"A STUDY OF YOUNG CONSUMERS' PERCEPTION, ATTITUDE AND BEHAVIORAL INTENTION TOWARDS USAGE OF PLASTIC MONEY AND VIRTUAL WALLET AS MODES OF PAYMENTS IN SELECTED CITIES OF GUJARAT"

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-: Abstract :-

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Introduction:

Cashless transactions are reaching their growth day by day. The entire online market depends on a cashless transaction system. Cashless transactions are less time-consuming. It kept the history of all the transactions done by the users. The demonetization aims to eradicate black money and move towards a digital economy. Demonetization has played an essential role in the transaction toward a digital economy. Looking at the current situation, the COVID-19 pandemic has also affected fast-growing digital payment. So, it concludes that the future transaction framework will be cashless.

The benefits that cards and wallets provide are associated with their use. While plastic money provides convenient access to credit and money through credit cards, debit cards, and pre-paid cards, virtual wallet technology offers consumers automated account or filing of taxes, convenience, and electronic record-keeping capabilities. Users' perceptions of the advantages of this technology concerning virtual wallets and plastic money determine its use and benefits.

The spread of financial instruments is mostly made possible by technological advancements, which also alter user usage and transaction patterns, which are in turn determined by how consumers perceive things. The study offers information that can be used to help formulate

policies to increase the usage of virtual wallet services and plastic money, such as credit and debit cards, in India.

The study includes an evaluation of how banking customers use plastic money and virtual wallet services perceive and prefer to transact through bank branches versus using these services. Based on this analysis of perception, the study identifies the factors that discourage customers from using the modern banking devices designed for transactions that do not require visits to bank branches.

This research aims to study Perception, Attitude and Behavioral intention towards the Usage of Plastic Money and Virtual Wallet (digital Wallet) as Modes of Payments in selected cities of Gujarat. To comprehend this objective, the set of goals are framed to assess the level of awareness and satisfaction among banking customers about the use, spending and awareness of Plastic Money and its use and benefits along with the use of Virtual Wallet Services, including the use and benefits. It also determined the most influencing factor among the factors that affect the customers' adoption of plastic money and virtual wallet services and the level of awareness and usage of plastic money and virtual wallet services and also to examine the effects of demonetization on cashless transactions.

Literature Review:

The literature review's objective is to determine how the cashless economy evolved, the perceptions and preferences of users of using Plastic Money and Virtual Wallet services, and their level of awareness of Plastic Money and Virtual Wallet technology. Users' intention and satisfaction towards usage of Plastic Money and Virtual wallet services, demographic factors affect its usage, benefits, and risks connected with adopting technology, whether it can replace the traditional way of using money such as cheques, notes, and coins as well as focusing on India going cashless after demonetization. At the conclusion, the applicability of the TAM and the factors influencing the usage of Plastic Money and Virtual Wallet are discussed.

Various literatures are reviewed to evaluate Plastic Money and Virtual Wallet services in India and worldwide. The review of related literature is classified into different variables. The variables such as perceived ease of use, perceived usefulness, attitude and behavioral intention, acceptability and utilization of new technology in the banking industry are influenced by how they are used. These TAM model elements and demographic factors for plastic money and virtual wallet are investigated. In the next phase, we will review these payment choices more deeply.

Research Methodology:

Research methodology and design used to perform both types of data, i.e. Primary and Secondary data. It comprises statistical data, the research strategy, methods or techniques used, and the hypotheses made. It talks about the structure of the questionnaire and the information gathered about Plastic Money and Virtual Wallet. The survey investigated an uncharted territory by contrasting consumers of Plastic Money and Virtual Wallets. During the survey, an understanding of cardholder circumstances, services and safety precautions was determined. Another essential aspect that will aid in expanding the various digital payments and user-provided assistance are the widespread use of cards and wallets.

The advancement in study remains closely related to gathering, analyzing, and evaluating data. Questionnaire was created, and demographic variables influencing how plastic money and digital wallets are used were investigated by including inquiries about age, gender, city, level of education, profession, marital status, monthly family income, etc. Along with personal inquiries, I would like to figure out whether these variables could affect how plastic money and digital wallets are used. The user's inclination for using plastic money and digital wallets is verified by determining the preferred location. Questions on plastic money and digital wallets on a Likert scale are used to analyze user satisfaction with cost, security, awareness, convenience, social impact, government policies, etc. To examine the relationship between perceived usefulness and ease of use, ease of use and attitude toward utilizing, and attitude and behavioral intention to use plastic money and digital wallets, Questions on a Likert scale have been included in the questionnaire. Technology Acceptance Model, designed to identify the elements contributing to user adoption of emerging technologies, accepts these variables. Therefore, this research was carried out using research problem of **"A Study of Young Consumers' Perception, Attitude and Behavioral Intention towards Usage of Plastic Money and Virtual Wallet as Modes of Payments in Selected Cities of Gujarat."**

Research Objectives: Primary resrarch objective: To understand young Consumers' Perceptions, Attitudes, and Behavioral Intentions towards the Usage of Plastic Money and Virtual Wallet as Modes of Payment in Selected Cities of Gujarat. Secondary research objectives are:

1 To know more about Plastic Money and Digital Wallet services in India

2 To study the level of Awareness and usage of Plastic Money and Digital Wallet among Young Consumers

3 To find out the most influencing factor among the factors that influence the customer's (Youth) adoption of Plastic Money and Digital Wallet in selected cities of Gujarat

4 To find the relationship between demographic factors of the respondents and usage of Plastic Money and Digital Wallet

5 To determine the factors of the Technology Acceptance Model that influence the use of Plastic Money and Digital Wallet

6 To analyze, interpret and measure the effect of demonetization on Plastic Money and Digital Wallet

Ahmedabad, Surat, Vadodara, and Rajkot were the largest cities of Gujarat where the primary research survey was conducted. The survey respondents were split into two groups: those who used Plastic Money and those who used Virtual Wallets. Different types of young consumers made the payments, including business people, private or public sector employees, students, and housewives. The survey was split into two portions, one asking questions about Plastic Money and the other about Virtual Wallets. Subjective and objective questions were used to collect demographic information and the replies. Nominal, ordinal, and five-point Likert scale information were gathered.

1.1: Sampling Plan:

1.1.1 Sampling Frame: Represent young customers (The UN, for statistical consistency, defines 'youth' as those persons age between 18 to 34 years in the Indian context) of selected cities who use plastic money and digital wallets have been selected.

1.1.2 Sample Size: The sample size for this research was calculated by approximating a population proportion because the population standard deviation is not available (Levin & Rubin, 2003, pp. 379–382). Since a 95% significance level was used, an estimate of within 0.05 is expected. The sample size is around 1330. Of these, 550 were selected from Ahmedabad, 150 from Vadodara, 130 from Rajkot, and 500 from Surat for parts A (Plastic Money) and B (Digital Wallet).

1.1.3 Sampling Procedure: The researcher used a convenient sampling technique in phases and multistage sampling.

1.2 Sources of Data: Data were collected from both primary and secondary sources. Primary data were gathered from major cities in Gujarat, such as Ahmedabad, Surat, Vadodara, and Rajkot. The users of both Plastic Money and Virtual Wallets were targeted for the collection of primary data. The primary data source for this research was two distinct questionnaires that were used to collect information about plastic money and virtual wallets.

A pilot survey was conducted by utilizing a series of questionnaires. The Technology Acceptance Model also assesses user perceptions of ease of use, usefulness, attitude, and behavioral intentions related to using Plastic Money and Virtual Wallet.

1.3 Research Approach: Survey Approach

1.3.1 Research Instrument**:** Structured Questionnaire

The collected data are prepared and tabulated before statistical analysis is done. The techniques listed below are used to make assumptions and conclusions.

1. Descriptive statistics,
2. Cronbach alpha
3. Chi-Square Test
4. Normality Test
5. Kruskal Wallis Test
6. Correlation
7. Regression

Here structured questionnaire used to gather data to achieve the study's objectives. It explains how the questionnaire is divided into variables according to the predetermined objectives. It also demonstrates the rationale behind creating the questionnaire, which includes questions about Plastic Money and Digital Wallets. The statistical techniques used to test the hypothesis and reach a conclusion.

Data were gathered from the structured questionnaire, coded, and entered into an Excel spreadsheet before being imported into SPSS. Data analysis was conducted using Version 21.

Analysis of data allows us to derive the following findings. The findings from the study are classified into two categories. The main findings of analysis based on frequency analysis are covered in the first section. The analysis outcomes in inferential statistics are covered in the second section. The analysis and implementation of TAM using the primary data are also covered in this study. The conclusions are drawn using the Chi-square test, the Kruskal-Wallis test, the Pearson Correlation technique, and the regression technique.

Data Analysis and Findings:

For doing this research, 1330 respondents were considered for part A (Plastic Money), and 1330 were considered for part B (Digital Wallet). The primary data was collected from four major cities of Gujarat, namely Ahmedabad, Vadodara, Surat, and Rajkot for

parts A (Plastic Money) and B (Digital Wallet). From Ahmedabad, 550 respondents were chosen for the research; 150 were selected from Vadodara city, from Surat 500 were selected and 130 respondents were selected from Rajkot city for the study for Part A (Plastic Money) and Part B (Digital Wallet). Based on relevant questions, only young people who use plastic money and digital wallet have been selected for the study. Respondents frequently use plastic money and digital wallet because, in today's world, digital payment has increased daily.

The study suggests that financial institutions can make informed decisions by raising awareness of financial products, emphasizing education, and promoting the use of virtual wallets and debit/credit cards. It also suggests that start-ups in the mobile banking industry can offer value-added services considering customer demographics. The findings could also benefit mobile applications and nonbanking industries, as digital payment is considered the best method.

The survey shows a consistent trend for financial products like plastic money and digital wallets. Banks' growth is influenced by customer awareness of various services. While most users are aware of debit/credit cards, more awareness is needed for prepaid cards. Governments should encourage these services and create awareness to maintain the growth of online payment.

Safety and security is the most influencing factor in adopting plastic money, and respondents are highly influenced by convenience in adopting digital wallet.

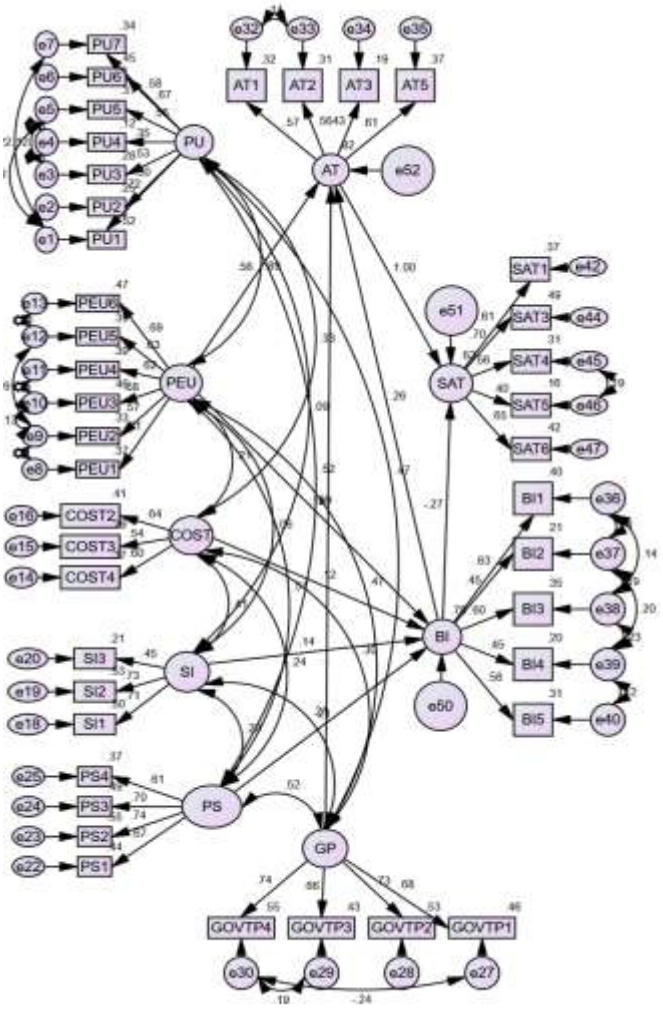
The research examines users' perceptions of plastic money and digital wallets, focusing on usefulness, ease of use, security, and convenience. Results show respondents prefer these options, but concerns about privacy and security persist. Banks should focus on these factors to increase usage and build services that attract customers. Government intervention is needed for digital payment applications in India. The government should establish clear guidelines for adopting modern payment methods, fostering positive attitudes among users in the banking industry and encouraging the adoption of plastic money and digital wallets.

The study highlights the potential of plastic money and digital wallets as financial tools for promoting regional growth and improving the availability and usage of financial products.

The perception analysis, awareness, and usage of plastic money and digital wallet services reveal the essential actions like, Educating individuals about plastic money and digital wallets is crucial for raising consumer awareness of modern financial technologies,

their benefits, security risks, and usage in India. It's essential to eliminate inaccurate perceptions and find ways to increase the usage of these services.

Amos Model: Part-A (Plastic Money):



A structural equation model developed through AMOS tests the significance of the relationships between dependent and independent variables. A good fitting model is accepted if the value of CMIN/df is < 5, the goodness of fit (GFI) indices (Hair et al., 2010), the Tucker and Lewis (1973) index (TLI); the Confirmatory fit index (CFI) (Bentler, 1990) is > 0.90 (Hair et al., 2010). In addition, an adequate fitting model was accepted if the AMOS computed value of the standardized root mean square residual (SRMR) < 0.05 and the root mean square error approximation (RMSEA) is less than 0.05. The fit indices for the model shown in Table 1 fell within the acceptable range: CMIN/df = 2.893, the goodness of fit index (GFI) = 0.925, Tucker and Lewis index (TLI) = 0.905, Confirmatory fit Index (CFI) = 0.915, standardized root mean square residual (SRMR) = 0.0371 and root mean square error approximation (RMSEA) = 0.038. These table values are presented in the following table.

Table 1 Important indices for Model fit.

CMIN/DF	GFI	AGFI	TLI	CFI	RMSEA
2.893< 5.00	0.925> 0.90	0.912> 0.90	0.905 > 0.90	0.915 >0.90	0.038 near to 0.05

The square multiple correlations were 0.633 for satisfaction, 0.780 for buying intention and 0.822 for attitude; these indicate that 63.3% variation in satisfaction is accounted by

Behavioral Intention (BI) and Attitude (AT), 78% variation in Behavioral Intention (BI) counted by Perceived Ease Of Use (PEU), Cost, Social Impact (SI), and Perceived Security (PS) while 82.2% variation in Attitude (AT) is accounted by Perceived Ease of Use (PEU), Government Policies(GOVP), And Behavioral Intention (BI) which is presented in the following table.

Table2 Squared Multiple Correlations: (Group number 1 - Default model)

Variables	Estimate
Attitude	0.822
Behavioral Intention	0.780
Satisfaction	0.633

The study assessed the impact of Perceived Ease of Use (PEU), Cost, Social Impact (SI), Perceived Security (SI),and Government Policies (GOVP) on satisfaction (SA) with the mediating effect of Behavioral Intention (BI)and Attitude (AT). The impact of Perceived Ease of Use (PEU) (b = 7.748, t = 13.866, p = 0.000), COST (b = 0.094, t = 2.816, p = 0.005), Social Impact (SI) (b = 0.097, t = 3.667, p = 0.000) and Perceived Security (PS) (0.167, t = 5.083, p = 0.000) on Behavioral Intention (BI); Perceived Ease of Use (PEU) (b = 0.494, t = 7.789, p = 0.000), Government Policies (GOVP) (0.152, t = 5.842, p = 0.000) and Behavioral Intention (BI) (b = 0.249, t = 3.396, p = 0.000) on Attitude (AT) and Attitude (AT) (1.249, t = 7.954, p = 0.000) on Satisfaction (SA) were positive and significant while Behavioral Intention (BI) (b = -0.317, t = -2.362, p = 0.018) on Satisfaction (SA) were negative and significant, hence H_1 was supported the impact of independent (Perceived Ease of Use, Cost, Social Impact, Perceived Security And Government Policies) variables, mediating (Attitude And Behavioral Intention) variables on dependent variables Satisfaction (SA). Hypothesis results are presented in Table 3.

Table 3 Relationship between dependent variables and independent variables.

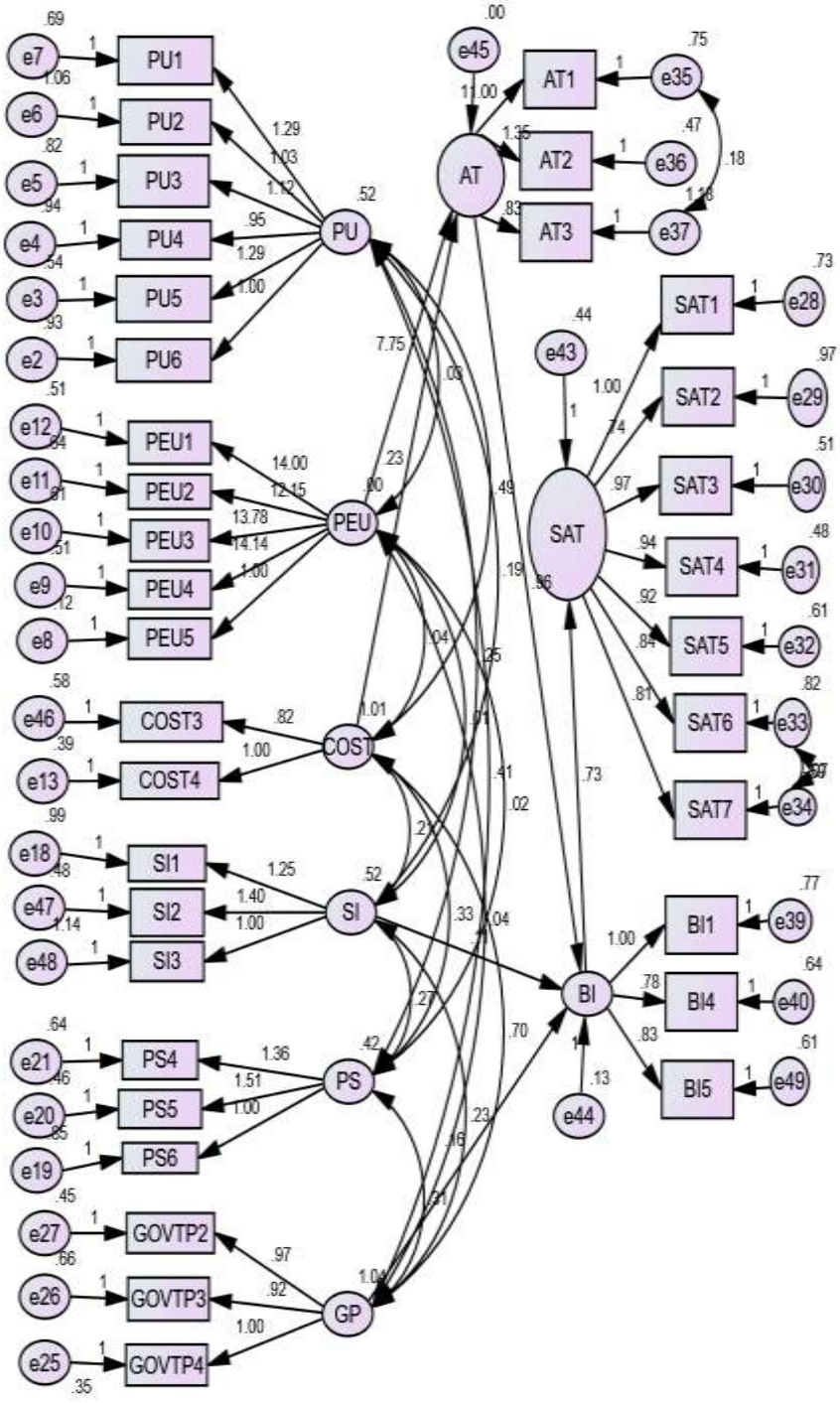
Hypothesized Relationship			**Standardized Estimate**	**t-value**	**p-value**	**Decision**
Behavioral Intention	<---	Perceived Ease of Use	.638	13.866	***	**Significant relation.**
Behavioral Intention	<---	Cost	.094	2.816	.005	**Significant relation.**

Hypothesized Relationship			Standardized Estimate	t-value	p-value	Decision
Behavioral Intention	<---	Social Impact	.097	3.667	***	**Significant relation.**
Behavioral Intention	<---	Perceived Security	.167	5.083	***	**Significant relation.**
Attitude	<---	Perceived Ease of Use	.494	7.789	***	**Significant relation.**
Attitude	<---	Government Policies	.152	5.842	***	**Significant relation.**
Attitude	<---	Behavioral Intention	.249	3.396	***	**Significant relation.**
Satisfaction	<---	Attitude	1.249	7.954	***	**Significant relation.**
Satisfaction	<---	Behavioral Intention	-.317	-2.362	.018	**Significant relation.**

Reference:

1. https://www.researchgate.net/publication/237009923_Multivariate_Data_Analysis_A_Global_Perspective
2. Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, *107*(2), 238–246.

Amos Model Part-B (Digital Wallet/Virtual Wallet):



A structural equation model developed through AMOS tests the significance of the relationships between dependent and independent variables. A good fitting model is accepted if the value of CMIN/df is < 5, the goodness of fit (GFI) indices (Hair et al., 2010), the Tucker and Lewis (1973) index (TLI); the Confirmatory fit index (CFI) (Bentler, 1990) is > 0.90 (Hair et al., 2010). In addition, an adequate fitting model was accepted if the AMOS computed value of the standardized root mean square residual (SRMR) < 0.05 and the root mean square error approximation (RMSEA) is between 0.05 and 0.08 (Hair et al., 2010). The fit indices for the model shown in Table 1 fell within the acceptable range: CMIN/df = 4.329, the goodness of fit index (GFI) = 0.903, Tucker and Lewis index (TLI) = 0.905, Confirmatory fit Index (CFI) = 0.915, standardized root mean square residual (SRMR) = 0.0458 and root mean square error approximation (RMSEA) = 0.05. These table values are presented in the following table.

Table 1 Important indices for Model fit.

CMIN/DF	GFI	AGFI	TLI	CFI	RMSEA
4.329 < 5.00	0.903 > 0.90	0.918 > 0.90	0.905 > 0.90	0.915 >0.90	0.05 between 0.05 and 0.09

The square multiple correlation was 0.466 for satisfaction, 0.819 for buying intention and 0.990 for attitude; these indicate that 46.6% of variation in satisfaction is accounted by Behavioral Intention (BI), 81.9% variation in Behavioral Intention (BI) counted by Attitude (AT), Government Policies (GOVP) and Social Impact (SI) while 99% variation in Attitude (AT) is accounted by Perceived Ease Of Use (PEU) which is presented in the following table.

Table 2 Squared Multiple Correlations: (Group number 1 - Default model)

Variables			Estimate
Attitude (AT)			.990
Behavioral Intention (BI)			.819
Satisfaction (SAT)			.466

The study assessed the impact of Perceived Ease of Use (PEU), Cost, Social Impact (SI) and Government Policies (GOVP) on satisfaction with Behavioral Intention (BI), mediating the effect of Behavioral Intention (BI) and Attitude (AT). The impact of Perceived Ease of Use (PEU) (b = 7.748, t = 5.540, p = 0.000) and COST (b = 0.230, t = 8.965, p = 0.000) on Attitude (AT); SOCIAL IMPACT (b = 0.106 t = 3.433, p = 0.000) and Government Policies (GOVP) (b = 0.157 t = 5.436, p = 0.000) and Attitude (AT) (b = 0.956, t = 15.437, p = 0.000) on Behavioral Intention (BI) and Behavioral Intention (BI) (b = 0.731, t = 18.473, p = 0.000) on SATISFACTION were positive and significant, hence H_1 was supported the impact of independent (Perceived Ease of Use, Cost, Social Impact and Government Policies) variables, mediating (Attitude and Behavioral Intention) variables on dependent variables Satisfaction (SAT). Hypothesis results are presented in Table 3.

Table 3 Relationship between dependent variables and independent variables.

Hypothesized Relationship			**Standardized Estimate**	**t-value**	**p-value**	**Decision**
Attitude	<---	Perceived Ease of Use	7.748	5.540	***	**Significant relation.**

Hypothesized Relationship			Standardized Estimate	t-value	p-value	Decision
Attitude	<---	Cost	.230	8.965	***	**Significant relation.**
Behavioural Intention	<---	Social Impact	.106	3.433	***	**Significant relation.**
Behavioural Intention	<---	Government Policies	.157	5.436	***	**Significant relation.**
Behavioural Intention	<---	Attitude	.956	15.437	***	**Significant relation.**
Satisfaction	<---	Behavioural Intention	.731	18.473	***	**Significant relation.**

Reference:

1. https://www.researchgate.net/publication/237009923_Multivariate_Data_Analysis_A_Global_Perspective
2. Bentler, P. M. (1990). Comparative fit indexes in structural models. *Psychological Bulletin*, *107*(2), 238–246.