

CONSUMER BEHAVIOR FOR CASHLESS TRANSACTIONS IN THE PURCHASE OF ELECTRONIC GOODS IN H.P – A STUDY OF SHIMLA DISTRICT

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Abstract: In the present study an attempt has been made to examine the behavior impact of cashless transaction of electronic goods prediction based on consumer behaviour at Shimla district. In this study have been included 110 consumers they purchase product of electronic goods and made payment by cashless mode. The primary data was collected from the respondents with questionnaire was given to 110 consumers in Shimla district. The popularity of electronic device among youth has ensured that they possess a high interest in newer and trendier gadgets after the revaluation of internet and varies online website the public mostly prefer online shopping and payment made by cashless mode due to offered product by different sites at low price. At the continuation of demonetization process the cashless transaction activities are implementation impact the significance change in the behaviour of consumer. Now various website product in the context of the above, this study makes an attempt to analyze and find out how the cashless transaction effect out how behaviour at the purchase of electronic product. The objective of study related to examine the various factors of consumer for cashless electronic purchase and identify the mode of payment including risk and prospective of cashless mode.

Keywords: electronic goods prediction, electronic product, cashless transaction, payment including risk.

1. INTRODUCTION

At the beginning of this world every individual consumer of many natural elements like a water, air, oxygen etc. consumer behaviour in the study of individual reflection at the time of buy, use, and dispose ideas, goods and service to satisfy their need and wants. It is critical to understand consumer behaviour to know how to react at the time of purchasing cashless product. Cashless transaction can be defined as a situation in which the flow of cash within an economy is non-existent and all purchase related to electronic product must be made by cashless mode such as dealing directed with debit card, credit cards, NEFT(national electronic funds transfer) RTGS (Real time gross settlement). Digital India becomes a new program by the government of India which also promote cashless mode. The cashless transaction means to buy or sell the electronic product by using electronic mode of payments.

2. REVIEW OF LITERATURE

Timo et al (2002) opined that the overview of alternative approaches in modeling consumer choice behaviour with respect to making purchase in the traditional manner or using an electronic shopping system. **Gupta et al (2004)** described that the consumer shopping channel choices based on risk profile- risk neutral or risk averse. **Das and agarwal (2010)** opined that the cash as a mode of payment is an expensive proposition for the government. The country needs to move away from cash based towards a cashless payment system. This will reduce currency management cost, transaction, check tax avoidance etc. **Aghdail & et al (2011)** opined that the factors affecting the attitude of trust in internet purchasing from the perspective of consumer they concluded that the customer trust is one of the key factors. Many experts know creating and developing secure and reliable process will be key of success in internet shopping.

Statement of Problem:

Consumer behaviour is effected with psychologically and mentally at the time of purchasing electronic gadget. The electronic product are expertise more role for cashless on websites and shops who directly influence the consumer with rash of discount and free charge on digital payment behind this it is an innovative idea by shopper for influence the consumer for purchasing electronic products due to heavy discount available on electronic gadgets.

Objective of Study:

- 1) To study the various factor of consumer behavior that influence the consumer for cashless electronic purchase.
- 2) To identify the mode of payment and risk & prospective regarding cashless truncation.
- 3) The study the consumer behaviour on cashless transaction and electronic goods.

3. METHODOLOGY

The study is based on descriptive nature both primary and secondary source of data were used. The primary source of data collected through self constructed questionnaire of 110 respondents belongs to different rural and urban areas consumers at Shimla district. The collected data have also tested with the help of chi-square, mean, skewness, standard deviation, and likert scale.

Table No: 1 Distribution of Demographic Profile of Respondents regarding to Purchase of Electronic Product

Variable	Number of respondents	Percentage
Gender		
Male	75	68.2
Female	35	31.8
Age		
20-25	34	30.9
26-30	28	25.5
31-35	18	16.4
36-40	19	17.3
40 and above	11	10.0
Occupation		
Govt- employee	35	31.8
Private employee	20	18.2
Businessman	08	7.3
Housewife	08	7.3
Student	39	35.4
Income		
Upto 2 lakhs `	27	24.5
2-4 lakhs	17	15.5
4-6 lakhs	27	24.5
Above 6 lakhs	39	35.5

Table No: 2 Respondents view: Factor describes the Consumer Behaviour to look electronic product by cashless as per educational qualification.

Education qualification	Factor describes the consumer behaviour to look electronic product by cashless.								Total
	Awareness	Memorable experience	Reputation	New product	quality	Sincerity / Trustworthiness	Awareness, Memorable experience, Reputation	New product, Quality, trustworthiness	
Plus two	0 (0)	0 (0)	0 (0)	0 (0)	1 (16.7)	0 (0)	0 (0)	5 (83.3)	6 (100.0)
Graduation	0 (0)	0 (0)	1 (3.4)	11 (37.9)	0 (0)	1 (3.4)	16 (55.2)	0 (0)	29 (100.0)
Post graduation	19 (29.7)	1 (1.6)	1 (1.6)	8 (12.5)	7 (10.9)	0 (0)	11 (17.2)	17 (26.6)	64 (100.0)
Researchers	0 (0)	5 (45.5)	0 (0)	0 (0)	0 (0)	1 (9.1)	5 (45.5)	0 (0)	11 (100.0)
Total	19 (17.3)	6 (5.5)	2 (1.8)	19 (17.3)	8 (7.3)	2 (1.8)	32 (29.1)	22 (20.0)	110 (100.0)

Source: Data Collected through Questionnaire

Note: the value in parenthesis indicates percentage

Note: the value of chi-square is 105.094^a, df 21, p value .000 (table value 32.7)

Table No: 3 Respondents view: Consumer Behaviour for the Purchase of Electronic Products by Cashless Payments.

Age in years	Types of different electronic products by cashless purchase							Total
	Laptops	TVs	Audio and video	Electronics accessories	CD & DVD players	Digital Cameras	Phone	
20-25	1 (2.9)	3 (8.8)	16 (47.1)	11 (32.4)	0 (0)	1 (2.9)	2 (5.9)	34 (100.0)
26-30	6 (21.4)	0 (0)	7 (25.0)	8 (28.6)	2 (7.1)	1 (3.6)	4 (14.3)	28 (100.0)
31-35	2 (11.1)	0 (0)	7 (38.9)	7 (38.9)	0 (0)	0 (0)	2 (11.1)	18 (100.0)
36-40	1 (5.31)	0 (0)	1 (5.3)	8 (42.1)	0 (0)	2 (10.5)	7 (36.8)	19 (100.0)
40 above	1 (9.1)	0 (0)	1 (9.1)	9 (81.8)	0 (0)	0 (0)	0 (0)	11 (100.0)
Total	11 (10.0)	3 (2.7)	32 (29.1)	43 (39.1)	2 (1.8)	4 (3.6)	15 (13.6)	110 (100.0)

Source: Data Collected through Questionnaire

Note: the value in parenthesis indicates percentage

Note: the value of chi-square is 48.666^a, df 24, p value .002 (table value 36.4)

Table No: 4 Income Wise Respondents' Behaviour With often Buy Electronics Products.

Income	often Buy electronics products			Total
	Regularly	Twice a month	Occasionally	
Upto 2 lakhs	4 (14.8)	8 (29.6)	15 (55.6)	27 (100.0)
2-4 lakhs	3 (17.6)	5 (29.4)	9 (52.9)	17 (100.0)
4-6 lakhs	13 (48.1)	0 (0)	14 (51.9)	27 (100.0)
Above 6 lakhs	23 (59.0)	0 (0)	16 (41.0)	39 (100.0)
Total	43 (39.1)	13 (11.8)	54 (49.1)	110 (100.0)

Source: Data Collected through Questionnaire

Note: the value in parenthesis indicates percentage

Note: the value of chi-square is 30.921^a, df 6, p value .000 (table value 12.6)

Table No: 5 Responses regarding Consumer Behaviour for the Knowledge of Different Modes of cashless Payments: Views of Respondents

Mode of Payments	SA	A	N	D	SD	Mean	S.D	Skew.	Kurt.
Banking card	38 (34.5)	33 (30.0)	12 (10.9)	11 (10.0)	16 (14.5)	3.60	1.42	-.72	-.82
USSD	1 (.9)	11 (10.0)	31 (28.2)	50 (45.5)	17 (15.5)	2.35	.89	.41	-.15
AEPS	14 (12.7)	19 (17.3)	38 (34.5)	29 (26.4)	10 (9.1)	2.98	1.14	.18	-.67
UPI	1 (.9)	10 (9.1)	50 (45.5)	24 (21.8)	25 (22.7)	2.43	.97	-.12	-.75
Mobile wallets	17 (15.5)	50 (45.5)	11 (10.0)	19 (17.3)	13 (11.8)	3.35	1.26	-.58	-.84
Internet banking	24 (21.8)	46 (41.8)	16 (14.5)	12 (10.9)	12 (10.9)	3.52	1.25	-.58	-.84
Micro-ATM	15 (13.6)	74 (67.3)	4 (3.6)	14 (12.7)	3 (2.7)	3.76	.93	-1.27	1.26
NEFT	7 (6.4)	24 (21.8)	29 (26.4)	34 (30.9)	16 (14.5)	2.74	1.14	.18	-.83

Source:- field survey 2017

Note:- SA (strongly agree), A (agree), N (neutral), D (disagree), SD (strongly disagree), S.D (standard deviation), skew (skewness), kurt. (kurtosis), USSD (unstructured supplementary service data), AEPS (Aadhar Enabled Payment System), UPI (Unified Payment System), NEFT (National Electronic Fund Transfer).

Table No: 6 consumer prospective regarding cashless transaction.

Statements	SA	A	N	D	SD	Mean	S.D	Skew.	Kurt.
It is suitable for transaction	28 (25.5)	56 (50.9)	8 (7.3)	10 (9.1)	8 (7.3)	3.78	1.14	-1.13	.55
Discount and cash back Reward	10 (9.1)	44 (40.0)	39 (35.5)	9 (8.2)	8 (7.3)	3.68	1.10	-.82	0.41
Easy Tracking spends.	11 (10.0)	85 (77.3)	7 (6.4)	4 (3.6)	3 (2.7)	3.88	.73	-2.03	5.98
prevent money laundering and corruption	10 (9.1)	44 (40.0)	39 (35.5)	9 (8.2)	8 (7.3)	3.35	1.01	-.65	.24
Helpful in national Growth of nation for digital payment.	7 (6.4)	68 (61.8)	23 (20.9)	7 (6.4)	5 (4.5)	3.59	.88	-1.30	1.78
It is helpful for fast purchasing of electronic product.	19 (17.3)	69 (62.7)	12 (10.9)	7 (6.4)	3 (2.7)	3.85	.87	-1.29	2.19
The challenges of Demonetization to supports in building Indian economy cashless.	24 (21.8)	64 (58.2)	8 (7.3)	7 (6.4)	7 (6.4)	3.82	1.04	-1.35	1.53
Helpful in preventing black money in the country	13 (11.8)	55 (50.0)	33 (30.0)	7 (6.4)	2 (1.8)	3.63	.84	-.62	.71
Reduction in Crime	10 (10.0)	25 (25.0)	24 (24.0)	29 (29.0)	12 (12.0)	3.34	.85	-.55	1.13

Note :- SA (strongly agree), A (agree), N (neutral), D (disagree), SD (strongly disagree), S.D (standard deviation), skew (skewness), kurt. (kurtosis)

Table No: 7 Respondents view: Problem and risk towards cashless transaction.

Statements	SA	A	N	D	SD	Mean	S.D	Skew.	Kurt.
No Security	18 (16.4)	19 (17.3)	50 (45.5)	13 (11.8)	10 (9.1)	3.20	1.13	-.094	-.378
Poor internet connectivity	7 (6.4)	55 (50.0)	27 (24.5)	14 (12.7)	7 (6.4)	3.37	1.00	-.80	.07
Less awareness for digital Payment	15 (13.6)	50 (45.5)	22 (20.0)	13 (11.8)	10 (9.1)	3.42	1.14	-.714	-.271
Problems of Illiteracy	15 (13.6)	38 (34.5)	35 (31.8)	10 (9.1)	12 (10.9)	3.30	1.15	-.52	-.35
Many time electronic goods defaulted	25 (22.7)	29 (26.4)	41 (37.3)	14 (12.7)	1 (.9)	3.57	1.00	-.03	-.85
Increase in the internet fraud	22 (20.0)	64 (58.2)	13 (11.8)	5 (4.5)	6 (5.5)	3.82	.984	-1.34	1.93

Source:- field survey 2017

Note:- SA (strongly agree), A (agree), N (neutral), D (disagree), SD (strongly disagree), S.D (standard deviation), skew (skewness), kurt. (kurtosis)

Table No: 8 Respondents View regarding different factors which one Influences the Shopping Decision for the Purchase of Electronic Goods

Factor	SA	A	N	D	SD	Mean	S.D	Skew.	Kurt.
Advertisements	30 (27.3)	68 (61.8)	1 (.9)	5 (4.5)	6 (5.5)	4.00	.981	-1.73	3.21
Magazines	14 (12.7)	10 (9.1)	69 (62.7)	9 (8.2)	8 (7.3)	3.11	.983	.112	.609
Newspapers	13 (11.8)	58 (25.7)	22 (20.0)	8 (7.3)	9 (8.2)	3.52	1.06	-1.00	.51
Direct Mail	9 (8.2)	18 (16.4)	24 (21.8)	45 (40.9)	14 (12.7)	2.66	1.14	.50	-.58
Internet	15 (13.6)	60 (54.5)	16 (14.5)	11 (10.0)	8 (7.3)	3.57	1.07	-.995	.374
News/Current Affairs	18 (16.4)	16 (14.5)	58 (52.7)	9 (8.2)	9 (8.2)	3.22	1.08	-.067	-.061
Brand Name	3 (2.7)	51 (46.4)	51 (46.4)	3 (2.7)	2 (1.8)	3.45	.685	-.702	1.72
Celebrity endorsement	4 (3.6)	45 (40.9)	39 (35.5)	13 (11.8)	9 (8.2)	3.20	.984	-.708	-.004
Special offers/gifts with electronic purchase	26 (23.6)	38 (34.5)	28 (25.5)	14 (12.7)	4 (3.6)	3.61	1.09	-.481	-.469
Convenience	4 (3.6)	61 (55.5)	37 (33.6)	5 (4.5)	3 (2.7)	3.52	.762	-1.104	1.907
New Technology	49 (44.5)	39 (35.5)	15 (13.6)	4 (3.6)	3 (2.7)	4.15	.97	-1.27	1.51

Source:- field survey 2017

Note:- SA (strongly agree), A (agree), N (neutral), D (disagree), SD (strongly disagree), S.D (standard deviation), skew (skewness), kurt. (kurtosis)

4. FINDING

Most of respondents who are engaged with cashless transaction are predominately young people falling under the age group of 20 and 26-30 years respectively (56.4) percent. The lowest proportion of the respondents was found in the age group of 40 and above 40. With respect of educational level near about maximum educated person go for online shopping and income is one of the most important determinants in the profile of the respondents considering the income level of respondent. It is found that minimum source of income group less focus of online purchasing and majority they belong to higher income level focus on online purchasing. The consumer prospective regarding cashless they easy to use and time

saving process, Discount and cash back reward is major factor for cashless dealing. Most of respondents considered that advertisement and news is important influencing factor which influence the consumer directly for purchase. Opinion of respondents regarding USSD, AEPS, UPI, NEFT, using mode of payments the opinion of respondents fall is on negative side. Respondents agree with no security and poor internet connection for online shopping, and they agree about less awareness for digital mode of payments. Risk of identity theft and risk on different banking cards lead to never had cashless transaction.

Suggestion:

The banker must offer sufficient and clear guidelines for cashless transaction. the content and service of electronic product shop who give the facilities of cashless transaction should have been new technology. Government takes suitable action for digital plan. All the transaction of internet should be done on digital mode on that basis the consumer enthusiasm can be enhanced to know about cashless.

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