



A study on people awareness on e-wallet after demonetization with special reference to Tirupur district

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ABSTRACT

When we talk about the transaction in earlier times when there was no currency system, people used to work on barter system, later on people started transaction in terms of currency notes /coins. In the modern digital age people are using money in many forms to pay the bills like through credit card, debit card, using Internet and Mobile devices. In today's era people are making transaction digitally over the internet. People are purchasing, making transactions through mobile devices, ATM, Credit cards, Bit coin, E-wallet, third party like PayPal etc. they feel convenience, easy to use design for transaction and perceived usefulness of the system. This paper is focusing upon the paperless e-currency transaction that is getting popular all over the world, India is a growing market for the world and many services and products are available online and they accept payments online, but how many people are actually relying on it, how many people are using it for making payments moreover, the study is based on the questionnaire responded by respondents.

I.INTRODUCTION

Country has many systems to take care of its growth and development efficiently and effectively, the financial system of any country is one of the most important one consists of banking and non-banking financial institutes, these institutes are providing various types of financial services to the customers. In the financial services, financial clearing and fund transfer service is most important service than other services. Payment systems improve financial intelligibility, stimulating business growth and consumption. Many business transactions depends upon it. The success of the banking system has depends upon the efficient and quality of clearing system of the industry. Everyday thousands of crore rupees are transacted by the banks. If we look at the worldwide this system has changing drastically with technological advancements. Information and Communication Technology (ICT) have become a mean for improvement of financial system worldwide. In India, most of banks and financial institutions are offering ICT based financial products and services to improve their business efficiency and speed of services e.g. called e-banking, internet banking, electronic fund transfer, electronic clearing, mobile banking etc.

In Indian financial system 19 nationalized commercial banks, SBI group of 06 banks including State Bank of India, 14 old and 07 new private sector banks and 32 foreign banks are dealing banking business as on March, 2012. The mechanization and computerization of banking were started from 1985 by the first phased plan of bank automation in India. Now in India, 97 percent of public sector bank branches, cent percent private and foreign banks are computerized. These banks are offering lots of ICT based banking service to bank customers and using modern technology to internal business operations. Many CBS [Central Banking System] branches are operating in India; user can transact its money from any branch. After financial reform period 1991, various foreign and new private sector banks are entering in Indian banking industry with their high-tech banking services. It leads to competition of e-commerce is based on the Online perspective of the conducted business. E- ICT based banking services in Indian banking system and creates efficiency. For the further developments the Reserve Bank of India (RBI), Institute for Banking Research and Development of Technology has continuously trying to enhance the system by required facilities to banking and financial institutes in India. In the early 1990s the business and consumer world encountered a new way of conducting trade business, which was named electronic commerce (e-commerce). Over the years electronic commerce has evolved into a popular and acknowledged way of conducting business. E-commerce has become especially important in two interrelated dimensions, namely business-to-consumer (B2C) and business-to-business (B2B) e-commerce. Business to-consumer e-commerce is customers to have an increasing influence on products created, how products are customized, and how services are delivered. Ecommerce offers customers convenient shopping methods for products, information and services, electronic banking, and personal finance management. It is making it easier for consumers to find the desired products and services, match them more precisely to their requirements, and compare prices, (Vulkan, 2003). Several business models have been to support various customers' needs; among them are online portals, content providers, transaction brokers and community creators. The most popular definition of e-commerce is based on the online perspective of the

conducted business. E-commerce provides the capability of buying and selling products, information and services on the Internet and other online environments. As for any trading activity, the issue of safe and reliable money exchange between transacting parties is essential. In an e-commerce environment, payments take the form of money exchange in an electronic form, and are therefore called electronic payments. Electronic payments are an integral part of e-commerce and are one of its most critical aspects. Generally defined, electronic payment is a form of a financial exchange that takes place between the buyer and seller facilitated by means of electronic communications. An ecommerce electronic payment is a financial exchange that takes place in an online environment, (Kalakota & Whinstone, 1997). Electronic payment systems (EPSs) are summoned to facilitate the most important action after the customer's decision to pay for a product or service – to deliver payments from customers to vendors in a most effective, efficient and problem-free way.

The role of e-commerce electronic payment systems is pivotal for future of ecommerce, whose further growth depends on the timely development of EPSs. The development of new types of e-commerce purchasing relationships and business models has created the need for new ways of money exchange and new EPSs. For instance, online auctions, (Ribbers & Heck, 2004), has spurred the necessity for person-to- person payment systems to allow online money exchange between individuals. Certain types of information products and services require small payments and micropayments. Businesses would like to sell information content that costs very little, accumulating revenues with high turnover. E-commerce EPSs can be designed for selling specific types of products, for example for trading copyrighted online content, such as music. Another unforeseen earlier requirement is conducting e-commerce using wireless mobile devices, such as mobile phones or personal digital assistants (PDA). The need for paying with mobile has urged the development of payment systems for mobile electronic commerce, (Laudon & Traver, 2002). In addition, ecommerce provides the possibility to enhance current payment systems or substitute them with online variants

II. OBJECTIVES

- To study the Problems faced by the people while using E-Wallet.

III. SCOPE OF THE STUDY

- This study aim to give people, a simple and secure way of carrying currencies electronically.
- This study helps to find out Number of People aware about E-Wallet.
- It helps the People make a trust in the basis of E-Wallet as form of Electronic Payment.

IV. LIMITATIONS OF THE STUDY

- Due to lack of Knowledge about E-Wallet some of the respondents were Reluctant to Answer.
- Information given by the Respondent is assumed to be true.
- The study area is confined only to Tirupur district. Hence conclusion derived from the study may not be applicable to other places.
- Based on Demographic Factors results may vary.

V. REVIEW OF LITERATURE

Many studies have been conducted on the subject of cashless society in India and abroad. The major emphasis of research has been on various issues like Frauds, Security, Usage pattern, new method of E-Payment etc. The previous work done on cashless society needs perusal. It has been reviewed to indicate in a way general the type of work done on this subject in India. It is expected that the critical examination of the studies would give focus to our problem and help to indicate the areas which have remained neglected at the hands of the researchers. From the review of literature, it was found that hardly there was a study which examined the preference towards cash less payments among urban youth. This study, an attempt is made to include the usage of E-Wallet in the analysis.

1. Barker (1992), in his study globalization of credit card usage: the case of a developing economy,

measured the attitude of Turkish consumers towards credit cards and the approach of card issuers by surveying two samples of 200 card holders and non-card holders. The most significant reasons for using a credit card were “Cash of Payment” followed by risk of “Carrying Cash”. Non holders do not carry credit cards because they do not know much about it.

2. Mathur and George (1994), has studied “Use of credit cards by older American” shows the usage behavior pattern of older people with credit card spending. Using a large national sample of respondents from different age groups, finds that older adults use credit cards as frequently as younger adults when circumstances for consumption in both groups are similar.

3. De Bel and Gaza (2011) has defined an E-Payment as a transfer of funds in return for a goods or service, where the mobile phone is involved in both the initiation and confirmation of the payment.

4. Contini (2011) believed that there has been a shift from enabling a mobile device to used as a browser, accessing existing internet based banking and retail system., to the use of an application enabled mobile phones as a payment from, substituting for a check, cash or a card, to eventually create a mobile wallet.

5. Mallat (2007) has presented a qualitative study on consumer adoption of mobile payments in Finland and found that the relative advantage of mobile payments were different from that specified in adoption theories and included independence of time and place, availability, possibilities for remote payments and queue avoidance.

6. Dahlberg (2007) has proposed a framework of four contingency and five competitive force factors of mobile payments research. The study examined the two most important factors in contemporary mobile payments namely, Mobile payments technologies and consumer perspective of mobile payments.

7. Braga and Mazzon (2013) proposed a comprehensive payment mode influencing consumer purchase mode, considering the temporal separation, temporal orientation, self-control and pain of payment constructs and adding the digital wallet as a new payment mode.

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN

- A Master plan that specifies the method and procedures for collecting and analyzing needed information.

DATA COLLECTION METHOD PRIMARY DATA

These are data which are collected for the first time directly by the Researcher for the Specific study undertaken by him. In this research primary data are collected directly from the Respondent by using Questionnaire.

SECONDARY DATA

These are data which are already collected and used by someone previously. In this research review of Literature, Details of the industry are collected from the Internet.

SIZE OF THE SAMPLE

The Sample size is **150**.

SAMPLE DESIGN

NON-PROBABILITY SAMPLING

Non-Probability sampling is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.

CONVENIENCE SAMPLING

Convenience sampling (also known as Availability Sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study

STATISTICAL TOOLS USED

To analyze and interpret collected data the following statistical tools were used.

HENRY GARRETT RANKING

Garrett's ranking technique to find out the most significant factor which influences the respondent, Garrett's ranking technique was used. As per this method, respondents have been asked to assign the rank for all factors and the outcomes of such ranking have been converted into score value with the help of the following formula:

$$\text{Percent position} = 100 (R_{ij} - 0.5) N_j$$

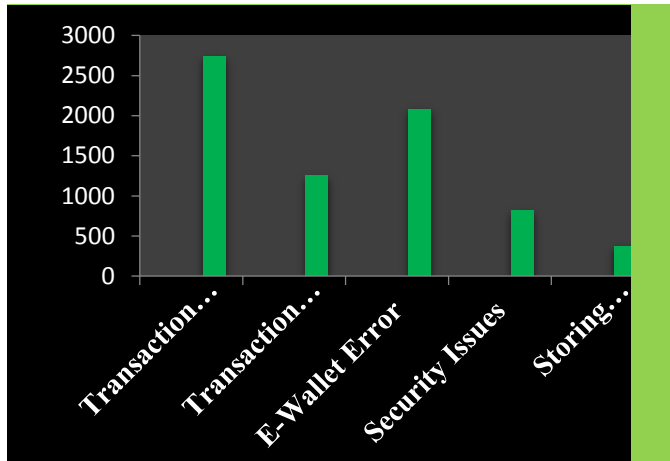
Where R_{ij} = Rank given for the i th variable by j th respondents

N_j = Number of variable ranked by j th respondents.

VII. DATA ANALYSIS

RANK THE PROBLEM FACED WHILE USING E-WALLET

S.NO	FACTORS	MEAN SCORE	TOTAL SCORE	RANK
1	Transaction Incomplete	277	2740	1
2	Transaction Failure	276	828	3
3	E-Wallet Error	256	2080	2
4	Security Issues	337	674	4
5	Storing Information	371	371	5



VIII. FINDINGS

- 46 % of the respondent had fall under “20 to 30 Yrs.”
- 66.7% of the respondent had falls under “Male” category
- 60.7% of the respondent are “Married” category
- 53.3% of the respondent had finished “Graduate” category
- 48% of the respondent belongs to the Monthly Income of “10000 to 20000” category
- From the Rank Analysis it is to Identify that “Transaction Failure” has been the problem faced while using E-Wallet with total score of 2740.
- From the Rank Analysis it is to Identify that “E-Wallet Error” has been the problem faced while using E-Wallet with Total Score of 2080

IX. SUGGESTIONS

- Customer must ensure high speed internet connections are available at the time of money transaction.
- When the E-Wallet Error has been occurred the amount should be refunded to concern customer or user.

X. CONCLUSION

The transition from electronic wallet to mobile wallet on larger scales requires the cooperation of all stakeholders involved in the mobile service and if digital wallets are to be made avail in

small shops the shopkeepers opinion, suggestions should be taken seriously considering him to be an important stakeholder. The extension and expansion of mobile payments and mobile wallets largely depends on viewing the mobile industry from an ecosystem perspective where in apart from customer’s mobile payment provide, technology providers, financial institutions and the role of government must be taken into account. The adoption of mobile wallets will only spread when one or several stakeholders create favorable conditions, often in congruence with one other. The mobile payment system can only become standardized consumers’ needs either perceived or real are addressed. It is vital to understand the relationship between variables which impact a consumer’s propensity of using mobile wallet. Studying variable will help us understand the variance in them. To understand the adoption of digital wallet we also need to understand the key players of it, the business model and the interactions in it, also the infrastructure. Key players include handset manufacturers, e-wallet payment systems, carriers, infrastructure providers, application developers and content developers. Industry ecosystems are differing by country and by technology. In India the technology push culture is seen more in the youth than in older people but it is slowly changing at a decent rate

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