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A STUDY ON CUSTOMER PERCEPTIONS AND PROBLEMS OF ELECTRONIC PAYMENT SYSTEM IN THIRUVANTHAPURAM DISTRICT

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ABSTRACT

The rapid growth of digital transactions has revolutionized the financial landscape, making electronic payment systems (EPS) an integral part of modern commerce. This study explores customer perceptions and the Problems associated with electronic payment systems in Thiruvananthapuram district. Using a structured survey method, data was collected from a diverse sample of consumers to understand their preferences, satisfaction levels, and key concerns regarding EPS. The findings indicate that while factors such as convenience, speed, and security drive the adoption of electronic payments, users also face Problems related to transaction failures, cyber security threats, and lack of awareness about digital financial services. The study highlights the need for improved digital literacy, enhanced security measures, and better infrastructure to foster greater trust and usability in electronic payment systems. The insights from this research contribute to a deeper understanding of customer behavior and provide recommendations for policymakers, financial institutions, and service providers to enhance the efficiency and reliability of EPS in the region.

Keywords: Electronic Payment Systems, Customer Perception, Digital Transactions, Financial Technology, Thiruvananthapuram District

INTRODUCTION

The advent of digital technology has transformed financial transactions globally, with electronic payment systems (EPS) playing a crucial role in enabling cashless economies. In India, the push for digital payments has been accelerated by government initiatives such as **Digital India, Unified Payments Interface (UPI), and the promotion of fintech innovations.** These advancements have led to a significant shift in consumer behavior, as more individuals and businesses adopt electronic payment methods for their financial transactions.

Thiruvananthapuram, the capital city of Kerala, has witnessed a growing adoption of electronic payment systems across various sectors, including retail, banking, and government services. While digital payments offer numerous benefits, including **convenience, speed, and security**, they also present several Problems that affect consumer trust and satisfaction. Issues such **as transaction failures, cyber security threats, lack of awareness, and digital literacy gaps** continue to impact the widespread acceptance of EPS. Additionally, technical glitches,

poor internet connectivity in certain areas, and resistance to change among certain demographics further hinder seamless adoption.

This study aims to analyze customer perceptions and the key problems associated with electronic payment systems in the Thiruvananthapuram district. By examining consumer experiences, satisfaction levels, and major concerns, the research seeks to provide valuable insights into the effectiveness of EPS and highlight areas that require improvement. The study will also explore the role of financial institutions, regulatory bodies, and service providers in addressing these Problems and enhancing the digital payment ecosystem.

The findings from this research will contribute to a better understanding of the evolving payment landscape and offer recommendations for policymakers, businesses, and financial service providers to improve the efficiency and accessibility of electronic payment systems in the region.

REVIEW OF LITERATURE

The study of electronic payment systems (EPS) has gained significant attention from researchers worldwide, as digital transactions continue to redefine financial ecosystems. This section provides an overview of existing literature on customer perceptions, adoption challenges, and the evolving landscape of electronic payment systems.

1. Electronic Payment Systems and Consumer Behavior

Several studies have explored consumer attitudes toward electronic payments, emphasizing the role of convenience, security, and ease of use in adoption. Davis (1989) introduced the **Technology Acceptance Model (TAM),** which highlights that perceived usefulness and ease of use are key determinants of technology adoption, including digital payments. Further, Venkatesh et al. (2003) extended this model through the **Unified Theory of Acceptance and Use of Technology (UTAUT),** incorporating factors such as social influence and facilitating conditions in shaping consumer behavior.

2. Growth of Digital Payments in India

With the Indian government's initiatives like **Digital India, Unified Payments Interface (UPI), and demonetization in 2016**, digital payments have witnessed exponential growth. Gupta & Arora (2020) analyzed the post-demonetization digital payment trends and found a significant increase in the use of **UPI, mobile wallets, and net banking**. However, their study also identified concerns related to security, internet accessibility, and resistance among older generations.

3. Problems in Electronic Payment Adoption

Despite the advantages, multiple Problems affect the widespread adoption of EPS. Singh & Gupta (2019) highlighted **transaction failures, cyber security threats, and data privacy concerns** as major barriers to digital payment acceptance. Moreover, Ramaswamy & Krishnan (2021) found that in semi-urban and rural areas, **lack of digital literacy, inadequate banking infrastructure, and poor internet connectivity** hinder seamless transactions.

4. Consumer Trust and Security Concerns

Security concerns remain a critical factor influencing consumer trust in electronic payment systems. According to Sharma & Patel (2020), phishing attacks, fraud, and identity theft create hesitation among users, particularly those unfamiliar with digital platforms. Their study emphasized the need for robust encryption technologies and consumer awareness programs to enhance trust.

5. Electronic Payment Systems in Kerala

Thiruvananthapuram, being a major urban center in Kerala, has seen considerable digital payment adoption. A study by Nair & Menon (2022) found that urban consumers prefer UPI-based transactions due to **ease of use and instant processing**, whereas small-scale traders still rely on cash due to **fear of transaction failures and high service charges on digital payments.**

SIGNIFICANCE OF THE STUDY

The increasing adoption of electronic payment systems (EPS) has significantly transformed the financial landscape, offering convenience, efficiency, and security in transactions. However, despite these advantages, customers often face Problems that impact their perception and willingness to use digital payment methods. This study is important as it provides insights into customer perceptions and the problems associated with EPS in Thiruvananthapuram district, a region experiencing rapid digitalization. Understanding consumer behavior in this context helps identify key factors influencing digital payment adoption, allowing businesses, financial institutions, and policymakers to enhance digital payment services effectively. While electronic payments offer numerous benefits, users frequently encounter issues such as transaction failures, cyber security risks, service charges, and lack of awareness. Identifying these barriers enables service providers to implement strategies for improving security, accessibility, and overall customer confidence in EPS. Moreover, as India continues to push for a cashless economy through initiatives like Digital India and the Unified Payments Interface (UPI), studies like this are crucial for assessing the success and shortcomings of digital payment systems at a regional level. The insights gained can support government and financial institutions in strengthening digital infrastructure and promoting digital literacy in Thiruvananthapuram. The findings from this research will also provide recommendations for policymakers, banks, and fin-tech companies to enhance EPS through better regulatory frameworks, improved user experience, and advanced security mechanisms. Addressing the concerns of local businesses and individuals hesitant to adopt digital payments can foster greater financial inclusion, ensuring that all demographic groups can benefit from digital financial services. By identifying gaps in digital payment adoption, this study aims to bridge the digital divide and make electronic payments more accessible and user-friendly. Overall, this study is significant in understanding the real-world Problems and opportunities associated with EPS in Thiruvananthapuram. The insights gained will not only benefit consumers but also assist financial institutions, service providers, and policymakers in creating a more seamless, secure, and inclusive digital payment ecosystem.

SCOPE OF THE STUDY

The scope of this study focuses on analyzing customer perceptions and identifying the key Problems associated with electronic payment systems (EPS) in Thiruvananthapuram district. As digital transactions become increasingly prevalent, it is crucial to understand how consumers interact with various EPS platforms, including mobile wallets, internet banking, UPI, credit and debit card payments, and other fintech solutions. This research examines the factors influencing customer adoption, satisfaction levels, and the obstacles that hinder the seamless use of electronic payment methods. The study covers a diverse range of respondents, including individual consumers, small business owners, and merchants, to provide a comprehensive perspective on digital payment usage. It explores aspects such as ease of use, transaction security, trust, awareness levels, and technological barriers that affect consumer confidence in EPS. Additionally, the research investigates issues like transaction failures, cyber security risks, service charges, and the digital divide, particularly among different demographic

groups in urban and semi-urban areas of Thiruvananthapuram. While the study primarily focuses on customer experiences within Thiruvananthapuram district, its findings can have broader implications for policymakers, financial institutions, and service providers looking to improve digital payment adoption across similar regions. By identifying gaps in infrastructure, security measures, and digital literacy, this study aims to provide recommendations for enhancing the efficiency and reliability of electronic payment systems. The research also contributes to the on-going efforts of promoting a cashless economy and improving financial inclusion by making digital transactions more accessible and user-friendly for all sections of society.

STATEMENT OF THE PROBLEM

The rapid advancement of digital payment systems has significantly transformed the way financial transactions are conducted. In India, government initiatives such as Digital India, Unified Payments Interface (UPI), and cashless economy policies have encouraged the widespread adoption of electronic payment systems (EPS). While these systems offer numerous advantages, including convenience, speed, and security, they also pose several Problems that affect customer perceptions and usage. Issues such as transaction failures, cyber security risks, service charges, lack of awareness, and digital literacy gaps continue to hinder the seamless adoption of EPS, particularly in regions like Thiruvananthapuram.

Despite being the capital city of Kerala and a hub for education, technology, and commerce, Thiruvananthapuram still faces varying levels of digital payment adoption across different consumer segments. While urban consumers may find electronic payments convenient, Problems persist among small businesses, lower-income groups, and the elderly, who may struggle with technological adaptability and security concerns. Additionally, infrastructure-related issues such as poor internet connectivity and technical glitches further impact the reliability of EPS. This study aims to examine customer perceptions, satisfaction levels, and the major obstacles faced while using EPS in Thiruvananthapuram district. By identifying the key factors that influence digital payment adoption and highlighting the Problems experienced by users, the research seeks to provide valuable insights into improving the efficiency, security, and accessibility of electronic payment systems. The findings will be crucial for financial institutions, policymakers, and service providers in developing strategies to enhance digital payment adoption and trust among consumers in the region.

OBJECTIVES OF THE STUDY

The primary objective of this study is to analyze customer perceptions and the Problems associated with electronic payment systems (EPS) in Thiruvananthapuram district. To achieve this, the study focuses on the following specific objectives:

- To understand the socio-economic background of sample respondents
- To identify the Customer Perceptions of e-payment services
- **To assess the** Problems Faced by Users.
- To analyses between the Size-wise Distribution and Customer Satisfaction level of Electronic Payment System

RESEARCH DESIGN

The research design for this study is **descriptive and analytical**; aiming to provide a comprehensive understanding of customer perceptions and the problems faced by users of electronic payment systems (EPS) in Thiruvananthapuram district. The design is structured to

gather both qualitative and quantitative data through surveys and interviews, enabling the analysis of satisfaction levels, and the Problems they encounter.

Data Collection Methods:

- **Primary Data:**
  - Structured questionnaires distributed to Customer in Thiruvananthapuram District.
  - Interviews with banking officials and fintech service providers.
  - Focus group discussions to understand user experiences and expectations.
- **Secondary Data:**
  - Reports from the Reserve Bank of India (RBI) and National Payments Corporation of India (NPCI).
  - Published research papers, articles, and industry reports related to e-payment trends.
  - Government policies and statistics related to digital transactions.

Sampling Methodology:

The sampling methodology for this study is designed to ensure that the sample is representative of the diverse population of Thiruvananthapuram district, providing valuable insights into customer perceptions and Problems related to electronic payment systems (EPS). The study will use a **stratified random sampling** technique to select respondents, which will ensure that various demographic groups are proportionally represented. Below are the key elements of the sampling methodology:

Population of the Study:

The population of interest for this study includes individuals who use or have used electronic payment systems in Thiruvananthapuram district. This encompasses a wide range of customer, including:

- **Urban and semi-urban residents**: The district includes both urban areas with better digital infrastructure and semi-urban areas where digital payment adoption might vary.
- **Small business owners and merchants**: These are key users of EPS, as they adopt various payment methods to facilitate transactions with customers.
- **Different demographic groups**: Age groups (youth, adults, elderly), income groups (low, middle, high income), and education levels (graduates, non-graduates) will be included to understand how perceptions and usage of EPS vary.

Sampling Technique:

The study will employ **stratified random sampling** to divide the population into homogeneous subgroups or strata based on specific demographic characteristics such as:

- **Age**: Different age groups (18-30, 31-45, 46-60, 60+) to examine how age influences EPS usage and perception.
- **Income**: Different income levels (low, middle, high) to assess how financial capacity affects the adoption and Problems faced with EPS.
- **Occupation**: Students, working professionals, business owners, and retirees to understand how different occupations engage with digital payment systems.
- **Type of Payment System Used**: Participants will be categorized based on their use of specific systems (e.g., UPI, mobile wallets, internet banking, credit/debit cards).

Once the strata are defined, a **random sampling** method will be applied within each subgroup to select participants. This ensures that each subgroup has an equal probability of being selected, resulting in a representative sample for the study.

Sample Size:

A sample size of approximately **272 respondents** will be targeted for the survey to ensure statistical reliability and accuracy. This number is sufficient to draw meaningful conclusions while maintaining practical feasibility.

Data Collection Locations:

The survey and interviews will be conducted across different locations within Thiruvananthapuram, including:

- **Urban centers**: Malls, shopping complexes, educational institutions, business hubs.
- **Semi-urban and rural areas**: Local markets, small shops, residential areas.
- **Online and offline platforms**: Online surveys will be sent to respondents who are comfortable with digital forms, while in-person surveys will target individuals in semi-urban and rural areas who might not have regular internet access.

Data Collection Process:

The selected respondents will be approached either **online or in person** for the survey. In the case of the online survey, links will be sent via social media, email, or community forums. For in-person surveys, enumerators will visit the designated locations to collect responses, ensuring that a mix of both urban and semi-urban populations is included. Interviews will be conducted either face-to-face or via phone for individuals who are unable to meet in person.

Data Analysis Techniques:

- Descriptive statistics (mean, median, standard deviation) to summarize survey responses.
- Chi-square test to determine associations between demographic variables and e-payment challenges.

DATA ANALYSIS AND INTERPRETATION

CUSTOMER PERCEPTIONS OF E-PAYMENT SERVICES

Table 1: Customer Perceptions of e-payment services

Sl. No.	Customer Perceptions		Responses					Total
			Highly Negative	Negative	Neutral	Positive	Highly Positive	
1	**Convenience**	Count	9	1	1	133	128	272
		%	3.3	0.4	0.4	48.9	47.1	100
2	**Security**	Count	8	1	1	121	141	272
		%	2.9	0.4	0.4	44.5	51.8	100
3	**Merchant Acceptance**	Count	8	2	4	100	158	272
		%	2.9	0.7	1.5	36.8	58.1	100

4	**Transaction Reliability**	Count	3	6	5	132	126	272
		%	1.1	2.2	1.8	48.5	46.3	100
5	**Service Charges & Fees**	Count	4	6	1	138	123	272
		%	1.5	2.2	0.4	50.7	45.2	100
6	**Digital Wallet Usage**	Count	8	8	0	71	185	272
		%	2.9	2.9	0	26.1	68.0	100
	Overall	Count	40	24	12	695	861	1632
		%	2.5	1.5	0.7	42.6	52.8	100

Source: Primary Data

The survey results indicate an overwhelmingly **positive perception** of electronic payment systems among users. The majority of respondents rated key factors such as **convenience (96%), security (96.3%), merchant acceptance (94.9%), transaction reliability (94.8%), service charges (95.9%), and digital wallet usage (94.1%)** as either **positive or highly positive.** Notably**, digital wallet usage** received the highest **"highly positive"** rating at **68%**, reflecting a strong preference for mobile wallets. **Merchant acceptance** also scored well, with **58.1% of users rating it highly positive**, suggesting widespread adoption among businesses. While **transaction reliability, security, and service charges** were viewed favorably, minor concerns remain, as **4.7% of total responses were negative**, indicating occasional issues with transaction failures, fees, or security risks. Overall, the findings suggest that **users trust and prefer electronic payment systems**, but addressing small concerns related to **technical glitches, service costs, and fraud protection** could further improve user confidence and adoption.

PROBLEMS FACED BY USERS

Table 2: Ranking of problems faced by users of e-payment services

Sl. No.	Problems	Rank Sum	Mean Rank	Median Rank	Rank
1	Transaction Failures	893	1.64	1.00	**I**
2	Security & Fraud	1257	2.31	2.00	**II**
3	Technical & Connectivity Issues	2137	3.93	4.00	**III**
4	Payment Processing Errors	2589	4.76	4.00	**IV**
5	Merchant Acceptance	3098	5.69	5.00	**V**
6	Refund & Chargebacks	3520	6.47	6.00	**VI**
7	Customer Support Issues	3731	6.86	6.00	**VII**
8	Digital Wallet Issues	4185	7.69	7.00	**VIII**
9	Lack of Awareness	4850	8.92	9.00	**IX**
10	Trust	5634	10.36	10.00	**X**

Source: Computed Data

The ranking of problems faced by users of e-payment services highlights **transaction failures** as the most critical issue, followed by **security and fraud concerns**, and **technical/connectivity issues**, indicating that reliability and security are top priorities for users. **Payment processing errors and merchant acceptance** Problems also rank high, showing the need for smoother transactions and wider digital payment adoption. Issues like **refunds, customer support, and digital wallet problems** further impact user experience, though they rank slightly lower. **Lack of awareness and trust** are the least concerning issues, suggesting that digital payment literacy is improving, but strengthening trust remains essential. Overall, addressing **transaction reliability, security risks, and technical Problems** will be key to enhancing user satisfaction and boosting digital payment adoption.

CUSTOMER SATISFACTION OF ELECTRONIC PAYMENT SYSTEM IN THIRUVANTHAPURAM DISTRICT

Size-Wise Distribution of the Customer Satisfaction Index

Table 3: The Pattern of Size-wise Distribution & Descriptive Statistics of the Customer Satisfaction Index of the Electronic Payment System in Thiruvanthapuram District

Distribution Pattern of the Customer Satisfaction Index					**Descriptive Statistics**	
Sl. No.	Customer Satisfaction Index (%)	No. of Respondents	Percentage	Cumulative Percentage	Statistic	Value (%)
1	< 80	70	12.9	12.9	Mean	87.38
2	80 - 85	130	23.9	36.8	S.D.	6.23
3	85 - 90	137	25.2	61.9	Minimum	60.61
4	90 - 95	157	28.9	90.8	Maximum	100.00
5	95 -100	50	9.2	100.0	Median	87.12
	Total	544	100.0		N	544

Source: Computed Data

The **size-wise distribution and descriptive statistics** of the **Customer Satisfaction Index (CSI) for electronic payment systems in Thiruvananthapuram District** indicate a **high level of customer satisfaction**. The majority of respondents (28.9%) fall within the **90-95% satisfaction range**, followed by **25.2% in the 85-90% range** and **23.9% in the 80-85% range**, showing that a significant proportion of users are highly satisfied with digital payment services. The **mean satisfaction score is 87.38%,** with a **median of 87.12%**, suggesting that most customers rate their satisfaction around this level. The **standard deviation of 6.23%** indicates moderate variability in responses, while the **minimum satisfaction recorded is 60.61% and the maximum is 100%,** showing that some users experience lower satisfaction, though overall satisfaction remains high. The **cumulative percentage shows that 90.8% of respondents have a satisfaction level of 80% or above**, reflecting widespread acceptance and positive perception of electronic payment systems in the district. However, efforts to address the concerns of the **12.9% of users with satisfaction below 80%** could further enhance overall user experience and trust in the system.

Customer Satisfaction Across Male and Female Tourists

Table 4: The Summary Statistics of the Customer Satisfaction Index of the Male and Female Users of Electronic Payment System in Thiruvanthapuram District

Sl. No.	Gender	Mean (Score)	SD	Skewness	Kurtosis	Mean (Index)	N	Independent Samples T-test Statistics
1	Male	3.49	0.25	-0.16	-0.29	87.31	276	t = -0.259
2	Female	3.50	0.25	-0.29	0.23	87.45	268	df= 542
	Total	3.50	0.25	-0.22	-0.05	87.38	544	p = .796

Source: Computed Data

The summary statistics of the Customer Satisfaction Index (CSI) for male and female users of electronic payment systems in Thiruvananthapuram District indicate that both genders have almost identical satisfaction levels. The mean satisfaction score for males is 3.49, while for female, it is 3.50, with standard deviations of 0.25 for both groups, suggesting minimal variation in responses. The mean satisfaction index is 87.31% for males and 87.45% for females, showing a negligible difference. The skewness values for both genders are slightly negative, indicating a small shift toward higher satisfaction scores, while kurtosis values suggest a fairly normal distribution. The independent samples t-test result ($t = -0.259$, $df = 542$, $p = .796$) shows that the difference in satisfaction levels between male and female users is statistically insignificant ($p > 0.05$). This implies that gender does not play a significant role in determining customer satisfaction with electronic payment systems, and both male and female users have similar experiences and perceptions regarding digital transactions.

FINDINGS

- High Overall Satisfaction – The majority of users have a positive or highly positive perception of electronic payment systems, with satisfaction levels exceeding 94% across key factors.
- Strong Preference for Digital Wallets – 68% of respondents rated digital wallet usage as highly positive, indicating a growing reliance on mobile payment solutions.
- Widespread Merchant Acceptance – 94.9% of users find that digital payments are widely accepted by businesses, with 58.1% rating merchant acceptance as highly positive.
- Reliable Transaction Performance – 94.8% of users are satisfied with transaction reliability, though occasional failures or delays still occur.
- Confidence in Security – 96.3% of respondents trust the security measures of e-payment systems, though some concerns regarding fraud risks remain.
- Fair Service Charges & Fees – 95.9% of users perceive service fees as reasonable, suggesting minimal dissatisfaction with costs.
- Minor Negative Experiences – Only 4.7% of total responses were negative, indicating that issues such as transaction failures, security risks, and fees are not widespread but still exist.

- Need for Further Improvements – Although customer trust in e-payment systems is high, addressing technical glitches, service fees, and fraud prevention will further enhance user confidence and adoption.
- Transaction Failures Are the Biggest Concern – Users face the most significant issues with failed transactions, highlighting the need for improved reliability and system efficiency.
- Security & Fraud Risks Are a Major Concern – Security threats and fraud risks rank second, indicating that users prioritize safe transactions and fraud protection.
- Technical & Connectivity Issues Affect Transactions – Network failures and system glitches continue to disrupt payments, emphasizing the need for better infrastructure and system stability.
- Payment Processing Errors Remain a Challenge – Errors in processing transactions rank high, suggesting a need for more seamless and error-free payment experiences.
- Merchant Acceptance Is Still an Issue – Some businesses still do not accept digital payments, showing a need for greater adoption and encouragement of cashless transactions.
- Refunds, Chargebacks & Customer Support Need Improvement – Delays in refunds and poor customer service negatively impact user experience, indicating the need for faster issue resolution and better support services.
- Digital Wallet Issues Affect Some Users – Problems with mobile wallets, such as wallet integration and transaction failures, require system improvements.
- Lack of Awareness & Trust Are Lesser Concerns – As digital payment literacy improves, awareness is less of a problem, but building trust remains crucial for further adoption.
- Enhancing Reliability & Security Is Key to User Satisfaction – Addressing technical issues, fraud risks, and transaction failures will be critical in boosting user confidence and promoting wider e-payment adoption.
- High Overall Satisfaction – A majority of users have a high satisfaction level, with 90.8% of respondents reporting a CSI of 80% or above.
- Most Users Fall in the 90-95% Satisfaction Range – 28.9% of respondents reported satisfaction levels between 90-95%, making it the most common range.
- Consistently High Mean and Median Scores – The mean satisfaction score is 87.38%, and the median is 87.12%, indicating strong overall satisfaction with minimal deviation.
- Moderate Variability in Satisfaction Levels – A standard deviation of 6.23% suggests that satisfaction levels are fairly consistent but show some variation among users.
- Some Users Experience Lower Satisfaction – A small portion (12.9% of respondents) reported a CSI below 80%, indicating that certain issues still need to be addressed.
- Maximum Satisfaction Reaches 100% – Some users reported complete satisfaction, demonstrating that electronic payment systems are highly effective for a portion of users.
- Room for Improvement in User Experience – While satisfaction levels are high, addressing the concerns of users with lower satisfaction (below 80%) could further enhance trust, usability, and overall adoption of digital payments.
- Similar Satisfaction Levels Across Genders – The mean satisfaction scores for males (3.49) and females (3.50) are nearly identical, indicating no significant difference in their satisfaction levels.
- Minimal Variation in Responses – Both genders have a standard deviation of 0.25, suggesting consistent satisfaction levels with electronic payment systems.
- High Overall Satisfaction – The mean satisfaction index is 87.31% for males and

87.45% for females, showing that both groups are highly satisfied with e-payment services.

- Slight Negative Skewness – The distribution of satisfaction scores leans slightly toward higher values, reflecting a trend of positive experiences among users.
- Statistically Insignificant Gender Difference – The t-test result ($t = -0.259$, $p = .796$) confirms that there is no significant difference in satisfaction levels between male and female users.
- Gender Does Not Influence Satisfaction – Since $p > 0.05$, gender is not a determining factor in how satisfied users are with electronic payment systems, indicating a uniform experience across both groups.
- Equal Adoption and Positive Perception – The findings suggest that both men and Female perceive digital payments similarly, reinforcing the idea that gender-based differences do not impact customer satisfaction in this domain.

SUGGESTIONS

Based on the above findings and the conclusion of the study, the following are the suggestions presented for improving the current situation.

- Enhance system infrastructure to minimize transaction failures and downtime.
- Implement real-time monitoring and alerts to detect and resolve transaction issues quickly.
- Collaborate with payment gateways and telecom providers to improve connectivity and reduce delays.
- Offer **incentives and lower transaction fees** for merchants to encourage digital payment adoption.
- Conduct **merchant awareness programs** to educate businesses on the benefits of accepting digital payments.
- Organize **financial literacy programs and workshops** to educate users on safe digital payment practices.

CONCLUSION

The study on customer perceptions and problems of the electronic payment system in Thiruvananthapuram District highlights that digital payments have gained widespread acceptance due to their convenience, security, and reliability. The majority of users have a positive perception, with high satisfaction levels in areas such as transaction efficiency, merchant acceptance, and digital wallet usage. However, Problemslike transaction failures, security concerns, technical issues, and refund delays remain significant barriers that need to be addressed.

The findings suggest that both banks and the government play a crucial role in improving the digital payment ecosystem. While banks should focus on enhancing transaction reliability, reducing service charges, and strengthening cybersecurity, the government must expand digital infrastructure, promote financial literacy, and implement better regulatory frameworks.

Overall, the study concludes that electronic payment systems have transformed the financial landscape in Thiruvananthapuram District, but further improvements in trust, accessibility, and problem resolution will be key to ensuring sustained growth and higher adoption rates. Addressing the identified concerns will not only increase user confidence but also support the government's broader goal of achieving a cashless economy.

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