

Usage Pattern of Digital Transactions among Working Women

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Abstract

A digital transaction refers to the exchange of value or payment between two parties using electronic means, such as through the internet or other digital channels. Both the payer and the payee use digital methods to send and receive money, while making digital payments. The study was conducted in Hisar district during the year 2022-23 with a sample size of 160 working women (80 each from teaching and non-teaching) selected randomly from four colleges of the university. The findings revealed that from the teaching staff Unified Payment Interface (UPI) followed by mobile banking and banking cards, respectively were top three most used online payment methods. From the non-teaching staff mobile banking followed by internet banking and banking cards respectively were the top three most used methods for digital transactions. Both from the teaching and non-teaching staff google pay, phonepe and paytm were the top three widely used mobile apps for online transactions. It was found that the highest percentage of teaching staff with 45.00 per cent used digital transactions weekly, while in the non-teaching staff 43.75 per cent was the highest percentage who also used digital transactions weekly.

Keywords: digital transactions, online transactions, Unified Payment Interface (UPI)

Introduction

Digital transactions refer to the process of conducting financial transactions electronically, without the need for physical currency or face-to-face interaction. These transactions occur through various digital channels, such as online platforms, mobile applications or electronic payment systems. Digital transactions offer convenience, speed and security compared to traditional methods. They have become increasingly popular due to advancements in technology and the widespread availability of internet access and mobile devices.

Digital transactions cover a wide range of activities including online purchases, bill payments, fund transfers, peer-to-peer payments and more. They can involve individuals, businesses or even government institutions. It supports various payment methods, such as credit or debit cards, e-wallets, bank transfers and cryptocurrencies. Each method has its own security measures and authentication processes to ensure the safety of the transaction. Security measures are implemented to protect digital transactions from fraud

and unauthorized access. These include encryption techniques, secure authentication protocols and tokenization which replace sensitive card or account information with unique tokens.

Digital transactions have revolutionized the financial landscape for working women, empowering them with greater control, convenience and flexibility in managing their finances. These transactions have facilitated financial independence, improved efficiency and opened up new opportunities for entrepreneurship and career growth. But still the digital transaction is not so common among working women and to see the prevailing situation of digital transactions among working women a study entitled

“Usage pattern of digital transactions among working women” is proposed with the following objectives:

1. To study the usage pattern of digital transactions among working women in CCSHAU, Hisar

Review of Literature

Singh and Srivastava (2018) explored the awareness and usage of digital transactions among working women in India. The study found that the majority of the respondents had a basic knowledge of digital transactions but there were some misconceptions about the safety of digital transactions. The study recommends that organizations provide training and education to employees about digital transactions.

Vijaya and Seethalakshmi (2019) found that in Chennai response had been more in favor of digital transactions. Women were more adaptable to the changes in the economy when comes to financial matters. Adaptation is higher among working women than the non-working. There was adequate access to digital infrastructure in the city and therefore the usage. The study revealed that the adaptability of women would not be a problem, if the necessary infrastructure is available. The digital divide would reduce considerably. The Government should therefore aim at providing internet access through good service providers at lower costs to rural women also. This will empower women across the country, increase their workforce participation, improve literacy rates and encourage entrepreneurial activities.

Babu et al. (2020) found that in India, women were increasingly using digital transactions for online shopping and bill payments. The study also found that women's perception of security and trust in online transactions is a crucial factor in the adoption of digital transactions.

El-Gohary et al. (2020) reported that women were more likely to use digital transactions for financial management, such as budgeting and saving. The study found that women preferred digital transactions because they were more convenient, faster and provided better access to financial information.

Ndebele et al. (2020) found that in Zimbabwe, women were more likely to use mobile money for remittances, which were sent to family members in different regions. The study found that women were more comfortable with mobile money because it offered greater convenience and safety than traditional methods.

Nguyen and Nguyen (2020) concluded that in Vietnam, working women were more likely to use digital transactions for financial management, such as budgeting and saving. According to the survey, women who earned more money, had more education were more educated about digital transactions and were

more willing to utilize them.

Methodology

The study was carried out purposively in Chaudhary Charan Singh Haryana Agricultural University, Hisar district of Haryana state because of the convenience, easy accessibility and familiarity of the researcher with this area. Among the total of six colleges of the university, four colleges viz. I.C. College of Community Science, College of Agriculture, College of Basic Sciences and Humanities and College of Agricultural Engineering & Technology were selected randomly. A list of the working women who are employed in teaching and non-teaching roles was obtained from the respective colleges. To create the final sample of 160 working women for the current study, a proportionate sample of 80 working women from the teaching staff and 80 working women from the non-teaching staff were selected from that list. The data was collected through questionnaires.

Result and discussion

Usage pattern of digital transactions through banking, debit and credit card

The usage pattern through the various modes has been presented in Table 1. It is clear from the Table that (37.50%) from the teaching staff often used UPI followed by mobile banking (28.75%), banking cards (25.00%), internet banking (23.75%), USSD (3.75%), micro-ATM (2.50%) and bank prepaid cards (1.25%), respectively. It was observed that from the non-teaching staff (43.75%) often used UPI followed by banking cards (16.25%), mobile banking (15%), internet banking (13.75%) and USSD (2.5%), respectively. The bank prepaid cards and micro-ATM were never often used by the non-teaching staff.

In Table 2 it was depicted that from the teaching staff, the most widely used payment method was UPI (2.26 WMS) and got I rank followed by mobile banking (2.20 WMS) ranked II, banking cards (1.96 WMS) ranked III, internet banking (1.88 WMS) ranked IV, USSD (1.52 WMS) ranked V, micro-ATM (1.13 WMS) ranked VI and bank prepaid cards (1.07 WMS) got the last rank. From the non-teaching staff, mobile banking (1.78 WMS) was most popular and got I rank followed by internet banking (1.76 WMS) ranked II, banking cards (1.63 WMS) ranked III, USSD (1.10 WMS) ranked IV, bank prepaid cards (1.02 WMS) ranked V, UPI (1.01 WMS) ranked VI and micro-ATM (1.00 WMS) got the last rank.

Table 1: Usage pattern of digital transactions through banking, debit and credit card

N=160

Payment Methods	Teaching Staff (n=80)			Non- teaching Staff (n=80)		
	Frequency (%)			Frequency (%)		
	Often	Sometimes	Never	Often	Sometimes	Never
1. Banking cards	20(25.00)	37(46.25)	23(28.75)	13(16.25)	24(30.00)	43(53.75)
2. USSD (Unstructured Supplementary Service Data)	3(3.75)	36(45.00)	41(51.25)	2(2.50)	10(12.50)	68(85.00)
3. UPI (Unified Payments Interface)	30(37.50)	41(51.25)	9(11.25)	35(43.75)	32(40.00)	13(16.25)
4. Bank prepaid cards	1(1.25)	4(5.00)	75(93.75)	0(0)	2(2.50)	78(97.50)

5. Internet banking	19(23.75)	33(41.25)	28(35.00)	11(13.75)	39(48.75)	30(37.50)
6. Mobile banking	23(28.75)	50(62.50)	7(8.75)	12(15.00)	39(48.75)	29(36.25)
7. Micro ATM	2(2.50)	7(8.75)	71(88.75)	0(0)	0(0)	80(100.00)

Table 2: Ranking of digital transactions through banking, debit and credit card

Payment Methods	Teaching		Non-teaching	
	WMS	Rank	WMS	Rank
1. Banking cards	1.96	III	1.63	III
2. USSD (Unstructured Supplementary Service Data)	1.52	V	1.10	IV
3. UPI (Unified Payments Interface)	2.26	I	1.01	VI
4. Bank prepaid cards	1.07	VII	1.02	V
5. Internet banking	1.88	IV	1.76	II
6. Mobile banking	2.20	II	1.78	I
7. Micro ATM	1.13	VI	1.00	VII

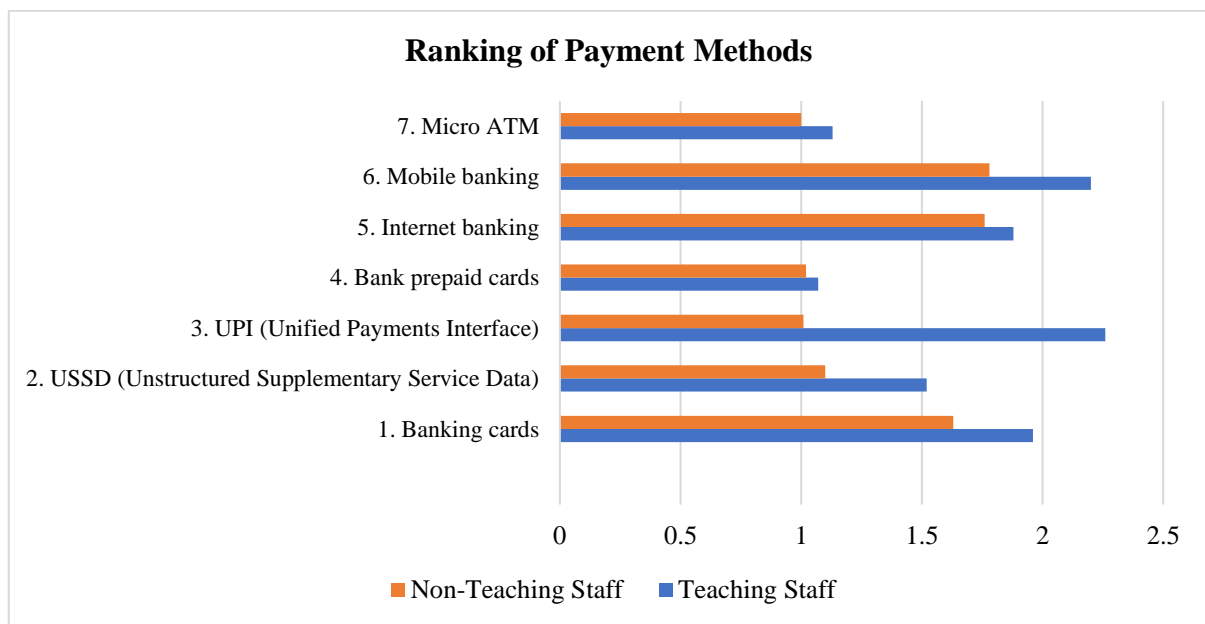


Fig. 1: Ranking of digital transactions through banking, debit and credit card

Extent of usage pattern of digital transactions by the respondents through mobile apps

Table 3 reveals that from the various mobile apps, the teaching staff often used Google Pay (37.50%) followed by PhonePe (17.50%), Paytm (13.75%), Yono by SBI (10.00%), Amazon Pay (6.25%), HDFC PayZapp and BHIM Axis pay (2.50%), MobiKwik, Dhani and ICICI Pockets (1.25%), respectively.

Further, it was observed that from the non-teaching staff (33.75%) often used Google Pay followed by PhonePe (22.50%), Paytm (8.75%), Yono by SBI (1.25%), respectively whereas Dhani, BHIM Axis Pay, MobiKwik, ICICI Pockets, HDFC PayZapp and Amazon Pay were never often used by the non-teaching staff. (Table 11)

Table 4 elucidates the ranking of various mobile apps. It is clear from the Table that from the teaching staff Google Pay (2.26 WMS) was on the top rank in the extent of using mobile apps followed by PhonePe

(1.93 WMS) ranked II, Paytm (1.76 WMS) ranked III, Yono by SBI (1.53 WMS) ranked IV, Amazon Pay (1.51 WMS) ranked V, BHIM Axis Pay (1.16 WMS) ranked VI, HDFC PayZapp (1.15 WMS) ranked VII, Dhani (1.08 WMS) ranked VIII, ICICI Pockets (1.07 WMS) ranked IX, MobiKwik (1.02 WMS) got the last rank.

It was seen that from the non-teaching staff Google Pay (2.21 WMS) got the first rank in the extent of using mobile apps followed by PhonePe (1.87 WMS) ranked II, Paytm (1.43 WMS) ranked III, Amazon Pay (1.14 WMS) ranked IV, Yono by SBI (1.08 WMS) ranked V, BHIM Axis Pay (1.02 WMS) ranked VI, MobiKwik, ICICI Pockets, HDFC PayZapp and Dhani got the last rank. (1.00WMS).

Table 3: Extent of usage pattern of digital transactions by the respondents through mobile apps
N=160

Mobile Apps	Teaching Staff (n=80)			Non-Teaching Staff (n=80)		
	Frequency (%)			Frequency (%)		
	Often	Sometimes	Never	Often	Sometimes	Never
1. Google pay	30(37.50)	41(51.25)	9(11.25)	27(33.75)	43(53.75)	10(12.50)
2. PhonePe	14(17.50)	47(58.75)	19(23.75)	18(22.50)	34(42.50)	28(35.00)
3. Dhani	1(1.25)	5(6.25)	74(92.50)	0(0)	0(0)	80(100.00)
4. BHIM Axis Pay	2(2.50)	9(11.25)	69(86.25)	0(0)	2(2.50)	78(97.50)
5. Paytm	11(13.75)	39(48.75)	30(37.50)	7(8.75)	21(26.25)	52(65.00)
6. MobiKwik	1(1.25)	0(0)	79(98.75)	0(0)	0(0)	80(100.00)
7. Yono by SBI	8(10.00)	27(33.75)	45(56.25)	1(1.25)	5(6.25)	74(92.50)
8. ICICI Pockets	1(1.25)	4(5.00)	75(93.75)	0(0)	0(0)	80(100.00)
9. HDFC PayZapp	2(2.50)	8(10.00)	70(87.50)	0(0)	0(0)	80(100.00)
10. Amazon Pay	5(6.25)	31(38.75)	44(55.00)	0(0)	14(17.50)	66(82.50)

Table 4: Ranking of the extent of usage of mobile apps by the respondents

Mobile Apps	Teaching		Non-Teaching	
	WMS	Rank	WMS	Rank
1. Google pay	2.26	I	2.21	I
2. PhonePe	1.93	II	1.87	II
3. Dhani	1.08	VIII	1.00	VII
4. BHIM Axis Pay	1.16	VI	1.02	VI
5. Paytm	1.76	III	1.43	III
6. MobiKwik	1.02	X	1.00	VII
7. Yono by SBI	1.53	IV	1.08	V
8. ICICI Pockets	1.07	IX	1.00	VII
9. HDFC PayZapp	1.15	VII	1.00	VII
10. Amazon Pay	1.51	V	1.14	IV

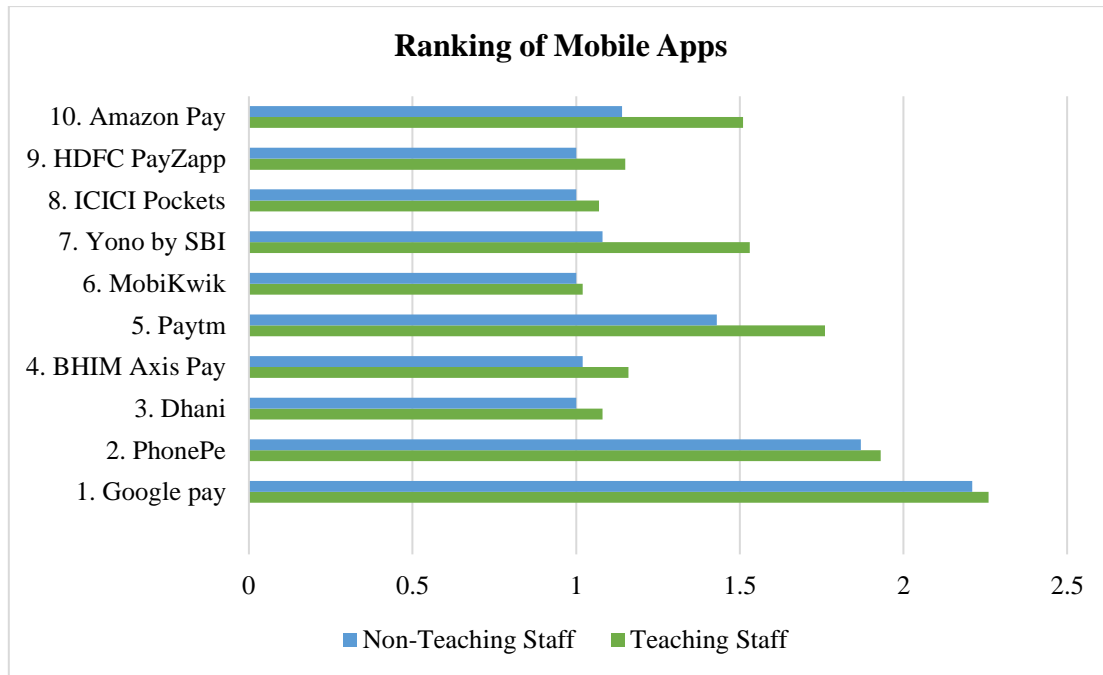


Fig.2: Ranking of the extent of usage of mobile apps by the respondents

Frequency of using digital transactions by the respondents

With regard to the response of respondents about frequency of using digital transactions (Table 5), the highest percentage of teaching staff, specifically (45.00%), reported using digital transactions on a weekly basis. The second most common frequency among teaching staff was once every 14 days, with (22.50%) of respondents choosing this option. About (18.75%) of teaching staff reported using digital transactions on a monthly basis. A smaller percentage, (8.75%), indicated daily usage of digital transactions. Only (3.75%) reported using digital transactions once every 60 days, and (1.25%) reported using them once every 90 days. Importantly, there were no respondents among the teaching staff who reported never using online transaction methods.

From the non-teaching staff the highest percentage was found to be (43.75%) who weekly used digital transactions followed by once in 14 days (31.25%), monthly (8.75%), daily and once in 60 days (5.00%), once in 90 days (3.75%) and there were (2.50%) of the respondents who never used digital transactions.

Table 5: Frequency of using digital transactions by the respondents N=160

Frequency of usage	Teaching Staff (n=80)	Non-Teaching Staff (n=80)
	Frequency (%)	Frequency (%)
1. Daily	7(8.75)	4(5.00)
2. Weekly	36(45.00)	35(43.75)
3. Once in 14 days	18(22.50)	25(31.25)
4. Monthly	15(18.75)	7(8.75)
5. Once in 60 days	3(3.75)	4(5.00)
6. Once in 90 days	1(1.25)	3(3.75)
7. Never	0(0)	2(2.50)

Conclusion

- Among the teaching staff UPI was most commonly used mode of digital transaction, whereas in the non-teaching staff mobile banking was ranked one.
- In various mobile apps Google Pay followed by PhonePe was often used by both teaching and non-teaching staff for conducting online transactions.
- The highest percentage of teaching staff with 45.00 per cent used digital transactions weekly, while in the non-teaching staff 43.75 per cent was the highest percentage who also used digital transactions weekly.

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