENDATIONS

4.1.INTRODUCTION

The chapter aims to present a detailed analysis of the research objective. Quantitative research methods were applied to determine the effects statistically. The target respondents of the study are 139. The researcher gathered the opinion through an online survey. Such opinion assesses with the help of statistical tools. The detailed analysis of tools presented below

4.2.DATA COLLECTION

Data collection is a continuous process of systematically gathering data, analyzing and interpreting the data for alternative designs, and implementing and evaluating programs. It considers the heart of research, regardless of the topic of study. This study chooses quantitative data over qualitative data since the researcher is interested in statistically quantifying the outcome. The quantitative technique provides an adequate output for consumer attitude and perception towards digital payment.

4.3.DATA ANALYSIS

Table 4.1: Age of respondents

Particulars		Frequency	Percent
Age	Less than 20 years	32	23.0
	21 to 30 years	98	70.5
	31 to 40 years	5	3.6
	More than 40 years	4	2.9
	Total	139	100.0

It is noted from the above table that 23% of respondents belong to the age categories of less than 20 years, whereas 70.5% of respondents belong to the age categories of 21 to 30 years, 3.6% of respondents belong to the age categories of 31 to 40 years, and

2.9% of respondents are belong to the age categories of more than 40 years. Hence, it concludes that the highest number of respondents are belong to the age categories of 21 to 30 years.

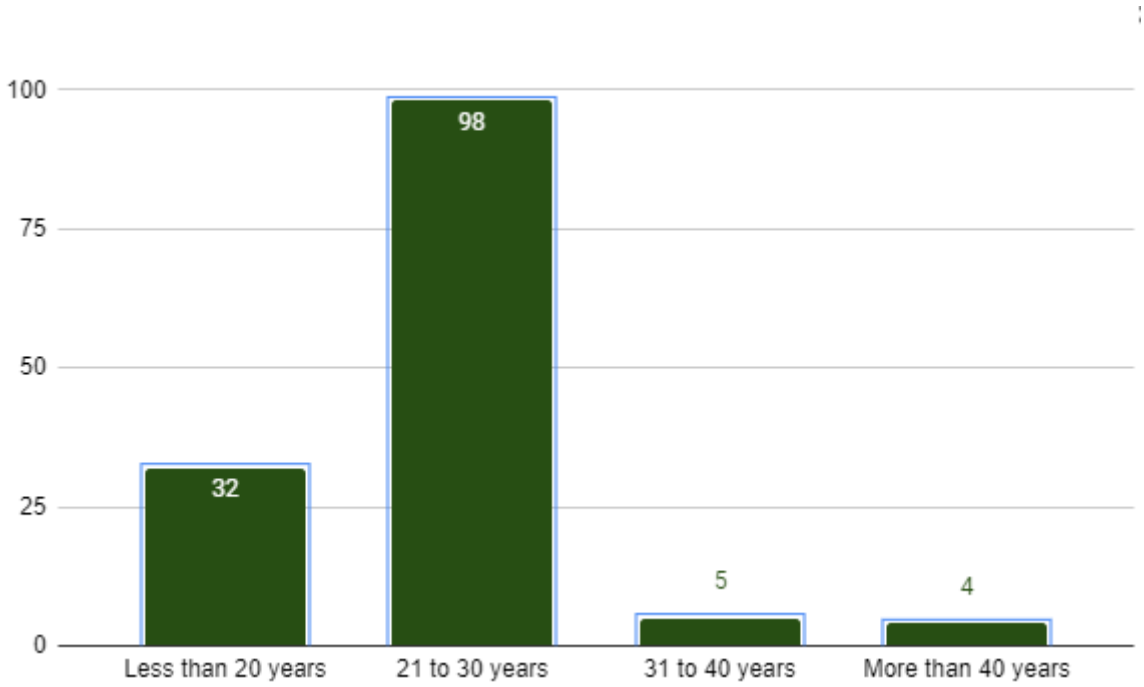


Figure 4. 1 Age

Table 4.2: Gender of respondents

Particulars		Frequency	Percent
Gender	Male	49	35.3
	Female	90	64.7
	Total	**139**	**100.0**

The table above shows the gender of respondents. Among 139 respondents, 49 (35.3%) respondents are male, whereas 90 (64.7%) respondents are female. It is then found that the percentage of female is higher than the percentage of male.

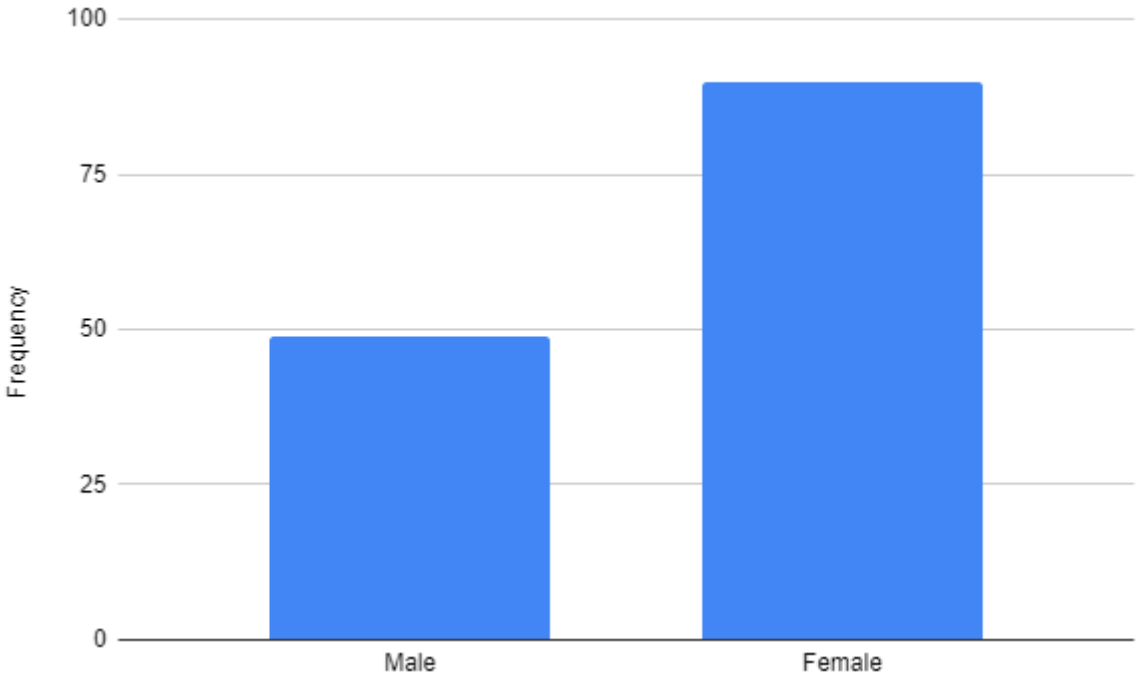


Figure 4. 2 Gender

Table 4.3: Education qualification of respondents

Particulars		Frequency	Percent
Education qualification	Graduate	97	69.8
	Postgraduate	21	15.1
	Professional degree	4	2.9
	Others	17	12.2
	Total	139	100.0

It depicts from the table above that the highest number of respondents are having a graduate degree (69.8%), followed by the second largest respondents are having a postgraduate degree (15.1%). Also, 12.2% of the respondents are having a professional degree, and the remaining 2.9% of respondents are indicated the others.

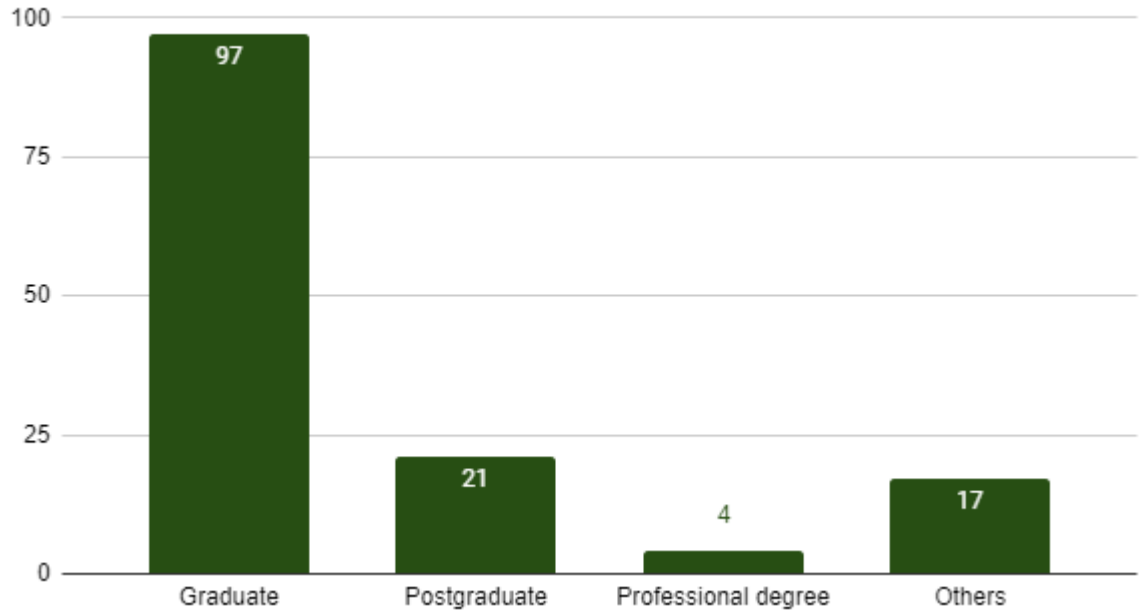


Figure 4. 3 Education qualification

Table 4.4: Occupation of respondents

Particulars		Frequency	Percent
Occupation	Student	44	31.7
	Business man	17	12.2
	Employee	45	32.4
	Retired person	12	8.6
	Housewife	21	15.1
	Total	139	100.0

The above table shows that 31.7% of the respondents are student, whereas 12.2% of the respondents are business man, 32.4% of the respondents are employee, 8.6% of the respondents are retired person, and the remaining 15.1% of the respondents are housewife. It is then inferred that most of the respondents are employee using digital e-rupee in India.

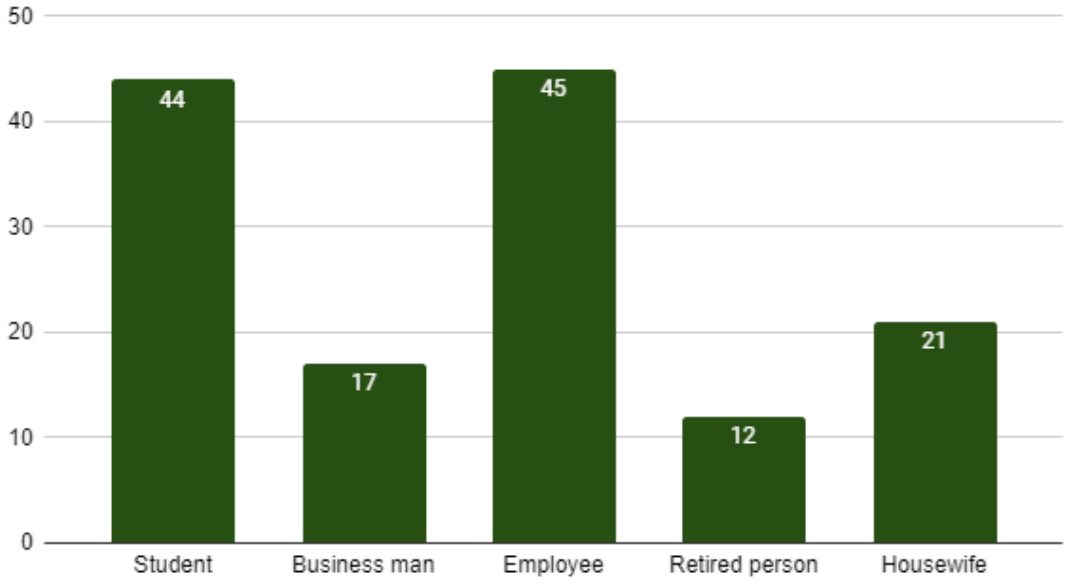


Figure 4. 4 Occupation

Table 4.5: Marital status of respondents

Particulars		Frequency	Percent
Marital status	Married	59	42.4
	Unmarried	80	57.5
	Total	**139**	**100.0**

It is noted from the above table that 42.4% of the respondents are married, whereas 57.5% of the respondents are unmarried. Hence it is concluded that the highest number of respondents are unmarried.

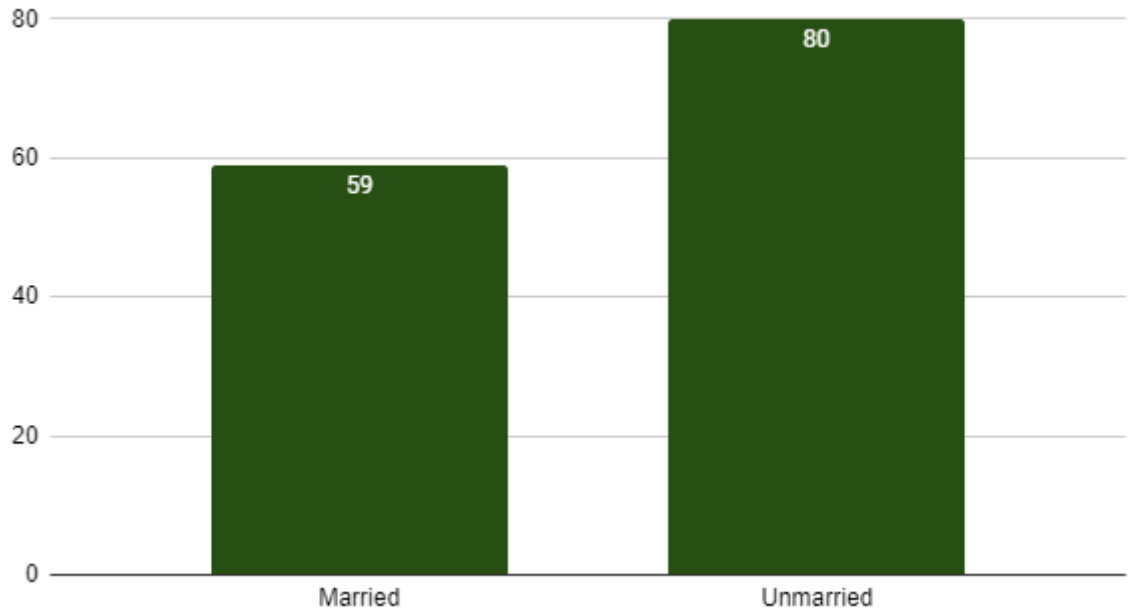


Figure 4. 5 Marital status

Table 4.6: Best way to describe e-rupee

Particulars		Frequency	Percent
Best way to describe e-rupee	A new digital currency launched by the Reserve Bank of India	95	68.3
	A government-backed digital payment solution	20	14.4
	A mobile app for online shopping	8	5.8
	An online marketplace for buying and selling goods	16	11.5
	Total	139	100.0

It notes from the table above that the most of the respondents describe e-rupee as a new digital currency launched by the RBI (68.3%). The second largest respondents describe e-rupee as a government-backed digital payment solution (14.4%), followed by 11.5% of the respondents describe e-rupee as an online marketplace for buying and selling goods, and the least number of respondents describe the e-rupee as a mobile app for online shopping.

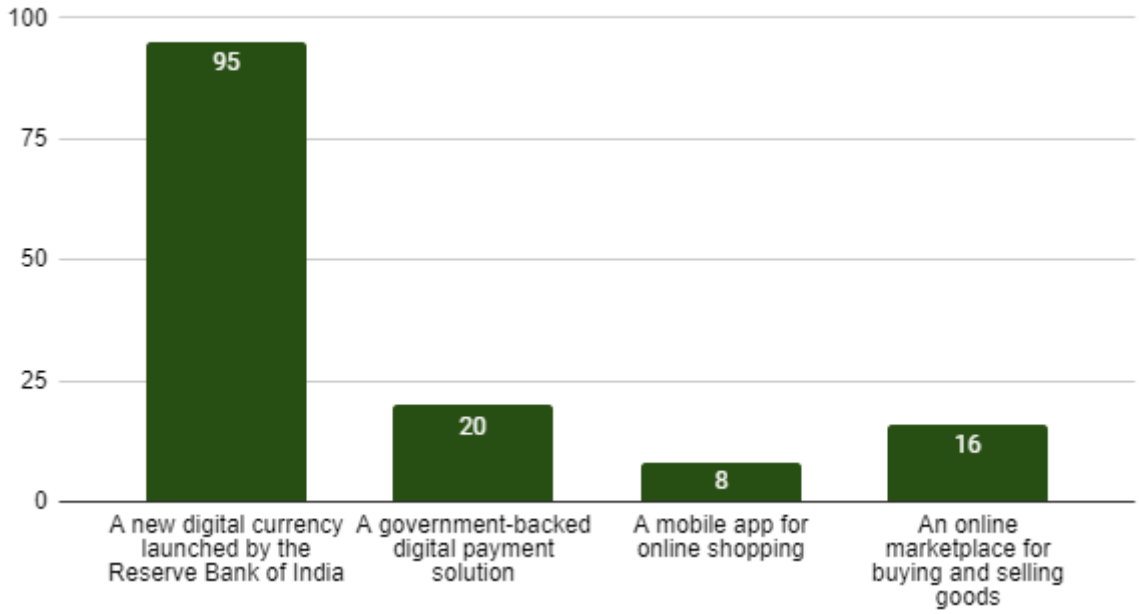


Figure 4. 6 Best way to describe e-rupee

Table 4.7: Transactions using e-rupee

Particulars		Frequency	Percent
Transactions using e-rupee	Online shopping	12	8.6
	Bill payments	94	67.6
	Money transfer	17	12.2
	All of the above	16	11.5
	Total	139	100.0

It is inferred from the above table that 8.6% of the respondents used e-rupee transactions for online shopping, 67.6% of the respondent's transacted e-rupee for bill payments, 12.2% of the respondent's transacted e-rupee for money transfers, and the remaining 11.5% of the respondents transacted e-rupee for all the above mentioned transactions. Hence, it is found that the highest number of respondents transacted e-rupee for bill payments.

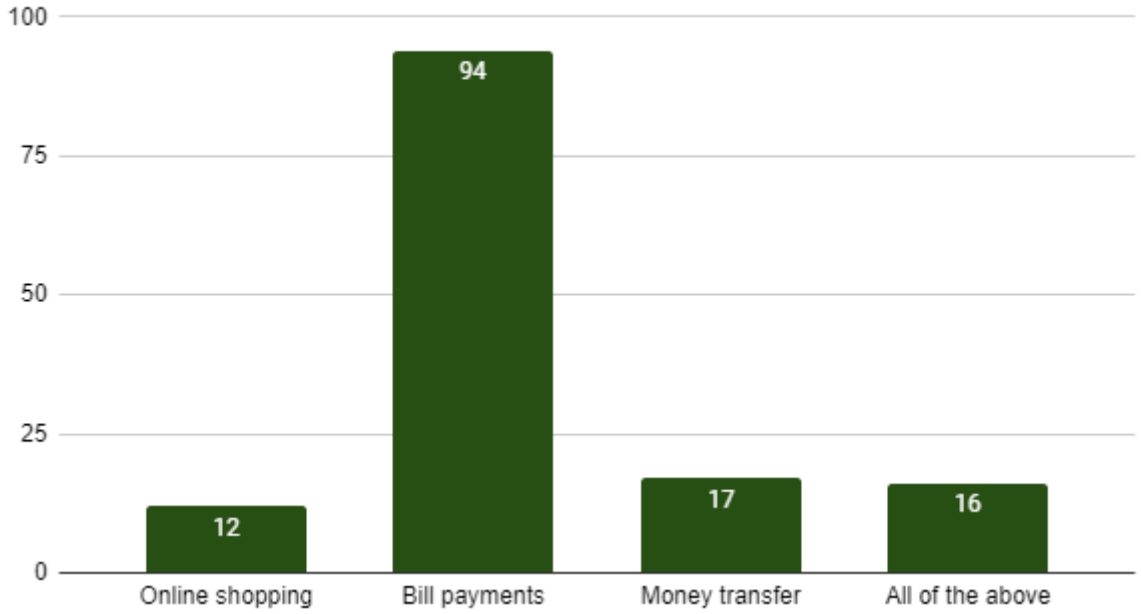


Figure 4. 7 Transactions using e-rupee

Table 4.8: Obtain e-rupee

Particulars		Frequency	Percent
Obtain e-rupee	By visiting a bank branch	20	14.4
	By downloading an app and creating an account	24	17.3
	By using a credit card	28	20.1
	By sending an email request to the government	67	48.2
	Total	139	100.0

It is noted from the table above that 14.4% of the respondents obtain e-rupee by visiting a bank branch, whereas 17.3% of the respondents obtain e-rupee by downloading an app and creating an account, 20.1% of the respondents obtain e-rupee by using a credit card, and the remaining 48.2% of the respondents obtain e-rupee by sending an email request to the government. It is then concluded that the most of the respondents obtain e-rupee by sending an email request to the government.

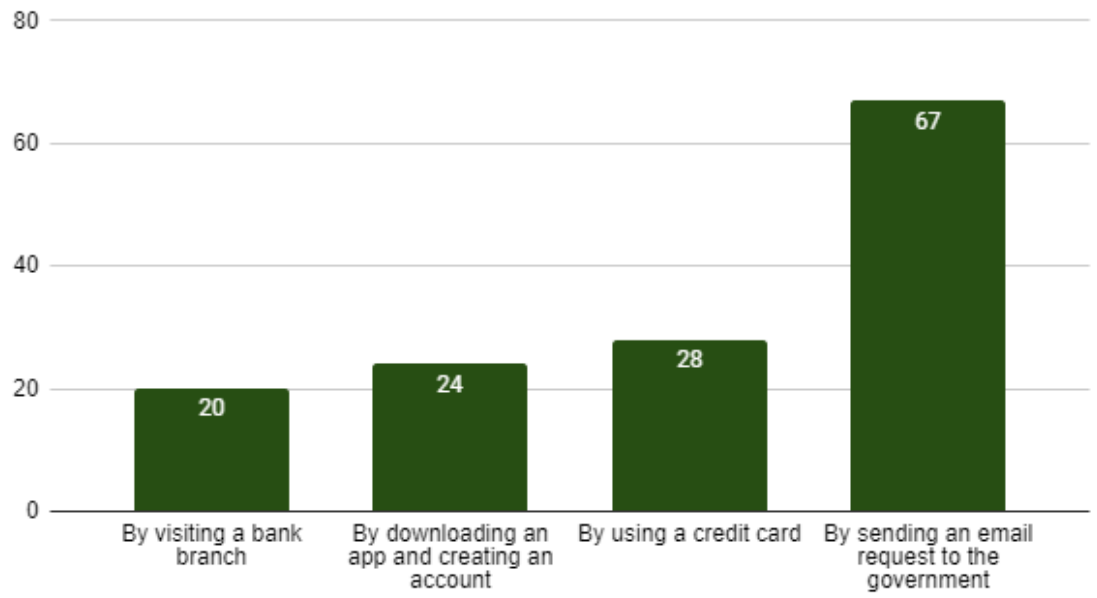


Figure 4. 8 Obtain e-rupee

Table 4.9: Secure mode of e-rupee

Particulars		Frequency	Percent
Secure mode of e-rupee	Yes, it is completely secure	49	35.3
	No, there are risks of fraud and hacking	25	18.0
	It depends on the user's security measures	48	34.5
	None of the above	17	12.2
	Total	139	100.0

It is indicated from the above table that 35.3% of the respondents feel that e-rupee is completely secure, followed by 18% of the respondents who do not feel that e-rupee is secure and also that there are risks of fraud and hacking, 34.5% of the respondents feel that e-rupee's security depends on the user's security measures, and 12.2% of the respondents feel that the mentioned above mode is not secure. It is then evident that the majority of the respondents feel that e-rupee is completely secure.

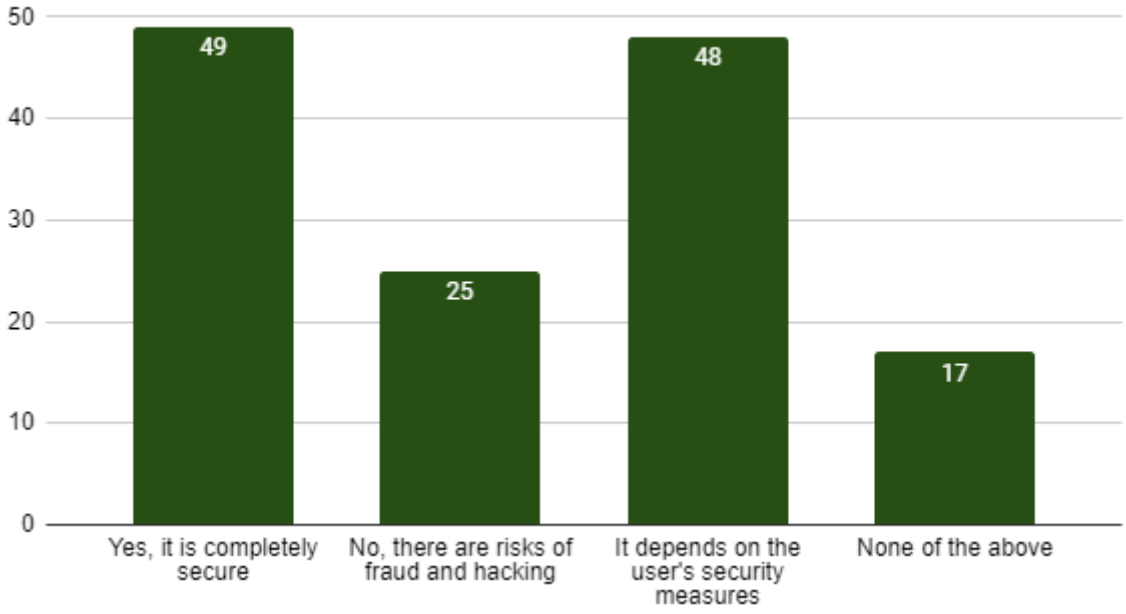


Figure 4. 9 Secure mode of e-rupee

Table 4.10: E-rupee different from other digital payment methods

Particulars		Frequency	Percent
E-rupee different from other digital payment methods	It can only be used for government-approved transactions	26	18.7
	It does not require a bank account or internet access	32	23.0
	It is not subject to transaction fees	8	5.8
	It can only be used within India.	73	52.5
	Total	139	100.0

The table above shows that 18.7% of the respondents thought that E-rupee can only be used for government-approved transactions, whereas 23% of the respondents thought that E-rupee does not require a bank account or internet access, 5.8% of the respondents thought that E-rupee is not subject to transaction fees, and 52.5% of the respondents thought that E-rupee can only be used within India. It is then found that most of the respondents thought that E-rupee could only be used within India and that it differed from other digital payment methods.

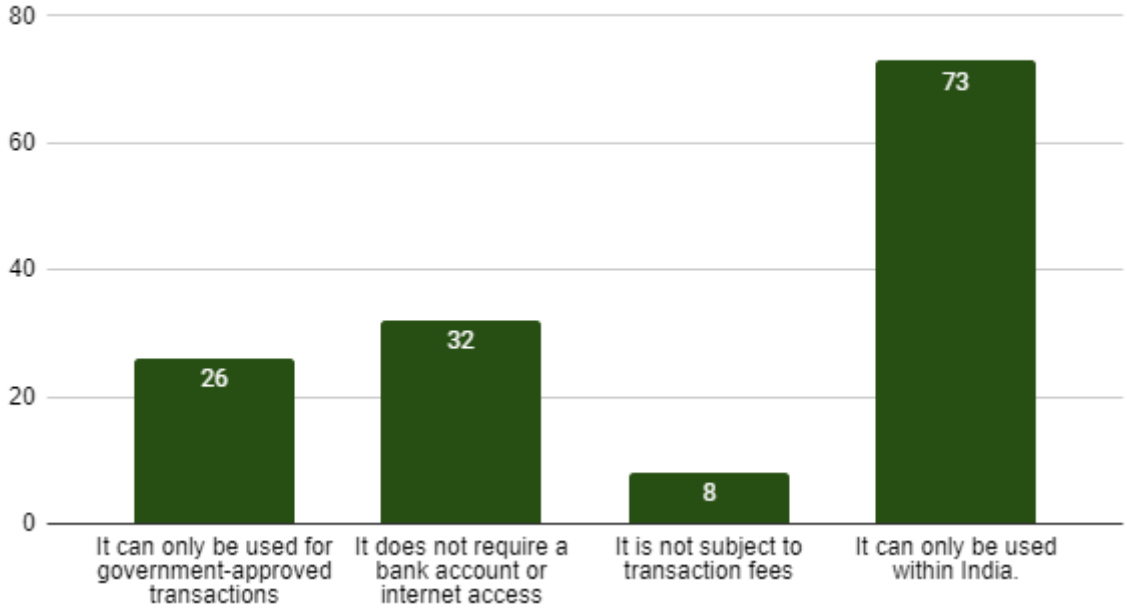


Figure 4. 10 E-rupee different from other digital payment methods

Table 4.11: Banks have partnered with the government to issue e-rupee

Particulars		Frequency	Percent
Banks have partnered with the government to issue e-rupee	SBI	37	26.6
	HDFC Bank	33	23.7
	ICICI Bank	26	18.7
	All of the above	43	30.9
	Total	139	100.0

From the above table, it is clear that 26.6% of the respondents indicate that SBI has partnered with the government to issue e-rupees, followed by 23.7% of the respondents indicating that HDFC has partnered with the government to issue e-rupees, 18.7% of the respondents indicating that ICICI has partnered with the government to issue e-rupees, and the remaining 30.9% of the respondents indicating that all three banks have partnered with the government to issue e-rupees. It is then inferred that the most of the respondents indicating that all three banks have partnered with the government to issue e-rupees.

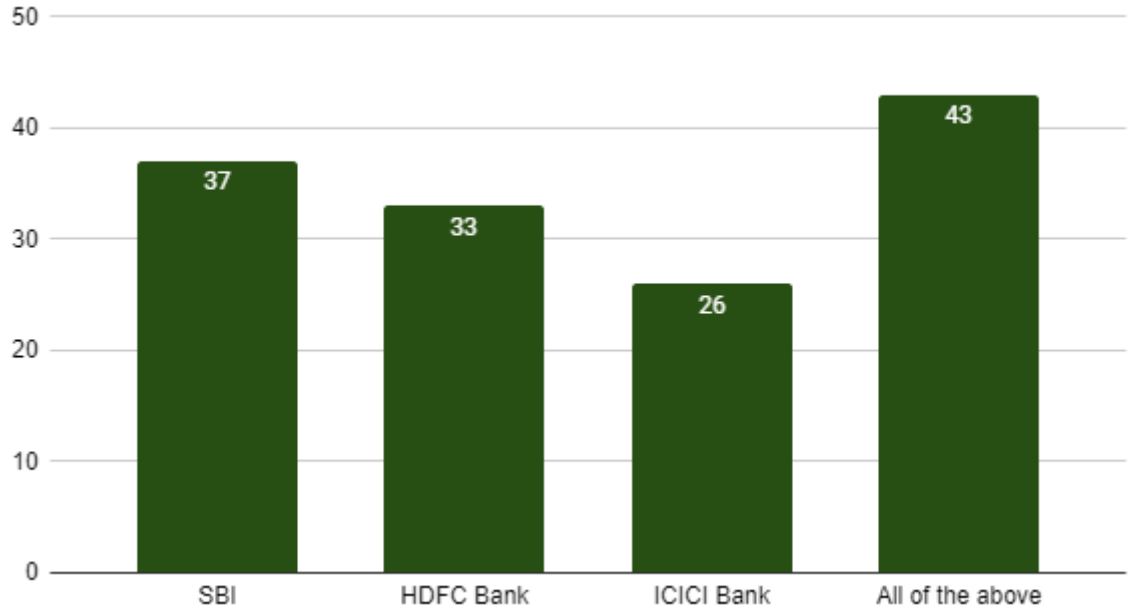


Figure 4. 11 Banks have partnered with the government to issue e-rupee

Table 4.12: Primary target user group for e-rupee

Particulars		Frequency	Percent
Primary target user group for e-rupee	Students	16	11.5
	Government employees	20	14.4
	Farmers	8	5.8
	Underprivileged sections of society	95	68.3
	Total	139	100.0

It is observed from the table that 11.5% of the respondents indicate students, while 14.4% of the respondents indicate government employee, 5.8% of the respondents indicate farmers, and the remaining 68.3% of the respondents indicate underprivileged sections of society. Hence, most of the respondents indicate underprivileged sections of society is the primary target user group for e-rupee.

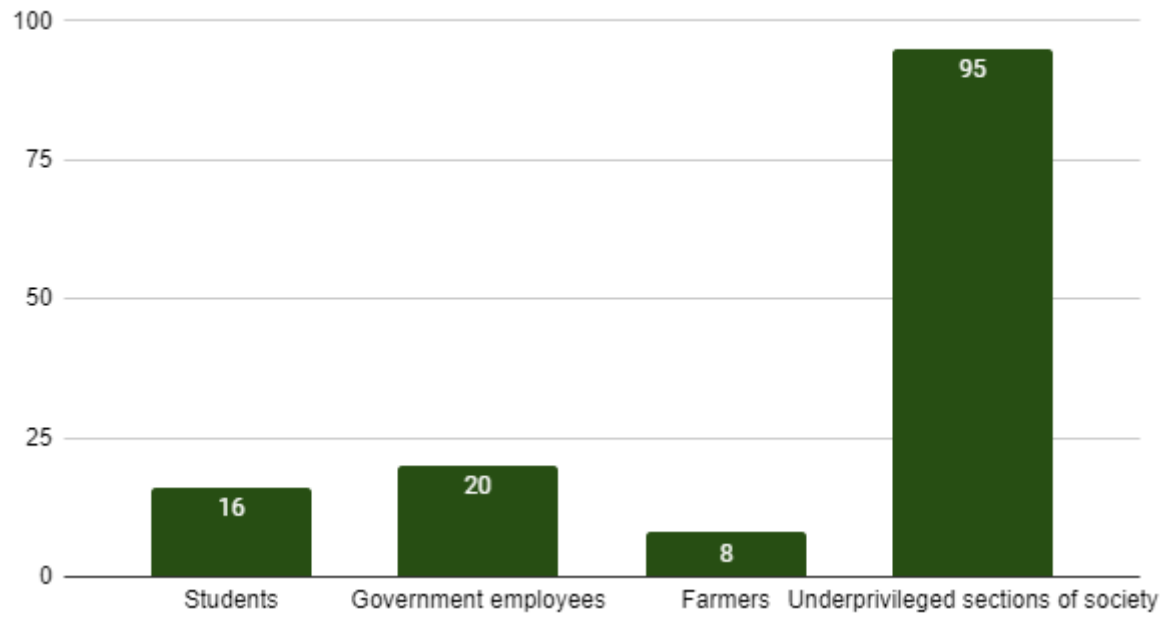


Figure 4. 12 Primary target user group for e-rupee

Table 4.13: Sectors is e-rupee expected to benefit the most

Particulars		Frequency	Percent
Sectors is e-rupee expected to benefit the most	Healthcare	16	11.5
	Education	28	20.1
	Agriculture	26	18.7
	All of the above	69	48.6
	Total	139	100.0

The above table shows that 11.5% of the respondents think that healthcare sectors are expected to benefit the most from e-rupee, while 20.1% of the respondents think that education sectors are expected to benefit the most from e-rupee, 18.7% of the respondents think that agriculture sectors are expected to benefit the most from e-rupee, and 48.6% of the respondents think that all of the above mentioned sectors are expected to benefit the most from e-rupee. Therefore, it is concluded that the majority of the respondents think that all the above-mentioned sectors are expected to benefit the most from e-rupee.

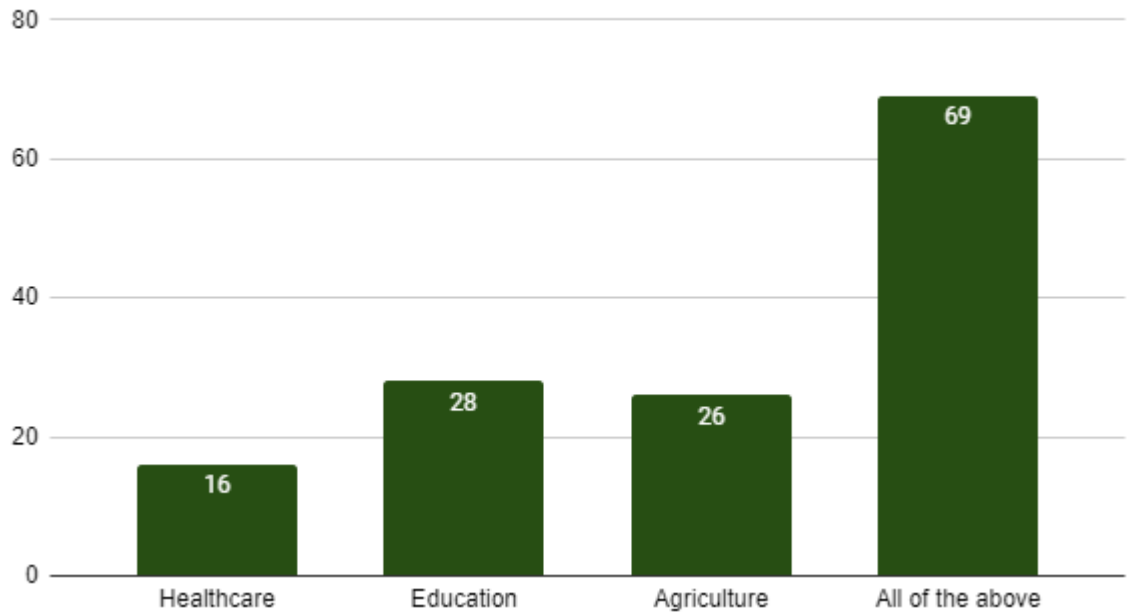


Figure 4. 13 Sectors is e-rupee expected to benefit the most

Table 4.14: Features of e-rupee is expected to increase its adoption among users

Particulars		Frequency	Percent
Features of e-rupee is expected to increase its adoption among users	Lower transaction fees compared to other digital payment modes	29	20.9
	Ability to make transactions without a bank account	38	27.3
	Increased security and privacy features	49	35.3
	All of the above	23	16.5
	Total	139	100.0

It is found from the table that the majority of the respondents thought that e-Rupee's increased security and privacy features would increase its adoption among users (35.3%). The second-most respondents think that e-rupee has the ability to make transactions without a bank account (27.3%), followed by 20.9% of the respondents who think that e-rupee has lower transaction fees compared to other digital payment modes, and 16.5% of the respondents think that all the above-mentioned features are expected to increase its adoption among users.

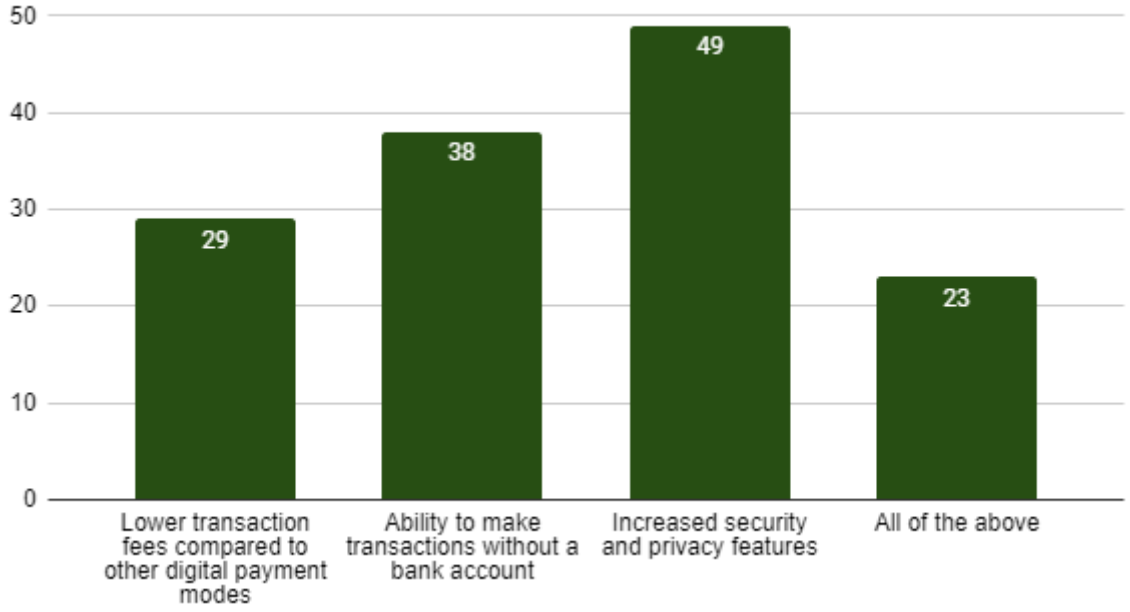


Figure 4. 14 Features of e-rupee is expected to increase its adoption among users

Table 4.15: Use e-rupee for the digital transactions

Particulars		Frequency	Percent
Use e-rupee for the digital transactions	Very likely	24	17.3
	Somewhat likely	46	33.1
	Not sure	36	25.9
	Not likely	33	23.7
	Total	139	100.0

It is observed from the table that 17.3% of the respondents are very likely to use e-rupee for the digital transactions, followed by 33.1% of the respondents who are somewhat likely to use e-rupee for the digital transactions, 25.9% of the respondents are not sure whether to use e-rupee for the digital transactions, and 23.7% of the respondents are not likely to use e-rupee for the digital transactions. Therefore, it can be concluded that most of the respondents are somewhat likely to use e-rupee for digital transactions.

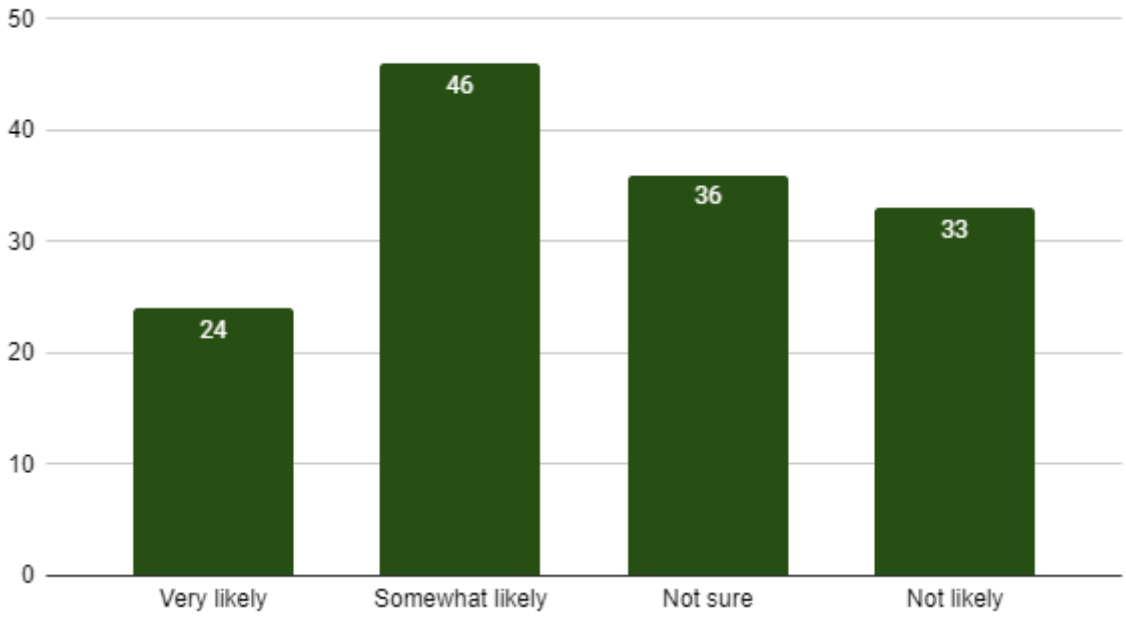


Figure 4. 15 Use e-rupee for the digital transactions

Table 4.16: Convenience of using e-rupee compared to other digital payment methods

Particulars		Frequency	Percent
Convenience of using e-rupee compared to other digital payment methods	Very convenient	33	23.7
	Somewhat convenient	47	33.8
	Neutral	27	19.4
	Inconvenient	32	23.0
	Total	139	100.0

It is noted from the table that 23.7% of the respondents are very convenient with e-rupee when compared to other digital payment methods, followed by 33.8% of the respondents who are somewhat convenient with e-rupee when compared to other digital payment methods, 19.4% of the respondents are neither convenient nor inconvenient with e-rupee when compared to other digital payment methods, and 23% of the respondents are inconvenient with e-rupee when compared to other digital payment methods. Hence, it is concluded that most of the respondents find e-rupee somewhat convenient when compared to other digital payment methods.

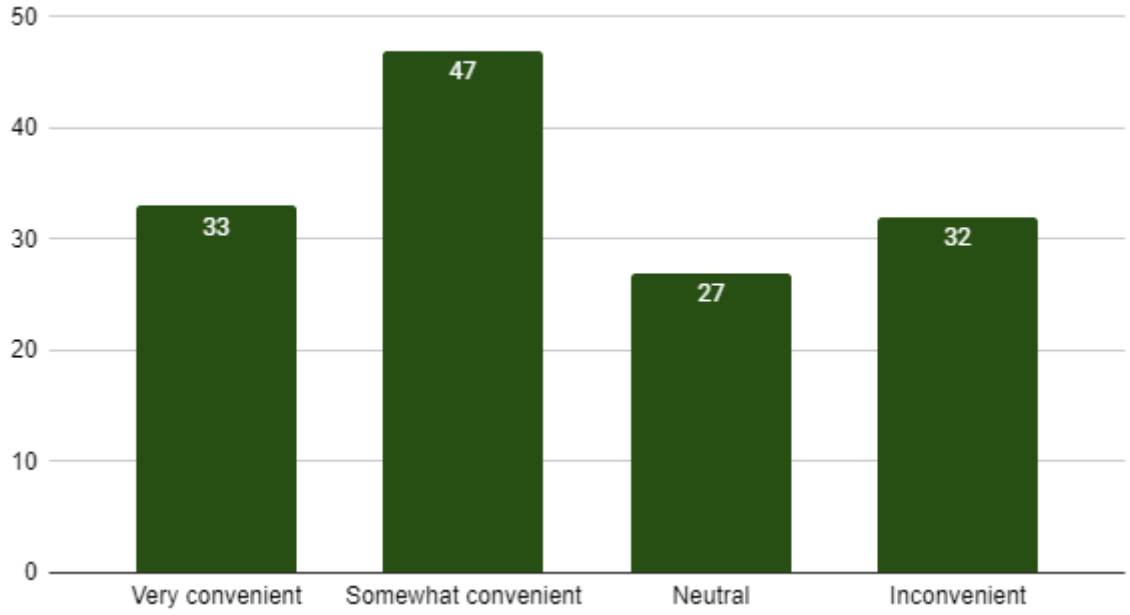


Figure 4. 16 Convenience of using e-rupee compared to other digital payment methods

Table 4.17: Safety and security of using e-rupee compared to other digital payment methods

Particulars		Frequency	Percent
Safety and security of using e-rupee compared to other digital payment methods	Very safe and secure	35	25.2
	Somewhat safe and secure	39	28.1
	Neutral	33	23.7
	Not safe and secure	32	23.0
	Total	139	100.0

It is inferred from the table that 25.2% of the respondents feel that e-rupee is very safe and secure compared to other digital payment methods; 28.1% of the respondents feel that e-rupee is somewhat safe and secure compared to other digital payment methods; 23.7% of the respondents feel that e-rupee is neutral compared to other digital payment methods; and 23% of the respondents feel that e-rupee is not safe and secure compared to other digital payment methods. It is then found that the majority of the respondents feel that e-rupee is somewhat safe and secure compared to other digital payment methods.

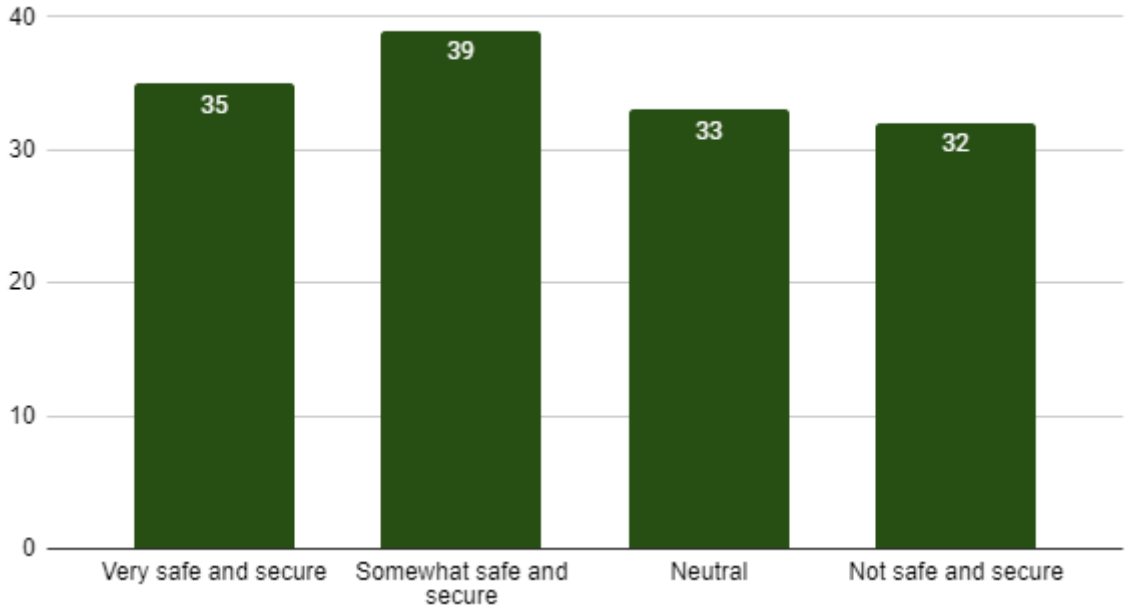


Figure 4. 17 Safety and security of using e-rupee compared to other digital payment methods

Table 4.18: Digital e-rupee

Particulars		Frequency	Percent
Digital e-rupee	A new cryptocurrency	28	20.1
	A new digital payment system launched by the Indian government	44	31.7
	A new mobile phone brand	29	20.9
	A new social media platform	38	27.3
	Total	139	100.0

It is found from the above table that 20.1% of the respondents think that e-rupee is a new cryptocurrency, followed by 31.7% of the respondents who think that e-rupee is a new digital payment system launched by the Indian government, 20.9% of the respondents who think that e-rupee is a new mobile phone brand, and 27.3% of the respondents who think that e-rupee is a new social media platform. It is then evident that most of the respondents think that the e-rupee is a new digital payment system launched by the Indian government.

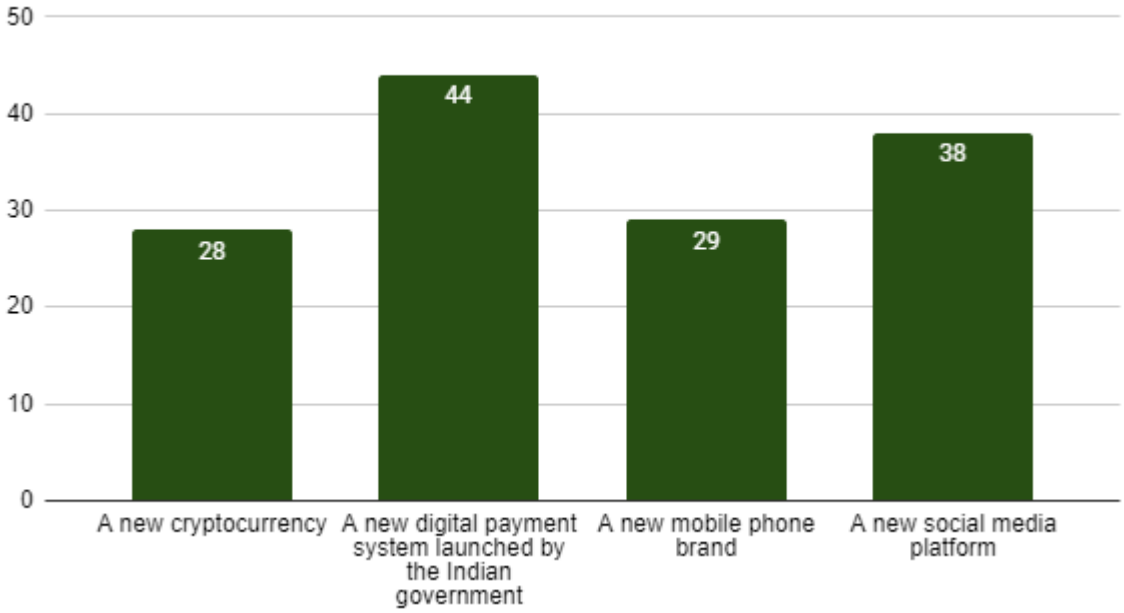


Figure 4. 18 Digital e-rupee

Table 4.19: Benefits of using the digital e-rupee

Particulars		Frequency	Percent
Benefits of using the digital e-rupee	It allows for faster and more secure transactions	26	18.7
	It eliminates the need for physical currency	23	16.5
	It helps to prevent fraud and counterfeiting	40	28.8
	All of the above	50	36.0
	Total	139	100.0

It is noted from the table that 18.7% of the respondents think that e-rupee allows for faster and more secure transactions; 16.5% of the respondents think that e-rupee eliminates the need for physical currency; 28.8% of the respondents think that e-rupee helps to prevent fraud and counterfeiting; and 36% of the respondents think that the above-mentioned benefits of using the digital e-rupee exist. It is then concluded that the highest number of respondents think that the above-mentioned benefits of using the digital e-rupee are true.

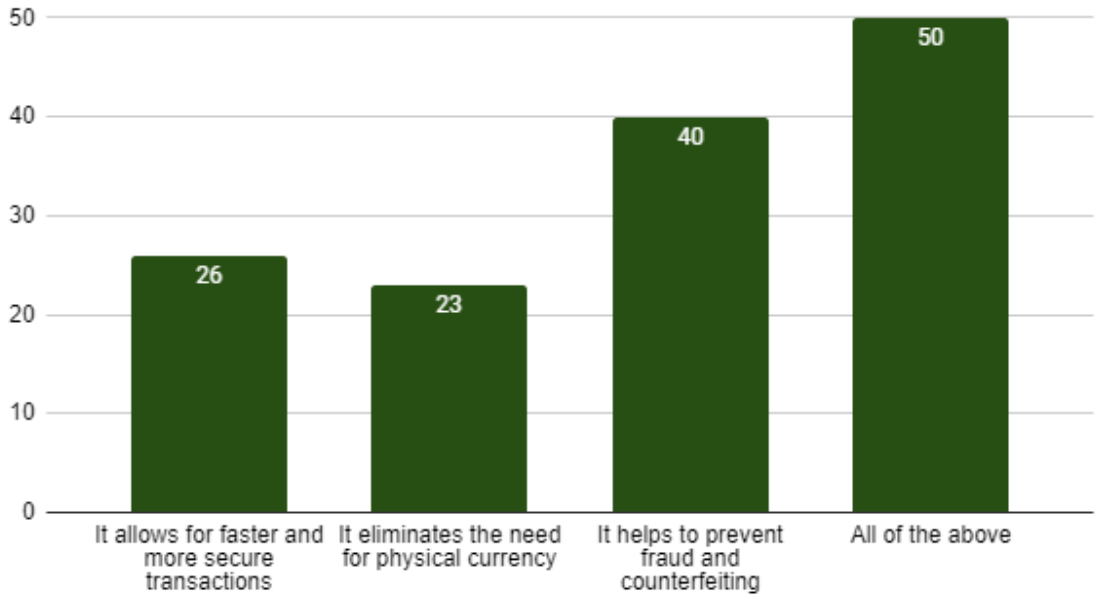


Figure 4. 19 Benefits of using the digital e-rupee

Table 4. 20: Main concern associated with the use of the digital e-rupee

Particulars		Frequency	Percent
Main concern associated with the use of the digital e-rupee	Privacy and security concerns	37	26.6
	High transaction fees	31	22.3
	Difficulty in using the system	38	27.3
	None of the above	33	23.7
	Total	139	100.0

The above table shows that most of the respondents are concerned about the digital e-rupee due to difficulty in using the system (27.3%). The second largest respondents are concerned about the digital e-rupee due to privacy and security concerns (26.6%), followed by 23.7% of the respondents indicates none of the above, and 22.3% of the respondents are concerned about the digital e-rupee due to high transaction fees.

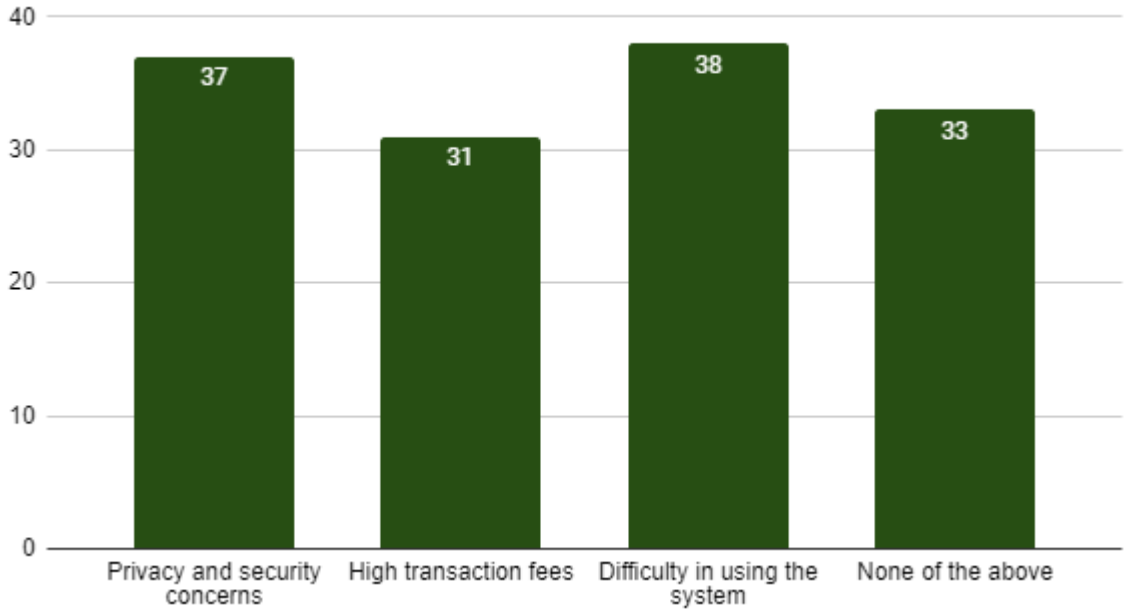


Figure 4. 20: Main concern associated with the use of the digital e-rupee

Table 4. 21: Association between the age of respondents and attitude towards digital e-rupee

H0: Age is not associated with the attitude towards digital e-rupee

H1: Age is positively associated with the attitude towards digital e-rupee

Particulars		Attitude			Chi-square value	Sig.
		Low	Moderate	High		
Age	Less than 20 years	0	9	24	49.391[a]	.000
	21 to 30 years	4	4	89		
	30 to 40 years	0	5	0		
	Above 40 years	0	0	4		

It has been found from the above table that respondents have low attitude towards e-rupee in India are aged from 21 to 35 years, followed by respondents are aged less than 20 years have moderate attitude towards e-rupee in India, and respondents are aged from 21 to 30 years have high attitude towards e-rupee in India. However, the chi-square value is 49.391, and the significance value is lesser than 5%, and it is statistically significant. Hence, the alternated hypothesis is accepted, and the result shows that the age of the respondents is positively associated with the attitude towards digital e-rupee.

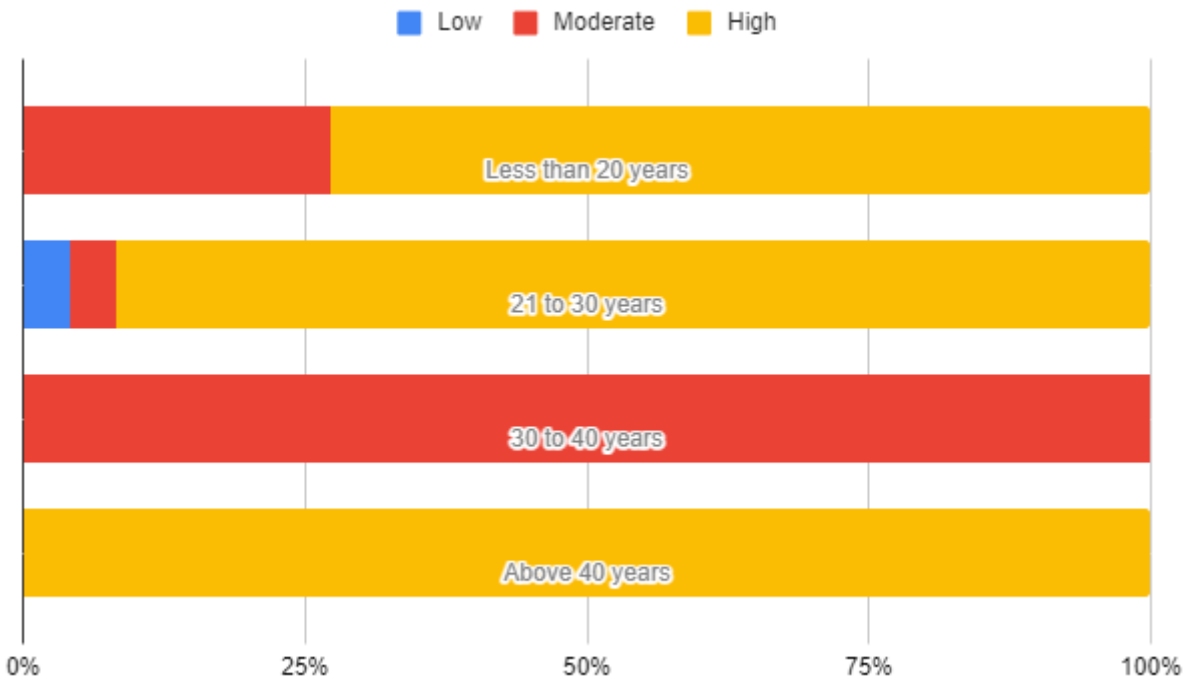


Figure 4. 21: Association between the age of respondents and attitude towards digital e-rupee

Table 4. 22: Association between the gender of respondents and attitude towards digital e-rupee

H0: Gender is not associated with the attitude towards digital e-rupee

H1: Gender is positively associated with the attitude towards digital e-rupee

Particulars		Attitude			Chi-square value	Sig.
		Low	Moderate	High		
Gender	Male	0	5	44	2.903[a]	.234
	Female	4	13	73		

It is noted from the above table that male and female respondents have a high attitude towards digital e-rupee. Although the chi-square value is 2.903 and the p-value is greater than 5%, it is not statistically significant. Thus, the H1 is rejected, and the results indicate that the gender is not associated with the attitude towards digital e-rupee.

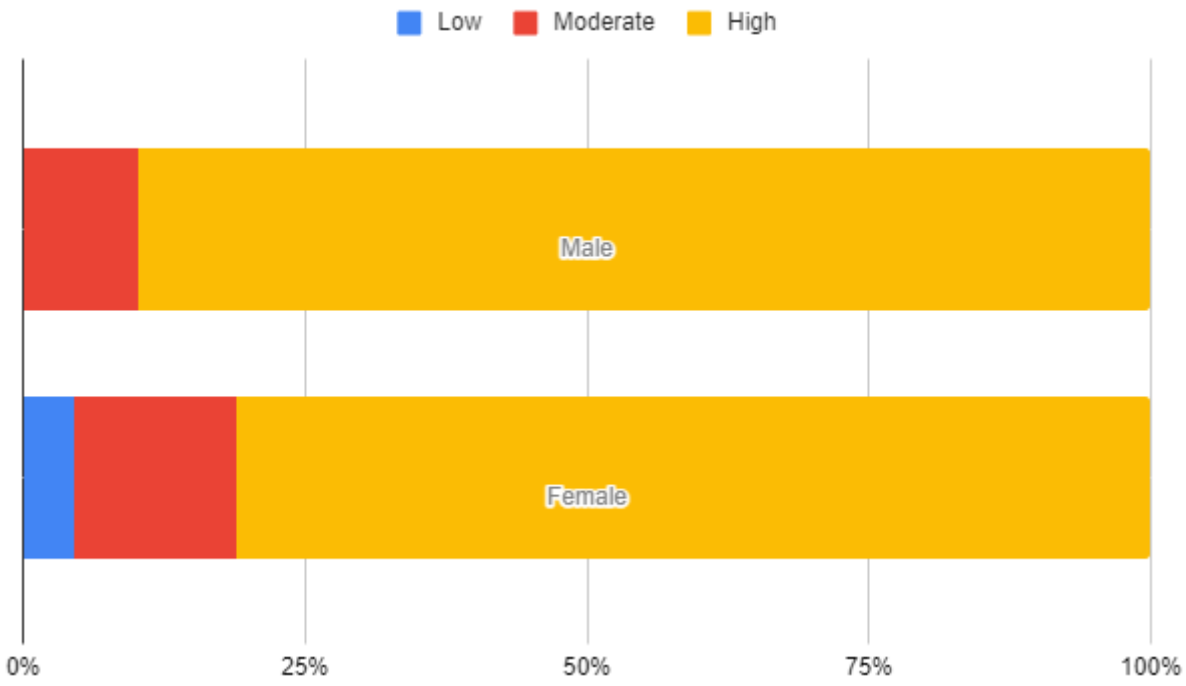


Figure 4. 22: Association between the gender of respondents and attitude towards digital e-rupee

Table 4. 23: Association between the education qualification of respondents and attitude towards digital e-rupee

H0: Education qualification is not associated with the attitude towards digital e-rupee

H1: Education qualification is positively associated with the attitude towards digital e-rupee

Particulars		Attitude			Chi-square value	Sig.
		Low	Moderate	High		
Education qualification	Graduate	4	4	89	29.124[a]	.000
	Postgraduate	0	9	12		
	Professional degree	0	0	4		
	Others	0	5	12		

It has been found from the above table that respondents with a graduate degree have a low attitude towards e-rupee in India, followed by respondents with a postgraduate degree who have a moderate attitude towards e-rupee in India, and respondents with a graduate degree have a high attitude towards e-rupee in India. However, the chi-square value is 29.124, and the significance value is less than 5%, so it is statistically significant. Hence, the alternate hypothesis is accepted, and the result shows that the education qualification of the respondents is positively associated with their attitude towards the digital e-rupee.

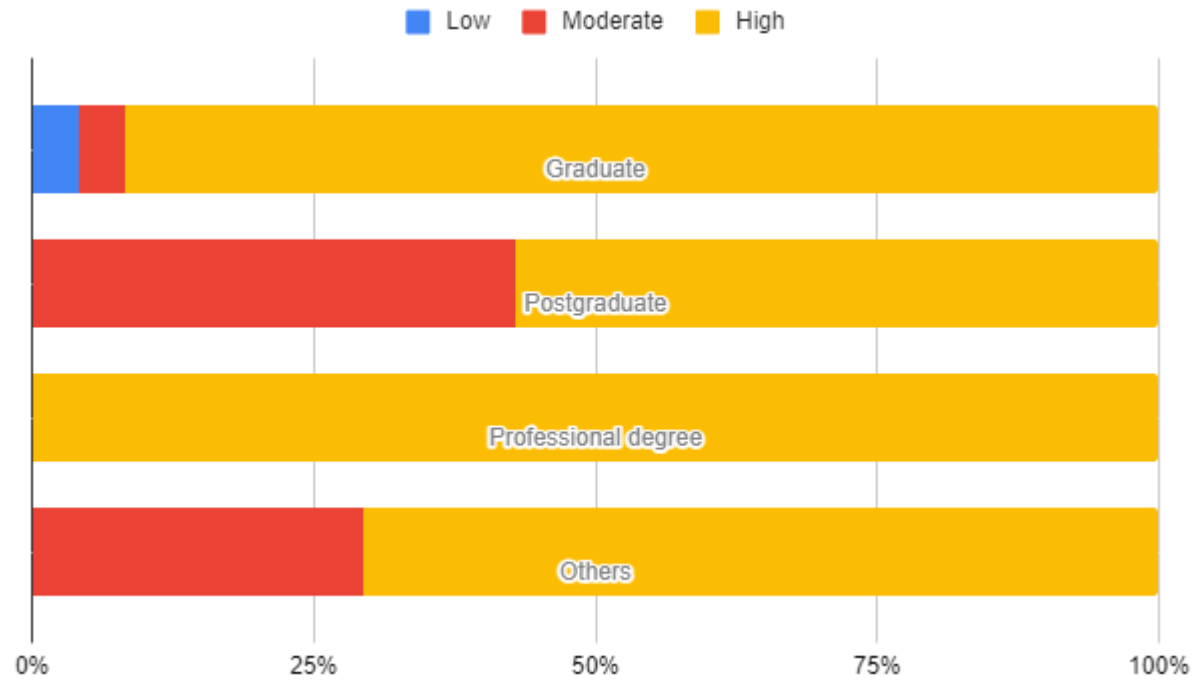


Figure 4. 23: Association between the education qualification of respondents and attitude towards digital e-rupee

4.4.FINDINGS

- The highest number of respondents are belong to the age categories of 21 to 30 years.
- The percentage of female is higher than the percentage of male.
- The highest number of respondents are having a graduate degree (69.8%)
- Most of the respondents are employee using digital e-rupee in India.
- The highest number of respondents are unmarried.
- Most of the respondents describe e-rupee as a new digital currency launched by the rbi (68.3%)
- The highest number of respondents transacted e-rupee for bill payments.
- Most of the respondents obtain e-rupee by sending an email request to the government.
- Majority of the respondents feel that e-rupee is completely secure.
- Most of the respondents thought that e-rupee could only be used within India and that it differed from other digital payment methods.
- Most of the respondents indicating that all three banks have partnered with the government to issue e-rupees.
- Most of the respondents indicate underprivileged sections of society is the primary target user group for e-rupee.
- Majority of the respondents think that all the above-mentioned sectors are expected to benefit the most from e-rupee.
- Majority of the respondents thought that e-rupee's increased security and privacy features would increase its adoption among users (35.3%).
- Most of the respondents are somewhat likely to use e-rupee for digital transactions.
- Most of the respondents find e-rupee somewhat convenient when compared to other digital payment methods.
- Majority of the respondents feel that e-rupee is somewhat safe and secure compared to other digital payment methods.
- Most of the respondents think that the e-rupee is a new digital payment system launched by the Indian government.
- The highest number of respondents think that the above-mentioned benefits of using the digital e-rupee are true.

- Most of the respondents are concerned about the digital e-rupee due to difficulty in using the system (27.3%).
- Age of the respondents is positively associated with the attitude towards digital e-rupee.
- Gender is not associated with the attitude towards digital e-rupee.
- Education qualification of the respondents is positively associated with their attitude towards the digital e-rupee.

4.5.RECOMMENDATIONS

Public Awareness Campaigns: The government can launch public awareness campaigns to educate people about digital e-Rupee. These campaigns can be run on various media platforms like TV, radio, social media, and newspapers.

Workshops and Seminars: The government can organize workshops and seminars for people to learn about digital e-Rupee. These workshops can be conducted in schools, colleges, and public places like community centers, and government offices.

Collaboration with Banks and Payment Service Providers: The government can collaborate with banks and payment service providers to promote digital e-Rupee. These institutions can offer incentives to customers who use e-Rupee for transactions.

Training Programs for Merchants: The government can conduct training programs for merchants to teach them how to accept digital e-Rupee payments. This will encourage more merchants to accept e-Rupee payments, increasing its usage.

Incentives for using e-Rupee: The government can offer incentives to users who make transactions using digital e-Rupee. These incentives can be in the form of discounts, cashback, or loyalty points.

Tie-ups with popular e-commerce websites: The government can tie-up with popular e-commerce websites to promote the use of digital e-Rupee. This will increase the visibility of e-Rupee and encourage more people to use it.

Promote e-Rupee as a secure and convenient mode of payment: The government can promote e-Rupee as a secure and convenient mode of payment. This will help build trust among users and encourage them to adopt it.

Provide information about security measures: One of the main concerns people have with digital transactions is security. The government can improve the perception of digital e-Rupee by providing information about the security measures in place to protect users' data and prevent fraud.

Highlight the benefits: The government can also highlight the benefits of using digital e-Rupee, such as convenience, speed, and accessibility. By emphasizing these benefits, people will be more likely to adopt digital e-Rupee as their preferred mode of payment.

Conduct surveys and studies: The government can conduct surveys and studies to gather data on the usage and perception of digital e-Rupee. This information can help identify areas of improvement and enable the government to address concerns and improve the overall perception of digital e-Rupee.

Collaborate with influencers and celebrities: The government can collaborate with influencers and celebrities to promote digital e-Rupee. These individuals can help raise awareness and improve the perception of digital e-Rupee among their followers.

Engage in social media: Social media is a powerful tool for communication and can be used to engage with people and address their concerns. The government can use social media platforms to share information about digital e-Rupee, answer questions, and provide support.

Partner with businesses: The government can partner with businesses to promote the usage of digital e-Rupee. These businesses can offer discounts and incentives to customers who use digital e-Rupee for transactions, which can help increase usage and improve the perception of digital e-Rupee.

Provide customer support: The government can provide customer support services to help people with their digital e-Rupee transactions. This can include a helpline, chat support, or email support. By providing excellent customer support, people will feel more comfortable using digital e-Rupee for their transactions.

CHAPTER-V

CONCLUSION

5. CONCLUSION

The digital rupee is a digital version of the Indian rupee that provides users with trust, security, and finality in settlement. Due to these features, the users are increasing the number of users and merchants by 50,000 and 5,000, respectively. Although the number of digital e-rupees users in India is high, the key issue is whether Indians are aware of digital e-rupees. Thus, the objectives of the study are to identify the attitude towards digital currency in India. The second is to examine the top service providers of digital currency in India. The third is to determine how the demographic profile is associated with the attitude towards digital currency. The measurement of these objectives is done with quantitative research methods. The population of the study is the people of Delhi. Convenience sampling will be used to get the information of the people of E-rupee in India. The sample size considered for the study is 139. With these samples, the assessment of the responses is based on the frequency distribution and chi-square.

Digital e-rupee users are females, graduates, and employees. Many have described the e-rupee as a new digital currency launched by the RBI. Digital e-rupee is used for bill payments. This offers benefits to health care, education, and agriculture. Increased security and privacy increase the number of users in Delhi. The benefits of digital currency are that it allows for faster and more secure transactions, eliminates the need for physical currency, and helps to prevent fraud and counterfeiting. Thus, it can be concluded that easing the processing system of digital rupee increases the usage of users in Delhi.

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ANNEXURE

Questionnaire

1. Age
    a. Less than 20 years
    b. 21 to 30 years
    c. 31 to 40 years
    d. More than 40 years
2. Gender
    a. Male
    b. Female
3. Education qualification
    a. Graduate
    b. Postgraduate
    c. Professional degree
    d. Others
4. Occupation
    a. Student
    b. Business man
    c. Employee
    d. Retired person
    e. Housewife
5. Marital status
    a. Married
    b. Unmarried
6. Which of the following best describes the e-rupee?
    a. A new digital currency launched by the Reserve Bank of India
    b. A government-backed digital payment solution
    c. A mobile app for online shopping
    d. An online marketplace for buying and selling goods
7. Which of the following transactions can be carried out using e-rupee?

a. Online shopping

b. Bill payments

c. Money transfer

d. All of the above

8. How can you obtain e-rupee?

a) By visiting a bank branch

b) By downloading an app and creating an account

c) By using a credit card

d) By sending an email request to the government

9. Is e-rupee a secure mode of payment?

a) Yes, it is completely secure

b) No, there are risks of fraud and hacking

c) It depends on the user's security measures

d) None of the above

10. How is e-rupee different from other digital payment methods?

a) It can only be used for government-approved transactions

b) It does not require a bank account or internet access

c) It is not subject to transaction fees

d) It can only be used within India.

11. Which of the following banks have partnered with the government to issue e-rupee?

a) SBI

b) HDFC Bank

c) ICICI Bank

d) All of the above

12. Which of the following is the primary target user group for e-rupee?

    a) Students

    b) Government employees

    c) Farmers

    d) Underprivileged sections of society

13. Which of the following sectors is e-rupee expected to benefit the most?

    a) Healthcare

    b) Education

    c) Agriculture

    d) All of the above

14. Which of the following features of e-rupee is expected to increase its adoption among users?

    a) Lower transaction fees compared to other digital payment modes

    b) Ability to make transactions without a bank account

    c) Increased security and privacy features

    d) All of the above

15. How likely are you to use e-rupee for your digital transactions?

    a) Very likely

    b) Somewhat likely

    c) Not sure

    d) Not likely

16. How would you rate the convenience of using e-rupee compared to other digital payment methods?

    a) Very convenient

    b) Somewhat convenient

c) Neutral

d) Inconvenient

17. How would you rate the safety and security of e-rupee compared to other digital payment methods?

a) Very safe and secure

b) Somewhat safe and secure

c) Neutral

d) Not safe and secure

18. What is the digital e-rupee?

a) A new cryptocurrency

b) A new digital payment system launched by the Indian government

c) A new mobile phone brand

d) A new social media platform

19. What are the benefits of using the digital e-rupee?

A) It allows for faster and more secure transactions

B) It eliminates the need for physical currency

C) It helps to prevent fraud and counterfeiting

D) All of the above

20. What is the main concern associated with the use of the digital e-rupee?

A) Privacy and security concerns

B) High transaction fees

C) Difficulty in using the system

D) None of the above