

CUSTOMER SATISFACTION AND TRUST TOWARDS CASHLESS TRANSACTIONS

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ABSTRACT

The aim of this paper is to find the customer satisfaction and trust towards cashless transactions in Tiruchirappalli City. In the field of digital payment systems, there are very few researches on customer satisfaction with cashless transaction systems. This exploratory research is the first to test consumer satisfaction level towards cashless transaction systems through providing digital payment platform. The primary objective of the current research study is to customer satisfaction with cashless transaction systems in Tiruchirappalli through survey method. Adoption of cashless payment systems can help society in the development of the economy. Cashless payment system providers focus not only on the adoption of cashless payment systems but also the satisfaction of the consumers in Tiruchirappalli City. The objective of this study is to understand customer satisfaction with cashless transaction systems 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: Customer Satisfaction and Cashless Transaction

I. INTRODUCTION

Cashless transactions system is a new and easier way of paying for goods and services. Cashless transactions system was introduced in the 1950s and is now an essential form of ready money, which reduces the risk of handling a huge amount of cash. It includes debit cards, ATMs and smart cards. Australia was the first who develop the plastic note, which has a longer life but after war, they are recycled for further utilizing. The ease of conducting financial transactions is probably the biggest motivator to go digital. Cash less payments have several advantages, which were never available through the traditional modes of payment, some of which are; privacy, integrity, compatibility, good transactions efficiency, acceptability, convenience, mobility, low financial risk, anonymity (Khan, 2014).

II. SIGNIFICANCE OF THE STUDY

Inspire of thought the online cashless transactions behaviour and it uses pattern is limited in India. The different researcher have different opinion. Researcher have given most of the research indicate that customer trust their confidence and problem restricting customer to go for cashless transactions behaviour. Tremendous progress in the field of information technology, cashless transactions offering attractive value added services is the only way to retain and attract the customers. However, customers are enthused by the service as shown by the expectations of advance services. Before persuade full benefits of cashless transactions there are some problems do not encourage through the cashless transactions services i.e, The biggest fear is the risk of identity theft, security, fraud, slow internet connection, customers' resistance to change, fear of online threats, lack of knowledge of computers and the high cost of technology accessibility, reliability, confidentiality are some of the problems threaten the growth of cashless transactions. The availability of other electronic products, frequency of internet use and management and maintenance of cashless transactions services are some of the factors that affect e-service adoption.

This study focus on to find out the customer satisfaction and trust towards cashless transaction in Tiruchirappalli district.

III. REVIEW OF RELATED STUDIES

Kapoor (2016) in his studies paper titled consumer satisfaction and E-banking has attempted to discover the elements that make a contribution to the customer delight with internet banking. Banking sector was one of the first

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sectors to make global presence. With the exchange in technologies adopted by way of banks, techniques used by the banks also are converting. Dimension of service excellent like tangibility, reliability, responsiveness, guarantee and empathy have shown extra or much less an amazing effect on client satisfaction with net banking services.

Das and Agarwal (2010) in their article cashless payment system in India. A roadmap. Cash as a mode of payment was an expensive proposition for the government. The country needs to move away from cash based towards a cashless payment system. This was help reduce currency management cost, track transactions and check tax avoidance / fraud. Enhance financial inclusion and integrate the parallel economy with the mainstream. Additionally as the card, usage crosses the boundaries of big cities and gains popularity into the hinter land, the electronic payment system was generate huge volumes of data on the spending behavior of persons in these areas. This information was help the government in its objective of getting more and more person under the financial inclusion net by designing products that meet the spending behavior of individuals. Over time when card payments grow and represent a significant part of retail sales, the card payments data could also be used as a quick estimate of private consumption.

IV. OBJECTIVES

1. To find out the level of customer satisfaction and trust towards cashless transactions
2. To find out the significant difference between gender wise classification of the respondents and their customer satisfaction and trust towards cashless transactions.
3. To find out the significant difference among age of the respondents and customer satisfaction and trust towards cashless transactions.

HYPOTHESES

H₀₁: There is no significant difference between gender wise classification of the respondents and their customer satisfaction and trust towards cashless transactions.

H₀₂: There is no significant difference among age of the respondents and customer satisfaction and trust towards cashless transactions.

V. METHODOLOGY

The research is designed to study the customer satisfaction and trust towards cashless transaction in Tiruchirappalli district. 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 Customer Satisfaction and Trust towards Cashless Transactions

Dimensions	Low		Moderate		High	
	N	%	N	%	N	%
Card Services	107	21.4	305	61.0	88	17.6
Internet Banking Services	100	20.0	340	68.0	60	12.0
Payment Aspects	106	21.2	292	58.4	102	20.4
Digital Payment Aspects	81	16.2	315	63.0	104	20.8
Customer Trust and Attitude Total	80	16.0	343	68.6	77	15.4

It is inferred from the above table that 21.4% of customers have low, 61.0% of them have moderate and 17.6% of them have high level of card services.

Among the sample 20.0% of customers have low, 68.0% of them have moderate and 12.0% of them have high level of internet banking services.

Among the sample 21.2% of customers have low, 58.4% of them have moderate and 20.4% of them have high level of payment aspects.

Among the sample 16.2% of customers have low, 63.0% of them have moderate and 20.8% of them have high level of digital payment aspects.

Among the sample 16.0% of customers have low, 68.6% of them have moderate and 15.4% of them have high level of customer trust and attitude in total.

Table 2
 Difference between Gender wise Classification of the Respondents and their Customer Satisfaction and Trust towards Cashless Transactions

Dimensions	Gender	N	Mean	Std. Deviation	Statistical Inference
Card Services	Male	272	37.24	6.314	't' = 2.199 0.000>0.005 Significant
	Female	228	36.54	6.585	
Internet Banking Services	Male	272	37.00	5.203	't' = 2.771 0.000>0.005 Significant
	Female	228	37.36	5.174	
Payment Aspects	Male	272	39.87	5.923	't' = 2.568 0.000>0.005 Significant
	Female	228	39.82	5.589	
Digital Payment Aspects	Male	272	41.46	5.307	't' = 2.602 0.000>0.005

	Female	228	42.19	5.009	Significant
	Male	272	155.56	11.441	't' = 3.426
Customer Trust and Attitude Total					0.000>0.005
	Female	228	155.90	11.143	Significant

Inference

The calculated value is 't' = (2.199, 2.771, 2.568, 2.602 and 3.426) and (0.000<0.05). Hence, the calculated value is greater than the table value. Therefore, research hypothesis is accepted and the null hypothesis is rejected.

Table 3
One-Way ANOVA Difference among Age of the Respondents and Customer Satisfaction and Trust towards Cashless Transactions

Dimensions	Groups	Sum of Squares	df	Mean Square	F	Sig.
Card Services	Between Groups	76.939	3	25.646	3.617	0.005
	Within Groups	20630.699	496	41.594		
Internet Banking Services	Between Groups	111.114	3	37.038	3.380	0.008
	Within Groups	13316.086	496	26.847		
Payment Aspects	Between Groups	32.357	3	10.786	3.323	0.009
	Within Groups	16566.785	496	33.401		
Digital Payment Aspects	Between Groups	332.593	3	110.864	4.210	0.006
	Within Groups	13060.357	496	26.331		
Customer Satisfaction and Trust Total	Between Groups	213.669	3	71.223	3.557	0.004
	Within Groups	63460.433	496	127.944		

Inference

The calculated value F = (3.617, 3.380, 3.323, 4.210 and 3.557), (P = 0.005, 0.008, 0.009, 0.006 and 0.004) the calculated value is greater than the table value (0.000>0.005). So that research hypothesis is accepted and the null hypothesis is rejected.

VII. DISCUSSION AND FINDINGS

Table 1 revealed that 21.4% of customers have low, 61.0% of them have moderate and 17.6% of them have high level of card services. Among the sample 20.0% of customers have low, 68.0% of them have moderate and 12.0% of them have high level of internet banking services. Among the sample 21.2% of customers have low, 58.4% of them

have moderate and 20.4% of them have high level of payment aspects. Among the sample 16.2% of customers have low, 63.0% of them have moderate and 20.8% of them have high level of digital payment aspects. Among the sample 16.0% of customers have low, 68.6% of them have moderate and 15.4% of them have high level of customer trust and attitude in total.

Table 2 revealed that There is a significant difference between gender wise classification of the respondents and their customer satisfaction and trust towards cashless transactions and its dimensions of card services, internet banking services, payment aspects and digital payment aspects and overall customer trust and satisfaction. The above said result interpreted that online cashless transaction has no difference between male and female people. While comparing their mean scores of male and female people. The male people are better in customer satisfaction and trust towards cashless transactions. This may be due to the fact that male people are having responsibility and they are the leader to promote their family in financial manner. So they can plan their purchase through online in a feasible way.

Table 3 revealed that there is a significant difference among age of the respondents and customer satisfaction and trust towards cashless transactions. It is concluded that there is a significant difference among age and customer satisfaction and trust towards cashless transactions in their cashless transaction. While comparing their mean scores 21 – 30 years (40.77), 3- 40 years (41.80), 41 – 50 years (41.92) and 51 and above age (43.17) of customer satisfaction and trust towards cashless transactions. The above 51 are group people are better than the other age groups. This may be due to the fact that the age group more than 51 persons have more maturity because of their experience in their life. This may lead them to have better idea about online cashless transactions.

VIII. RECOMMENDATIONS

- ❖ 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 customers satisfaction in Tiruchirappalli City.
- ❖ There is significant difference between gender especially females have less satisfaction towards related to cashless transactions so it is suggested that awareness could be given for positive attitude toward cashless transaction of females for cashless transaction through their bank or social agencies. Also it should be create an avenue where females would be encouraged to own accounts with the banks for fair representation.
- ❖ Problems faced by the customers as one of the influencing factor for cash less transactions system so it is suggested that resolve the complaint related to cashless transactions speedily by the customers.
- ❖ Improving more cash less transactions more 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 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.

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