



A Study on Customers usages and Preferences Towards Cashless Transactions.

Shreyansh Soni¹, Dhairya Upadhyay²

¹ Student, Parul Institute of Management & Research (MBA), Parul University

² Student, Parul Institute of Management & Research (MBA), Parul University

ABSTRACT :

A really practical alternative to using cash is to make purchases utilizing cashless transactions. Everything is done electronically, whether through online transfers, mobile wallets, or cards. It's quicker, safer, and accessible from any location. For me, they are quite practical, and I try to use them wherever I can. Taking out my phone or card is so significantly more convenient than fumbling with cash. In actuality, cashless transactions are those that take place between two parties without the use of a medium of exchange. The goal of this essay is to examine the number and value of cashless transactions. To examine the data, statistical methods such as graphs, charts, and percentages were employed..

1. Introduction :

The e-commerce sector has generated new financial demands that, for the most part, conventional payment methods are unable to adequately meet. The emergence of electronic commerce has led to the development of multiple payment methods that streamline the process of completing commercial transactions via the internet. There are several ways to make electronic payments. Acknowledging this, almost all interested parties are investigating different kinds of electronic payment systems as well as problems related to digital money and electronic payment systems. Online credit card payment systems, online electronic cash systems, online electronic cheque systems, and smart card-based electronic payment systems are the four general categories into which electronic payment systems can be divided. Every payment method offers benefits and drawbacks for both consumers and businesses. There are several needs for these payment systems, such as security,

2. Concept :

Though it also sped up the country's adoption of digital payments, India's demonetization program had a major effect on the economy of the nation. In India, digital payments made up only 10% of all transactions prior to demonetization; but, in the years since, that percentage has increased to nearly 20%. 86% of the currency in circulation, or 500 and 1,000 rupee notes, were to be demonetized, according to an announcement made by India's Prime Minister, Shri Narendra Modi, on November 8, 2016.

3. Literature Review

- In his piece, Pathania (2016) lists a few advantages of cashless transactions for countries, such as a rise in GDP from card usage and a decrease in social costs, a rise in financial inclusion from e-payment acceptance, a decrease in the shadow economy, the growth of e-commerce, and the facilitation of trusted online transactions. According to him, India has a far greater cost of cash than the majority of developed nations, at 1.7% of GDP.
- (Hunt, 2014), discussed the vital significance that must be played in guaranteeing the smooth and successful conversion of Industrial Era models and procedures to their Digital Era improvements. He added, "Talent management is being transferred by social and digital technologies." Digital and social media platforms are not just altering talent management but also the

4. Research Methodology

Research Objectives:

- Know the meaning behind cashless transactions; comprehend its many forms; and comprehend the benefits and drawbacks of cashless transactions
- To assess different cashless payment techniques in the context of India's economic development;

- To understand the significance of the cashless transaction system.

Research Methodology:

- The primary focus of the research paper was analyzing customers' behaviors and choices in relation to cashless transactions, utilizing both primary and secondary sources.
- Primary data was gathered through a telephone questionnaire from respondents, while secondary data was collected from various sources including articles, books, conferences, and websites.

5. Data Analysis :

GENDER:

Gender	Number of Respondents	Percentage
Male	115	58.98
Female	80	41.02
Total	195	100

OCCUPATION:

Occupation	Number of Respondents	Percentage
Farmers	10	5.13
Employee	116	59.49
Self Employed/ Business	28	14.36
Others	41	21.02
Total	195	100

INCOME

Income	Number of Respondents	Percentage
Below Rs.20,000	25	12.82
Between Rs. 20000-40,000	52	26.67
Between Rs. 40,000-60,000	63	32.31
Above Rs.60,000	55	27.56
Total	195	100

RESPONSES ON POOR INTERNET CONNECTIVITY IS THE OBSTACLE FOR CASHLESS TRANSACTIONS

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.127	3	2.709	2.171	.093
Within Groups	237.095	190	1.248		
Total	245.222	193			

RESPONSES ON FAILED TRANSACTIONS OBSTRACTS CASHLESS PAYMENTS

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.078	3	1.359	.748	.525
Within Groups	345.309	190	1.817		
Total	349.387	193			

The analysis suggests that there is no significant difference between the occupation of respondents and their perception.

Hypothesis from this anova test is – Not rejected i.e.,

H0- states null hypothesis

RESPONSES ON HAVE CREDIT CARD

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.546	3	.182	.777	.508
Within Groups	44.470	190	.234		
Total	45.015	193			

Hypothesis from this Anova test is – rejected i.e.,

H1- states Alternative hypothesis

6. Findings :

- Interest rate- 54.5% of participants is well aware about interest rate
- In this research the researcher has find various dimensions of cashless transaction.
- Cashless transactions are helps to reduce block money which means all the transaction to be legal one.
- This cashless transaction helps to avoid the people to carry the physical cash and also avoid robber in banks and outside also.
- This digital transaction helps to transfer the money one person to another person easily in case of some emergency.
- While using digital transactions the customers get some benefit like discount, gift, offer etc...
- This cashless transaction has reduce the human effort like physical present in bank, standing in queue, and unnecessary arguments with banker are to be avoided.
- This cashless transactions is most helping to banks to avoid big crowd in banks and putting pressure to the employees.

7. Conclusion :

Despite the growing acceptance of cashless payments, there are still several concerns preventing many individuals from embracing this new system. These concerns include issues related to security, limited network coverage, merchant reluctance, high transaction costs, lack of technological knowledge among users, malfunctioning point-of-sale machines, delayed reimbursement for failed transactions, and restrictive procedures and financial limits. However, the convenience of cashless transactions and the presence of incentive systems indicate positive progress in this area. Ultimately, the study suggests that the transition to a cashless economy will only occur if the government and banking institutions address people's perceptions by establishing safe and secure means for cashless transactions.

Acknowledgements :

We express our gratitude to Prof. Nihar Naik for his invaluable guidance and expertise that greatly influenced this research. We extend our special thanks to Dr. Bijal Zaveri from Parul University for offering essential resources and a supportive environment. Additionally, we appreciate the insights from the participants and the ongoing encouragement and assistance from our colleagues.

REFERENCES :

1. Dr. Anthonima K. Robin. et.al, India Moving towards Cashless Society. International Journal of Engineering & Scientific Research (IJMRA Publications) Vol. 6 Issue 5 May 2018.
2. Dr. Budheshwar Prasad Singhraul, Cashless Economy – Challenges and Opportunities in India. Pacific Business Review International, Volume 10 Issue 9, March 2018.