

# A Study and Analysis on Consumers Perception Regarding the Cashless Transactions with Reference to G-pay in Mysuru

K.T. Ithihas and N. Raghavendra

**Abstract---** *Cashless economies are those that utilization for the most part plastic or advanced cash and in this way insignificant money or cash in paper structure. The simplicity of leading budgetary exchanges is most likely the greatest helper to go computerized. The examination builds up a theoretical system to comprehend the working of cashless economy. The paper features the different goal of being cashless. It examines the various strategies for cashless installment and the fundamentals for being cashless. The advantages of making a nation cashless have likewise been incorporated. The examination additionally clarifies the obstacles coming in the method for making an economy cashless. The examination looks at the impact of receiving cashless installment on financial development and advancement of the creating nations. The set up together provides us significant strategy guidance towards what can empower the nation to increment cashless installments. The progress of advancement and exercises of government have added to the improvement of versatile installment. Because of innovation, versatile clients would nowadays be able to utilize their advanced cells to profit exchange or installment applications introduced on the telephone. The RBI and the Administration are endeavoring a few endeavors to decrease the utilization of money in the economy by advancing the computerized/installment gadgets, RBI's push to empower these new assortments of installment and repayment offices means to accomplish the target of a 'less money' society.*

**Keywords---** *Digital Transaction, Consumer, Cashless Economy in India.*

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## I. INTRODUCTION

Cashless transaction is nothing but making any types of payments by using finance technology as we can share or make payments of cash through internet with the help of electronic gadget from the place wherever we are in the fastest means which takes only the few seconds for the transaction. The Demonetization procedure in India has extraordinary effect on cashless exchange. It supports the uses of Visa, platinum cards, online instalment and portable wallets for money related exchange. As the society is developing instantly in the fast growth, the government of India took a step to introduce payment banking in the year 2015 and all the activities took place under RBI (Reserve Bank of India) and it gave approval to 11 entities to start payment Banks in India and Airtel was the first to start Airtel Payment Banks and later, presently Paytm and Google pay took place as the number of payment banking users became more at the rate of 54% and Increasing from the past 4 years. By the recent information we are able to know that how much the people are depended on cashless transaction that even a tea stall holder is earning money by the help of paytm form his customers and even a five-star hotel make transaction with

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this type of modes. Each and every transaction are done by this and it is said that it is growing rapidly. According to SBI's economic research development the size of present digital banking is about 1.2 lakh crores. Payment Gateways and banks are upgrading towards the cashless transaction. In the interim, versatile applications play a enormous piece of the Government's drive of "Cashless India". This will enormously affect making India a digitalized cashless economy. This Study Focuses On the Impact of Cashless Transaction on Consumer Perceptions.

## II. GOOGLE PAY

The term Google is nothing but pay with Google and it was introduced in the year January 8<sup>th</sup> 2018 in India. In the beginning Google propelled TEZ as installment administration in India around a year prior however now the organization has made a stride that a piece of TEZ is rebranded to Google pay with other Google installment administrations, and now Google needs to transform TEZ into a completely included application that can be utilized for each installment and related exercises. Coming to Google pay it's a digital wallet system in which it is done by the Google by which we can use this with the help of our mobiles and other electronic gadgets. Google pay made a drastic change in our society that it is used by almost all the financial activities that we can pay or make a transaction by the help of our android mobiles.

## III. LITERATURE OF REVIEW

- **Dr.S. Yuvaraj, Sheila Eveline N (2018) “Consumer’s perception towards cashless transactions and information security in the digital economy”** as determined that money is a life blood of every economy and Internet smart phones and other technologies has made cash transaction easier. It has noted that most of the transaction were made cashless and physical form of currencies will no longer be a king and several mediums has been introduced for cashless transactions and the important part of this paper is to study on the consumers perception on cashless transaction and factor influencing the cashless transaction. From this study it has found that most of the people prefer wallets but for the factor of privacy and security consumer prefer cashless transaction
- **Anaitha Singh, Sonalika Bhadouria (2019) “Payment banks on improving financial inclusion in India”** it as noted that financial exclusion and its challenges are explored in depth along with the solution for the payment banks and how they have helped in improving financial exclusory. The importance of this study is to explore the scope benefits and changes made upon the payment banks and also on the present scenario of financial exclusion in our country. It has determined that it is necessary to ensure additional steps are taken to raise awareness and also to ensure the challenges can be overcome in order to secure full benefits of this concept.
- **Zahoor ahmad Shah (2017) “Digital payment system: problems and prospects”** it has noticed that the installment framework in India is picking up quality by government quickening budgetary consideration and furthermore it gives chance to individuals the vast majority of whom lives in country India or vagrants in enormous urban communities. It has decided the demonetization of High section paper money notes made little dealers to grasp the innovation by utilizing computerized installment framework. The principle target of this examination Is to feature issues and outline of computerized installments in India

- **Arpita Pandey, Arjun Singh Rathore (2018) “Impact and Importance of Digital Payment in India”** the target of this paper is to concentrate on the effect and significance of computerized installment in India. It has discovered that administration of India has expressed that advanced installment will build the business, diminishes hazard like defilement, theft and conveying or capacity of enormous measure of money. Effect of advanced installment approach is a stage towards modernization and globalization by making the financial cashless. It has established that financial division assumes a significant job by giving computerized instruments like plastic, portable banking and so on.... From this investigation it has discovered that the fundamental issue of reception of advanced installment framework in India is moderate web availability and other extra charges over the computerized exchange
- **Dr Ravi (2017) “Payment Banks: Emerging challenges & opportunities of cashless transaction in Indian economy”** From this investigation it has noticed that advancement in the field of computerized installment framework is relied upon to quicken India's adventure into cashless economy and residential settlement showcase is assessed to be about Rs 800 to 900 billion and developing. It is resolved that installment bank can likewise assume a fantastic job in actualizing the administration direct advantages move plans and appropriations on Human services and so forth. the primary goal of this paper is to think about on the developing difficulties and chances of cashless exchanges in Indian economy
- **Dr Chhavi jain (2017) “Digital Payments & Demonetisation”** the importance of this study is to identify the impact of demonetization on different age group on payment modes and It came out that banks needed to launch the special digital promotion programme for the people in order to create awareness about the digital payment system
- **Courtney Hunt(2014) “Transforming talent management: The impact of social & digital tech”** Discussed the basic job to be played in guaranteeing the proficient and compelling progress and change from Modern Time models and procedures to their Computerized Period overhauls. He further said the social and advanced innovations are moving ability the executives. Notwithstanding changing ability the board, social and computerized advances are changing the idea of work itself which have broad human capital administration suggestions, going from human capital procedure, authoritative structure, and staffing - to work configuration, preparing and improvement, execution the board, and pay
- **Dr. Asha Sharma (2017) “Potential for cashless economy in India”** Directed a review to comprehend the potential for cashless economy in India, through a broad family unit overview of Jodhpur city. It was evaluated the degree to which family units made non money consumption. It was additionally distinguished the bottlenecks which anticipated family units to make non money installments like Security, web association, loss of card, programmers movement, absence of innovation are stresses of clients towards changing to cashless economy
- **Dr. Neetukumari, Jhanvikhanna (2017) “Cashless Payment: A Behavioural Change to Economic Growth”** the study examines the effect of adopting cashless payment on economic progress and improvement of the developing countries. The paper exposed that the adoption of the cashless economy policy can improve the growth of financial solidity in the country.

- **Preeti Garg, Manv panchal (2017) “Study on Introduction of cashless economy in Indi 2016: Benefits & challenge’s”** her paper high lights on the views of people on cashless economy in India. Responses from respondents shows that cashless economy will help in curbing black money.

### ***Objectives of the Study***

- To identify the consumers perception on cashless transactions in digital economy.
- To identify the factors influencing consumers towards cashless transactions.
- To identify the ways for improvement in cashless ecosystem in India.

### ***Statement of Problem***

After making a study on cashless transaction here we have founded that after the demonetization in India in the year 8<sup>th</sup> November 2016 It made extra ordinally accompanied climate which helped for moneyless exchange in which some segment of people were not using cashless transactions were made to cashless transactions and it affected most of the people as people were not aware of making transactions by a use of mobile and people were forcefully made to online transaction by keeping an objective of avoiding a black money transaction and the money which were not taxable. By this changes made by the government people faced problems who are not known of finance technology which is not an easy task.

## **IV. RESEARCH METHODOLOGY**

### ***Sample size***

The sample size for the current research is 50. The said sample size is selected by random selection method. The questionnaires were filled from the respondents of Mysuru city.

### ***Limitations***

The geographical location for current research is Mysuru city.

### ***Analytical Tools***

The analysis of primary data is done by following techniques

1. Percentage method
2. Chi square test

## **V. ANALYSIS AND INTERPRETATION**

1. Opinion on Cashless Transaction

	<i>Observed N</i>	<i>Expected N</i>
Excellent	32	12.5
Good	11	12.5
Average	5	12.5
Poor	2	12.5
Total	50	

The above table represents that the respondents chose 32% as excellent, 11% chose it is good, 5% chose it is average and 2% chose it is poor.

2. Choosing of cashless transaction

	<i>Observed N</i>	<i>Expected N</i>
Convenient	12	8.3
Easy	14	8.3
Safety	4	8.3
time saving	5	8.3
less formalities	7	8.3
Speed	8	8.3
Total	50	

The above table represents that 12% have chose that it is convenient, 14% have chose that it is easy, 4% have chose that it is safety, 5% have chose that it is time saving, 7% have chose that it has less formalities and 5% have chose that it is speed.

3. Risk in cashless transactions

	<i>Observed N</i>	<i>Expected N</i>
possibility of hacking	30	16.7
network issues	8	16.7
Others	12	16.7
Total	50	

The above table represents that 30% have chose possibility of hacking, 8% have chose network issues and 12% have chose others

4. Purpose of G-Pay

	<i>Observed N</i>	<i>Expected N</i>
electricity bill	8	12.5
water bill	6	12.5
Provisions	3	12.5
bank transfer	33	12.5
Total	50	

The above table represents that 8% use to pay electricity bill, 6% use to pay water bill, 3% to pay for provisions and 33% to make bank transfer.

5. Difference in standard of living

	<i>Observed N</i>	<i>Expected N</i>
Yes	28	25.0
No	22	25.0
Total	50	

The above table represents that 28% have chose Yes and 22% have chose No

**Hypothesis Testing**

<b>Test Statistics</b>					
	opinion on cashless transaction	choosing of cashless transaction	risks in cashless transactions	purpose of g-pay	difference in standard of living
Chi-Square	43.920 <sup>a</sup>	9.280 <sup>b</sup>	16.480 <sup>c</sup>	45.840 <sup>a</sup>	.720 <sup>d</sup>
Df	3	5	2	3	1
Asymp. Sig.	.000	.098	.000	.000	.396

**VI. FINDINGS**

1. Most of the respondents chose that cashless transaction is the best way for the transactional activities.

2. Most of the respondents opinion is that cashless transaction is the most easy and convenient way to do the transaction.
3. Most of the respondents chose that using cashless transaction is a risky one which leads to hacking actions.
4. Most of the respondents chose that the people use G-pay for the bank transaction activities.
5. Most of the respondents chose that there is difference in standard of living in using cashless transaction.

## VII. CONCLUSION

The Government has applied various improvements for sustainable and apparent economic development. The Demonetization and Digital costs are most important among the reforms. The impact of demonetization was felt more in the communal sector and the worst affected was also the poor and the public people. The cash less transaction is not only necessities but also emerging need of today for apparent economic growth. Financial institutes or mediators like banks and related service sources will have to constantly invest in technology in order to advance security and ease of transaction.

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