Knowledge, Perception, Contributing Factors and Practices of Digital Mode of Payments among Working and Non-Working Women

Section A-Research paper

Knowledge, Perception, Contributing Factors and Practices of Digital Mode of Payments among Working and Non-Working Women

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Abstract

Digital payments often known as electronic payments are financial transactions which are cashless payments. This indicates that both the payer and the payee exchange money via electronic means. When compared with traditional payment methods, electronic payment transactions are made quickly. To promote and encourage digital payments in the nation, the Indian government has been implementing a number of actions. Individuals' Practices in adopting digital payment systems are influenced by their knowledge, perception and variety of factors, such as simplicity of use, value received, social impact, risk, and trust. It is important to understand the trends in the use of digital payments in different groups of people. In the current study, the author has looked at how working and non-working women perceive digital payments, what they know about them, and what influence them to use them. Eighty participants took part in the study. To collect the data, a structured questionnaire was used. SPSS was used to perform both descriptive and inferential statistics. The findings show that working women (mean 4.25) have higher levels of awareness about digital transactions than non-working women (mean 3.67). Similarly, working women (mean 4.71) have a more favourable perception of digital transactions than non-working women (mean 4.45). The perception of digital payments is more favourable among working women. Positive impressions are followed by practices. When compared to non-working women, the use of the digital mode of transactions is high among working women.

Key words: Digital Payments, Financial Transactions, Working and Non-Working Women

Introduction

The acceptance of digital payments will be required in the future, and thus it will also be necessary for consumers to adapt their habits. In addition to being safer than a cash transaction, becoming cashless also takes less time. Information technology has completely changed many facets of our lives. In specific with money transactions, it has made digital payments very

simple. The Indian government ordered its citizens to conduct all commercial transactions online during the Demonetization phase, either directly or indirectly. The general public began to switch from conventional payment methods to digital ones that offered simplicity, safety, and security (Sahayaselvi, 2017). Digital payment is one that is completed via digital methods. Both the payer and the payee use digital methods to send and receive money in digital payments. It is also referred to as an electronic payment. The digital payments do not include any actual cash (notes of currency). Digital payments only allow online completion of transactions. Making payments in this method is quick and easy (Aravind Kumar, 2017).

In the years 2015 and 2016, as smartphones spread across the country, the digital payments revolution began. With the rise in popularity of smartphones and 4G, many mobile-first businesses started to expand. Meeting this criterion while concentrating on the 5 C's -Coverage, Convenience, Confidence, Cost, and Convergence- backed the vision for payments in India - is imperative. The pandemic has also spurred up the expansion of digital payments, notably for merchant purchases, as a result of consumer demand for safer alternatives to cash, such as digital payment systems. The increasing acceptance of digital payments by merchants has set off a virtuous cycle of growth (Rahul Chari, 2023).

Satyen Kothari (2018) stated that Government agencies are aggressively advancing the plan to achieve this, and India is well on its path to creating a trillion-dollar digital economy. By the years 2022 and 2025 respectively, the government wants the Indian economy to generate $1 trillion in digital income and $1 trillion in digital economic value. In the Indian ecosystem, significant work is being done to develop infrastructure, promote technology adoption, grow digital consumption, and increase data traffic. It is reasonable to say that the revolution in digital payments has officially begun. But consumers have not arrived yet. There are five main explanations for why customers have not fully embraced digital payments - Trust, Habit, Transparency, Pervasiveness and Friction. Still many people do not feel secure to use digital payments since they do not trust the internet and the alleged security threats. Some people feel that someone else has access to their bank accounts. Many people are not aware of the digital revolution and their entire way of life revolves around receiving payment in cash and making all of their own purchases using only cash. Next there is a strong belief that keeping track of every transaction could lead to problems like increased scrutiny or higher taxes.

Using digital payment systems have advantages beyond just convenience. By raising the number of potential customers for businesses, lowering the cost of managing currency, and bringing numerous informal shadow economies to the fore, digital payments help governments raise more money through taxes. All of these elements along with other benefits of utilising digital payment systems can aid in lowering friction in the economy (Khando, Islam and Gao, 2022).

Author of the present study has examined how the working and non-working women are shifting to digital mode of transactions in their daily lives. Enormous efforts have been taken by government to promote and increase the people shift towards cashless economy. India is the 4th largest country in the world to use cash transactions. It becomes important to taken efforts to understand the impact of efforts taken in promotion of digital India. Studying the working and non-working women knowledge, perception, factors and practices will help programmes to address the gaps.

Review of Literature

An exponential increase in the usage of digital technology is possible because to government initiatives like Digital India and greater use of mobile and the internet payment. For a smooth transition to digital payments, various strategies have recently been made to the payment system, including the introduction of digital wallets, UPI, and BHIM apps. Suma Vally and Vaddeswaram (2018) examined the benefits of digital payment system. The results highlight that the crucial policy of digitalisations can help the nation enhance its use of cashless transactions. The outcomes show that the use of technology for digital payments has enhanced banking industry performance and helped to realise the goal of cash-less society. The survey places attention on the proportion of people who are conscious of making the most of technology. Banks need to do a better job of educating people about how to use technology and security effectively.

Lalita Malusare (2021) examined the concept of cashless transactions and digital payment systems, effects of electronic payments and benefits of cashless transactions. There are many options accessible in India's financial system, and the digital payment system is simple for bank employees and customers to utilise. Yet, a sizable portion of the population in India is unaware of how to use the system. Indians have a low degree of digital literacy hence the country does

not yet have a fully established and widespread digital payment system. The use of digital payment systems is influenced by societal and infrastructure barriers. Yet, due to its accessibility and ease of use, mobile banking is now popular in India. It is also necessary to raise people's levels of digital literacy and concerns about risk and security.

Shamsher Singh and Ravish Rana (2012) examined consumers' acceptance of mobile payments. The adoption of digital payments was found to be relatively unaffected by demographic factors, with the exception of education. This conclusion was backed by an ANOVA calculation because respondents' perceptions of gender, age, profession, and annual income did not differ significantly. The respondents only observed a significant difference in the respondents' education levels. It suggests that customer education level affects the adoption of digital payments. Persons are more likely to employ the digital payment methods if they have completed post-secondary education and are tech-savvy.

Sumathy and Vipin (2017) in their study concluded that the evolution of the digital world affected every aspect of human activity. Cash is no longer being used as a form of transaction as a result of policy changes. It has number of benefits, including lowering the cost of managing currencies, tracking transactions, detecting fraud or tax evasion, etc., improving financial inclusion, and progressively integrating the parallel economy into the mainstream. In addition, the use of mobile wallets is expanding outside of major cities and into rural areas. People in these places are changing their spending habits due to the development of the digital payment system.

 Ramesh Sardar (2016) stated in his study that when the use of mobile wallets spreads outside the major cities and becomes more common in the neighbourhood, the electronic payment system wouls produce enormous amounts of data about people's spending patterns there. The majority of e-commerce businesses are giving discounts on digital wallets.

Batra and Kalra (2016) investigated how well-informed consumers were about digital wallets, as well as their preferences and usage patterns, level of satisfaction, and obstacles they encountered. The findings showed that there is a sizable untapped market for digital wallets, both in terms of raising awareness and promoting usage. The amount and frequency of transactions made with digital wallets are still restricted. The main reason people use digital

wallets is for online purchasing. People prefer to utilising wallets since they are convenient and save time. Yet their greatest worry still is the security of the money being exchanged. The main obstacles to its acceptance are security concerns related to worry about currency theft and a lack of usability for cross-border transactions.

Rajanna (2018) in the research on perception of consumers on cash less transactions concluded that many customers are aware of and have favourable perceptions about cashless transaction services. Consumers really concur with the government that a cashless economy is beneficial because it aids in the battle against terrorism, corruption, money lindies, and other issues. Yet, the major issue with cashless transactions in India is cybercrime and unauthorised access. So, it is crucial to improve internet security in order to combat online frauds. Consumers believe that applying cashless transactions carry a higher level of risk because significant portions of the population, particularly in rural areas, still people have poor literacy rates. The government has to be informed about cashless transactions.

Varma (2021) conducted literature review on consumers' perception on digital payment. The findings showed that according to a literature review, there is still reluctance among customers to use digital payment methods due to security worries, but convenience is luring them in. Many advantages were also stated in articles as justifications for using digital payments. Many people are still not using this because they are unaware of it or for other reasons. More individuals will adopt digital payment, which will simplify and speed up the process, if security concerns are addressed and greater awareness is developed, especially in villages. Artificial intelligence, block chain, and other technologies will be extremely important to the overall growth of digital payments in India. To increase the adoption of digitisation in rural and village regions, the role of the government and other private organisations is also crucial.

Anjali (2018) examined the challenges and opportunities in digital India. The author documented that the government's ambitious "Digital India" programme aims to advance the country's digital and economic development. This effort has cut down on the number of hours that the technological sector must work. The Indian government is hoping that the Digital India programme would result in growth on a number of fronts. Although though the programme is having a lot of issues, with consistent attention and execution, the vision will undoubtedly become a reality. We should always be mentally prepared and equipped to deal with the

difficulties that arise when putting the programme into practice on the ground. This will improve the programme.

Objectives of the study

The main objective of the current study is as below:

To comprehend working and non-working women's knowledge, perceptions, contributing factors, and practices regarding use of digital mode of transactions.

Hypotheses

The hypotheses which were framed for the current study are as below:

H 1: There is a significant difference between knowledge of digital mode of transactions among Working and Non-working women

H 2: There is a significant difference between perception towards use of digital mode of transactions among Working and Non-working women

H 3: There is a significant difference between contributing factors which influence use of digital mode of transactions among Working and Non-working women.

H 4: There is a significant difference between access to digital mode of transactions among Working and Non-working women

Methods

Cross-sectional research methodology was adopted in the present study. The current study was conducted among two groups - working women and non-working women - in the age group of 25 to 55 years. The study was conducted in the city of Chennai. The study included 40 respondents from each of the two groups. In total 80 respondents participated in the study.

Structured questionnaire was used to elicit data from the respondents. Informed consent was taken from the respondents. The questionnaire has 14 items which covered knowledge, perception, contributing factors and practices of digital modes of transactions. The responses of the participants were scored on five point Likert scale ranging from - strongly disagree-1 to strongly agree-5. The Cronbach's alpha value of the questionnaire is 0.89. Limited information on the socio-demographic background of the respondents was also collected. One to one interview was done among the non-working women and Google form was used to obtain data

from working women. The instruction for filling the questionnaire was laid out clearly. The data obtained was analysed using SPSS version 23 for the statistics: t- test.

Results and Analysis

Profile of the respondents

Table 1: Profile of Working and Non- Working women

S.No	Variable		Working Women		Non- working women	
			N	Percent	N	Percent
1	Age	<25	5	12.5	7	17.5
		26-45	20	50	25	62.5
		46-55	15	37.5	8	20
2	Marital status	Single	10	25	12	30
		Married	30	75	28	70
3	Education	UG	12	30	21	52.5
		PG	28	70	19	47.5

Higher percentage of working women, 50 percent are in the age group of 26 - 45 years. Similarly among non-working women higher percentages, 62.5 percent of them are in the age group of 26 - 45 years. 12.5 percent of working women are in age group of <25 and 17.5 percent of the non-working women under the age of <25. 37.5 percent of working women and 20 percent of non-working women are in the age group of 46 – 55 years. 25 percent of the working women and 30 percent of non-working women are single. 75percent of working women and 70 percent of the non-working women are married. 30 percent of Women working and 52.5 percent of the non-working hold undergraduate degrees. 70 percent of women working and 47.5 percent of the non-working have post graduate degrees (Table 1).

Table 2: Digital Payment Modes of Working and Non-Working Women

S.No	Digital Payment Modes	Working Women		Non- working women	
		Frequency	Percent	Frequency	Percent
1	Credit Cards, Debit Cards	27	67.5	17	42.5
2	Online Banking (NEFT,RTGS,IMPS,ECS)	25	62.5	15	37.5

3	Mobile Wallets (Apps like Paytm, Mobikwik, Oxigen, Tez, PayU, etc.,)	28	70	12	30
4	Mobile Banking (Apps of various banks)	25	62.5	10	25
5	AEPS (Aadhaar Enables Payment System)	1	2.5	1	2.5
6	UPI (Unified Payments Interface)	3	7.5	1	2.5
7	USSD (Unstructured Supplementary Service Data)	1	2.5	0	0
8	Point-Of-Sale (POS)	1	2.5	0	0
9	Micro ATMs	2	5.0	1	2.5
10	BHIM Apps (Bharat Interface for Money)	1	2.5	0	0
11	QR Code Scanning Payment	3	7.5	2	5.0
12	BBPS (Bharat Bill Payment System)	1	2.5	0	0

The table 2 shows the digital payment modes of transactions of working and non-working women. It can be observed that working and non-working women are using different modes of transactions. Credit card and online transactions of both the groups are high. 67.5 of working women and 42.5 of non-working women have done credit card transactions. 62.5 of working women and 37.5 of non- working women have used online banking. Use of mobile wallets is high among working women 70 percent when compared to non- working women, 30 percent. Similarly the usage of mobile apps of the banks is high - 70 percent among working women and 30 percent among non-working women. The other modes of transactions were less used by both working and non-working women.

Table 3a: Knowledge of digital payment modes of working and non-working women

	Groups of Women participants	N	Mean	Std. Deviation	Std.Error Mean
Knowledge	Working Women	40	4.2456	.28668	.04651
	Non-Working Women	40	3.6667	.34157	.05334

		F	Sig.	t	df	Sig. (2-tailed)
Knowledge	Equal variances assumed	10.069	.034*	5.910	77	.000**
	Equal variances not assumed			5.950	76.276	.000**

The mean for working women is 4.25 (S.D. =0.28) and the mean for Non-working women is 3.67 (S.D. =0.34). F value is 10.069, and p value is significant (p =0.05). The difference in mean is also statistically significant for Knowledge sub-dimension. The knowledge of the working women on digital transactions is more when compared to non-working women. Knowledge is important for converting it to practise of using digital transactions (Table 3a).

Table 3b: Perception of digital payment modes of working and non-working women

	Groups of Women participants	N	Mean	Std. Deviation	Std. Error Mean
Perception	Working Women	40	4.7195	.21791	.03403
	Non-Working Women	40	4.4474	.22629	.03671

		F	Sig.	t	df	Sig. (2-tailed)
Perception	Equal variances assumed	5.543	.044*	5.445	77	.000**
	Equal variances not assumed			5.437	76.001	.000**

The mean for working women is 4.71 (S.D. =0.21) and the mean for Non-working women is 4.45 (S.D. =0.21). F value is 5.543 and p value is significant (p<=0.05). The difference in mean is also statistically significant for Perception sub-dimension. Right perception towards digital payment mode is slightly more among the working women. Perception plays a major role in evolving as practice (Table 3b).

Table 3c: Contributing factors of digital payment modes of working and non-working women

	Groups of Women participants	N	Mean	Std. Deviation	Std. Error Mean
Contributing Factors on digital payments	Working Women	40	3.2632	.32101	.05208
	Non-Working Women	40	2.6748	.28370	.04431

		F	Sig.	t	df	Sig. (2-tailed)

Factor	Equal variances assumed	5.290	.020*	6.049	77	.000**
	Equal variances not assumed			6.020	74.059	.000**

The mean for working women is 3.26 (S.D. =0.32) and the mean for non-workingwomen is 2.67 (S.D. =0.28). F value is 5.290 and p value is significant (p<=0.05). The difference in mean is also statistically significant for Contributing Factor sub-dimension. The contributing factors for using digital mode of transactions are high among working women. Belief in the digital transactions improving their quality of life, option to access variety of payment options, convenience in doing the payments and awareness on frauds which happen while doing digital transaction helps the women to use digital transaction modes (Table 3c).

Table 3d: Practices of digital payment modes of working and non-working women

	Groups of Women participants	N	Mean	Std. Deviation	Std. Error Mean
Practice of using digital payments	Working Women	40	2.1842	.24443	.03965
	Non-Working Women	40	1.7195	.31719	.04954

		F	Sig.	t	df	Sig. (2-tailed)
Practice of using digital payments	Equal variances assumed	3.175	.007**	8.354	77	.000**
	Equal variances not assumed			8.436	74.579	.000**

The mean for working women is 2.18 (S.D. =0.24) and the mean for Non-working women is 1.71 (S.D. =0.31). F value is 3.175 and p value is significant (p<=0.01). The difference in mean is also statistically significant for Practices sub-dimension. The practices of using the digital mode of transactions are high among working women when compared to non-working women (Table 3d).

Discussion

The current study examined knowledge, perception, contributing factors and practices of digital payments among working and non-working women. The major goals of digital transactions are to decrease the costs and risks associated with handling currency, to make it easier to conduct transactions online and to increase the transparency of financial transactions between

individuals. When a customer authorises the electronic movement of funds from one account to another, these transactions are referred to as digital transactions. These accounts may be kept with organisations or providers, banks, or both.

The knowledge and the perception of digital transactions contribute or improve the practices of digital transactions. To cite example knowledge among multiple payment options will help the individual to select the payment mode. The findings from the current study shows that the knowledge level of working women on digital transactions is more among working women (mean 4.25) than in non-working women (mean 3.67). Though both the group have practice of digital payments, in certain modes like using mobile wallets (70 percent), mobile apps (70 percent), credit cards (67.5 percent), working women are using more. Similarly the perception about digital transactions is better among working women (mean 4.71) compared to non-working women (mean 4.45). Positive impression about digital payments is higher among working women. The positive impression converts into practices.

Shree, Pratap and Saroy (2021) have documented that education is also seen to empower people in the transition to digital technology. There is a declining trend towards avoiding paying with cash just for food and utilities as respondents' levels of education improve. While though efforts to create the required infrastructure and promote behavioural change are appreciated, an improvement in the general standard of living of the population, education, and urbanisation may also be key methods to support the digitalization of payments.

In Digital payment system, consumer transactions should be risk-free and consumers should take the appropriate precautions to prevent unwarranted delays in their operations. Due to the advancement of digital payment technologies, people in these locations are now developing new spending patterns. Some of the main contributing factors for using digital mode of transactions are the ease and convenience in payment process, trust in the variety of payment options, easy access and high awareness on digital transaction fraudulent activities and methods to take care.

In the present study, the working women have high contributing factors in favour of digital mode of transactions. The ability to access a variety of payment choices, the convenience of making payments, and understanding of the frauds that might occur when making digital transactions, encourage women to use digital transaction modes. Ming-yen Tech et al., (2013).

Consumers are intended to gain from e-payment primarily in terms of convenience and reduced transaction costs. Customers are able to access and manage their transactions remotely thanks to the web-based user interface. According to studies, security, trust, advantages, self-efficacy, and ease of use are crucial elements determining how people perceive e-payment.

Adeoti and Oshotimehin (2011) have documented that every element of human activity has been impacted by the development of the digital world. Cash is no longer being used for transactions as a result of a change in policy. The country must switch from a cash-based to a cashless payment system. Many advantages will result from this, including reduced costs for managing currencies, tracking transactions, identifying fraud or tax evasion, etc., increased financial inclusion, and gradual mainstreaming of the parallel economy. Mobile wallet usage is also growing outside of populated areas and into rural areas. Digital mode is preferred to online shopping, utility bill payment, and durables purchases (which are frequently medium to big value transactions).

The salient finding from the current study is that the working women have more practice of using the digital mode of transactions when compared to the non-working women. The reason may be their exposure to more knowledge, right perception and positive contributing factors in favour of digital mode of transactions. All the hypotheses which were framed for the present study are accepted as there is a significant difference between the knowledge, perception, contributing factors and access to digital mode of transaction among working and non- working women.

Conclusion

Payments, which are governed by a multitude of regulatory restrictions, are crucial to the selling and buying operations. The quickly evolving technology has caused revolutions in a number of industries over the past 10 years, and as a result, the digital payment sector has seen growth. Digital payments are crucial for the economy and the general public. The enormous economic benefits of e-payments platforms are the main reason for government promoting them. Given this context, the present study findings highlight the differences among working and non- working women access to mode of digital transaction. Further, there is difference in their knowledge, perception, contributing factors and practices. More awareness programmes can be focussed on women with hands on training in using the various modes of digital transactions. Working women learn from their peers and they gain more exposure but non-working women have to gain such exposure. The awareness programmes should aim to increase the skills of women to use digital mode of transactions and bring paradigm shift

towards cashless transactions. The fear of fraudulent activities in digital transaction should be reduced. Enhancing the knowledge and perception will increase the non-working women motivation to move towards digital transactions.

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