



PERCEPTION TOWARDS CASHLESS TRANSACTION AMONG RETAIL CUSTOMERS IN BEED DISTRICT

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Abstract -:

The main objective of the present paper is to analyzing the people are too much dependent on cash, whether they are living in urban as well as rural areas regularly use cash in their transactions. Peoples are living in villages, towns; small cities are facing problems of hard cash. In this study opinions of 120 regular retail customers to the shop were selected from Beed District, which comes under semi urban area. The result shows that peoples were not completely aware about cashless transactions.

Keywords: Cashless transaction, physical currency, Mobile banking, E- banking

Introduction:

A Cashless Economy is an economy in which all types of transactions are carried out through digital means. Since the removal of the notes, the government has been working hard to promote digital payment systems to consumers, proactively offering different incentives and rewards. So far, it seems to be working: the government has reported a 400-1,000% increase in digital transactions since the demonetization. It includes e-banking (Mobile banking or banking through computers), debit and credit cards, card-swipe or point of sales (POS) machines and digital wallets.

Cashless transaction is a process of buying goods and services against money where there is no physical currency is involved. The physical currency is replaced by a number of methods that are powered by digital information technology and are capable to transfer money from one person's bank account to another person's. All these money transfer 3 methods have their own, features, qualities, and mechanisms that work together with other devices or equipment's therefore they are termed as "systems"

Modes of cashless Payments

For making India cashless, these are the various modes available in the form of digital transactions. These can be highlighted as follows:

Banking Cards- Banking cards offer consumers more security, convenience, and control than any other payment method. The wide variety of cards available – including credit, debit and prepaid – offers enormous flexibility, as well.

Banks Prepaid Cards- For this service, a bank account is there with wallet or a pre-paid card and a smart phone to generate the MPIIN.

USD (Unstructured Supplementary Service Data): The innovative payment service *99# works on Unstructured Supplementary Service Data (USSD) channel. This service allows mobile banking transactions using a basic feature mobile phone; there is no need to have an Aadhaar Enabled Payment System

AEPS- AEPS is a bank led model which allows online, interoperable financial transaction at the POS (Point of Sale / Micro ATM) through the Business Correspondent (BC) /Bank Mitra of any bank using the other authentication. mobile internet data facility for using USSD based mobile basic feature mobile phones **Interface (UPI)** is a Aadhaar Enabled Payment System accounts into a single mobile application (of any participating bank), merging several banking features, seamless fund routing & merchant payments into one hood. It also caters to the “Peer to Peer” collect request which can be scheduled and paid as per requirement and convenience.

Mobile Wallets: A mobile wallet is a way to carry cash in digital format. Most of banks have their e-wallets and some private companies. Such as. Amazon pay, Paytm, Mobikwik, Oxigen, Rupee, Airtel Money, Jio Money, SBI Buddy, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, Speed Pay etc.

Point of Sale: A point of sale (POS) is the place where sales are made. On a macro level, a POS may be a mall, a market or a city. On a micro level, retailers consider a POS to be the area where a customer completes a transaction, such as a checkout counter. It is also known as a point of purchase.

Internet Banking: For this type of digital service to take benefit of, the individual must hold a bank account and opt for the online service same.

Electronic Fund Transfer Systems: Two popular methods RTGS and NEFT are increasingly used by people on a large scale for making funds transfer from one bank to another leading to less time and economy in operations.

Review of Literature:

Olatokun and Igbindion (2009) “discovered that the limitations of Relative Advantage, Complexity, Observe Capacity, Compatibility, and Trial Capacity were positively linked to the Indian attitude towards using ATM cards”. In its qualitative survey, Morufu and Taibat (2012) “suggest that bankers in India perceive electronic banking as a tool to minimize difficulties, reduce transaction costs, alter customer queuing patterns and save customer banking time”. Alawiye Adams Adewale (2013) has explained that the cashless payment systems have a great impact on the economy and the part of the population which is illiterate cannot access these methods. Jashim and Margaret (2014) revealed that when a credit card based payment is used, the volume, value and type of products purchased increase. This is due to the credit element, or to the cashless element of the transaction. The perception may well have a direct impact on purchase behavior of customers. D. Kumari, (2016), studies of cashless transaction its different methods, advantages and challenges. Her paper will help to understand the basic of the cashless transaction.

Statement of the Problem:

The current study work is therefore aimed at filling the gap in the current body of information on changing retail customer’s perception of cash-to-cash-free transaction. This element is similarly crucial when one thinks about the country's cashless economy and contributes to the Digital India Programme.

Objectives of the Study:

The present study has been conducted on the following concrete objectives.

1. To study the issues and challenges of cashless transaction
2. To study the present socio-economic status of customers in Beed district
3. To analyzed the cashless payment and retail customer behaviour in Beed districts

Research Methodology:

The study was mainly based on primary data. The required data was collected from the people of the rural, semi urban and urban area of Beed district and the Secondary data- The data collected from various book and research journal and government agencies. This study is based on the field survey conducted with the help of a well-structured questionnaire and interviews with retail customers. The study is confined to Beed district in Maharashtra state and the primary data was collected from deliberate sampling method and 120 respondents had been selected from Beed district.

Limitation of the study

Research was based on small sample size and was limited to Beed district only. It is limited to filed survey year of 2020-21

Result and discussion**Demographic Profiles of Respondents**

It was observed from table 1.1 Age wise distribution of the respondents indicated that majority of the respondents i.e. 46.67 per cent were in the age group 25-35 years, working and dynamic group age of the respondents. As regards to marital status of the respondents, it was found that 76.67 per cent of the respondents were married and 23.33 per cent respondents were unmarried. It was noteworthy that majority of married respondents contribution in the study. With regard to literacy level, the study disclosed that majority of the respondents i.e. 92.50 per cent were literate whereas 7.50 per cent respondents were illiterate.

Table 1.1 Demographic Profiles of Respondents

Sr. No.	Demographic Variables	(Sample size 120)	
1.	Age (Years)	No. of Respondents	Percentage
	Below 25	9	7.50
	25 - 35	56	46.67
	35 – 45	29	24.17
	45 – 55	21	17.50
	Above 55	5	4.17
2.	Marital status	No. of Respondents	Percentage
	Married	92	76.67
	Unmarried	28	23.33

3.	Gender	No. of Respondents	Percentage
	Male	86	71.67
	Female	34	28.33
4.	Literacy level	No. of Respondents	Percentage
	Illiterate	9	7.50
	Higher secondary	12	10.00
	Graduation	66	55.00
	Post Graduation	33	27.50
5.	Occupation	No. of Respondents	Percentage
	Agriculture	41	34.17
	Labour/ Worker	36	30.00
	Service	14	11.67
	Business	29	24.17

Source: Field Survey - 2020-21

It was also observed that majority of the respondents i.e. 34.17 per cent were farmers, 30.00 per cent respondents were labors/workers and 24.17 per cent respondents were business man. It was noticed that the earnings of these respondents were uncertain and irregular, 11.67 per cent respondents were engaged in services.

Table 2 Respondents using cashless modes for payments

Particulars	Yes always	Some time	No	Total
No. of Respondents	36	23	61	120
Percentage	30.00	19.17	50.83	100.00

Source: Field Survey - 2020-21

From the above table 2 indicated that the no. of respondents using cashless modes for payments. It was found that (61) 50.83 per cent of respondents were not using cashless modes for payments; (36) 30.00 per cent respondents were always using cashless modes for payments and only (23) 19.17 per cent respondents were sometimes using cashless modes for payments.

Figure 1 Respondents using cashless modes for payments

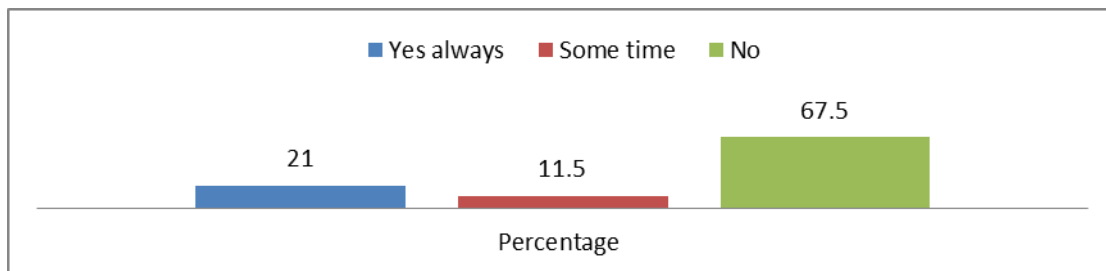


Table 3 Reasons behind not using modes of cashless service for payments

Reasons	No. of Respondents	Percentage
Don't have bank Account	2	3.28
Not using internet banking	6	9.84
Not trust on classless	11	18.03
Fair of fraud	29	47.54
Don't know how to use	13	21.31
Total	61	100.00

Source: Field Survey - 2020-21

It was observed from table 3 that the most 47.54 per cent respondent's not using modes of cashless service for payments because of fair of fraud; 21.31 per cent respondent's not using modes of cashless service for payments because of they don't know how to use it; 18.03 per cent respondent's not using modes of cashless service for payments because of they not trust on classless it; 9.84 per cent respondent's not using modes of cashless service for payments because of they not using internet banking and only 3.28 per cent respondent's not using modes of cashless service for payments because of they don't having bank Account.

Table 4 Types of cashless mode using of respondents

Modes of cashless payment	No. of Respondents	Percentage
Internet Banking	5	8.47
Debit/ Credit card	15	25.42
UPI	34	57.63
Mobile Wallets	5	8.47
Total	59	100.00

Source: Field Survey - 2020-21

It was noticed from table 4 that 120 respondents out of these 59 respondents were using cashless payment modes, it was found that most of 57.63 per cent respondents using UPI; 25.42 per cent respondents were using debit/credit card; 8.47 per cent respondents were using internet banking and 8.47 per cent respondents were using mobile wallets for cashless transactions.

Conclusion:

With above discussion concluded that the cashless payment systems have a great impact on the economy and the part of the population which is illiterate cannot access these methods. This illiterate part of the society plays an important role in the success of the cashless economy of a country. It is also observed that there is not too much awareness of cashless transactions and that a significant proportion of people are actually waiting for the cashless transaction to be introduced. The outcome indicated that the cashless economy has a beneficial effect on preventing money laundering and stimulating economic growth, but the research area's people are not conscious of the cashless transaction due to many of the problems mentioned above.

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