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Public Opinion on Cashless Transaction

DR. VINAY JOSHI¹

¹Department of Economics, Jagran Lakecity University, Bhopal Email ID: jagraneip@gmail.com

Abstract: After demonetization initiatives, most of the people in India started electronic payments for their transactions. Everyone from the small merchant to the neighboring vegetable vendor is embracing digital payment solutions. Slowly India is moving from cash to cashless economy. A cashless economy is one in which all the transactions are done using cards or digital means (using smartphones). The circulation of physical currency is minimal in the cashless economy this reduces the usage of paper which decreases the cutting of the paper tree. There are numerous benefits of Cashless transactions. The increased use of credit cards will reduce the amount of cash that people have to carry which reduces the risk of misshaping and the cost associated with that. In this paper, an attempt is made to examine the Public perception in India towards cashless transactions and the attempt is also made to identify the challenges faced by them during their transactions.

Keywords: Cashless Transactions, Perception, Digital Payments, Convenience, Incentives.

INTRODUCTION

After demonetization initiatives, most of the people in India started electronic payments for their transactions. Everyone from the small merchant to the neighboring vegetable vendor is embracing digital payment solutions. Slowly India is moving from cash to cashless economy. A cashless economy is one in which all the transactions are done using cards or digital means. The circulation of physical currency is minimal in a cashless economy. The benefits of a Cashless economy are many.

Increased use of credit and debit cards instead of cash enable a more detailed record of all the transactions which take place in the society, allowing more transparency in business operations and money transfers. The increased use of credit cards will reduce the amount of cash that people have to carry which reduces the risk and the cost associated with that. In this paper, an attempt is made to examine the Public perception in India towards cashless transactions and the attempt is also made to identify the challenges faced by them during their transactions[1].

REVIEW OF LITERATURE

The impact of payment methods on purchase behavior has been studied earlier. It is found that the usage of credit cards encourages more purchases than the use of cash. It is found that there was a strong positive correlation between income, education, wealth, urban variable and middle age and dependent variable credit card use. It is examined that the factors influencing the usage of credit cards issued by a bank in India. They found that that sex, age, educational qualification of cardholders have no relationship with the utilization of credit cards. They also found that occupation, income, employment status of spouse, mode of getting card has a relationship with the utilization of credit cards. It is found that VISA and Master Card played a major role in the international payment system. It expressed the view that the cashless society in which clumsy and expensive to handle coins and notes are replaced by efficient electronic payments initiated by various types of plastic cards is a good prospect for the twenty first century. Found that time factors significantly determine the use of media of exchange in payment systems. They also found that sensitivity to time factors depend on the income, age and demographic characteristics local market. Jain, Expressed the view that electronic payments will be able to check black money. It found that there was considerable interest in the development of electronic money schemes in recent years. He also said that Electronic money could become an important form of currency in the future. Attempted to unveil the perception held by card users and member establishments towards plastic money in India. The studied the perception and acceptability of selected bank customers about electronic banking. He developed a theoretical model of payment decisions made by consumers and sellers. He found that the convenience of cashless transactions weighed against the temptation to evade taxes[2]-[9].

OBJECTIVES

The general objective of the study is to study Public Perception of Cashless Transactions in India. The specific objectives are the following.

1. To examine the impact of transaction-related factors including convenience, security, costs, incentives and procedures on cashless transactions in India.

2. To study the impact of technical factors including poor internet connectivity and defunct POS machines on cashless transactions in India.

3. To enquire into the impact merchant and customer related factors including enthusiasm of merchants and lack of technical knowledge to customers and reluctant to disclose financial information by the customer on cashless transactions in India.

4. To look into the impact of bank related factors including financial limits and delayed reimbursements on cashless transactions in India.

METHODOLOGY

The study is mainly based on the primary data. Primary data was collected through the survey method. A questionnaire was used for collecting data. Questionnaire was developed based on experience of the researchers and review of literature on the topic done by the researchers. Questionnaire consists of total of sixteen questions out of which four questions related to the profile of respondents. Five level Likert scale was used in questionnaire. Population of the study consists of savings account holders of various banks in India. Stratified random sampling technique is used for selecting respondents for the sample. Sample size is 195. Total population was divided into 36 strata depending upon the total number of states and union territories in India. Out of 195 respondents, 174 are from 29 states in India selected at the rate of six each, and 21 are from 7 union territories of India taken at the rate of 3 each. For selecting respondents from strata simple random sampling technique is used of tables. Collected data is analyzed by calculating percentages. Chi-square test is used for testing the hypotheses.

ANALYSIS AND DISCUSSION OF RESULTS

This section of the paper consists of multiple tables describing various relative parameters on cashless transaction. (Table 1.1 -1.4), (Table 2.1 to 2.12).

Gender	Number of Respondents	Percentage
Male	115	58.98
Female	80	41.02
Total	195	100

Table 1.1	: Gender of	the Respondents
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According to the survey there are 58.98 percent are male and 41.02 percent respondents are females out of 195 respondents.

Age	Number of Respondents	Percentage
Below 30 years	35	17.94
Between 31-40 years	83	42.57
Between 41-50 years	65	33.33
Above 50 years	12	6.16
Total	195	100

 Table 1.2: Age of the Respondents

Out of 195 respondents reviewed, 17.94 percent respondents' age is underneath 30 years, 42.57 percent respondents' age is in the middle of 31-40 years, 33.33 percent respondents' age bunch is in the middle of 41-50 years and staying 6.16 percent respondents' age is over 50 years.

Occupation	Number of Respondents	Percentage
Farmers	10	5.13
Employee	116	59.49
Self Employed/ Business	28	14.36
Others	41	21.02
Total	195	100

Out of 195 respondents studied, 5.13 percent respondents are ranchers, 59.49 percent are workers, 14.36 percent are independently employed/business holders and staying 21.02 percent are others.

Income	Number of Respondents	Percentage
Below Rs.20,000	25	12.82
Between Rs. 20000-40,000	52	26.67
Between Rs. 40,000-60,000	63	32.31
Above Rs.60,000	55	27.56
Total	195	100

Table 1.4: Income of the Respondents

From the information in the above table, unmistakably 12.82 percent of respondents' pay is under Rs.20, 000, 26.67 percent of respondents' compensation extend between Rs.20, 000 and Rs.40, 000, 32.31 percent of respondents' pay go somewhere in the range of 40,000 and 60,000 and staying 27.56 percent respondents' pay is over 60,000.

Table 2.1: Responses on Convenience in Transaction is the Reason for Cashless Payments in India

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	45	23.08
2	Agree	97	49.74
3	Neutral	12	6.15
4	Disagree	31	15.9
5	Strongly Disagree	10	5.13
	Total	195	100

The information in the above table demonstrates that, 23.08 percent of respondents unequivocally concur, 49.74 percent of respondents concur, 6.15 percent of respondents are unbiased, 15.9 percent of respondents differ and staying 5.13 percent of respondents emphatically differ about accommodation in exchange is the purpose behind cashless payments in India.

It is presumed that Majority of general society (72.82%) felt that exchange accommodation is the purpose behind cashless payments in India.

χ2- test

H0: Convenience in exchange has no impact on cashless payments in India

H1: Convenience in exchange has an impact on cashless payments in India

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² /Ei
45	39	6	36	0.92
97	39	58	58	86.27
12	39	-27	729	18.69
31	39	-8	64	1.64
10	39	-29	841	21.56
Total ($\chi 2$)	-			129.08

Table 2.1.1: Calculating χ2 value

Determined estimation of $\chi 2=129.08$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more prominent than Critical Value i.e., 129.08>9.488, Hence, H0 is dismissed.

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	51	26.15
2	Agree	87	44.62
3	Neutral	13	6.67
4	Disagree	32	16.41
5	Strongly Disagree	12	6.15
Total		195	100

The information in the above table demonstrates that, 26.15 percent of respondents firmly concur, 44.62 percent of respondents concur, 6.67 percent of respondents are unbiased, 16.41 percent of respondents differ and staying 6.15 percent of respondents unequivocally differ about security in exchange is the principle worry in cashless payments.

It is reasoned that Majority of the general population (70.77%) felt that security in exchange is the primary worry in cashless payments

χ2- test

H0: Security in exchange has no effect on cashless payments in India H1: security in exchange has an in fluence on cashless payments in India

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² / Ei
51	39	12	144	3.69
87	39	48	2304	59.08
13	39	-26	676	17.33
32	39	-7	49	1.26
12	39	-27	729	18.69
Total $(\gamma 2)$	•		•	100.05

Table 2.2.1: Calculating χ2 value

Determined estimation of $\chi 2=50.71$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more noteworthy than Critical Value i.e., 50.71.05>9.488, Hence, H0 is dismissed.

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	35	17.95
2	Agree	68	34.87
3	Neutral	22	11.28
4	Disagree	55	28.21
5	Strongly Disagree	15	7.69
Total		195	100

The data in the above table indicates that, 22.05 percent of respondents strongly agree, 42.56 percent of respondents agree, 5.64 percent of respondents are neutral, 21.03 percent of respondents disagree and remaining 8.72 percent of respondents strongly disagree about incentives encourage people to avail cashless transactions. It is concluded that Majority of the public (64.61%) felt that incentives encourage people to avail cashless transactions. χ^2 -test

H0: Incentives have no influence on cashless payments in India

H1: Incentives have an influence on cashless payments in India

Table 2.3.1: Calculating χ2 value

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² / Ei
35	39	-4	16	0.41
68	39	29	841	21.56
22	39	-17	289	7.41
55	39	16	256	6.56
15	39	-24	576	14.77
Total ($\chi 2$)				50.71

Determined estimation of $\chi 2=50.71$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more prominent than Critical Value i.e., 50.71.05>9.488, Hence, H0 is dismissed.

Table 2.4: Responses on Incentives End	ourage People to Avail Cashless Transactions
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Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	43	22.05
2	Agree	83	42.56
3	Neutral	11	5.64
4	Disagree	41	21.03
5	Strongly Disagree	17	8.72
	Total	195	100

The information in the above table shows that, 22.05 percent of respondents emphatically concur, 42.56 percent of respondents concur, 5.64 percent of respondents are nonpartisan, 21.03 percent of respondents differ and staying 8.72 percent of respondents unequivocally differ about motivating forces urge individuals to benefit cashless exchanges.

It is presumed that Majority of general society (64.61%) felt that motivating forces urge individuals to profit cashless exchanges[10].

χ2- test

H0: Incentives have no effect on cashless payments in India

H1: Incentives have an impact on cashless payments in India

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² /Ei
43	39	4	16	0.41
83	39	44	1936	49.61
11	39	-28	784	20.10
41	39	2	4	0.10
17	39	-22	484	12.41
Total ($\chi 2$)	•	•	•	82.63

Table 2.4.1: Calculating χ2 value

Determined estimation of $\chi 2=82.63$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more noteworthy than Critical Value i.e., 82.63>9.488, Hence, H0 is dismissed[11]–[13].

Table 2.5: Responses on Transaction Procedures Complicate Cashless Payments

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	64	32.82
2	Agree	52	26.67
3	Neutral	26	13.33
4	Disagree	35	17.95
5	Strongly Disagree	18	9.23
Total		195	100

The information in the above table demonstrates that, 32.82 percent of respondents firmly concur, 26.67 percent of respondents concur, 13.33 percent of respondents are unbiased, 17.95 percent of respondents differ and staying 9.23 percent of respondents firmly differ about exchange techniques confound cashless payments. It is reasoned that Majority of the general population (59.49%) felt that exchange systems confound cashless payments.

 χ^2 - test

H0: Transaction techniques have no impact on cashless payments in India

H1: Transaction techniques have an impact on cashless payments in India

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² / Ei
64	39	25	625	16.02
52	39	13	169	4.33
26	39	-13	169	4.33
35	39	-4	16	0.41
18	39	-21	441	11.30
Total ($\chi 2$)	36.39			

Table 2.5.1: Calculating χ2 value

Determined estimation of $\chi 2=36.39$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more prominent than Critical Value i.e., 36.39>9.488, Hence, H0 is dismissed.

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	43	22.05
2	Agree	92	47.18
3	Neutral	22	11.28
4	Disagree	28	14.36
5	Strongly Disagree	10	5.13
Total		195	100

The information in the above table demonstrates that, 22.05 percent of respondents unequivocally concur, 47.18 percent of respondents concur, 11.28 percent of respondents are unbiased, 14.36 percent of respondents differ and staying 5.13 percent of respondents firmly differ about poor web network is the snag for cashless exchanges.

It is reasoned that Majority of general society (69.23%) felt that poor web availability is the snag for cashless exchanges.

χ2- test

H0: Poor web availability has no effect on cashless payments in India

H1: Poor web availability has an effect on cashless payments in India

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² / Ei
43	39	4	16	0.41
92	39	53	2809	72.02
22	39	-17	289	7.41
28	39	-11	121	3.10
10	39	29	841	21.56
Total $(\chi 2)$				104.5

Table 2.6.1: Calculating x2 value

Determined estimation of $\chi 2=104.5$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more noteworthy than Critical Value i.e.,

Table 2.7: Responses on Defunct POS Machines Complicate Cashless Transactions

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	33	16.92
2	Agree	67	34.36
3	Neutral	23	11.79
4	Disagree	48	24.62
5	Strongly Disagree	24	12.31
Total		195	100

104.5>9.488, Hence, H0 is dismissed.

The information in the above table shows that, 16.92 percent of respondents firmly concur, 34.36 percent of respondents concur, 11.79 percent of respondents are impartial, 24.62 percent of respondents differ and staying 12.31 percent of respondents emphatically differ about ancient POS machines confound cashless exchanges. It is inferred that Majority of the general population (51.28%) felt that ancient POS machines confuse cashless exchange.

 χ^2 - test

H0: Defunct POS machines have no impact on cashless payments in India

H1: Defunct POS machines have an impact on cashless payments in India

Table 2.7.1: Calculating χ2 value

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² / Ei
33	39	-6	36	0.92
67	39	28	784	20.10
23	39	-16	256	6.56
48	39	9	81	2.07
24	39	-15	225	5.77
Total $(\chi 2)$				35.42

Determined estimation of $\chi 2=35.42$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more prominent than Critical Value i.e., 35.42>9.488, Hence, H0 is dismissed.

Table 2.8: Responses on Lack of Enthusiasm on Me	erchant is the Barrier for Cashless Transactions
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Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	35	17.95
2	Agree	71	36.41
3	Neutral	26	13.33
4	Disagree	43	22.05
5	Strongly Disagree	20	10.26
Total		195	100

The information in the above table demonstrates that, 17.95 percent of respondents emphatically concur, 36.41 percent of respondents concur, 13.33 percent of respondents are unbiased, 22.05 percent of respondents differ and staying 10.26 percent of respondents firmly differ about absence of energy on shipper is the hindrance for cashless exchanges.

It is reasoned that Majority of people in general (54.36%) felt that absence of eagerness on trader is the boundary for cashless exchanges.

χ2- test

H0: Lack of excitement on vendor has no effect on cashless payments in India H1: Lack of excitement on vendor has an effect on cashless payments in India

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² /Ei
35	39	-4	16	0.41
71	39	32	1024	26.36
26	39	-13	169	4.33
43	39	4	16	0.41
20	39	-19	361	9.26
Total $(\gamma 2)$	•			40.67

Table 2.8.1: Calculating χ2 value

Determined estimation of $\chi 2$ =40.67. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more noteworthy than Critical Value i.e., 40.67>9.488, Hence, H0 is dismissed.

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	39	20
2	Agree	65	33.33
3	Neutral	15	7.69
4	Disagree	44	22.57
5	Strongly Disagree	32	16.41
Total		195	100

The information in the above table shows that, 20 percent of respondents emphatically concur, 33.33 percent of respondents concur, 7.69 percent of respondents are impartial, 22.57 percent of respondents differ and staying 16.41 percent of respondents unequivocally differ about absence of specialized information is the obstacle for cashless exchanges.

It is presumed that Majority of people in general (53.33%) felt that absence of specialized information is the block for cashless exchanges.

χ2- test

H0: Technical Knowledge has no effect on cashless payments in India

H1: Technical Knowledge has an effect on cashless payments in India

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² / Ei
39	39	0	0	0
65	39	26	676	17.33
15	39	-24	576	14.77
44	39	5	25	0.64
32	39	-7	49	1.26
Total ($\chi 2$)	•	•	•	34

Table 2.9.1: Calculating χ2 value

Determined estimation of $\chi 2=34$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more noteworthy than Critical Value i.e., 34>9.488, Hence, H0 is dismissed.

Table 2.10: Responses on Reluctance to Disclose Financial Information Hinders CashlessTransactions

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	38	19.49
2	Agree	58	29.74
3	Neutral	25	12.82
4	Disagree	52	26.67
5	Strongly Disagree	22	11.28
Total		195	100

The information in the above table demonstrates that, 19.49 percent of respondents emphatically concur, 29.74 percent of respondents concur, 12.82 percent of respondents are nonpartisan, 26.67 percent of respondents differ and staying 11.28 percent of respondents firmly differ about individuals hesitance to uncover money related data upsets cashless exchanges.

It is presumed that Majority of the general population (49.23%) felt that individual's hesitance to unveil budgetary data thwarts cashless exchanges cashless exchanges.

χ2- test

H0: Reluctance to uncover money related data has no effect on cashless payments in India H1: Reluctance to unveil monetary data has an impact on cashless payments in India

Observed	Expected	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² / Ei
Frequency (Oi)	Frequency (Ei)			
38	39	-1	1	0.02
58	39	19	361	9.26
25	39	-14	196	5.02
52	39	13	169	4.33
22	39	-17	289	7.41
Total ($\chi 2$)				26.04

Table 2.10.1: Calculating x2 value

Determined estimation of $\chi 2=26.04$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more noteworthy than Critical Value i.e., 26.04>9.488, Hence, H0 is dismissed.

Table 2.11: Responses on Financial Limits Impediment Cashless Transactions

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	35	17.95
2	Agree	67	34.36
3	Neutral	28	14.36
4	Disagree	35	17.95
5	Strongly Disagree	30	15.38
Total		195	100

The information in the above table demonstrates that, 17.95 percent of respondents unequivocally concur, 34.36 percent of respondents concur, 14.36 percent of respondents are impartial, 17.95 percent of respondents differ and staying 15.38 percent of respondents firmly differ about money related cutoff points obstacle cashless exchanges.

It is inferred that Majority of general society (52.31%) felt that money related breaking points obstacle cashless exchanges.

χ2- test

H0: Financial cutoff points have no effect on cashless payments in India

H1: Financial breaking points have an impact on cashless payments in India

Observed Frequency (Oi)	Expected Frequency (Ei)	(Oi-Ei)	(Oi-Ei) ²	(Oi-Ei) ² / Ei
35	39	-4	16	0.41
67	39	28	784	20.1
28	39	-11	121	3.1
35	39	-4	16	0.41
30	39	-9	81	2.07
Total ($\chi 2$)		•		26.09

Determined estimation of $\chi 2=26.09$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more prominent than Critical Value i.e., 26.09>9.488, Hence, H0 is dismissed.

Table 2.12: Responses on Delayed Reimbursement in Case of Failed Transaction ObstructsCashless

Sl.No	Opinion	Number of Respondents	Percentage
1	Strongly Agree	37	18.97
2	Agree	62	31.80
3	Neutral	16	8.21
4	Disagree	58	29.74
5	Strongly Disagree	22	11.28
Total		195	100

The information in the above table demonstrates that, 18.97 percent of respondents emphatically concur, 31.80 percent of respondents concur, 8.21 percent of respondents are unbiased, 29.74 percent of respondents differ and

staying 11.28 percent of respondents firmly differ about postponed repayment in the event of bombed exchanges blocks cashless payments. It is reasoned that Majority of the general population (50.77%) felt that deferred repayment if there should arise an occurrence of bombed exchange deters cashless payments. χ^2 -test H0: Delayed repayment if there should be an occurrence of bombed exchange has no impact on cashless payments in India H1: Delayed repayment if there should be an occurrence of bombed exchange has an effect on cashless payments in India.

Observed	Expected	(Oi-Ei)	$(Oi-Ei)^2$	(Oi-Ei) ² / Ei
Frequency (Oi)	Frequency (Ei)			
37	39	-17	289	7.41
62	39	33	1089	27.92
16	39	-8	64	1.64
58	39	14	196	5.02
22	39	-22	484	12.41
Total ($\chi 2$)				54.4

Table 2.12.1: Calculating χ2 value

Determined estimation of $\chi 2=54.4$. The Critical estimation of $\chi 2$ at 4 degrees of opportunity at 5% level of Significance is 9.488. Determined worth is more prominent than Critical Value i.e., 54.4>9.488, Hence, H0 is dismissed.

CONCLUSION

The discoveries uncover that while individuals are getting settled with cashless payments, some sort of negative recognitions are keeping down numerous from receiving the new system. The negative observations resemble security issues, poor system inclusion, and absence of trader eagerness, high value-based costs, absence of clients' information on innovation, ancient POS machines, postponed repayment if there should be an occurrence of bombed exchanges, methodology and budgetary breaking points. Accommodation being used of cashless exchanges and impetus system are the positive signs for the advancement of cashless payments in India. At last the examination reasons that India may not turn into a cashless economy except if the view of the individuals will be properly tended to by the legislature and the financial organizations. They should make ready for the sheltered and secure intend to cashless exchanges.

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