

Cash Vs Digital Payment: The Changing Perspective in Goa

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Abstract—Cash dominates the payment systems in India, but due to initiatives of the government, banks and consumers growing faith in digital payment systems, consumers are shifting towards digital payments at a fast pace. The period of demonetisation and the pandemic pushed customers to shift towards a cashless way of life. The increase in the use of internet and Smartphone's has further accounted for growth in digital payments. Though many people still prefer cash transactions, digital payments are fast and enable money transfer round the clock. Thus, conventional digital payments are coexisting with cash payments. This paper provides an overview of the changing perspective of a customer from cash to digital modes of payment. The paper also highlights the popular digital payment apps adopted by customers. These apps are increasingly being utilised for day to day transactions, transforming the entire market scenario from a cash based system to a digital realm of payment .

Keywords—cashless transactions, digital payments, cash based, demonetisation

I. INTRODUCTION

The Government of India's flagship program "Digital India" aims to turn India into a digitally empowered society that is "Faceless, Paperless, Cashless. Today several modes of digital payments are available to promote cashless transactions namely, Debit cards/credit cards, USSD, AEPS, mobile wallets, Prepaid cards, Point of sale, internet banking, mobile banking, UPI etc.

The rise of India's digital economy in a brief period is nothing short of a revolution transforming the everyday lives of people. Digital payment has helped business grow and enables customer to access transactions from their comfort zone. Digital mode of payment benefits both businesses and consumer, are lighting-fast, enables money transfer round the clock, is relatively secure, provides convenience and is trackable.

The study on "Cash Vs Digital Payment: The Changing Perspective in Goa" attempts to provide an overview of the changing perspective of a customer towards digital mode of payment.

II. RESEARCH METHODOLOGY

2.1 Objectives of the Study:

- To comprehend users reasons for adoption of digital payment mode.
- To highlight the digital payment apps preferred by users and the frequency of usage.

2.2 Primary Data:

Primary data was collected through a questionnaire which was administered through a Google form to 120 respondents of different age and class groups in Goa.

2.3 Secondary Data:

Secondary data was obtained from published sources in the academic libraries, websites newspapers, magazine etc.

2.4 Scope of the Study

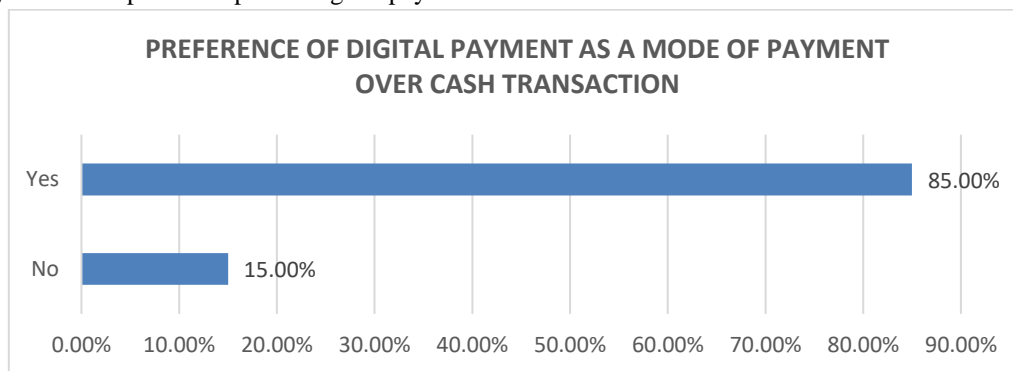
The study explores a survey of 120 respondents in Goa which gauges the digital payment trend in Goa across various users such as business class, working class and students. The paper aims at providing an overview of the changing perspective of a customer towards digital mode of payment, whilst also highlighting the popular apps adopted for digital payment.

III. DATA ANALYSIS AND INTERPRETATION

3.1 Preference of Digital Payment as a mode of payment over Cash transaction

It is observed from the bar graph that of 120 respondents, 85% prefer digital payment as a mode of payment over cash transaction, while only 15% do not prefer digital payment as a mode of payment

over cash transaction. It can be concluded that as a mode of payment over cash majority of the respondents prefer digital payment

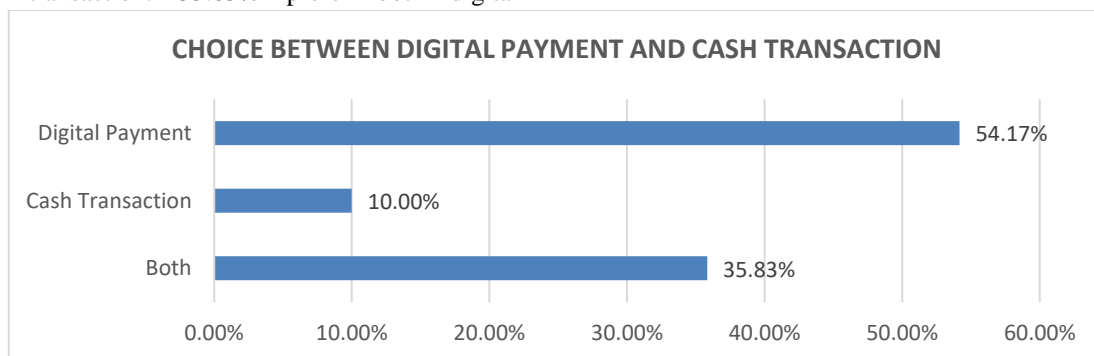


GRAPH NO.3.1

3.2 Choice between Digital Payment and cash transaction

It is observed from the bar graph that of 120 respondents, 54.17% prefer digital payment over cash transaction. 35.83% prefer both digital

payment as well as cash transaction. Whereas 10% prefer cash transaction over digital payment. It can be concluded that a majority of the respondents prefer digital payment over cash transaction.

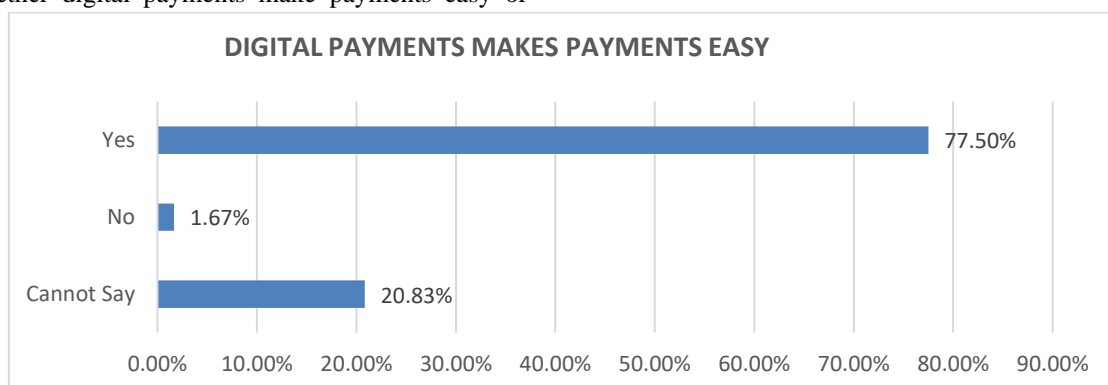


GRAPH NO.3.2

3.3 Digital Payments makes payments easy

It is observed from the graph that of the 120 respondents, 77.50% agree that digital payments make payments easy. While 20.83% cannot say whether digital payments make payments easy or

not. While a small margin 1.67% don't agree that digital payments make payments easy. It can be concluded that a majority of the respondents agree that digital payments make payment easy.



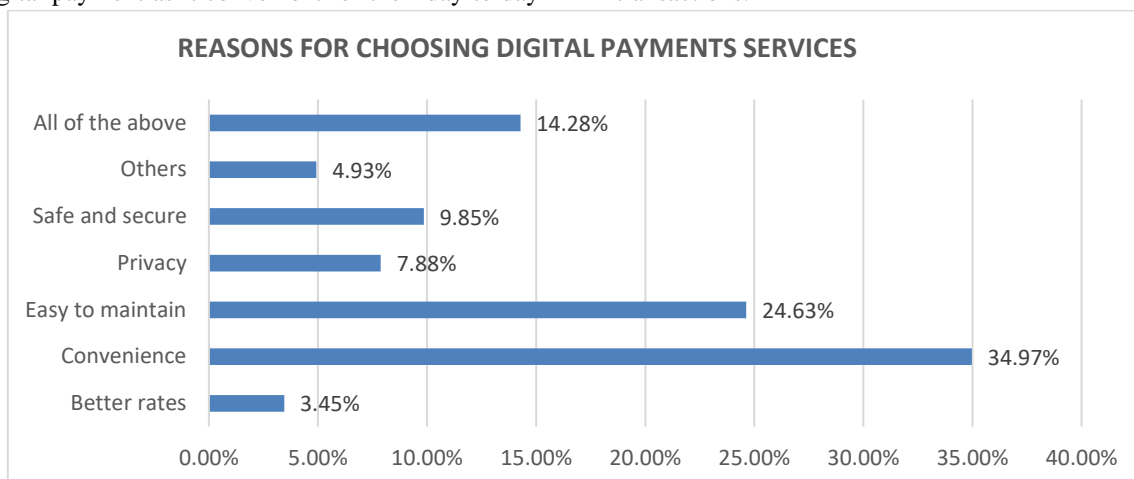
GRAPH NO.3.3

3.4 Reasons for choosing Digital Payments services

It is observed from the bar graph that of the survey off 120 respondents taken online regarding the cashless economy in Goa, 34.97% of people find digital payment convenient, 24.63% of people find it

easy to maintain, 9.85% of people find it safe and secure, 7.88% of people find it very private, 3.45% of people find it better rates, 4.93% of people says others and 14.28% of people have chosen all of the above digital services. Thus it can be concluded that the majority of people 34.97% of people prefer

digital payment as it convenient for their day to day transactions.

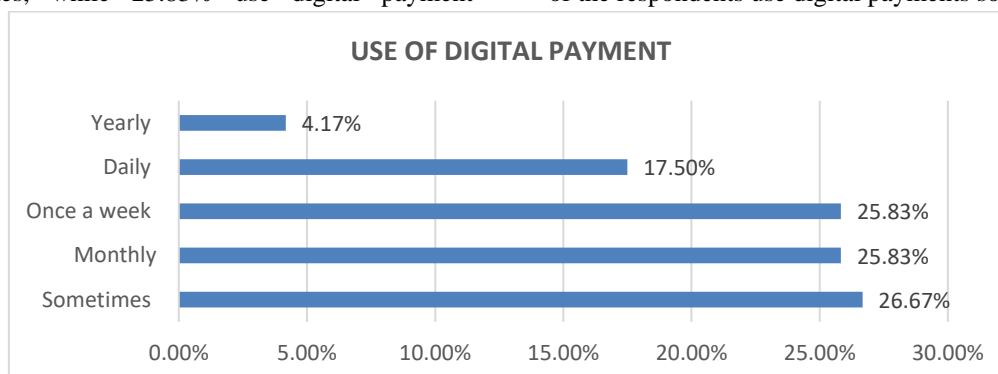


GRAPH NO.3.4

3.5 Use of digital payment

It is observed from the bar graph of 120 respondents, 26.67% use digital payment sometimes, while 25.83% use digital payment

monthly and once a week. Whereas 17.50% use digital payments daily, while 4.17% use digital payment yearly. It can be concluded that a majority of the respondents use digital payments sometimes.

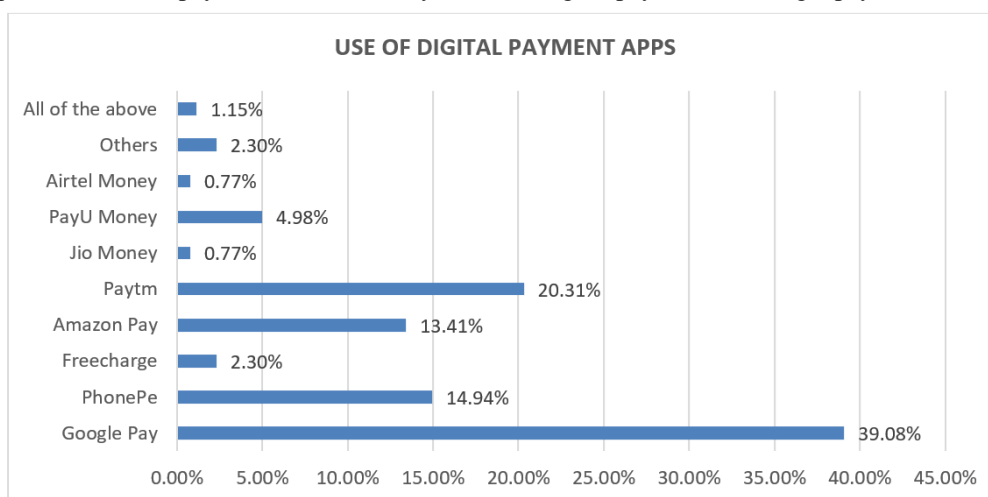


GRAPH NO.3.5

3.6 Use of digital payment apps

It is observed from the graph that of the 120 respondents, 39.08% have used Google pay to carry out their transactions, 20.31% have used Paytm for their transactions, 14.94% have used PhonePe, 13.41% prefer Amazon pay, 4.98% used Pay U

money, 2.30% have used FreeCharge, 2.30% have used other apps, 1.15% have used all of listed apps for their transactions, 0.77% have used Jio money and Airtel money for their transactions. It can be concluded that the most preferred app to carry out digital payments is Google pay

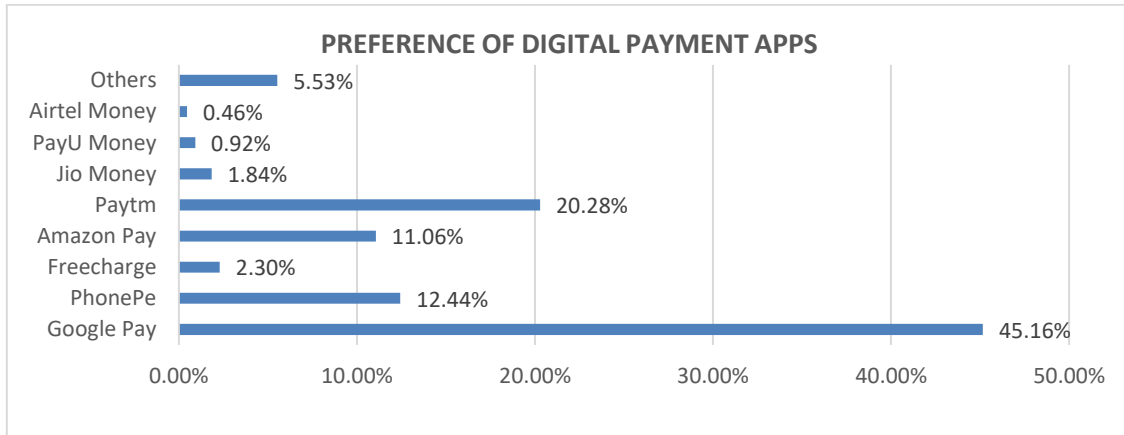


GRAPH NO.3.6

3.7 Preference of Digital Payment Apps

It is observed from the graph, that of the 120 respondents, 45.16% prefer Google pay as their app of choice, 20.28% Paytm, 12.44% prefer to use PhonePe, 11.06% prefer to use Amazon pay, 5.53% use other apps, 2.30% prefer to use FreeCharge,

1.84% prefer to use Jio money, 0.92% prefer to use PayU money and only 0.46% prefer to use Airtel money. It can be concluded that Google pay is the most preferred digital app amongst users to carry out cashless transactions.

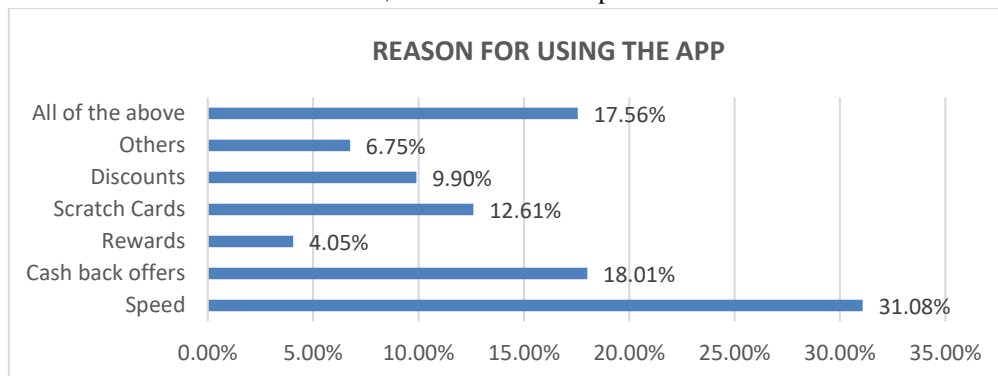


GRAPH NO.3.7

3.8 Reason for using the app

It is observed from the graph, that of the 120 respondents, 31.08% use the app because of its speed, 18.01% use it because of cash back offers, 17.56% use it for all the above reasons, 12.61%

because of winning chances of scratch cards, 9.90% use it because they get discounts, 6.75% use it for other reasons, 4.05% use it because of the rewards. It can be concluded that majority use it because of the speed factor.

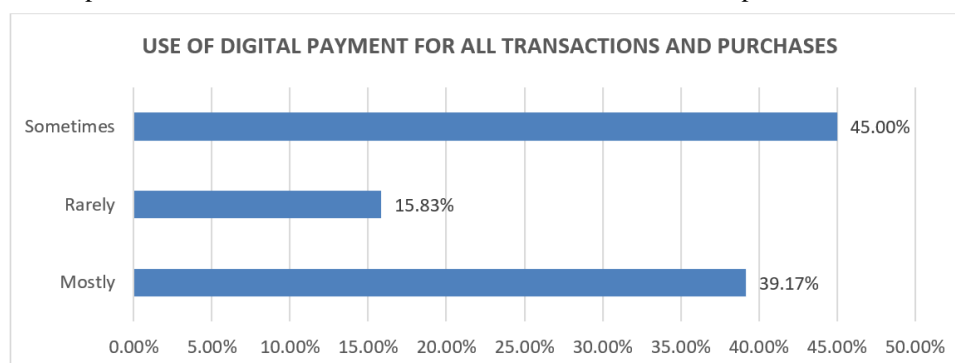


GRAPH NO.3.8

3.9 Use of digital payment for all transactions and purchases

It is observed from the graph that of 120 respondents, 45% use digital payment sometimes for transactions and purchases. While 39.17 %

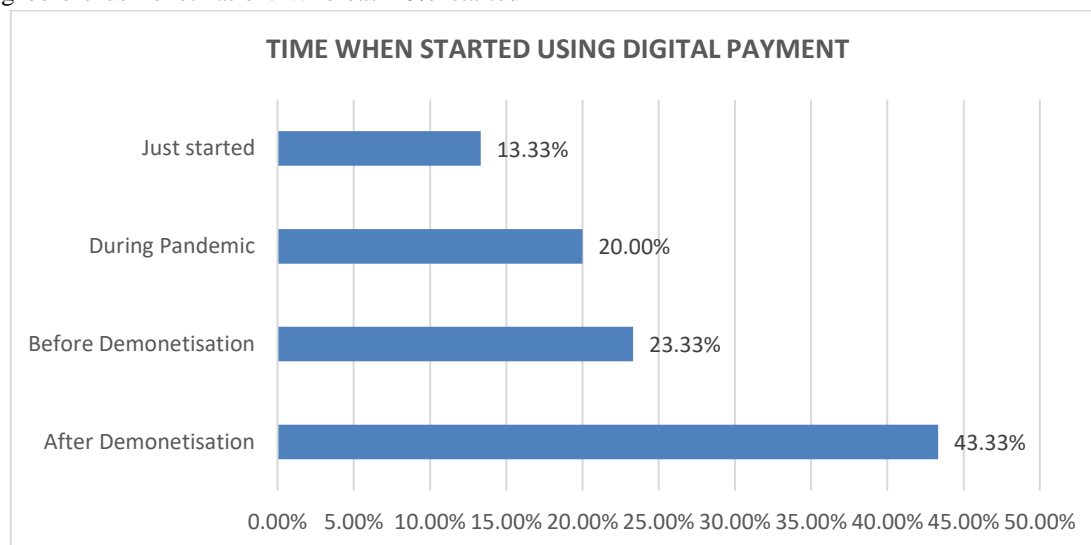
mostly use digital payment for transactions and purchases. Whereas 15.83 % use digital payments rarely. It can be concluded that majority of the respondents use digital payment sometimes for transactions and purchases.



GRAPH NO.3.9

3.10 Time when started using digital payment
It is observed from the bar graph of 120 respondents, 43.33% started using digital payment after demonetization. While 23.33% were already using before demonetization. Whereas 20% started

using digital payments during pandemic. And 13.33% just started using digital payment. It can be concluded that a majority of the respondents started using digital payments after demonetization.



GRAPH NO.3.10

IV. FINDINGS

- i. It can be concluded that majority of the respondents prefer digital payment as a mode of payment over cash
- ii. It can be concluded that a majority of the respondents prefer digital payment over cash transaction.
- iii. Majority of the respondents agree that digital payments make payment easy.
- iv. Thus it can be concluded that the majority of people 34.97% of people prefer digital payment as it convenient for their day to day transactions
- v. It can be concluded that a majority of the respondents use digital payments sometimes.
- vi. The most preferred app to carry out digital payments is Google pay
- vii. Google pay is the most preferred digital app amongst users to carry out cashless transactions
- viii. Majority of the respondents use it because of the speed factor.
- ix. Majority of the respondents use digital payment sometimes for transactions and purchases.
- x. Majority of the respondents started using digital payments after demonetization.

V. CONCLUSION

The strategic move of the government towards demonetisation resulted in aggressive promotion and

adoption of digital ecosystem in India. If this is coupled by incentives for businessman with supporting infrastructure by government, digital payments will have a more conducive environment. The increase in internet service providers with smart phone penetration can play a significant role in the growth of the digital ecosystem. The QR code feature, tax incentives, will create a more conducive environment for digital payments to thrive. The coming future will write a new chapter in digital payments in Goa and India. The digital payment landscape is thus being transformed by technology to enhance products and services, while vastly improving customer experience through digital apps.

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