



e-ISSN:2582-7219



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 6, June 2024



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.521



6381 907 438



6381 907 438



ijmrset@gmail.com



www.ijmrset.com



A Study on the Impact of Digital Payment Adoption on Consumer Behavior of Women Faculty Working in Engineering Colleges, Erode District, Tamil Nadu

Ms. R. Prabha, K. Praveen Kumar

Assistant Professor, Department of MBA, Nandha Engineering College (Autonomous), Erode, Tamil Nadu, India

Student, Department of MBA, Nandha Engineering College (Autonomous), Erode, Tamil Nadu, India

ABSTRACT: The Government of India's flagship action, Digital India, aims to make India a knowledge frugality and a society empowered by technology. One of the pronounced places of Digital India is "Faceless, Paperless, Cashless." There are several ways to make digital payments available in order to encourage and support cashless deals and the shift of India into a lower cash society. The current Covid- 19 epidemic, government measures, and rising smartphone operation each contribute to the growing acceptance of digital deals. Increased sale translucency as a result of the shift to digital payments strengthens the public frugality. These days, digital payments are a common practice in virtually every Indian assiduity. A number of government enterprise, like Digital India, have increased internet content in the nation and raised public mindfulness of digital payments. chancing out how numerous people use digital payments is the end of this composition. 120 individualities handed primary data using a standardized questionnaire in Erode.

KEYWORDS: online payments, demonetization, smartphones, and digital payments.

I. INTRODUCTION

The frugality of the digital age is arising. Encyclopaedically, businesses are transitioning to digital programs as the number of people using mobile phones rises steadily. multitudinous mobile operations can be used with smartphones. Significant data pets are now attainable thanks to 4G, which has led to the emergence of new business trends and diligence. While crucial profitable indicators are on the decline, the number of people using mobile phones is growing exponentially. The study of consumer purchasing gets includes an examination of guests' emotional, internal, and behavioural responses as well as the styles individualities employ to select, utilize, and discard goods and services. Businesses must comprehend client purchasing patterns in order to develop marketing plans that effectively sway consumers' opinions.

FACTORS OF THE STUDY:

There are four main types of consumers geste

1. Complex buying behavior

This kind of conduct is shown when customers purchase price, infrequently purchased goods. They play a significant role in the research that consumers do before making a high-value investment. Consider purchasing a vehicle or a home; these are two instances of complex purchasing behaviours.

2. Dissonance-reducing buying behavior

Although the consumer participates actively in the purchasing process, they find it challenging to distinguish different brands. "Dissonance" might happen when a customer fears they will come to regret their decision. Let's say you are purchasing a lawnmower. Price and convenience will play a role in your decision-making, but once you've made your purchase, you'll look for assurance that you made the best option.

3. Habitual buying behavior

The consumer who engages in habitual buying is one who shows minimal interest in the brand or product category. Imagine going grocery shopping. You visit the store and purchase the bread of your choice. Not a strong brand loyalty, but a persistent pattern is what you are displaying.



4. Variety-seeking behavior

Here, a customer buys a different product out of a need for variety rather than dissatisfaction with the prior purchase. similar to testing out several smells of shower gel.

STATEMENT OF THE PROBLEM:

In spite of digital and technological developments, the market for digital payment applications has not grown as predicted. Paying using a phone still causes hesitation in a lot of female buyers. Working women in engineering institutions are incredibly careful and conservative when it comes to payments. Customers need explanations and have a lot of queries about digital payment options. There are a lot of these worries, some reasonable and others not, and they all add to the mystery. In order to earn their clients' trust, mobile application service providers need to exercise greater caution when it comes to security. The main problem is that the sheer number of frauds is making people wary of payment systems. Thanks to a number of enablers, like quick response codes, different payment systems have experienced rapid innovation while potentially boosting payment ease.

OBJECTIVES OF THE STUDY:

- To examine how the cashless policy has affected women's perceptions of digital transactions
- To determine the most favored digital payment methods in light of their benefits
- To determine the relationship between employment, education, and digital adaptation

RESEARCH METHODOLOGY:

According to its definition, research methodology is a highly intellectual human endeavour that is used to the study of matter and nature. It focuses mostly on the methods of data collection, analysis, and interpretation.

Research Design:

- A exploration design is the strategy for a study and the plan by which the strategy is to be carried out It specifies the styles and procedures for the collection, dimension, and analysis of data.
- The experimenter used descriptive exploration design in collecting the data from repliers

TYPE OF RESEARCH:

- Descriptive Research

SAMPLE DESIGN:

- Simple Random sampling

DATA COLLECTION:

Primary data:

- Questionnaire method
- Survey method

Secondary data:

1. Literature review
2. Company profile
3. Internet

II. REVIEW OF LITERATURE

Swilley in 2020 According to the study, consumers decided not to see the value of the digital wallet because they seemed to have a higher probability of losing their stored data, which included Mastercard's and other data stored in cell phones.) further argued that adopting the flexible digital wallet caused concerns despite the seeming security and safety. indicated that in order to influence the attitudes of women faculty members, a digital payment should not be complicated to use, interoperable, or mysterious. It was also suggested that convenience and interoperability would establish clients' faith in the digital payment method.

Tang et al., 2021in addition to security flaws, earlier studies discovered other obstacles to the uptake of digital payments, such as the need for a sophisticated infrastructure and the involvement of numerous partners in mobile payment systems. Cost and risk are significant deterrents to the use of digital payments. Technical issues, greater



service fees than with traditional payment methods, and disruptions in the network are some drawbacks of using digital payments. This study demonstrated how demonetization contributed to the rise in popularity of digital wallets and digital payments in India. People found it easier to use the internet as a cash substitute because of the sharp increase in internet usage and the rise in smartphone users.

Ligon et al., 2019 Put in certain obstacles, including requiring users to have internet access, bank accounts, cell phones or other suitable devices, usage costs to be paid, and technological knowledge. Technological advancements can help overcome and alleviate the dangers associated with the adoption of digital payments. For example, by improving authentication and authorization, the security level can be enhanced. The cost of the cell phones and other technology devices to make digital payments ranges from cheap to expensive. Increasing the technology and financial knowledge of those who use digital payments is crucial. In order to reach a larger user base and ultimately boost the acceptance of digital payments, fintech companies, banks, and other providers should improve the quality, accessibility, and facilities of their offerings.

Simatele and Mbedzi 2022 All individuals, irrespective of age, require digital payment, particularly when mandated by governmental or other financial institutions' policies or regulations. Due to cash back and discount opportunities, using digital payments instead of cash is more advantageous for customers wishing to make purchases or conduct transactions online. As a result, both the financial inclusion rate and the adoption rate of digital payments will rise, which will ultimately support economic growth. Digital payments, often known as e-payments, are a widely utilized and highly secure way for people to make payments online quickly and easily. They also provide a platform for economies to expand and improve technologically.

Seldal and Nyhus 2023 Particularly in the wake of the COVID-19 pandemic, which has an impact on everyone's lifestyle, including that of women faculty, digital payment has significantly altered the lives of women professors. Regardless of age, the majority of women are accustomed to shopping online and use digital payments. More female professors are enthusiastic about utilizing new gadgets and products. Discounts and cash back have a significant influence on how often female teachers use digital payments. It has been observed that female instructors are more inclined to employ digital payment options. This outcome is to be expected given that female faculty members are more accustomed to using digital tools than male faculty members, younger generations have less financial literacy, and they are less aware of security concerns pertaining to different payment methods.

III. ANALYSIS AND INTERPRETATION

1 CHI-SQURE ANALYSIS:

Chi-square test for age and Consumer's helpful information about digital payment.

Ho= There is no significance relationship between age of the respondents and Consumer's helpful information about digital payment.

H1= There is a significance relationship between age of the respondents and Consumer's helpful information about digital payment.

1.1 Table from the Chi-square test for age and Consumer's helpful information about digital payment

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Consumer's helpful information about digital payment	120	100.0%	0	.0%	120	100.0%



Age * Consumer's helpful information about digital payment Cross tabulation							
Count		Consumer's helpful information about digital payment					Total
		Always	Usually,	Sometimes	Never	Rarely	
Age	Below 20 years	4	4	2	2	0	12
	20 to 30 years	31	14	9	5	5	64
	30 to 40 years	5	2	5	4	0	16
	40 to 50 years	1	5	4	1	4	15
	Above 50 years	8	0	2	1	2	13
Total		49	25	22	13	11	120

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27.619 ^a	16	.035
Likelihood Ratio	31.988	16	.010
N of Valid Cases	120		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is 1.10.

Symmetric Measures			
		Value	Approx. Sig.
Nominal by Nominal	Phi	.480	.035
	Cramer's V	.240	.035
	Contingency Coefficient	.433	.035
N of Valid Cases		120	

CHI SQUARE= $X^2=0.00$

Hence, from the analysis it is calculated that, there are no significant relationship between age and shopping online.

2 ONE - WAY - ANOVA:

ANOVA test for educational qualification and Digital payment system with the increase in technology for Women faculty

Ho There is no significant relationship between educational qualification of the respondent and Digital payment system with the increase in technology for Women faculty



H1= There is a significant relationship between educational qualification of the respondent and Digital payment system with the increase in technology for Women faculty

2.1 Table from the A educational qualification and Digital payment system with the increase in technology for Women faculty

Descriptives								
Educational Qualification	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Highly satisfied	54	3.07	.866	.118	2.84	3.31	1	4
Satisfied	27	3.00	.734	.141	2.71	3.29	1	4
Neutral	18	2.89	.832	.196	2.47	3.30	1	4
Dissatisfied	11	2.82	1.079	.325	2.09	3.54	1	4
Highly Dissatisfied	10	3.10	.568	.180	2.69	3.51	2	4
Total	120	3.01	.825	.075	2.86	3.16	1	4

ANOVA					
Educational Qualification	Sum of Place	df	Mean Square	F	Sig.
Between Groups	.974	4	.243	.350	.844
Within Groups	80.018	115	.696		
Total	80.992	119			

HOMOGENEOUS

Educational Qualification			
Digital payment system with the increase in technology for Women faculty		N	Subset for alpha = 0.05
			1
Student-Newman-Keuls	Dissatisfied	11	2.82
	Neutral	18	2.89
	Satisfied	27	3.00
	Highly satisfied	54	3.07
	Highly Dissatisfied	10	3.10
	Sig.		
Tukey HSD ^a	Dissatisfied	11	2.82
	Neutral	18	2.89
	Satisfied	27	3.00



	Highly satisfied	54	3.07
	Highly Dissatisfied	10	3.10
	Sig.		.867
Hochberg ^a	Dissatisfied	11	2.82
	Neutral	18	2.89
	Satisfied	27	3.00
	Highly satisfied	54	3.07
	Highly Dissatisfied	10	3.10
	Sig.		.981

a. Uses Harmonic Mean Sample Size = 16.555.

INTERPRETATION:

Based on the study above, we may conclude that H1 is acceptable because the computed F-value is a positive.350 value. Given that the P value of 0.000 is less than < 0.05, it can be concluded that there is a substantial correlation between the respondent's educational background and the digital payment system, particularly with the rise in technology for women professors.

IV. CONCLUSION

Digital payment keeps growing in this digital period, and it can support fiscal addition. fiscal addition can help to develop the frugality and fiscal stability. Government can motivate operation by enforcing a cashless policy. Women faculty began using digital payments in their diurnal lives. There are a lot of factors that impact digital payment relinquishment. The most frequently factor mentioned in former exploration is security. Security is veritably important in the perception of digital payment druggies. Digital payment is more secure than traditional payment (cash/ check), but there's another issue of security in digital payment, similar as hacking or cracking Digital payment can give benefits for druggies, similar as convenience, effectiveness, time- saving, prices, abatements, cashback, a translucency, but still. so, it has to be overcome by technological advances or other innovative results

REFERENCES

1. Chau and Lai, (2015) Study of Acceptance Factors for Electronic Payment Services. Faculty of Engineering, Mahidol University, Thailand
2. Rathore (2016) Towards an Understanding of consumer acceptance mobile wallet. Department of Interaction Science, Sungkyunkwan University
3. Datta (2018) Consumer Behaviour Towards Digital Payment Mode While Shopping At women’s faculty. An international Journal of Engineering Sciences, Vol.6.
4. Lim et al., (2019) Problems and Risks of Digital Technologies Introduction into E-Payments, Transformations in Business and Economics, 14, (1), 42-59
5. Tang et al., (2021) A Study on Digital Payments System with Perspective of Customer’s Adoption”. Eurasian Journal of Analytical Chemistry
6. Ligon et al., (2019) Impact and importance of digital payment in India”. International journal of creative research thoughts – ijcr. April 6-7, 2019.



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | ijmrset@gmail.com |

www.ijmrset.com