

Cashless Economy in India: A Comparative Study of Cashless Payment Usage Among Educated Women in Homemaker and Working Roles

*Dr. Rekha Jain

Abstract

This study examines the adoption of cashless payment modes among educated women in homemaker and working roles in India. Using a comparative study design, the research aims to identify the factors that influence the adoption of cashless payments and to compare the usage of digital payments between the two groups. A total of 200 women were surveyed, including 100 homemakers and 100 working women. The findings indicate that there is a significant difference in the adoption of cashless payment modes between the two groups, with working women more likely to adopt digital payments than homemakers. This research also found several factors that influence the adoption of cashless payment modes, including technology familiarity, trust in the security of digital payment, awareness, income and the availability of digital payment infrastructure.

The study concludes with recommendations for promoting the adoption of digital payments among women, particularly among homemakers, who are less likely to use cashless payment modes. These recommendations include increasing digital literacy, providing financial incentives for cashless transactions, improving the accessibility and usability of digital payment infrastructure, and addressing security concerns around digital payments. Overall, this study provides insights into the factors that influence the adoption of cashless payment modes among women in India and aims at promoting the transition to a cashless economy.

Keywords: Cashless economy, Digital payment, Women in homemaker and working roles, Digital literacy.

Introduction

India has been moving towards a cashless economy since the demonetization of high-value currency notes in November 2016. The Reserve Bank of India (RBI) declared on May 19, 2023 that it will withdraw the ₹ 2000 denomination banknotes from circulation. The RBI has asked all the banks to provide deposit or exchange facility for ₹ 2000 banknotes till September 30, 2023. The government's push towards digital payments has gained momentum in recent years, with various initiatives and schemes being introduced to promote cashless transactions. A cashless economy refers to a system of

Cashless Economy in India: A Comparative Study of Cashless Payment Usage Among Educated Women in Homemaker and Working Roles

Dr. Rekha Jain

financial transactions where physical cash is replaced by electronic payments. In a cashless economy, people use digital payment modes such as mobile wallets, debit/credit cards, net banking, and UPI (Unified Payments Interface) for making transactions. This system eliminates the need for carrying cash, and transactions can be completed instantly, securely, and at a lower cost.

India has witnessed a significant shift towards a cashless economy in recent years, driven by various government initiatives and the increasing availability of digital payment infrastructure. However, the adoption of digital payments remains uneven, with certain demographic groups, particularly women, lagging behind in the transition to cashless transactions. This study focuses on women in India, specifically those in homemaker and working roles, to investigate the factors that influence the adoption of cashless payment modes.

Overall, this study aims to advance our understanding of the factors that influence the adoption of cashless payment modes among women in India and to provide recommendations for promoting the transition to a more inclusive and accessible cashless economy.

Literature Review:

1. S Lakshmi, RG Nandini (2022) in their study on "A Study on Usage of Digital Payment Interface with Special Reference to Working Women in Bangalore City" suggested and recommended to upgrade the digital payment usage. Study even concentrates on knowing the choice of payment during COVID-19.
2. Sam, J. S., Chakraborty, A., & Srinivasan, J. (2021) in their research on "Cashlessness in India: Vision, policy and practices" provided a conceptual model on technology adoption in the context of digital payments and argued that users strategically switch between multiple payments media based on the context in which the transaction is taking place.
3. Patel, J. V. (2017) in their study on "Perception of women towards cashless economy" found that women respondents were hesitating to use electronic payment methods as they felt it unsafe and it has increased their monthly expenditure for the maintenance of smart phones and Internet connection hence they tends to hate the idea of "go cashless"
4. Kasirye, F., & Masum, S. M. H. (2021) in their topic on "The effects of e-wallet among various types of users in Malaysia: A comparative study" revealed that the users prioritize the things that they buy, spend their wallet money with limitations, and always budget accordingly. In addition, there are no significant differences in the age groups of the respondents, and the income levels of the users when compared to the effects of e-wallet usage.

Cashless Economy in India: A Comparative Study of Cashless Payment Usage Among Educated Women in Homemaker and Working Roles

Dr. Rekha Jain

Research objectives:

1. To assess the level of awareness and familiarity with different cashless payment modes among women in homemaker and working roles.
2. To compare the usage of cashless payment modes among educated women in homemaker and working roles.
3. To identify the factors that influence the adoption of cashless payment modes among women in homemaker and working roles.
4. To suggest measures to promote the adoption of cashless payment modes among educated women in homemaker and working roles.

Scope of this study:

The study will involve a sample of educated women in both homemaker and working roles, aiming to provide a representative picture of their cashless payment behavior. The sample may include participants from 30-50 age groups, different income levels and geographical regions. The study aims to provide practical implications and recommendations for promoting the adoption of cashless.

Research Methodology & Hypothesis:

An analytical and descriptive approach is adopted to assess a picture of their cashless payment behavior. The survey will be administered through questionnaires to collect quantitative data. Total of 200 women were surveyed, including 100 homemakers and 100 working women.

The survey used to be conducted through a questionnaire. Close-ended questions such as "agree/disagree" were used in the questionnaire to measure respondents' views. For further analysis Chi square test has been applied to conclude whether the cashless adoption between educated women in working roles & home maker differ significantly.

The research study may not be treated as complete and meaningful unless hypothesis are taken and approved or disapproved objectively by applying statistical tests. The following hypotheses have been formulated:

H₀: There is no significant difference between educated women in working roles & home makers.

H₁: There is a significant difference between educated women in working roles & home makers.

Data analysis & Discussion:

A survey was conducted to take the reviews regarding cashless payment behavior from 200 educated women, including 100 homemakers and 100 working women. Some question's reviews of option agree as follows:

**Cashless Economy in India: A Comparative Study of Cashless Payment Usage
Among Educated Women in Homemaker and Working Roles**

Dr. Rekha Jain

Respondents' views (Table 1)

S. No.	Questions	Working Roles (Agree)	Homemaker (Agree)	Total
1.	Cashless payment modes are convenient for making transactions.	99	71	170
2.	Feel confident in using cashless payment methods.	98	69	167
3.	Cashless payment modes offer a higher level of security compared to cash transactions.	96	62	158
4.	Using cashless payment modes helps me keep better track of my expenses.	99	61	160
5.	Cashless payment methods are widely accepted by merchants and businesses in my area.	98	80	178
6.	Face any barriers or challenges in using cashless payment modes due to my role as a homemaker/working woman.	9	31	40
	Total	499	374	873

Overall, the data indicates that there is generally a positive perception of cashless payment modes among the surveyed educated women. They find them convenient, secure, and helpful in keeping track of expenses.

Comparison of usage of cashless payment modes among women in homemaker and working roles.

Chi-Square Test (Table 2)

Observed Frequency (fo)	Expected Frequency (fe)	$(fo-fe)^2/fe$
99	97	.041
98	95	.095
96	90	.4
99	91	.70
98	101	.089
9	23	8.52
71	73	.054
69	72	.125
62	68	.53
61	69	.93
80	76	.21
31	17	11.53
		23.186

df:- $(6-1)(2-1)=5$
 Critical Value:- **11.10**
 Computed Value:- 23.186

Cashless Economy in India: A Comparative Study of Cashless Payment Usage Among Educated Women in Homemaker and Working Roles

Dr. Rekha Jain

Table 2 depicts Chi Square test, with the results and conclusion. It is evident from the table that the computed value of 'Chi square' is more than the critical value of chi square at 5% level of significance for 5 degree of freedom. Thus null hypothesis (H_0) is rejected; it means there is a significant difference between educated women in working roles and homemakers. Differences show because of challenges of digital infrastructure, digital Literacy and security.

Challenges & Future Scope:

While India has made significant progress towards a cashless economy, there are still some challenges that need to be addressed. The first and foremost challenge is the lack of digital infrastructure in rural areas. Digital literacy is also low in some parts of the country, which makes it difficult for people to adopt digital payment modes. Security is another concern, as cybercrime is on the rise in the country. The government and digital payment companies need to take adequate measures to ensure the safety and security of digital transactions.

Future scope

1. **Increased Financial Inclusion:** Initiatives aimed at increasing financial literacy and expanding digital infrastructure in underserved areas can contribute to greater financial inclusion.
2. **Efficiency and Convenience:** Digital payments enable instant and seamless transactions, reducing the need for manual handling of cash, paperwork, and time-consuming processes.
3. **Cost Reduction:** Digital payments eliminate the need for cash handling and associated security measures, reducing the costs of printing, transportation, storage, and security of physical currency.
4. **Reduction in Black Economy:** Digital transactions leave a traceable electronic trail, making it easier for authorities to track and detect financial irregularities, thereby promoting transparency and accountability.
5. **Innovation and Technological Advancements:** Innovations such as biometric authentication, blockchain technology, and artificial intelligence can further improve the user experience and strengthen the overall infrastructure for cashless transactions.
6. **Digital Governance and Social Welfare:** Cashless transactions can support the government's efforts in implementing efficient and transparent governance systems.
7. **Boost to Small Businesses and Entrepreneurship:** Digital payments can provide a level playing field for small businesses and entrepreneurs and expand their customer base.
8. **Data Analytics and Financial Inclusion:** Data-driven decision-making can lead to targeted policies and personalized financial services.

Cashless Economy in India: A Comparative Study of Cashless Payment Usage Among Educated Women in Homemaker and Working Roles

Dr. Rekha Jain

India can work towards overcoming challenges and realizing the full potential of a cashless economy, ensuring greater financial inclusion, convenience, and transparency for its citizens.

Conclusion & Suggestions:

India has come a long way in its journey towards a cashless economy. The adoption of digital payment modes has increased significantly, and the government's initiatives have played a crucial role in this. However, there is still a long way to go before India can become completely cashless. Addressing the challenges of digital infrastructure, digital Literacy awareness, and security will be crucial in achieving this goal.

A study on the factors influencing the adoption of cashless payment modes among women in homemaker and working roles in India has the potential to provide insights into the barriers and facilitators of cashless payment adoption among women.

Based on the factors identified, it is likely that women who have a higher level of education, are more aware and familiar with cashless payment modes, perceive them to be easy to use and useful for their daily transactions, trust digital payment modes, have access to technology, receive positive feedback or encouragement from their peers or family members, receive incentives or cashback offers, find that more merchants accept cashless payment modes, and perceive them to be more cost-effective than cash, may be more likely to adopt them.

However, the study must also acknowledge the potential limitations, such as the use of a convenient sampling method, which may affect the generalizability and accuracy of the findings. Future studies may need to use more representative and diverse samples and collect objective measures of cashless payment adoption to address these limitations.

Overall, the study has the potential to inform policymakers, financial institutions, and other stakeholders on how to promote cashless payment adoption among women, which may contribute to a more inclusive and efficient digital economy in India.

Recommendations for promoting the adoption of cashless payment modes among women in homemaker and working roles:

Based on the factors influencing the adoption of cashless payment modes among women in homemaker and working roles in India, the following recommendations may be considered to promote their adoption:

1. Awareness campaigns: Awareness campaigns can be designed to educate women on the benefits of cashless payment modes, how to use them, and how to secure their transactions.
2. Incentives and cashback offers: This may include discounts on transactions, bonus points, or cashback rewards.
3. Merchant acceptance: This can be achieved by providing incentives to merchants, such as reduced transaction fee and promoting the benefits of cashless transactions to merchants.

**Cashless Economy in India: A Comparative Study of Cashless Payment Usage
Among Educated Women in Homemaker and Working Roles**

Dr. Rekha Jain

4. Access to technology: This can be achieved through government schemes, subsidies, or collaborations with mobile network operators.
5. Trust and security: Efforts can be made to promote security features, such as two-factor authentication and fraud detection and to address any concerns about privacy and data protection.
6. Peer and family influence: This can be achieved by providing positive feedback and testimonials from other women who have adopted cashless payment modes and by engaging with peer groups and family members to encourage them to adopt these modes.

Overall, promoting the adoption of cashless payment modes among women in homemaker and working roles requires a multi-pronged approach that addresses the various barriers and facilitators identified. By implementing these recommendations, policymakers, financial institutions, and other stakeholders can contribute to a more inclusive and efficient digital economy in India.

***Assistant Professor**
Department of Commerce (ABST)
S.S. Jain Subodh P.G. Mahila Mahavidyalaya,
Jaipur (Raj.)

References

1. Lakshmi, S., & Nandini, R. G. (2022). A Study on Usage of Digital Payment Interface with Special Reference to Working Women in Bangalore City. Traditional and Modern Approach towards Social Well-Being in India, 93.
2. Sam, J. S., Chakraborty, A., & Srinivasan, J. (2021). Cashlessness in India: Vision, policy and practices. Telecommunications Policy, 45(8), 102169.
3. Kasirye, F., & Masum, S. M. H. (2021). The effects of e-wallet among various types of users in Malaysia: A comparative study. Asian Journal of Research in Business and Management, 3(2), 26-41.
4. Sam, S., & Jillet, C. (2019). Sense-making of digital money among female peripheral agents: A short ethnographic study of informal workers in North India. Sense-making of digital money among female peripheral agents: a short ethnographic study of informal workers in North India, 60-78.
5. Patel, J. V. (2017). Perception of women towards cashless economy. PG Department of commerce (CA), 162.
6. Jain, C., & Jaiswal, A. An overview study of roll the ball from Cash to Cashless Economy: challenges and opportunities in India.

Cashless Economy in India: A Comparative Study of Cashless Payment Usage Among Educated Women in Homemaker and Working Roles

Dr. Rekha Jain

7. Mehta, M., & Sehgal, B. (2021). Satisfaction in cashless transaction: A study on homemakers of Haryana state. *International Journal of Education and Management Studies*, 11(1), 19-25.
8. Shah, K., & Zala, M. P. D. (2018). A study of Awareness and Perception about Digital Payments among Women in Gujarat.
9. Subhash, S., & Pavithra, C. (2020). Demonetization: a Path to Cashless Economy-A Study on Consumer Behaviour. *Think India Journal*, 22(43), 122-128.
10. Mahat, S. S., Shah, A., & Rathod, N. Not only Modern Technology but also the COVID-19 Pandemic has led to Cashless Economy in India: An empirical investigation.
11. <https://m.economictimes.com>

**Cashless Economy in India: A Comparative Study of Cashless Payment Usage
Among Educated Women in Homemaker and Working Roles**

Dr. Rekha Jain