**A study on the impact of digital payment adoption on consumer behavior of women faculty working in engineering colleges, Erode district, Tamil Nadu**

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**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:**

* + Literature review
	+ Company profile
	+ 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., 2021**in 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 | 27.619a | 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=X2=0.00

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

**2 ONE - WAY - ANOVA:**

**ANOVA test for** educational qualificationandDigital 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 qualificationandDigital 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. |  | .867 |
| Tukey HSDa | 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.

**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

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