

Use of Cashless Transactions and its Awareness Among Senior Citizens of Ghatkopar, Mumbai

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Abstracts: Digitalization, advancement of technology and initiatives of government has resulted in moving economy towards cashless transactions. The paper aims to study the awareness of digitalization and modern technology and their constraints while undertaking cashless transaction among senior citizens. Senior citizens form major contributors to Indian economy. For the study purpose 59 senior citizens of Ghatkopar area are taken as sample. It was found that their awareness level about digitalization is increasing but still some more efforts will be required to build their trust towards cashless transactions. A major population of senior citizens still prefer the traditional method of cash payment, which can prove to be a hassle in the success of cashless economy.

Keywords: Senior Citizens, Cashless Transactions, Digital India, Digital Banking

1. Introduction

Implementation of demonetization and Covid19 has opened many avenues for the success of digital payment system in India. Digitalization is gaining confidence among people with passage of time. According to Census 2011 India, there are nearly 104 million senior citizens in the country. Old age brings experiences of life, at the same time it also brings difficulties in managing finance. To supervise savings and investments is a big challenge for the senior citizens. They are highly dependent on children and others in family for their banking transactions. This is because they are not digitally savvy or finding it difficult to operate. While banks have started dealing with financial products and services for senior citizens, no one seems to have developed error free program to solve the senior citizens financial concern.

Cashless transaction refers to using internet and mobile phones for making their banking transactions and stopping the use of money through hands. It offers variety of benefits such as no need of handling cash, easy to use, no need to visit bank branches resulting in saving of time and energy. The study is an attempt to know the awareness and habit of cashless transactions among senior citizens, forms a very huge and important part of economy. The objective of paper is to find out the modes used by them, various problems

they faced and frequency of using cashless transaction by senior citizens of Ghatkopar area of Mumbai.

Payment wallet app Paytm says there is a growth of 26% in the age group of senior citizens during the pandemic. For digital payments company PhonePe more than half of its fresh users were “completely new to digital payments and are from an age-group of senior citizens,” a spokesperson tells ET. Senior citizens across the country, have accepted digitalization.

2. Review of Literature

Research has been done by various researchers around the world on the topic of cashless economy, with the main concern being the using of modern banking among senior citizens.

1) Mona Piiparinen (2014) in his research stated most of the senior citizens used traditional banking system as they lack knowledge of technology and motivation to use modern facilities along with physical problems related to old age. He also stated senior citizens attitude towards digitalization will change with passage of time.

2) Ylikoski (2006) stated implementation of online services may have a quiet few hurdles like unawareness among customers about various services offered, know how about equipment's used and most importantly fear of using internet banking. Senior citizens do not want to come out of there comfort zone of using traditional banking method they basically want to stay in safe and known environment.

3) Sylvia E. Peacock and Harald Kunemund (2007), Elder citizens will face difficulties to use new technology in all the phases of change in technology until and unless lifelong learning is not practised. Some studies rate digitalisation positively because coming generations will get used to new technologies with change in time.

3. Objectives of the Study

- 1) To analyze mode of cashless transactions used by senior citizens in Ghatkopar.
- 2) To study various problems faced by senior citizens for cashless transactions.
- 3) To find out frequency of cashless transactions done by senior citizens

4. Hypothesis Statements

- 1) H_0 = There is no significant difference between gender and problems faced in cashless transactions of senior citizens of Ghatkopar.
- 2) H_0 = There is no significant difference between education and frequency of making cashless transaction by senior citizens of Ghatkopar.

5. Research Methodology

5.1 Type and Source of Data

Primary and secondary data is used to conduct research for present study. Structured questionnaire was used to collect primary data. Secondary data is collected from various websites and research papers.

5.2 Target Population and Sample size

Senior citizens were taken as a sample for study by visiting various parks and by contacting them through personal references.

5.3 Sampling method

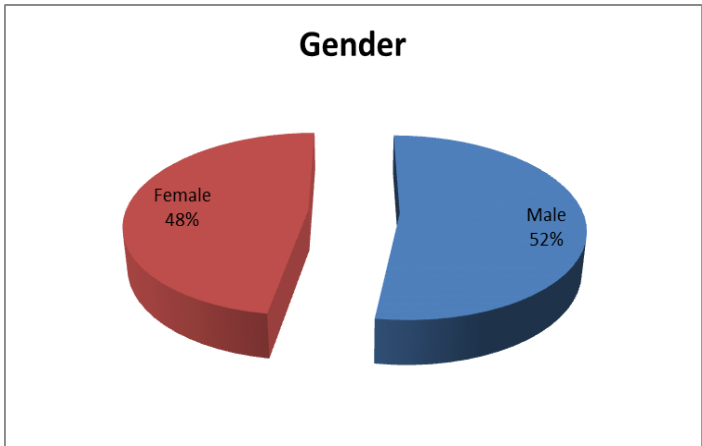
The sampling technique followed was convenience sampling method. The data was collected from residents of Ghatkopar. The researcher collected 59 samples using simple random sampling technique

5.4 Statistical Tools Use

Mann-Whitney U test and Chi-square is used for testing hypothesis.

6. Data Analysis and Findings of the Study

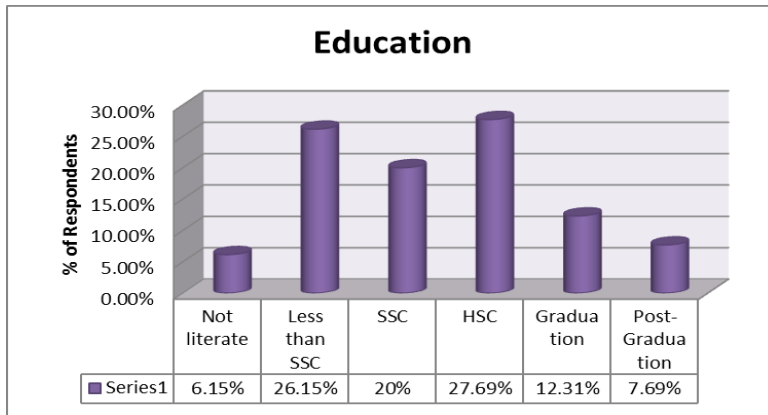
Fig. 6.1 Gender of Respondents



Source: Primary Data

The above graph shows gender of respondents. 48% respondents were Females and 52% respondents were Male senior citizens.

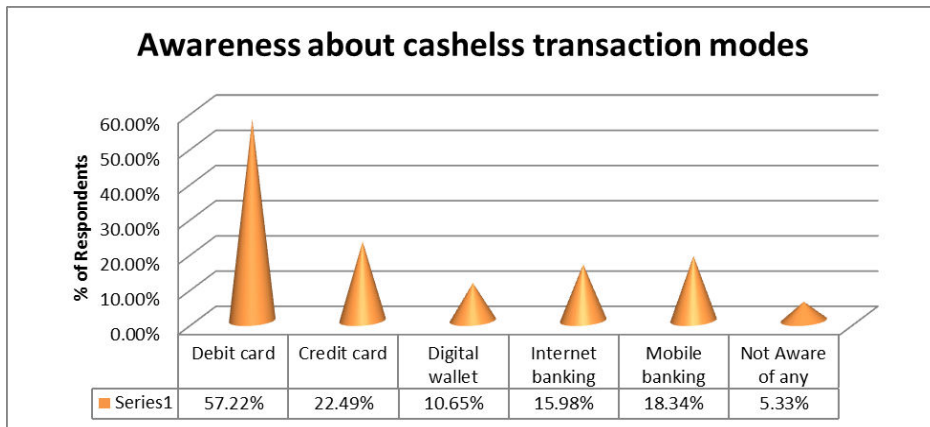
Fig. 6.2 Education of Respondents



Source: Primary Data

The above graphs represent the Education of respondents. 6.15% respondents were not literate, 26.15% have studied till less than SSC, 20% have studied up to SSC, 27.69% have studied up to HSC, 12.31% are graduates and 7.69% are Post-graduate.

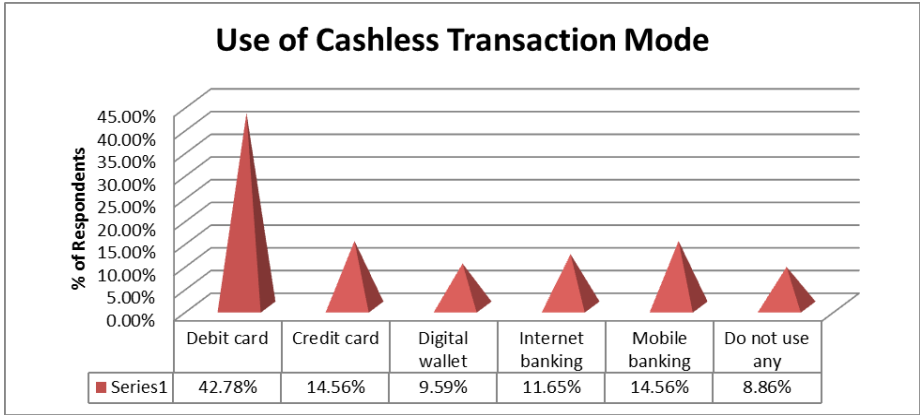
Fig. 6.3 Frequency of Awareness about Cashless Transaction Modes



Source: Primary Data

The above graph states that 52.22% respondents said they are aware of debit cards, 22.49% said credit cards, 10.65% said digital wallets, 15.98% said internet banking, 18.34% said mobile banking and 5.33% said they are not aware of any mode of cashless transaction.

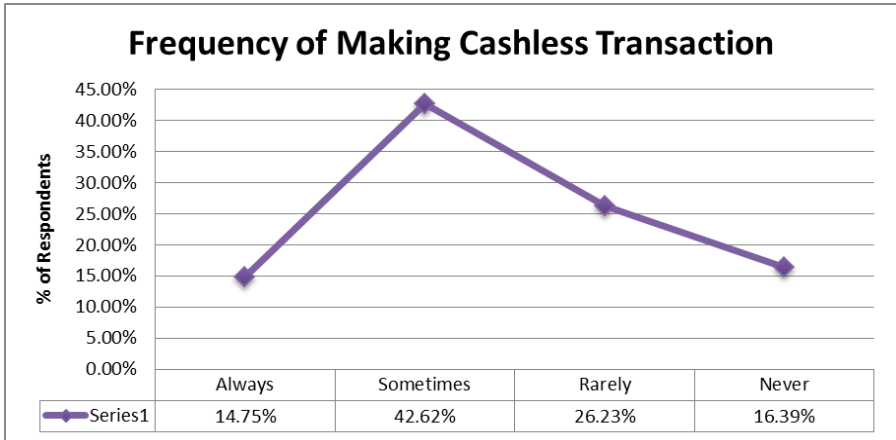
Fig. 6.4 Frequency of Use of Cashless Transaction Modes



Source: Primary Data

The above graph states that 42.78% respondents said they used debit cards, 14.49% said credit cards, 09.59% said digital wallets, 11.65% said internet banking, 14.56% said mobile banking and 8.86% said they are don't use any of any mode of cashless transaction

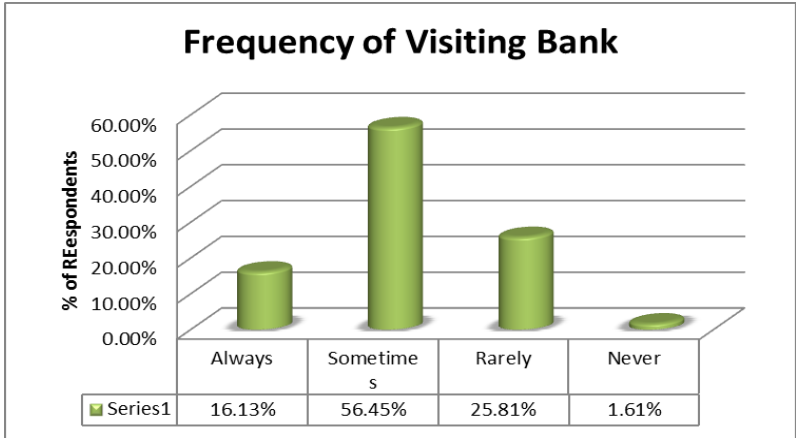
Fig. 6.5 Frequency of Making Cashless Transactions



Source: Primary Data

Above graph states that 14.75% respondents make cashless transaction always, 42.62% said sometimes, 26.23% said rarely and 16.39% said they never make cashless transactions.

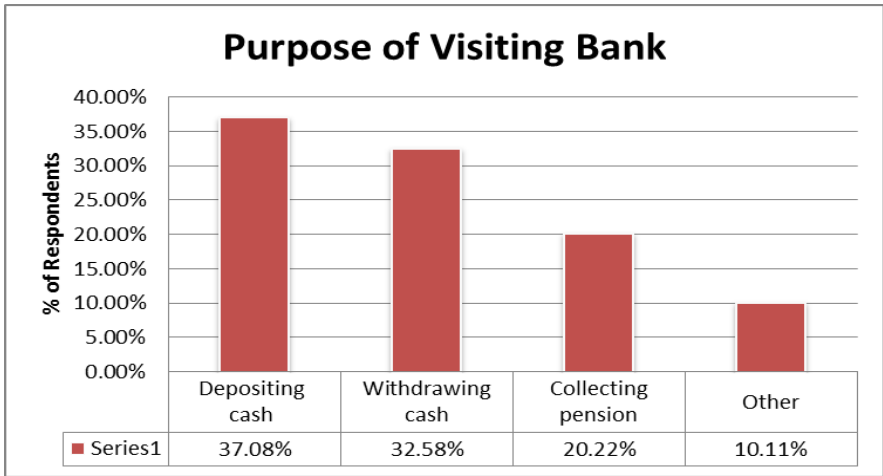
Fig. 6.6 Frequency of Visiting Bank



Source: Primary Data

Above graph makes it clear that, 16.13% respondents said they visit bank always, 56.45% said sometimes, 25.81% said rarely and 1.61% said they never visit bank.

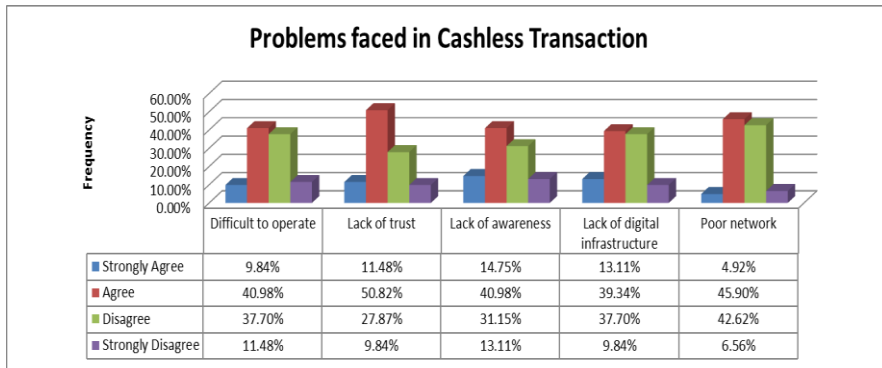
Fig. 6.7 Frequency of Purpose of Visiting Bank



Source: Primary Data

Above graph makes it clear that, 37.08% said they visit bank for depositing cash, 32.58% said withdrawing cash, 20.22% said collecting pension and 10.11% said they visting bank for other purpose.

Fig. 6.8 Problem faced in Cashless Transaction



Source: Primary Data

Above graph states that there is mixed reaction of respondents about problems faced by senior citizens in cashless transactions. Almost equal number of respondents are agree and disagree about the various problems faced in cashless transaction.

7. Hypothesis Testing

H_0 = There is no difference between gender and problems faced in cashless transactions of senior citizens of Ghatkopar.

Mann-Whitney U Test					
	Difficult to operate	Lack of trust	Lack of awareness	Lack of digital infrastructure	Poor network
Mann-Whitney U	261.000	311.500	268.500	305.500	451.500
Wilcoxon W	789.000	839.500	796.500	833.500	886.500
Z	-3.134	-2.396	-2.983	-2.437	-.199
Asymp. Sig. (2-tailed)	.002	.017	.003	.015	.843

a. Grouping Variable: Gender

Conclusion: Since, here p-value > 0.05 for all factors considered under the problems faced in cashless transaction (except poor network), H_0 is rejected. Hence, it is concluded that there is difference between gender and problem faced in cashless transactions of senior citizens of Ghatkopar.

In other words, we can say that problems faced in cashless transactions by male and female are different (except poor network).

H₀ = There is no significant difference between education and frequency of making cashless transaction by senior citizens of Ghatkopar

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.617 ^a	15	.000
Likelihood Ratio	40.115	15	.000
Linear-by-Linear Association	16.209	1	.000
N of Valid Cases	61		

a. 22 cells (91.7%) have expected count less than 5. The minimum expected count is .59.

Conclusion: Since, here p-value (Asymp. Sig.) = 0.000 < 0.05, H₀ is rejected, it is concluded that there is an association (significant relation) between the education and frequency of making cashless transactions by senior citizens of Ghatkopar.

In other words, we conclude that education affects the frequency of making cashless transaction by senior citizens.

Conclusion and Recommendations

It can be concluded from data that awareness level of cashless transactions and use of cashless transaction is increasing among senior citizens. More efforts would be required on the part of government and banking sector to increase awareness level of senior citizens about various cashless transaction modes. It is recommended that with the growing number of senior citizens as well as keeping their physical and mental condition in mind, it is necessary to design digital devices that is suitable for senior citizen. Family members can play important role increasing their awareness of cashless transactions. This will reduce their risk of carrying cash and also build trust for digital banking.

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