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A STUDY ON USER'S SATISFACTION ABOUT DIGITAL FINANCER IN CENTRAL CHENNAI

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Abstract

Digital finance is the term used to describe the impact of new technologies on the financial service industry. Digital innovation is a testing ground for new ideas on a smaller scale, providing immediate value and learning opportunities. A company might innovate by developing a new mobile application to improve customer engagement utilizing big data analytics to gain insights into market trends. Digital finance is the term used to describe the impact of new technologies on the financial service industry. This study explains about the user's satisfaction about digital finance in central Chennai, through this study the researcher wants to analyse the satisfaction level of the users and benefits, drawbacks, challenges, opportunities, innovations and factors influenced in digital finance. This research paper is based on empirical study in nature. The researcher collects 50 samples as a primary data to make the research more effective and reliable.

Keywords: *Innovations, finance, challenge, opportunity, digital, mobile, transaction, business.*

Introduction

Digital Finance can be defined as the financial services provided by using digital infrastructures such as mobiles and the Internet. The modern era of digital finance began in the 1990s with the introduction of online payment systems such as PayPal and the launch of online brokerages such as E-Trade. In this current

scenario, many banks have arrived with new banking technology that took place in the new scenario of banking customer that is called 'Digital finance'. Digital finance is a financial service delivered through mobile phones, personal computer, the internet or cards linked to a reliable digital payment system. It negates the reliance and usage of cash and other traditional

bank branches. Digital Finance allows individual and business to make seamless transactions across all part of the country. Block chain allows crypto assets to be transferred quickly and securely. Block chain – based protocol can be automated and decentralized, thus enabling the creation of crypto assets without the need for controlling, supervisory or centralized bodies, less fraud, financing of terrorism and money laundering block chain creates an un alterable record of transaction with end to end encryption to shut out fraud and unauthorized activity.

Latest innovation in digital finance

- Artificial intelligence
- Social network
- Embedded finance
- Robotic process Automation
- Big data
- Advanced cyber security
- Open banking

Benefits of digital finance

- ✓ Access to real – time information
- ✓ Better decision making
- ✓ Freedom
- ✓ Ease and efficiency
- ✓ Flexibility
- ✓ Transparency of information
- ✓ Mobile working
- ✓ Integration of financial management into other business operations

Problem of Digital Finance Users

The main problem of digital finance is transferring finance in retail selling, digital payment cannot support in retail purchasing too. Many users are not aware of new technology to transact finance due to illiterate, no standard employability and low income. The main problem faced by

the user was poor financial status. The legacy system integrated with new technology can be costly and time consuming even lack of security in transferring payments, cyber theft Along with it, there are some other challenges, like infrastructure cost and technological innovation.

Factors influences in Digital Finance

- ❖ Name
- ❖ Age
- ❖ Gender
- ❖ Income
- ❖ Employment status

Need and Important of the Study

In the current scenario, Most of the transactions transfer through online and digital mode. So, people have to aware about this transaction and utilise carefully, everywhere it is there in the pros and cons, and also the young generation like to use this technology but due to low income they could not utilise, when they complete the education, if they have proper employability then, definitely they can use it.

Review of related literature

1. Yan Shen and Yiping Huang (2016), Introduction to the special issue: Internet finance in China Internet finance, which is often referred to as “digital finance” and “Fintech”. Internet finance refers to the new business model of utilizing the Internet and information communication technologies to accomplish a wide range of financial activities, such as third-party payment, online lending, direct sales of funds, crowd funding, online insurance and banking. The Internet can significantly lower transaction costs and reduce information asymmetry, enhance the

efficiency of risk-based pricing and risk management, and expand sets of feasible transactions.

2. Huma Haider (2018), Innovative financial technologies to support livelihoods and economic outcomes, the study examined the innovative financial technologies support livelihoods of people. Access to digital technologies, in particular mobile phones, internet connectivity and biometric authentication, allows for a wider range of financial services, such as online banking, mobile phone banking, and digital credit for the unbanked. Digital financial services can be more convenient and affordable than traditional banking services, enabling low-income and poor people in developing countries to save and borrow in the formal financial system, earn a financial return and smooth their consumption.

Objectives

- ✓ To analyze the user satisfaction in digital finance.
- ✓ To identify the factors influencing in digital finance.
- ✓ To measure the relationship between digital payment with income group of the users.
- ✓ To examine the relationship between digital payment with education of the users.

Methodology

This study is based on an empirical study, both primary and secondary data used to analyse the user’s satisfaction of digital finance. The primary data was collected from the users of digital finance through a structural questionnaire method and the secondary data was collected from the journals and Google search. The

questionnaires were circulated among 50 users of digital finance.

Study Area

The study area selected by the researcher was central Chennai, which is based on the convenient of the researcher. The area consists of Ayanavaram, Aminjikarai, Maduravayal, Guindy and Egmore.

Analysis and Discussion

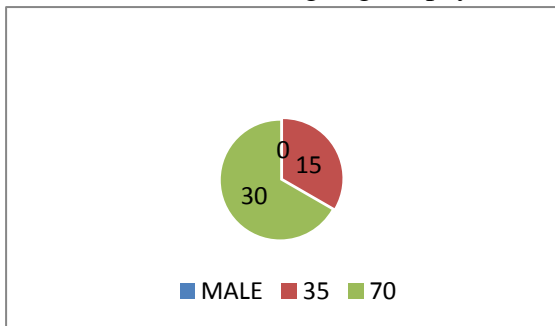
The following statistical tools were used to investigate the primary data

- ❖ Simple percentage analysis
- ❖ CHi-square analysis
- ❖ ANOVA
- ❖ Correlation

Gender	Frequency	percentage
Male	35	70
Female	15	30
Total	50	100
Age		
18-25	8	16
25-35	26	52
35-45	15	30
Above 45	1	2
Total	50	100
Educational qualification		
Upto +2	8	16
Degree	11	22
Post graduate	14	28
Professional	17	34
TOTAL	50	100
Income Group		
BELOW 10,000	9	8
10,000 – 20,000	10	20
20,000 – 30,000	2	24
ABOVE 40,000	19	38
TOTAL	50	100
Occupation Status		
House Keeper	5	10
Business	11	22
Employee	28	56
Professional	6	12
TOTAL	50	100

Table -1 show that the characteristics of the respondents and the

total number of the respondents were 50, out of which 35(70%) male and 15 (30%) females. In connection with the respondents age group, Majority 26 (52%) were in the age group of 25-35 years, followed by 15 (30%) in the age group of 35-45 years, 8 (16%) in the age group of 18-25 years, in relations with the educational qualification of the respondent, 17 (34%) were professional,14 (28%) of the respondent were post graduate and 11 (22%) of the respondent were under graduate and 8 (16%) of the respondent comes under below +2 level. Income wise, 9 (18%) of the respondent earn below 10,000 as a income, 10 (20%) of the respondent earn 10,000- 20,000 as a income, 12 (24%) of the respondents were earn 20-30,000 of income,19 (38%) of the respondents were earn above 30,000 of income. Occupation wise, 5 (10%) of the respondent doing house-keeping and low category job, 11 (22%) of the respondents were doing business, 28 (56%) of the respondents were working as a employee, 6 (12%)of the respondent were working as a professional job. As per my research, those who are earning more income and educated and those who are working as a employee they are enjoying and feel comfortable while using digital payments.



Chi – Squire test Result

Null Hypothesis H₀: There is no association between the variables of income group and approaching of digital transaction of the users in Digital finance.

Alternative Hypothesis H₁: There is association between the variables of income group and approaching of digital transaction of the users in Digital finance.

Chi – Squire test Result

Chi-Square	Df	Significance
16.276	3	0.001

Since, the “P” value 16.266 is less than the Chi-Square value of 16.276 therefore, the Hypothesis is rejected. Hence, there is significance association between income group and approaching of digital transaction of the users in Digital finance.

Hypothesis – 2 Null Hypothesis

H₀: There is no significance association between the Occupation of the users and approaching digital payments in digital finance.

Alternative Hypothesis H₁: There is significance association between the Occupations of the User’s and approaching of digital transaction in Digital finance.

Chi-Square	Df	Significance
13.816	2	0.001

Since, the “P” value 11.149 is less than the Chi-Square value of 13.816 therefore, the Hypothesis is rejected. Hence, there is significance association between the approaching of digital transaction of the users in Digital finance.

Hypothesis – 3 Null Hypothesis

H₀: There is no significance association between the educational level and approaching digital transaction in Digital finance.

Alternative Hypothesis H₁: There is association between the Educational level of the u and approaching digital transaction in Digital finance.

Chi-Square	Df	Significance
2.920	2	0.05

Since, the “P” value is 2.920 (0.05p > 0.10) less than the Chi-Square value of 2.7190

Model	Sum of Squares	Df	Mean Square	F value	Sig
Factors with the group (factors) between the groups	12.375	3	4.125	2.34	0.5
Residual Value	28.125	4	7.031	3.97	0.5
	12.375	7	12.375		
	52.875				

therefore, The Hypothesis is rejected. Hence, there is significance association between the Educational level and approaching digital transaction to in Digital finance.

Null Hypothesis H₀: There is no significance difference among the factors of digital users in digital finance.

Alternative Hypothesis H₁: There is significance difference among the factors of digital users in digital finance.

Analysis -1

Since, the ‘F’ value 4.34 is more than the calculated value of 2.34 at 0.5% level of significance, so the null hypothesis accepted. Hence, there is no significance difference among the factors of digital transaction in digital finance. The ‘p’ value lies between (0.5p > 0.25) since, there is no significance difference among the factors. So, all the factors are equally influenced in digital transaction.

Research Gap

The researcher analysed 30 empirical articles in care listed journals and it was noticed that there is no research regarding this particular field, so the researcher decided to select the research in this field.

Sample Size: The sample size was 50.

Method of Sampling: convenient sampling.

Limitations of the study

- ❖ This study is limited with only the users who transfer the finance through digital.
- ❖ Digital finance is not suitable for all the categories.
- ❖ Digital transaction is not possible for all the circumstances.
- ❖ The sample size was 50 which may not reflect the original attitude of the research.
- ❖ This study was conducted only in central Chennai.

Findings

As per my research the following points are the important findings of the study.

- ❖ Digital finance only affordable for sound financial income group of people.
- ❖ To aware about the technology of digital finance to utilise by the users.
- ❖ Education is must to get standard employability to earn income and then only it is possible to transact all the financial transaction through online, so, it is very suitable and convenient for educated people.

Suggestions

- ❖ To create awareness about new innovations in digital finance among the people.

- ❖ To Government should take the necessary steps to enhance people's income, education and standard employability to utilise the digital finance.
- ❖ Embracing open banking and investing in infrastructure can help overcome these challenges and promote the growth of digital finance.

Conclusion

This article provides sufficient information about Digital finance and its impact on financial transaction. Digital Finance plays a vital role in the day to day activities of the people. The findings of the study found that Usability, Convenience, Accurate timing, easy to transfer account facilities have the positive impacts on Digital finance. Hence the study concludes that the digital finance (Internet banking, mobile banking, mobile wallets (apps), credit card and debit card has a significant impact on financial transaction. Though digital finance has many negative on an issue like lack of technical knowledge of the users, security, adaptability etc. Every human being intends to avail the facility of digital finance in their lives. Even though, it has many draw backs.

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