

# ATTITUDE OF ONLINE USERS TOWARDS CASHLESS TRANSACTION SYSTEM

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## ABSTRACT

*The aim of this paper is to find the online users towards cashless transaction system in Tiruchirappalli City. The cashless transaction system is reaching its growth day by day, as soon as the market become globalized and with the digital growth of public sector, the people moves from cash to cashless system. However, in a developing economy like India, where 40% of the population is excluded from the formal financial system, where the penetration of alternative mediums of exchange is limited, cash plays a crucial role as a medium of exchange. The objective of this study is to understand consumers' attitude of online users towards cashless transaction system in Tiruchirappalli City and also to understand consumers usage related to cashless transactions. The current study has used survey method for collecting primary data of 500 respondents using convenience sampling technique for the empirical analysis of consumers' attitude towards doing cashless transactions.*

**Key Terms:** Attitude, Online Users and Cashless Transaction

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## I. INTRODUCTION

Cashless transaction is a type of usage in online in digital form not in physical. The concept of cashless transaction encompasses all means of payment only exist in electronic form that is using credit and debit cards as well as transfers and payments made through the internet online payments or else by sending a text message from a mobile phone. Digital currency denominated in its own units of value or with decentralized or automatic issuance will be considered as a virtual currency. The digital transaction has some of the key advantages like the ease and the speed of completing the transactions. The users of digital transaction enjoy more flexibility in making payments. As all the payments are processed through secured servers, users need not worry about any risk involved. People's are getting benefited by digital transaction so they preferring more of online transactions and also they use some online application like paytm and phonepay to transact.

## II. SIGNIFICANCE OF THE STUDY

Clumsy and expensive to handle coins and notes are replaced by efficient electronic payments initiated by various types of plastic cards that have a tantalizing prospect for the twenty-first century. There are various cashless transactions methods such as credit cards, debit cards, bank pre-paid cards, mobile/E-wallets, ATM money transfers, internet banking transfers, Aadhar Enabled Payment System (AEPS), Unified Payment Interface (UPI), Cheques, Demand drafts, NEFT and RTGS transfers and E-cash coupons. Modern financial system has gone through many changes in terms of payment processing system from traditional banking system, like ATM/ Debit card, Credit card, online payment, NEFT and RTGS and the latest feather in the digital banking is E-wallet. This paper is an effort to know the peoples attitude. People are using a few services of digital money mostly for recharging the DTH and paying bills and money transfer, the awareness and practical usability of digital money is low, that should be increased by adding more value added services to it. The investigator need to find out the attitude of online users towards cashless transaction system in Tiruchirappalli City.

## III. REVIEW OF RELATED STUDIES

**Abrazhevich et al. (2009)** in their empirical have a look at digital fee systems: a consumer concentrated attitude and interaction design has succeeded in demonstrating the capacity validity of sure layout hints, obtaining new verified design expertise, which became no longer to be had earlier than the look at. The layout pointers are a treasured output of the examine, suggested a design technique to e-trade EPSs unequalled through any preceding paintings in this direction, as some distance as it changed into feasible to set up.

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**Afshan., Amanullah and Hamid (2009)** of their article consumer perception and attitude in the direction of credit card usage: A study of Pakistani consumers. It was clear how the patron options vary from one age organization to another. Therefore, it was far encouraged that product development should be primarily based on the records taken from the market, which otherwise ends in issues like product evolution in a wayward course along with the complex concept of co-branding this was being brought by way of a majority of banks. Similarly, reward schemes that do not end result in an extended utilization of the product are futile. Redemption of reward factors was also a complex method. It seems that the customers infrequently benefit from them. Furthermore, troubles like non secular reservations, cultural inhibitions toward being in debt and the unfamiliarity with the usage of plastic money need to be seriously addressed.

#### **IV. OBJECTIVES**

1. To find out the level of attitude of online users towards cashless transaction system
2. There is no significant difference between gender wise classification of the respondents and attitude of online users towards cashless transaction system.
3. To find out the significant association between attitude of online users towards cashless transaction system and occupation of the respondents.

#### **HYPOTHESES**

**H<sub>0</sub>:** There is no significant difference between gender wise classification of the respondents and attitude of online users towards cashless transaction system.

**H<sub>0</sub>:** There is no significant association between attitude of online users towards cashless transaction system and occupation of the respondents.

#### **V. METHODOLOGY**

The research is designed to study the attitude towards online cashless transactions undergone by the users of Tiruchirappalli city. Hence convenience sample technology is adopted to collect information from the respondents. A sample of 500 respondents were chosen by way of convenient sampling from the Tiruchirappalli city zones of Srirangam and Golden Rock in order to obtain thereof. The study is designed to collect data from sample size 500 respondents.

#### **SAMPLING TECHNIQUE**

Simple sampling technique has been chosen to collect data from 500 online cashless transactions behaviour to conduct this study. **Convenient Sampling Technique** has been undertaken. Since it is believed to be a good method of picking up samples that are more representatives of the population of interest and samples are easy to locate.

#### **STATISTICAL TECHNIQUES USED**

This study includes the following tools and techniques for the purpose of data analysis at various stages.

- ❖ Mean and Standard Deviation
- ❖ Frequency Analysis
- ❖ Chi square Test
- ❖ 't' test

#### **VI. LIMITATIONS OF THE STUDY**

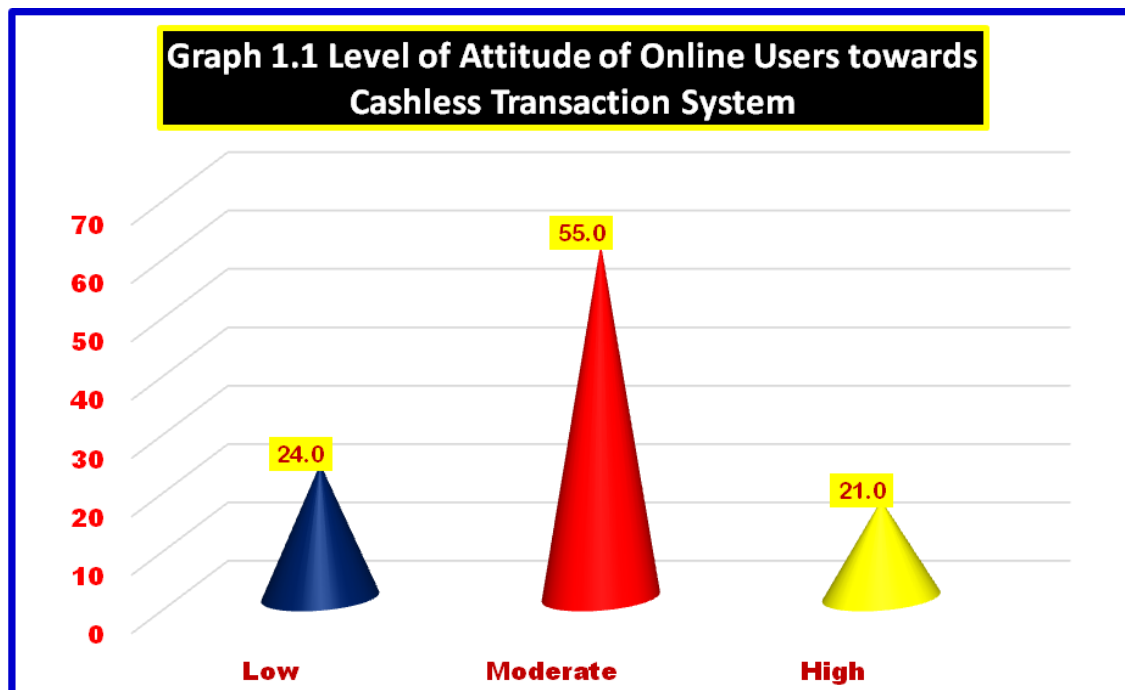
1. This study concentrates to assess the online cashless transactions behaviour of online users in Tiruchirappalli City Zones of Srirangam and Golden Rock.
2. The study ignores adults comes under below twenty age group.
3. The sample consists of only 520 customers from different zones of Tiruchirappalli City Srirangam and Golden Rock. So this study can't be generalized to other zones of Tiruchirappalli City. Among the sample 20 respondents were deleted because of poor response in the questionnaire.

## ANALYSIS

**Table 1**  
**Level of Attitude of online users towards Cashless Transaction System**

	Low		Moderate		High	
	N	%	N	%	N	%
Attitude of Online Users towards Cashless Transaction System	120	24.0	273	54.6	107	21.4

It is inferred from the above table that 24.0% of customers have low, 54.6% of them have moderate and 21.4% of them have high level of attitude of online users towards cashless transaction system.



**H<sub>0</sub>:** There is no significant difference between gender wise classification of the respondents and attitude of online users towards cashless transaction system.

**Table 2**  
**Difference between Gender wise Classification of the Respondents and their Attitude of Online Users towards Cashless Transaction System**

Variable	Gender	N	Mean	Std. Deviation	Statistical Inference
Attitude of Online Users towards Cashless Transaction System	Male	272	44.87	19.07	't' = 1.400 0.000<0.005 Not Significant
	Female	228	42.57	17.59	

## Inference

The calculated value is 't' = 1.400 and (0.000<0.05). Hence, the calculated value is lesser than the table value. Therefore, research hypothesis is rejected and the null hypothesis is accepted.

**H<sub>0</sub>:** There is no significant association between attitude of online users towards cashless transaction system and occupation of the respondents.

**Table 3**  
**Significant Association between Attitude of Online Users towards Cashless Transaction System and Occupation**

Attitude of Online Users Towards cashless Transaction System	Occupation				Total	Statistical Inference
	Government	Private	Professional	Business		
Low	18	26	31	45	120	$\chi^2 = 1.774$ df = 6 0.000<0.05
Moderate	44	69	61	99	273	
High	16	29	27	35	107	
<b>Total</b>	<b>78</b>	<b>124</b>	<b>119</b>	<b>179</b>	<b>500</b>	Not Significant

## Inference

The calculated value is  $\chi^2 = 1.774$  and (0.000<0.05). Hence, the calculated value is lesser than the table value. Therefore, research hypothesis is rejected and the null hypothesis is accepted.

## VII. DISCUSSION AND FINDINGS

- ❖ Table 1 revealed that there are 24.0% of customers have low, 54.6% of them have moderate and 21.4% of them have high level of attitude of online users towards cashless transaction system.
- ❖ Table 2 revealed that there is no significant difference between gender wise classification of the respondents and their attitude of online users towards cashless transaction system. The above said result interpreted that attitude of online users towards cashless transaction system has no difference between male and female people.
- ❖ Table 3 revealed that there is no significant association between attitude of online users towards cashless transaction system and occupation of the respondents. The major purchased online cashless transaction behaviour by those who are doing business. It is understood that majority of the business people liked to purchase online cashless transaction behaviour.

## VIII. RECOMMENDATIONS

- ❖ Improving more cash less transactions more positive attitude and awareness about the options should be increase through different activities like orientation for cashless transactions, how to handle internet banking in a safety manner and handling the apps for cashless transactions.
- ❖ Motivating respondents for cash less transactions in online transaction, use of card money through different medium of awareness can be given.
- ❖ The attitudes of customer towards ATM use of online banking and redemption centres such point of sales form a major part of cashless transactions is highly positive which is a sign of prosperous cashless transactions in Tiruchirappalli City even though these channels are gradually gaining acceptance in Tiruchirappalli City.
- ❖ Government should review of withdrawal and lodgment limits and reduce processing fees for withdrawals above set limits by banks. This effort will lead proper implementation of cashless transactions in Tiruchirappalli.

- ❖ There is also the need for monitoring and improving the quality of network connectivity and communication links as failure to do so would pose high negative influence on the implementation of cashless transactions in Tiruchirappalli City.
- ❖ Even though efforts by banks guaranteed the future prospect of cashless banking transactions in Tiruchirappalli City, they should be organizing seminars, workshops and symposium to their customers in their free timings.
- ❖ The use and benefits of the cashless banking transactions, reduce service charges with inter banks provide effective and efficient transfers and payments system on cashless banking system and its sustainability in the country and introduce new compatible products would enhance the system in Tiruchirappalli City.

## IX. CONCLUSION

Cashless transactions, both by debit and credit cards are on an upward trajectory. There are interesting dynamics at play in the Indian payments industry. 21<sup>st</sup> century banking has become wholly customer driven and technology is driven by challenges of competition, rising customer expectations and shrinking margins, banks have been using technology to reduce cost and enhance efficiency, productivity and customer convenience. Technology intensive delivery channels like net banking and mobile banking have created a winning situation by extending the great convenience and multiple options for the customer. From educating customers about cashless transactions system, there is a need to educate them about the differentiating factors of the cashless transaction system. The strategy should be to emphasize on its differentiating characteristics. The cashless transaction is not only safer than the cash transaction but is less time consuming and not a trouble of carrying and trouble of wear and tear like paper money. It also helps in record of the all the transaction done. So, it is without doubt said that future transaction system is cashless transaction system.

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