

# A Study of Customers' Behaviour towards E-Transaction after the Demonetization

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## ABSTRACT:

In this study, researchers want to find the effect of the demographics factor on the E-transaction after the demonetization, for measuring the effect researchers use TAM (Technology Acceptance Model), in this model 3 factors are given Perceived Usefulness, Perceived Ease of Use, and Overall Attitude towards E-transactions which help to researchers to measure the effect of demographics of customers on the E-transaction, in this study researchers use snowball sample technique to collect the data, and 100 respondents for the data analysis. We use Excel and SPSS software for data analysis after the data analysis research found that Gender, Age, Marital Status, and Monthly Income have no effect on E-transaction but on the other hand, qualification affects overall attitude towards e-transaction as well as occupation affects Perceived Usefulness and Perceived Ease of Use of E-transaction.

**Keywords:** E- E-transaction, Demonetization, Perceived Usefulness, Perceived Ease of Use, and Overall Attitude towards E-transactions.

## I. INTRODUCTION:

The implementation of demonetisation in India in November 2016 marked a pivotal moment in the country's economic history, accelerating the transition to digital payment methods. This initiative aimed at curbing and regulating black money the promotion of cashless finance led to a major behavioural change in consumers and businesses. Emerging as a cornerstone, which redefines the way businesses are conducted and reshapes consumer preferences this study explores consumer attitudes towards e-communications in the after demonetisation, seeks to eliminate challenges in terms of acceptance, usability and satisfaction levels among users.

Understanding the nuances of customer interactions and e-transactions is central to guiding the growing field of digital finance. The use of digital payment methods has clearly increased post-

demonetisation, driven by but notwithstanding factors such as convenience, accessibility, promotion of digital literacy and government policies that electronic payment methods have proliferated, the variety of attitudes and behaviours among consumers has been affected by a myriad of socio-economic perspective factors.

This research effort seeks to delve into these challenges, using empirical research and theoretical frameworks to elucidate the determinants of consumer attitudes and preferences toward e-communications. By revealing the motivations and constraints that govern consumer behaviour, this study aims to provide valuable insights for private banks, policymakers, entrepreneurs, and other stakeholders moving towards the digitization of the Indian economy.

Furthermore, this study aims to contribute to the growing literature on e-commerce, financial technology and consumer behaviour in the post-demonetisation Indian economy. Through a comprehensive analysis of the impact of demonetization on financial digitization, this study seeks to identify strategies for increasing the adoption and use of electronic payment methods. By identifying the key drivers and challenges associated with e-transactions, this study seeks to pave the way for the development of interventions and targeted policies aimed at promoting finance promoting internal integration and enhancing the digital payment system.

This survey is a timely insight into the evolving state of the digital economy in the wake of demonetisation. By revealing complex consumer behaviour towards e-transactions, this study seeks to provide valuable insights for stakeholders looking to tap into the transformational potential of digital payments in Indian cash withdrawals from the later period and used.

## II. CONCEPTUAL FRAMEWORK:

The Technology Acceptance Model (TAM) is a widely recognized theoretical

framework developed to understand and predict users' acceptance and adoption of information technology. TAM was initially proposed by Fred Davis in 1986 and later refined by Fred Davis and Richard Bagozzi in 1989. The model suggests that an individual's intention to use a particular technology is influenced by their perceptions of its usefulness and ease of use.

1. **Perceived Usefulness (PU):** This refers to the user's subjective assessment of how adopting a particular technology would enhance their job performance or facilitate achieving specific goals. According to TAM, users are more likely to accept and use technology if they perceive it as useful in achieving desired outcomes.
2. **Perceived Ease of Use (PEOU):** This refers to the degree to which users believe that using a particular technology would be free of effort or cognitive strain. TAM posits that users are more inclined to adopt a technology if they perceive it as easy to use and learn, as opposed to being complex or cumbersome.

The relationships in TAM can be summarized as follows:

- Perceived Usefulness positively influences the intention to use technology.
- Perceived Ease of Use positively influences both Perceived Usefulness and the intention to use technology.
- The intention to use technology positively influences actual system usage.

TAM has been widely applied and extended in various contexts and domains, including e-commerce, healthcare, education, and mobile technology. Researchers have developed numerous extensions and variations of the original TAM to account for additional factors that may influence technology acceptance, such as social influence, trust, and facilitating conditions.

For instance, the Unified Theory of Acceptance and Use of Technology (UTAUT) integrates elements from various technology acceptance models, including TAM, to provide a more comprehensive understanding of technology adoption. UTAUT considers additional factors such as social influence, facilitating conditions, performance expectancy, and perceived usefulness and ease of use.

### III. REVIEW OF LITERATURE:

**Kazi, A. Khaskheley and Faiz M Shaikh (2015).** Their research article with the caption, "Factors that Influence the Adoption of Online Banking

Services in Hyderabad" attempted to determine those factors that influence the adoption of online banking services in Hyderabad. A total of 302 respondents in Hyderabad have been taken for analysis. The results of the model have tested clearly that the use of online banking is influenced by channel convenience, perceived risk, security perception, prior internet knowledge and information on online banking. The results also determine that demographic factors also have a significant impact on online banking.

**Bachas, P., Gertler, P., Higgins, S., and Seira, E. (2016).** their study revealed that debit card usage among the poor found that the rejection of consumers from the lower income group was mainly caused by their distrust towards formal financial institutions. Combined with technological advancement, a society can improve its members' cash management and self-control as facilitated by building trust in the financial institutions. Debit cards provide an avenue that builds consumers' trust as consumers can monitor their cash flow from any ATM.

**Hussain and Srivastava, (2014).** The article states that there were about 26,402 cases reported of phishing in 2011. Deceptive phishing, malware-based phishing, session hijacking, data theft and Domain Name system-based phishing etc kinds of phishing attacks are practised on customers by fraudsters and they are successful in doing so because of a lack of education and knowledge of customers and technology issues. The solution to this is the installation of anti-phishing techniques and educating customers through awareness campaigns and advertisements that they should not click on hyperlinks provided in emails. This is the most common type of fraud which is taking place and easy to commit as people get attracted by the emails of getting prizes or winning prizes and then giving out their bank details.

### IV. RESEARCH METHODOLOGY:

#### Research Design:

For our research paper, we utilised strata field sampling techniques to gather data. We distributed 150 questionnaires to potential respondents, of which we received 100 questionnaires deemed suitable for analysis. Our data analysis is being carried out using SPSS and Excel software.

#### Objective:

- To analyse the impact of demographic factors of customers on e-transaction.

**Hypothesis:**

**H0:** There is a positive impact on demographic factors of customers on e-transaction.

**H1:** There is a negative impact on demographic factors of customers on e-transaction.

**V. DATA ANALYSIS:**

**Table 1. Demographic Profile of Data**

Demographic	Frequency	Percentage
<b>Gender</b>		
Male	69	69.0
Female	31	31.0
<b>Age</b>		
Below 15 Years	17	17.0
15 – 25 Years	24	24.0
25 – 35 Years	26	26.0
35 – 45 Years	18	18.0
More Than 45 Years	15	15.0
<b>Marital Status</b>		
Married	55	55.0
Unmarried	45	45.0
<b>Qualification</b>		
School-Level	15	15.0
Diploma	20	20.0
Undergraduate	38	38.0
Postgraduate	18	18.0
Other	9	9.0
<b>Occupation</b>		
Student	42	42.0
Government Employee	15	15.0
Private Employee	17	17.0
Businessman	14	14.0
Other	12	12.0
<b>Monthly Income</b>		
Below Rs. 10000	38	38.0
Rs. 10000 – Rs. 20000	7	7.0
Rs. 20000 – Rs.30000	25	25.0
Rs. 30000 – Rs. 40000	21	21.0
More Than Rs. 40000	9	9.0

**Hypothesis Testing:**

**H0:** There is a positive impact on demographic factors of customers on e-transaction.

**H1:** There is a negative impact on demographic factors of customers on e-transaction.

**Table 2. Results of Independent T-test for Gender:**

Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Perceived Usefulness	Equal variances assumed	.096	.757	.386	98	.700	.04301	.11146	-.17817	.26419	

	Equal variances not assumed			.391	59.769	.697	.04301	.10996	- .17696	.26298
Perceived Ease of Use	Equal variances assumed	.506	.479	.551	98	.583	.06779	.12296	- .17622	.31179
	Equal variances not assumed			.517	50.152	.607	.06779	.13100	- .19531	.33088
Overall Attitude towards E-transactions	Equal variances assumed	1.019	.315	- .634	98	.528	-.09182	.14492	- .37941	.19578
	Equal variances not assumed			- .695	72.755	.490	-.09182	.13220	- .35531	.17167

**Interpretation:** Before proceeding with T-tests, Levene's test evaluates whether the variances are equal. If the obtained p-value is greater than 0.05, the variances are equal, which is reported in the findings. In this study, the significance values for factors like Perceived Usefulness, Perceived Ease

of Use, and Overall Attitude towards E-transactions are all above 0.05, suggesting equal variances. Consequently, the results of the independent T-tests show that the p-values for these factors also exceed 0.05, which leads to accepting the null hypothesis.

**Table 3. Results of Test of homogeneity of variance:**

Factor	Test of homogeneity of variance			
	Levene's Statistics	df1	df2	Sig. value
Perceived Usefulness	1.302	4	95	.275
Perceived Ease of Use	1.372	4	95	.249
Overall Attitude towards E-transactions	.057	4	95	.994

The Levene's test results indicate no significant differences in variance across groups for Perceived Usefulness, Perceived Ease of Use, and Overall Attitude towards E-transactions ( $p > 0.05$ ),

confirming homogeneity of variance for all factors. That's why we are using One one-way ANOVA test for further analysis.

**Table 4. Results of Test of ANOVA test for Age (at 5% level of significance):**

		Sum of Squares	df	Mean Square	F	Sig.
Perceived Usefulness	Between Groups	1.991	4	.498	1.963	.106
	Within Groups	24.089	95	.254		
	Total	26.080	99			
Perceived Ease of Use	Between Groups	.508	4	.127	.386	.818
	Within Groups	31.282	95	.329		
	Total	31.790	99			

Overall Attitude towards E-transactions	Between Groups	1.031	4	.258	.567	.687
	Within Groups	43.176	95	.454		
	Total	44.206	99			

**INTERPRETATION:** The examination found that the assumption of equal variance was not met, necessitating the use of the One-way ANOVA test. The results showed significant differences in factors like Perceived Usefulness, Perceived Ease

of Use, and Overall Attitude towards E-transactions among different age groups, implying that Age does not influence these aspects of E-transaction after demonetization.

**Table 5. Results of Independent T-test for Marital Status:**

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perceived Usefulness	Equal variances assumed	.494	.484	-1.257	98	.212	-.12929	.10287	-.33343	.07485
	Equal variances not assumed			-1.258	94.365	.212	-.12929	.10280	-.33339	.07480
Perceived Ease of Use	Equal variances assumed	.005	.944	-1.591	98	.115	-.17980	.11303	-.40411	.04451
	Equal variances not assumed			-1.593	94.631	.115	-.17980	.11287	-.40388	.04429
Overall Attitude towards E-transactions	Equal variances assumed	9.327	.003	2.086	98	.040	.27556	.13210	.01340	.53771
	Equal variances not assumed			1.965	62.161	.054	.27556	.14026	-.00480	.55591

**Interpretation:** Before conducting T-tests, Levene's test is used to evaluate the homogeneity of variance. If the p-value is above 0.05, it indicates that equal variance is assumed, and the results are reported accordingly. In the provided table, the significance values for factors like Perceived Usefulness and Perceived Ease of Use exceed 0.05, implying an assumption of equal variance.

However, for Overall Attitude towards E-transactions, the significance value is below 0.05, indicating unequal variance. The results of the independent T-tests demonstrate that the p-values for Perceived Usefulness, Perceived Ease of Use, and Overall Attitude towards E-transactions are all above 0.05, leading to the acceptance of the null hypothesis.

**Table 6. Results of Test of homogeneity of variance and Welch ANOVA test for Monthly Income (at 5% level of significance):**

Factor	Test of homogeneity of variance				Welch ANOVA			
	Levene's Statistics	df1	df2	Sig. value	Welch-Statistic	df1	df2	Sig.
Perceived Usefulness	.317	4	95	.866	.470	4	25.053	.757
Perceived Ease of Use	4.110	4	95	.004	.906	4	23.997	.476
Overall Attitude towards E-transactions	.952	4	95	.437	.729	4	26.036	.580

**INTERPRETATION:**The analysis revealed that the assumption of equal variance was violated, leading to the use of the Welch ANOVA test. Substantial differences were noted in factors like

Perceived Usefulness, Perceived Ease of Use, and Overall Attitude towards E-transactions across various Monthly Income groups, suggesting that Monthly Income did not have a significant impact.

**Table 7. Results of Test of homogeneity of variance and Welch ANOVA test for Qualification (at 5% level of significance):**

Factor	Test of homogeneity of variance				Welch ANOVA			
	Levene's Statistics	df1	df2	Sig. value	Welch-Statistic	df1	df2	Sig.
Perceived Usefulness	1.243	4	95	.298	.945	4	35.231	.449
Perceived Ease of Use	.342	4	95	.849	.495	4	32.822	.739
Overall Attitude towards E-transactions	12.859	4	95	.000	3.057	4	30.004	.032

**INTERPRETATION:**The examination showed that the equal variance assumption wasn't met, thus prompting the use of the Welch ANOVA test. Results highlighted notable differences in factors like Perceived Usefulness, Perceived Ease of Use, and Overall Attitude towards E-transactions across

different qualification groups. This suggests that while qualification doesn't significantly affect Perceived Usefulness and Perceived Ease of Use, it does impact Overall Attitude towards E-transactions, as evidenced by a p-value below 0.05.

**Table 8. Results of Test of homogeneity of variance:**

Factor	Test of homogeneity of variance			
	Levene's Statistics	df1	df2	Sig. value
Perceived Usefulness	.839	4	95	.504
Perceived Ease of Use	1.529	4	95	.200
Overall Attitude towards E-transactions	1.113	4	95	.355



Since Levene's test revealed no significant differences in variance across groups for Perceived Usefulness, Perceived Ease of Use, and Overall Attitude towards E-transactions ( $p > 0.05$ ),

indicating homogeneity of variance, we will proceed with a one-way ANOVA test for further analysis.

**Table 9. Results of Test of ANOVA test for Occupation (at 5% level of significance):**

		Sum of Squares	df	Mean Square	F	Sig.
Perceived Usefulness	Between Groups	4.380	4	1.095	4.794	.001
	Within Groups	21.700	95	.228		
	Total	26.080	99			
Perceived Ease of Use	Between Groups	3.068	4	.767	2.537	.045
	Within Groups	28.722	95	.302		
	Total	31.790	99			
Overall Attitude towards E-transactions	Between Groups	.084	4	.021	.045	.996
	Within Groups	44.122	95	.464		
	Total	44.206	99			

**INTERPRETATION:** The analysis revealed that the assumption of equal variance was violated, leading to the utilization of the One-way ANOVA test. Significant differences were found in factors such as Perceived Usefulness, Perceived Ease of Use, and Overall Attitude towards E-transactions among various occupation groups. This suggests that while occupation doesn't affect the Overall Attitude towards E-transactions, it does influence Perceived Usefulness and Perceived Ease of Use, as indicated by a p-value below 0.05.

## VI. CONCLUSION:

Based on the analyses conducted, it's evident that the assumption of equal variance was not consistently met across different factors and demographic groups. Levene's test indicated equal variances for some factors like Perceived Usefulness and Perceived Ease of Use but unequal variances for others like Overall Attitude towards E-transactions. Consequently, appropriate statistical tests were employed, including T-tests, Welch ANOVA, and One-way ANOVA, to account for the varying variance assumptions.

These tests revealed significant differences in factors such as Perceived Usefulness, Perceived Ease of Use, and Overall Attitude towards E-transactions across different demographic groups, including age, monthly income, and qualification. Notably, while certain demographic factors like age and monthly income

did not significantly influence overall attitudes towards E-transactions, they did impact perceptions of usefulness and ease of use.

In conclusion, the findings suggest that demographic factors play a nuanced role in shaping perceptions and attitudes towards E-transactions, with implications for the design and implementation of digital payment systems. Further research may be warranted to explore these relationships in more depth and to identify strategies for enhancing user experience and adoption of E-transaction technologies.

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