Impact Factor (SJIF): 6.126 E-ISSN: 2583-1615, P-ISSN: 3049-3498

International Journal of Research in Academic World

Received: 20/March/2025 **IJRAW:** 2025; 4(4):228-232 **Accepted:** 28/April/2025

The Role of Yono for Every India: Attitudes and Adoption as UPI Payment Method

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Abstract

This study explores the role of SBI's YONO in influencing the adoption of UPI payments using the Technology Acceptance Model (TAM). The research aims to evaluate key factors such as Perceived Ease of Use, Perceived Usefulness, Behavioural Intention to Use, and Challenges Faced in shaping user attitudes and adoption behaviour. A quantitative research approach was used, gathering data from 243 State Bank of India YONO users through an online survey. The collected responses were analysed using Partial Least Squares-Structural Equation Modelling (PLS-SEM) to determine the relationships between these constructs. The findings indicate that Perceived Ease of Use, Perceived Usefulness, and Behavioural Intention to Use significantly influence Attitude and Adoption, confirming that users are more likely to adopt State Bank of India YONO based on its usability and perceived benefits. Behavioural and Demographic Patterns and Challenges Faced have minimal impact, suggesting that demographic differences and challenges do not play a crucial role in adoption. These insights emphasize the need for financial regulators and industry leaders to enhance digital banking platforms' usability and functionality. Improving accessibility, security, and ease of transactions, can further encourage a secure and seamless Unified Payments Interface attitude and adoption, strengthening the digital payment ecosystem.

Keywords: UPI adoption, SBI YONO, Technology Acceptance Model, Perceived Ease of Use, Digital banking.

Introduction

Digital banking makes banking easy by letting people check balances, transfer money, and pay bills anytime without visiting a branch. Mobile banking, built for smartphones, gives 24/7 access to essential financial services. With more people using smartphones, especially in India and China, mobile banking is becoming the go-to way to manage money (JILSHA K GEORGE, 2014). Indian banks are making banking easier with mobile apps, like SBI's YONO, which has transformed digital banking in India. This study explores how SBI's digital shift through YONO benefits both banks and customers while shaping future banking strategies (Kittu Manda & Rekha, n.d.). UPI, developed by NPCI, is a secure mobile payment system that enables seamless money transfers without repeatedly entering banking details. Launched in 2016, it powers apps like PhonePe, Google Pay, and Paytm, handling billions of transactions monthly (M & Rekhaa, 2024) [6].

The SBI YONO

SBI's YONO app is a versatile digital banking platform that combines banking, investments, and lifestyle services in one place. It allows users to transfer funds, pay bills, apply for loans, and manage savings with ease. The app also offers mobile recharges, insurance, shopping discounts, and access to mutual funds and fixed deposits. With robust security and a user-friendly interface, YONO simplifies financial management for millions. YONO Business caters to enterprises by providing tools for bulk transactions, trade finance, and SME loans, ensuring smooth and efficient operations (Raval & Mishra, 2024) [8].

Review of Literature

Alam *et al.* (2009) [1] studied the factors influencing commercial customers' adoption of Internet banking, considering awareness, ease of use, security, cost, reluctance to change, and accessibility. This study finds that awareness, security, price, and accessibility play a significant role in adoption, while ease of use and reluctance to change have a lesser impact.

M & Rekhaa (2024) [6] Studies the adoption of mobile payment services in India, taking into account factors such as ease of use, usefulness, readiness, and social influence. This study highlights that perceived usefulness, ease of use, and

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favourable conditions encourage adoption, with vendors favouring user-friendly and compatible devices for seamless transactions.

Gupta & Arora (2020) [2], Studies on how attitudes toward mobile payment systems influence adoption intentions, using the Technology Acceptance Model. This study reveals that all observed variables have a positive relationship, with perceived ease of use and perceived usefulness strongly impacting the adoption of mobile payment systems.

Joshi (n.d.), Studies the evolution of Indian banking, showing how globalization has enabled seamless international payments and how the Digital India Mission promotes cashless services. This study points out that demonetization, digitalization, and the COVID-19 pandemic have accelerated the shift toward a cashless economy, strengthening India's digital banking ecosystem.

Purohit *et al*. (2022) [7], Studied the factors influencing UPI adoption among Indian customers through the Diffusion of Innovation (DOI) theory. This study suggests that relative advantage, complexity, and observability have a significant and positive impact on users' intention to adopt UPI, shaping both usage and recommendation intentions.

Objectives of the Study

- To analyse the role of Yono in influencing the adoption of UPI payments.
- To assess the factors contributing to users' preference for Yono over other UPI payment platforms.
- To evaluate the Yono's features and uses of an interface on digital payment attitudes.
- To identify the challenges faced by users while using YONO for UPI transactions.
- To study the demographic and behavioural patterns of Yono users adapting UPI payments.

Statement of Problem

This study examines customer perceptions of SBI's YONO app and its influence on the attitude and adoption of UPI payments. It aims to understand user needs, address security concerns, and enhance trust and usability. By identifying challenges such as fraud risks and banking support issues, the research focuses on improving YONO's role in driving UPI attitude and adoption.

Hypothesis

Null Hypothesis (H_0): YONO does not significantly influence users' attitudes and adoption of UPI payments. Factors like ease of use, usefulness, behavioral intention, challenges, and demographics do not determine users' attitudes or adoption of UPI payments.

Alternative Hypothesis (H_1): YONO significantly influences attitude and adoption of UPI payments, with factors such as ease of use, usefulness, behavioral intention, challenges, and demographics playing a crucial role in users' attitude and adoption towards UPI payment.

Research Methodology

This study examines how SBI's YONO app influences user attitudes and the adoption of UPI payments using the Technology Acceptance Model (TAM). It explores key factors like perceived usefulness, ease of use, and behavioural intention through surveys and data analysis. A descriptive approach was followed, analysing customer experiences to identify digital banking trends. Data was collected from 243 SBI customers using YONO for UPI transactions through an online survey via Google Forms. Convenience sampling was applied, ensuring respondents were 18+ with digital payment experience. Smart PLS software was used to assess the relationships between key factors shaping UPI adoption.

Analysis and Interpretation

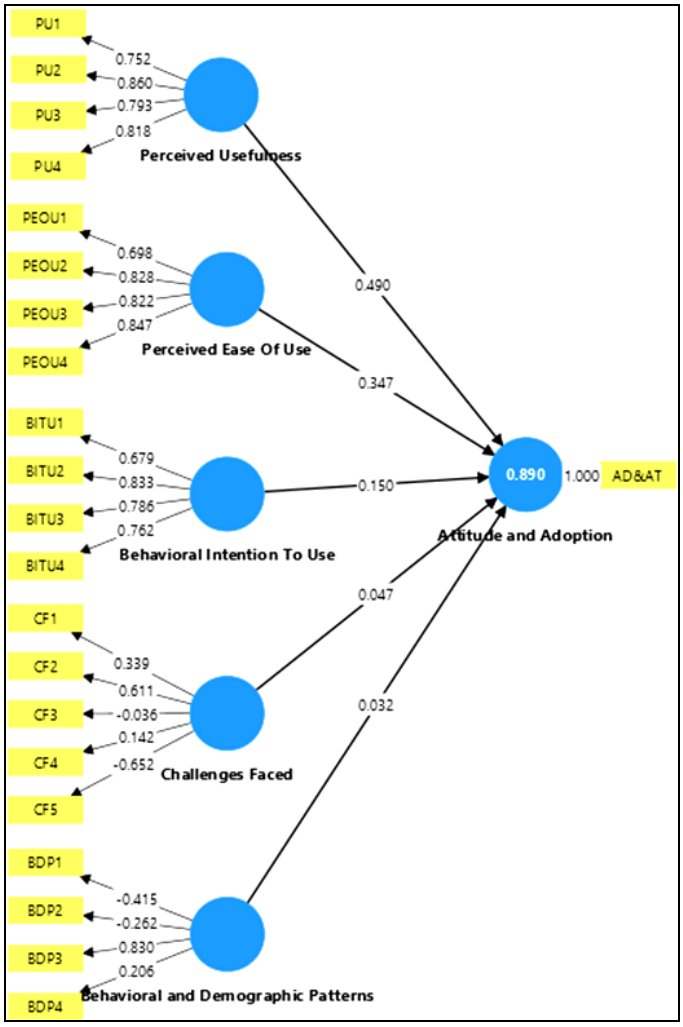

Fig 1: Outcomes of PLS Modelling

Table 1: Demographical information of the respondent

Variables	Category	Frequency	Percentage
Gender	Male	137	43.60%
	Female	106	56.40%
Age	Below 18	7	2.88%
	18–24	71	29.22%
	25–34	87	35.80%
	35–44	38	15.64%
	45–54	15	6.17%

	Above 55	25	10.29%
Occupation	Student	49	20.16%
	Employed	123	50.62%
	Self-employed	35	14.40%
	Retired	26	10.70%
	Others	10	4.12%
Educational Qualification	High School or below	21	8.64%
	Bachelor's Degree	164	67.49%
	Master's Degree	52	21.40%
	Doctorate	6	2.47%
Monthly Income	Below ₹10,000	57	23.46%
	₹10,001–₹25,000	63	25.93%
	₹25,001–₹50,000	84	34.57%
	Above ₹50,001	39	16.05%
Frequencies of using YONO App	Daily	37	15.23%
	Weekly	122	50.21%
	Monthly	59	24.28%
	Rarely	25	10.29%

Table 2: Results of Internal Consistency Reliability (Cronbach Alpha>0.5), Composite Reliability, Convergent Reliability (AVE>0.5)

Construct	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Behavioural and demographical pattern	0.650	0.720	0.780	0.520
Behavioural Intention to Use	0.767	0.788	0.851	0.589
Challenges faced	0.610	0.705	0.765	0.510
Perceived ease of use	0.812	0.825	0.877	0.641
Perceived Usefulness	0.820	0.826	0.881	0.651

Table 3: Discriminant validity of the model-Fornell-Larcker criterion

Particulars	AD&AT	BDP	BITU	CF	PEOU	PU
Attitude and Adoption	1.000					
Behavioural and demographical pattern	0.322	0.493				
Behavioural Intention to Use	0.865	0.249	0.767			
Challenges faced	-0.267	-0.268	-0.263	0.432		
Perceived ease of use	0.901	0.311	0.859	-0.305	0.801	
Perceived Usefulness	0.918	0.321	0.859	-0.325	0.876	0.807

Interpretation

BITU strongly correlates with Attitude & Adoption (0.865) and PEOU (0.859), indicating their influence on user intention. CF shows negative correlations, suggesting challenges hinder adoption.

Table 4: Collinearity Statistics (VIF) of Inner Elements-(Items) (VIF < 5)

Inner Elements (Items)	Variance inflation factor (VIF)	Interpretation
BDP-> AD&AT	1.165	Within range
BITU-> AD&AT	4.741	Within range
CF-> AD&AT	1.160	Within range
PEOU-> AD&AT	5.362	
PU-> AD&AT	5.454	

Table 5: Collinearity Statistics (VIF) Of Outer Elements (Items) (VIF < 3)

Outer Elements (Items)	Variance inflation factor (VIF)
AD&AT	1.000
BDP1	1.047
BDP2	1.053
BDP3	1.015

BDP4	1.028
BITU1	1.375
BITU2	1.697
BITU3	1.576
BITU4	1.538
CF1	1.150
CF2	1.102
CF3	1.011
CF4	1.078
CF5	1.032
PEOU1	1.430
PEOU2	1.916
PEOU3	1.830
PEOU4	1.968
PU1	1.534
PU2	2.086
PU3	1.631
PU4	1.866

Interpretation

The Variance Inflation Factor (VIF) analysis shows that all values are below 3, indicating no collinearity issues. This confirms that each item uniquely contributes to its construct, ensuring a stable and reliable model.

Table 6: F-Square Values P < 0.05 (Significant) P > 0.05 (Not Significant)

Particulars	Original sample (O)	T statistics (|O/STDEV|)	P values	Interpretation
Behavioural and Demographic Patterns-> Attitude and Adoption	0.014	1.145	0.252	Not significant
Behavioural Intention to Use-> Attitude and Adoption	0.164	3.417	0.001	Significant
Challenges Faced-> Attitude and Adoption	0.010	0.957	0.338	Not Significant
Perceived Ease Of use-> Behavioural Intention to Use-> Attitude and Adoption	2.855	8.637	0.000	Significant
Perceived Usefulness-> Attitude and Adoption	0.821	6.585	0.000	Significant

Table 7: Path coefficients with Variables P < 0.05 (Significant) P > 0.05 (Not Significant)

Par Particulars	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Interpretation
Behavioural and Demographic Patterns-> Attitude and Adoption	0.046	0.034	0.037	1.264	0.206	Not significant
Behavioural Intention to Use-> Attitude and Adoption	0.288	0.289	0.039	7.483	0.000	Significant
Challenges Faced-> Attitude and Adoption	0.039	0.030	0.026	1.531	0.126	Not Significant
Perceived Ease of Use-> Behavioural Intention to Use	0.861	0.862	0.013	68.225	0.000	Significant
Perceived Usefulness-> Attitude and Adoption	0.669	0.667	0.038	17.749	0.000	Significant

Table 8: Mediation Analysis of Effects P < 0.05 (Significant) P > 0.05 (Not Significant)

Particulars	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Interpretation
Behavioural and Demographic Patterns-> Attitude and Adoption	0.046	0.034	0.037	1.264	0.206	Not significant
Behavioural Intention To Use-> Attitude and Adoption	0.288	0.289	0.039	7.483	0.000	Significant
Challenges Faced-> Attitude and Adoption	0.039	0.030	0.026	1.531	0.126	Not significant
Perceived Ease Of Use-> Attitude and Adoption	0.248	0.249	0.034	7.330	0.000	Significant
Perceived Ease Of Use-> Behavioural Intention To Use	0.861	0.862	0.013	68.225	0.000	Significant
Perceived Usefulness-> Attitude and Adoption	0.669	0.667	0.038	17.749	0.000	Significant

Conclusion

The study confirms that Perceived Ease of Use (PEOU), Perceived Usefulness (PU), and Behavioural Intention to Use (BITU) significantly influence Attitude and Adoption (AD&AT) of UPI payments via SBI YONO. The results support the Technology Acceptance Model (TAM), showing

that users are more likely to adopt YONO when they find it easy to use and useful.

- PEOU → BITU and PU → AD&AT have the strongest effects, indicating that ease of use and perceived usefulness are key drivers of adoption.
- BITU also significantly influences AD&AT, proving that user intention plays a crucial role in UPI adoption.
- Behavioural and Demographic Patterns (BDP) and Challenges Faced (CF) have insignificant effects, meaning they do not strongly impact adoption.

H_1 (Alternative Hypothesis) is accepted, YONO significantly influences attitude and adoption of UPI payments, with factors such as ease of use, usefulness, behavioral intention, challenges, and demographics playing a crucial role in users' attitude and adoption towards UPI payment. This implies that improving YONO's usability and perceived benefits will enhance its attitude and adoption as a UPI payment method.

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