



CUSTOMERS PERCEPTION ON CASHLESS BANKING: (With relation to Public Sector Bank) A case study with Reference to Mangalore City

¹Mrs. Bhavya, ²Dr.C.K.Hebbar

¹Department of Commerce, University college, Mangalore 575 001

²Research Guide, Srinivas University, Mangalore.

ABSTRACT

There is a revolution taking place in the field of financial system, cashless transaction is become the advantage dealing with the payment without any problem. The amount of money in the economy at any instant is guided by the market forces of demand and supply and the central authority which is in charge takes the initiative to regulate the flow of cash in the economy. When the nation is taking step towards a cashless economy, it can boost economic growth Cash transaction had become popular mainly because of its advantages like easy to carry, no transaction fees, less hassle, immediate access etc. It also carried disadvantage like theft, expensive to print, not track able in nature. Going cashless eases, one's life. It helps to curb corruption and the flow of black money the expenditure incurred on printing, transport can also be reduced. In nation like India cash less system should be widespread. We need to avoid the technological gap and proper education should be given. The government have already taken the initiative where we are moving towards cashless system which is the sign of development. The government can also track the culprit through which burglary and assault can be dropped. There can be social welfare. The government, however has to take measures to reduce the online scam and identify the thefts.

Covid impact: *In addition to this due to the pandemic we see that going cashless has advantage. With physical currency the chance of spreading germs can be more. Reducing the use of physical cash is the only means to reduce it. Fears are emerging that bank notes carry the coronavirus. WHO also provides timely information on the spread and the progress of the virus. As money changes hands frequently it can pick up all sorts of bacteria and virus. That is why it is a good idea to use contactless payments*

The paper defines the use of cashless system.

KEY WORDS: *online scam, Covid, WHO, virus*

INTRODUCTION

We might think of cashless transaction as a modern phenomenon, but the origination of cashless payment could be seen with the Mesopotamians creating a cashless barter. Today we see that country like India have already made a move to creating a totally cashless economy.

Aimed at reducing corruption, black money and covid we see that there is chaos taking place. Also many people do not want to deal with physical cash. Even the vegetable vendors and small traders have started to use cashless payments like PAYTM, UPI, MOBIKWIK, Card swiping etc.

Citizens had to wait in ques, fill up number of forms, negotiate their ways through inter mediatries. And that is the real problem our government through digital India has set out to resolve e-taal electronic transactions is an aggregate index that picks up the number of transaction that are moving from the paper to the digital world. And in e-taal we have moved from about 29crore transaction per month to 64 crore transaction per month. India has



emerged as major electronic manufacturing hub for Indians and others which has helped to go cashless. RBI Can be benefited by reducing the printing the cash and save the cost.

The study is mainly done to identify the customer's perception,

OBJECTIVE OF THE STUDY

- The objective of this study is to study and evaluate the cashless system.
- To examine and suggest the effectiveness and implementation of different methods of going cashless.
- To create awareness about digital services.
- To come out with the innovative idea which was dreamt by honorable Prime Minister Narendra Modi envisions to transform our country to a better society.

REVIEW OF LITERATURE

The review of literature gives us a clear understanding of the area of research already undertaken by other researchers. It helps us to fill the research gap and gives us an idea of area for further research. The review of some of the important studies are

Sedhirkumarsharma, Vandanalama and NidheGoyal (2015) In their study digital India concept explained the motive to build participative transparent and responsive system and provide assistance to people to electronically and promote digital awareness.

Piyuth Kumar (2015) Reveals that in his study to assess the behaviour towards cashless transactions system and how far they are adopted to this new world of cashless society.

SushanaPatil (2014) In the study customers have showed their preference over the usage of plastic money generally over a period of time in the banking process. Various types of plastic cards provided by banks in India are ATM cards, smart cards etc.

Moses Ashike (2011) the functioning of the cashless economy are enhanced by e-finance, e-money, exchange. These all refers to how transactions and payments are effected in a cashless economy. Roth (2010) Reveals that in his study to a have extent are moving away from paper payment instruments toward electronic ones, especially payment cards,

Jain P.M (2006) In this study cashless transaction system taking fullest advantage of technology, quick payments and remittance will ensure optimal use of available funds for banks, financial institutions and common people of India. Further focus on the need for e payment and modes of e- payments and communication networks.

Aswin Raj saveethain in 2018, studied that Private sector banks are more technologically advanced than the public sector banks and operations have become more efficient after the introduction of Computers in the Banks and technology have become the important part if the banks now- a- days.

Kousalya and Shankar in 2018 studied in their paper , Cashless Economy/ Transactions, the understanding the impact of cashless economy and its importance. And study also found that there is a positive impact on financial sector and helps in modernizing the payments system in India.

Dr.Anthonima ,K.Robin,in 2018, revealed from their study that mobile phones are serving as an important instrument for payments, fund transfers, etc.

Bijou Roy, Kokila V.and Ushadevi R. In 2017 found from their study paper, A study on Consumer Preference Towards selected Digital Payment Mode ,attempted to identify which is the best modes for making payments and after demonetization and the study concluded that E-Wallets are more preferable mode of payment.

Shanta B.K. in the study paper, Consumer Perception of Digital Payment mode found that digital payment system gives importance for the future days payment modes.

Dipika, in 2015,study paper Green Banking in India : A Study of Various Strategies Adopt by Banks for Sustainable Development, revealed that the customers awareness is very essential regarding implementation and following of green banking.

Shubhara Jindalin 2015 found that banks must arrange seminars and workshops to educate the people in digital concepts. And special care must be given to make the customers funds more secured. The trainings must be arranged for the staff of the banks to move towards digital concepts.

**RESEARCH METHODOLOGY**

Secondary data: Questionnaire survey. Information are collected from books and different websites.

To arrive at the objectives, a sample of 150 customer's opinions are collected under convenient sampling method.

ANALYSIS OF THE SURVEY**Table 1. Age of the Respondents**

20-30	81
30-40	21
40-50	20
50-60	21
Above 60	7

Source: Survey

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Interpretation: Majority of the respondents were from the age group between 20-30 that is 54%.

14 % of the respondents were under the age group 30-40

13 % of the respondents were under the age group 40-50

14 % of the respondents were under the age group 50-60

4% of the respondents were under the age group above 60

Table 2. Gender.

Male	90
Female	60
other	

Source: Survey

Interpretations: 40% of the respondents were female and 60 % of respondents were male.

Table 3: Awareness of digital India.

Yes	130
No	30

Source: Survey

Interpretations: Majority of the respondent's opinion that they knew about digital India and 20 % of the respondents were unaware.

Table 4: To live in digitalized city.

Yes	102
No	45
May be	3

Source: Survey.

Interpretations: 68% responded that they want to live in digitalized India.30 % responded that they don't want to live in digitalized India.2 % responded that they may want to live in digitalized India,

Table 5. view of cashless or digital India

Internet connection in every rural area	135
Free Wi-Fi at all public places	6
Digital literacy	9

Source: Survey.



Interpretations: 90% responded that having internet connection is digital India. 4 % had an opinion that having free W-FI is digital India and the remaining. 6 % had an opinion that having digital literacy is digital India.

Table 4: JAN DHAN account or private bank account

Yes	54
No	46

Source: Survey.

Interpretations: 36% don't not have JAN DHAN account or private bank account. 64 % have JAN DHAN account or private bank account.

Table 5. Which mode would one like to opt?

UPI	12
PAYTM	56
POS MACHINE	2
SBI BUDDY	4
PHONE PAY	29
Bank related mode	36
OTHER	11

Source: Survey

Interpretation: Majority of the respondents would like to transact through PAYTM i.e. 37%. And 8 % would like to transact with UPI.

Table 6: IF CASHLESS SYTEM IS USED WOULD YOU LIKE TO USE?

MORE	111
LESS	39

Source: Survey.

Interpretations: 74% of the respondents would like to use cashless system whereas 26% would like the conventional mode

Table 7. Which sector would cashless transaction would benefit more?

Education	24
Hospital sector	54
It sector	54
Hotel\hospitality sector	75
Others	18

Source: Survey

Interpretation: Majority of the respondent's opinion 50% that in hotel sector they would like to use cashless system. 12% others. 16% education sector. 36% hospital sector.36% would like to use in IT sector.

Table 6: which sector bank do you consider as most technologically advanced?

Public sector bank	30
Private sector bank	105
Others	15

Source: Survey.

Interpretations: 70% were of the opinion that private sector bank are technologically advanced. 20% in public sector banks .2% were of the opinion of others



FINDINGS

- People are aware of the digital India project.
- Making India cashless can make it move towards improvement to become advanced country.
- After going cashless education, awareness has to be given
- Availability of Wi-Fi at all public places should be made so that people are convenient to use this system without hassle.
- According to the customers of the bank they feel that it will be of great success.
- Government is accessible to citizen through initiative like mygov.
- Faceless, paperless, cashless system should be used.
- We have moved out of ATMS.
- Money transfer even during holidays such as republic days, festive days has become possible through digital payment.
- The billers such as government. Quasi – government entities have to integrate their billing system with banking system then only mobile payment or payment can be possible.

SUGGESTIONS

- Digital literacy to people who are not aware of this system
- The right use of technology should be made.
- Government and bank should encourage people to use this system.
- Rural internet access should be given.
- Cybercrimes should be reduced where cards are used to hack effective measures should be taken for this purpose.
- All payment companies such as electricity companies, gas companies, all wallet companies such as paytm, free charge, etc. should become the part of the system.

LIMITATION

The study is confined with minimal sample size and they may not reflect the opinion or response of the entire population in general. There were only 150 respondents taken for the study.

CONCLUSION

Our country is moving towards advancement. We need to bring out new innovate ideas. our counties economists, statisticians, information technology department. government etc. should come together and cooperate a with each other to make India grow and have its glory towards achievement. Economies dependence on use of physical cash should be reduced. As we have seen the crash of our economy, being cashless can boost our economy. We should have good internet connections in every places where people can have an access to this system.

REFERENCES

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- 2) *Ministry of electronics and information technology.*