Buying Practices of Homemakers through Cashless Transaction

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Authors' contributions

This work was carried out in collaboration between all authors. Authors Ekta and MM designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Authors MM and BS managed the analyses of the study. Authors Ekta and BS managed the literature searches. All authors read and approved the final manuscript.

Original Research Article

ABSTRACT

In digital payments, payer and payee both use digital modes to send and receive money. It is also called electronic payment. The consumer perception of digital payment has a positive impact on adoption in digital payment. Digital payments refer to electronic consumer transactions, which include payments for goods and services that are made over the internet, mobile payments at point-of-sale (POS) via smartphone applications (apps), and peer-to-peer transfers between private users. The Government also wants a cashless society. It is beneficial in reducing corruption, reducing cost of printing currency and in reducing cost of cash holding. Electronic transactions history and trail can easily be traced back and this would greatly help the economy in eradication of black money and also provide better convenience to the people. The present study was conducted in two districts i.e. Hisar and Bhiwani of Haryana state with objectives: (i) to identify the level of mass media exposure (ii) to assess the buying practices of working and non-working homemakers through a cashless economy. Two wards each were randomly selected from both district headquarter. From each selected wards 50 homemakers having their own bank account were

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selected purposively through snowball technique. 100 working &100 non-working homemakers were selected thus, total 200 homemakers were selected. A pretested interview schedule was used to collect data. The results showed that 45.00% of working respondents and 71.00% of non-working respondents had medium level of mass media exposure. All the respondents were buying milk & milk products daily, followed by 67.5% respondents were buying fruits and vegetables daily while 42.5% respondents were using public transport services daily.

Keywords: Digital payment; homemakers; transaction.

1. INTRODUCTION

A cashless economy is one where purchases and transactions are done mainly by electronic means and seldom by cash. Cashless transaction can be done with the help of electronic channels like debit card, credit card, electronic merchants, payment mode like NEFT, RTGS, IMPS are used for transaction due to minimum use of physical cash [1-3]. According to Gada [4] says that since the launch of internet and social media users there is online population which ultimately today increases the worth of digital economy of a country. We are controlled by technology and digitalisation. Digitalisation is found everywhere from manufacturing, purchase to payments. Slowly India is moving from cash to cashless economy. The benefits of Cashless economy are many. The increased use of credit cards will reduce the amount of cash that people have to carry which reduces the risk and the cost associated with that [5-7]. Cashless India is a mission launched by the government of India led by Prime Minister of India to reduce the dependency of Indian economy on cash and to bring hoards of stashed black money lying unused into the banking system. The country embarked upon this transition to a cashless economy when the government took the revolutionary step of demonetization of old currency notes such as Rs.500 and Rs.1000 on November 8, 2016.

1.1 Objectives of the Study

1. To identify the level of mass media exposure.
2. To assess the buying practices of working and non-working homemakers through cashless economy.

1.2 Review of Literature

Raza et al. [8] reported that the 18.0% of respondents used cashless for apparel followed electricity bills/ phone bills (17.0%), online transactions (17.0%), banking purpose and electronics (15.0%), consumer durables (8.0%), whereas only 6.0% respondents used cashless for investments as well as jewellery. Fifty eight respondents had debit cards, followed by 21.0% of respondents had credit and debit cards and only 17.0% respondents had debit cards. They also reported that that 58.0% of respondents used plastic money in the form of debit card, followed by 21.0% of respondents used both debit and credit cards and only 17.0% of respondents used credit card. Only few 4.0% of respondents were not using any type of plastic money.

Sharma [9] found that 8.8% respondents had one bank account and 91.2% had more than one account. 16.0% respondents withdraw 1-3 times money, 52.0% withdraw 4-6 times in a month and 32.0% were not using ATM. 48.0% respondents preferred to make payment in cash while other 52% respondents were using non-cash payment method. 64.0% were using online banking once a week, 4.0% twice a week, 32.0% were not using ATM. Online transaction for mode of payment was used by 32.0% respondents, followed by payment through cards by 32.0% respondents, payment through apps by 8.0% respondents and remaining used other method for making payment by 28.0% respondents. Out of 52.0% respondent 24.0% used debit/credit card, followed by 16.0% mobile banking, 12.0% mobile wallet [10-12].

Rajanna (2018) revealed that 100% of the respondents used Debit, Credit cards and ATMs, 93.33% of the respondents used mobile banking, 90% of the respondents used RTGs and 85.33% NEFT. 63.33 percent of the respondents used net-banking, 56.66% of the respondents used POS and 52% of the respondents used digital wallets. Reaming respondents expressed their opinion as: control Black money (60%), control corruption (56.66%), control illegal activities (50%) and other benefits (40%).

Ramya and Mohamed Ali [13] showed that majority (50.00%) of the respondents were

students and 47% of the respondents monthly salary was below Rs.30000. Majority (48.00%) of the respondents were aware about cashless and its modes followed by 47.00% of the respondents were feeling that card payment was safe and secure, 44.00% of the respondents were using debit/credit card, 41.00% of the respondents had agreed that banks should be developed in remote villages to adopt cashless, 37.00% were aware about debit and credit cards only, 29.00% of the respondents heard through TV news about the risk and problems in cashless, 26.00% of the respondents faced risk and problems because of unauthorized users in various modes.

2. METHODOLOGY

2.1 Locale of the Study

Hisar and Bhiwani districts from Haryana state were selected randomly. Two wards each were randomly selected from both the district headquarter. In Hisar city ward 16 and ward 20 and in Bhiwani city ward 1 and ward 31 were randomly selected. From each selected ward 50 homemakers having their own bank account were selected through the snowball technique. So, from each district headquarter 100 homemakers were selected in such a way that 50 were working and 50 were non- working homemakers. Thus, the total number of respondents were 200 homemakers.

Data were collected personally by researcher using interview schedule.

3. RESULTS

3.1 Age

Table 1 shows that majority of the working respondents i.e. 57.0% belonged to the age group 36-48 years and in the case of non-working respondents 67.0% belonged to age group 36-48 years. In total sample majority of the respondents (62.0%) were in the age group of 36-48 years.

3.2 Marital Status

Data revealed that hundred cent percent of working and non-working respondents were married. No respondent was single/ divorcee/ separated in both the categories i.e. working and non-working respondents.

3.3 Family Type

Majority of the working and non-working respondents belonged to nuclear family 98.0% each, followed by joint type of family 2 per cent each for working and non-working respondents. In totality a thumping majority (98.0%) were having a nuclear family, followed by joint family (2.0%).

3.4 Family Size

Maximum of working respondents (81.0%) and non-working respondents (90.0%) had family size of 4-6 members. Eighteen percent working and 8.0% non-working respondents were having 1-3 members. Few working (1.0%) and non-working (2.0%) respondents were having large family of 7-9 members. Overall huge majority (85.5%) had 4-6 members.

3.5 Monthly Family Income

Income wise distribution has been presented in Table 1 and showed that among working respondents, 40 per cent had monthly family income of Rs. 60,001-90,000/-, followed by Rs.30,001-60,000/- (30.0%) and up to Rs 30,000/- (30.0%).

In non-working respondents, monthly income of 45 per cent families was reported up to Rs.30,000/-, followed by Rs. 30,001-60,000/- (35.0%) and Rs. 60,001-90,000/- (20.0%). In total sample 37.5% had monthly income up to Rs. 30,000/-. One third of the respondents had their monthly family income of Rs. 30,001-60,000/- and 30% had between Rs. 60,001-90,000/-.

3.6 Family Education Status

Table 1 depicts the family education status of the respondents. It was found that majority of working (86.0%) and non-working (78.0%) respondents had medium family education status. Only 14.0% working respondents had high family education status. Not even a single working respondent had low family education status whereas 22.0% of non-working respondents were from low family education status. Overall family education status was medium (82.0%), low (11.0%) and high (7.0%).

Table 1. Personal profile of the respondents

Sr. No	Variables	Category	Working(n=100)	Non working(n=100)	Total (percent) (n=200)
			Personal and demographic variables		
1.	Age(in years)	22-35	37	29	66(33.0)
		36-48	57	67	124(62.0)
		49-61	6	4	10(5.0)
2.	Marital status	Married	100	100	200(100.0)
3.	Family type	Joint	2	2	4(2.0)
		Nuclear	98	98	196(98.0)
4.	Family size	Up to-3 (small)	18	8	26(13.0)
		4-6 (medium)	81	90	171(85.5)
		7-9 (large)	1	2	3(1.5)
			Socio-economic variable		
1.	Monthly family income (Rs.)	Up to Rs. 30000/-	30	45	75(37.5)
		Rs. 30001-Rs. 60000/-	30	35	65(32.5)
		Rs. 60001-Rs. 90000/-	40	20	60(30.0)
2.	Family education status	4-5 (low)	0	22	22(11.0)
		6-7 (medium)	86	78	164(82.0)
		8-9 (high)	14	0	14(7.0)

3.7 Mass Media Exposure

The mass media exposure means frequency of use of various mass media i.e. TV, radio, internet, mobile, leaflet, pamphlet, newspaper and magazines. Table 2 depict the mass media exposure of the respondents.

The mass media exposure of working respondents was highest for mobile (rank I) followed by TV (rank II), internet (rank III), newspaper (rank IV), radio(rank V), leaflets (rank VI), pamphlet (rank VII) and least was for magazine (rank VIII).

The mass media exposure of non-working women was highest for mobile, TV and internet (rank I) followed by newspaper (rank II), radio (rank III), magazines (rank IV), leaflet (rank V), and least was for pamphlet (rank VI).

The mass media exposure of all the respondents was highest for mobile (rank I) followed by TV and internet (rank II), newspaper (rank III), radio (rank IV), leaflets (rank V) and least was for pamphlet and magazine (rank VI).

3.8 Level of Mass Media Exposure of Respondents

Table 3 shows the level of mass media exposure of respondents. Forty five percent of working respondents and 71.0% of non-working respondents had medium level of mass media exposure, followed by 40.0% working and 13.0% non-working respondents with high mass media

exposure. Fifteen percent working and 16.0% non-working respondents had low level of mass media exposure. In total sample, 58.0%, 26.5%, 15.5% had medium, high and low level of mass media exposure.

Figure in parentheses indicate percentage. Frequency is same as percentage for working and non-working respondents.

3.9 Frequency of Buying Goods and Services

Table 4 shows the buying practices of working and non-working homemakers.

3.10 Daily

In composite sample, all the respondents were buying milk & milk products daily, followed by 67.5% respondents who were buying fruits and vegetables daily while 42.5% respondents were using public transport services daily.

3.11 Weekly

About one-third (32.5%) respondents were buying fruits and vegetables weekly.

3.12 Monthly

All the respondents were paying for water and electricity services monthly, followed by 77.5% respondents who were buying grocery monthly, 75.0% respondents were paying for education services monthly.

Table 2. Mass media exposure of the respondents

Mass media exposure	Working (n=100)				Non-working (n=100)				Total (n=200)	
	Yes	No	Wt Mean	Rank	Yes	No	Wt Mean	Rank	Wt Mean	Rank
T.V.	99	1	1.99	II	100	-	2.0	I	1.99	II
Radio	74	26	1.74	V	40	60	1.40	III	1.57	IV
Internet	98	2	1.98	III	100	-	2.0	I	1.99	II
Mobile	100	-	2.0	I	100	-	2.0	I	2.0	I
Leaflets	42	58	1.42	VI	9	91	1.09	V	1.25	V
Pamphlet	40	60	1.40	VII	6	94	1.06	VI	1.23	VI
Newspaper	94	6	1.94	IV	81	19	1.81	II	1.87	III
Magazines	34	66	1.34	VIII	12	88	1.12	IV	1.23	VI

Table 3. Level of mass media exposure of respondents

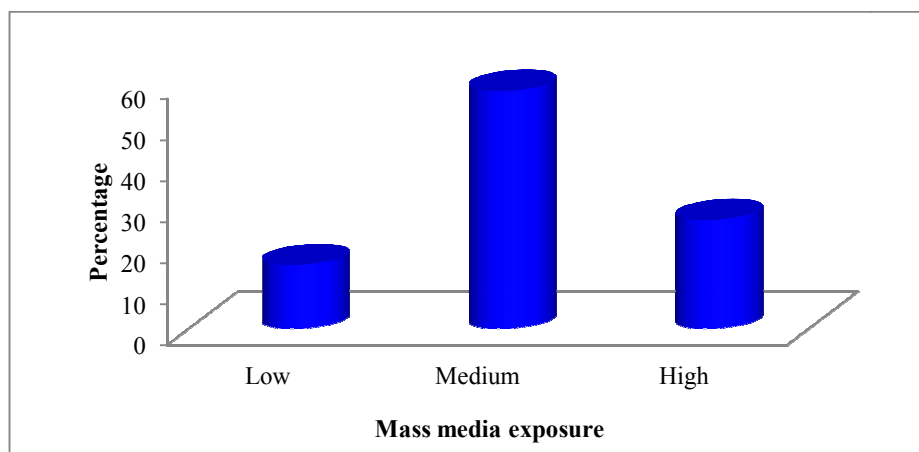| Mass media exposure	Working (n=100)	Non-working (n=100)	Total (n=200)
Low	15	16	31(15.5)
Medium	45	71	116(58.0)
High	40	13	53(26.5)

Fig. 1. Mass media exposure of the respondents

3.13 As Per Need

All respondents were buying electronic items and paying for health services as per need. Majority of the respondents i.e.93.5%, 85.0%, 80.0% were buying footwear, toiletries, clothing respectively as per need.

3.14 Method of Payment Adopted for Buying Goods and Services

Table 5 shows that in total sample cash was used by majority for the household expenses like fruits & vegetables (90.0%), milk and milk products (76.0%), grocery (69.5%), public transport (69.0%), toiletries (49.0%), petrol/ diesel (48.5%), cosmetics (47.5%), DTH (41.5%). Both cash and cashless means were used by majority for telephone/ mobile (77.5%), electronic items (74.0%), clothing (73.5%), water (72.5%), footwear (69.0%) health (68.0%), education (66.5%), entertainment (59.0%), electricity (58.0%), cosmetics (48.5%), toiletries (48.5%) and petrol/ diesel (44.5%).

Table 4. Buying practices of working and non-working homemakers

Sr. No.	Total Respondents (n=200)				
	Goods and services	Daily	Weekly	Monthly	As per need
	Goods				
1	Fruits and Vegetables	135(67.5)	65(32.5)	-	-
2	Grocery	-	-	155(77.5)	45(22.5)
3	Clothing	-	-	40(20.0)	160(80.0)
4	Milk& milk products	200(100.0)	-	-	-
5	Electronic items	-	-	-	200(100.0)
6	Petrol/ Diesel		2(1.0)	92(46.0)	106(53.0)
7	Footwear	-	-	13(6.5)	187(93.5)
8	Cosmetics	-	-	68(34.0)	132(66.00
9	Toiletries	-	-	30(15.0)	170(85.0)
	Services				
10	Electricity	-	-	200(100.0)	-
11	Education	-	-	150(75.0)	50(25.0)
12	Water	-	-	200(100.0)	-
13	Public transport	85(42.5)	-	30(15.0)	85(42.5)
14	Telephone/ Mobile	-	7(3.5)	91(45.5)	102(51.0)
15	Health	-	-	-	200(100.0)
16	DTH/ Cable	-	-	74(37.0)	126(63.0)
17	Entertainment	-	8(4.0)	42(21.0)	150(75.0)

Table 5. Method of payment adopted for buying goods and services

Sr. No	Goods & services	Total Respondents (n=200)		
		Cash	Cashless	Both
1.	Fruits and Vegetables	180(90.0)	17(8.5)	3(1.5)
2.	Grocery	139(69.5)	10(5.0)	51(25.5)
3.	Clothing	36(18.0)	17(8.5)	147(73.5)
4.	Milk& milk product	152(76.0)	10(5.0)	38(19.0)
5.	Electronic items	38(19.0)	14(7.0)	148(74.0)
6.	Petrol/ Diesel	97(48.5)	14(7.0)	89(44.5)
7.	Footwear	53(26.5)	9(4.5)	138(69.0)
8.	Cosmetics	95(47.5)	84(42.0)	97(48.5)
9.	Toiletries	98(49.0)	5(2.5)	97(48.5)
10.	Electricity	53(26.5)	31(15.5)	116(58.0)
11.	Education	37(18.5)	30(15.0)	133(66.5)
12.	Water	26(13.0)	29(14.5)	145(72.5)
13.	Public transport	138(69.0)	16(8.0)	46(23.0)
14.	Telephone/Mobile	25(12.5)	20(10.0)	155(77.5)
15.	Health	55(27.5)	9(4.5)	136(68.0)
16.	DTH/Cable	83(41.5)	15(7.5)	102(51.0)
17.	Entertainment	70(35.0)	12(6.0)	118(59.0)

Table 6. Correlation of independent variables with mode of payment adopted by respondents

Independent variables	Mode of payment (Working)	Mode of payment (Non-working)	Mode of payment (total)
Age	0.91**	0.95**	0.89**
Family type	0.28**	0.21*	0.26**
No. of family members	0.73**	0.80**	0.69**
Family education status	0.59**	0.69**	0.59**
Family Income	0.92**	0.38**	0.69**
Socio economic status	0.91**	0.93**	0.92**
Mass media exposure	0.91**	0.90**	0.90**

* Significant at 5% level of significance; **significant at 1% level of significance

3.15 Correlation of Independent Variables with Mode of Payment

Table 6 highlights the correlation of independent variables with mode of payment. It was found that there was highly significant correlation of age with mode of payment. Among the working respondents, correlation of mode of payment with family income, age, number of family members, socio-economic status, family education status and mass media exposure was found to be highly significant.

Among the non-working respondents, highly significant correlation was found in mode of payment and age, socio economic status, mass media exposure, number of family members and family education status. Whereas, the correlation between mode of payment and family income and family type was low.

In total sample, correlation of mode of payment with socio economic status, mass media exposure, age, number of family members, family income and family education status was found to be highly significant, low correlation existed between mode of payment and family type.

4. DISCUSSION

4.1 Profile of the Respondents

It was found that 62.0%respondents belonged to middle age (36-48 years), all respondents were married, 98.0% were having nuclear family, 85.5% of respondents had 4-6 members in the family. Monthly income of 37.5% of respondents was up to Rs. 30,000. Family education status of 82% respondents was medium. Mass media exposure of 58.0% respondents was medium level. Ramya and Mohamed Ali [13] showed that majority (50.00%) of the respondents were

students and 47% of the respondents monthly salary was below Rs.30000. Majority (48.00%) of the respondents were aware about cashless and its modes followed by 47.00% of the respondents were feeling that card payment was safe and secure, 44.00% of the respondents were using debit/credit card, 41.00% of the respondents had agreed that banks should be developed in remote villages to adopt cashless, 37.00% were aware about debit and credit cards only, 29.00% of the respondents heard through TV news about the risk and problems in cashless, 26.00% of the respondents faced risk and problems because of unauthorized users in various modes.

4.2 Buying Practices of Working and Non-working Homemakers

All the working and non-working respondents were buying milk & milk product daily, whereas 32.5% respondents were buying fruits and vegetables weekly. All working and non-working respondents were paying for water and electricity services monthly, followed by 77.5% respondents who were buying grocery monthly. All respondents were buying electronic items and used health services as per need. Sharma [9] found that 8.8% respondents had one bank account and 91.2% had more than one account. 16.0% respondents withdraw 1-3 times money, 52.0% withdraw 4-6 times in a month and 32.0% were not using ATM. 48.0% respondents preferred to make payment in cash while other 52% respondents were using non-cash payment method. 64.0% were using online banking once a week, 4.0% twice a week, 32.0% were not using ATM. Online transaction for mode of payment was used by 32.0% respondents, followed by payment through cards by 32.0% respondents, payment through apps by 8.0% respondents and remaining used other method for making payment by 28.0% respondents. Out of 52.0% respondent 24.0% used debit/credit card, followed by 16.0% mobile banking, 12.0% mobile wallet.

4.3 Method of Payment Adopted for Buying Goods and Services

Cash was used by majority working and non-working respondents for the household expenses like fruits & vegetables (90.0%), milk and milk product (76.0%). Both cash and cashless means were used by majority for telephone/ mobile (77.5%), electronic items (74.0%). Raza et al. [8] reported that the 18.0% respondents used

cashless for apparel followed electricity bills/ phone bills (17.0%), online transactions (17.0%), banking purpose and electronics (15.0%), consumer durables (8.0%), whereas only 6.0% respondents used cashless for investments as well as jewellery. Fifty eight respondents had debit cards, followed by 21.0% respondents had credit and debit cards and only 17.0% respondents had debit cards. They also reported that that 58.0% of respondents used plastic money in the form of debit card, followed by 21.0% of respondents used both debit and credit cards and only 17.0% of respondents used credit card. Only few 4.0% of respondents were not using any type of plastic money.

5. CONCLUSION

Demonetization is very much recommended in developing nation like India as it was called golden bird, which was earlier looted by Britishers and now by the greedy businessmen and other people. Demonetization was an immense step taken by honourable Prime Minister of India, to bring black money back to the bank and ultimately for the public. Demonetization resulted in cashless transactions. It is really beneficial for the country's economy, as it may have fallen temporarily but it will be beneficial in the coming years, generation and economy. So, system of cashless transactions not a harm or loss to our country rather it's a step in our nation's progress. Mostly respondents had medium family education status and mass media exposure. Cash was used by majority for the household expenses like fruits & vegetables, milk and milk products, grocery and public transport. Half of the respondents used plastic money in the form of debit card, credit card, ATM, etc.

6. RECOMMENDATION

- In order to make cashless society, awareness should be disseminated.
- Improvement of banks in remote villages will make the illiterate to know or to use the cashless mode of payment.
- Practice of farmers regarding trading in agricultural products need to be improved.
- Making Electronic payment infrastructure completely safe and secure so that incidents of cyber crimes could be minimized and people develop faith in electronic payment system.

CONSENT

As per international standard or university standard, Participants' written consent has been collected and preserved by the author(s).

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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