

Notice for the PhD Viva Voce Examination

Ms Shruti Jose (Reg. No. 1510072), PhD scholar at CHRIST (Deemed to be University), will defend her PhD thesis at the public viva voce examination on Wednesday, 09 September 2020 at 2.00 pm. The defense will be conducted online on the Webex Meeting platform.

Title of the Thesis : **Adoption of Cashless Payment Systems among Consumers**

Discipline : **Commerce**

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Since it is an open viva, faculty members and research scholars of all branches of research are cordially invited to attend.

Place: Bengaluru
Date: 3 September 2020



Registrar

ABSTRACT

The primary goal of any national payment system is to ensure smooth circulation of money. It is recognized worldwide that an efficient and secure payment system triggers the economic activity. Efficiency in payment systems in general and electronic payment systems in particular, benefits both customer and country's economic growth. There are diverse payment systems functioning in the country, ranging from the paper-based systems where the instruments are physically exchanged and settlements worked out manually to the most sophisticated electronic fund transfer systems which are fully secured and transactions settled on a gross, real time basis. Many researchers have used various technology adoption model to predict the adoption of a technology. The main purpose of the study is to investigate the key driving factors responsible for the consumers' adoption of cashless payment systems. A descriptive study method using the paradigm of post - positivism was employed in the study with a sample of 390 respondents from Bangalore who have already used cashless payments. These consumers were selected by purposive sampling using snowball sampling. The study is based on both primary and secondary sources of information collected from various sources. The current study extended the UTAUT with new constructs Habit, Hedonic Motivation, Price Value, Trust, Innovativeness, Perceived Risk, Attitude Towards Using Cashless Payment System and Anxiety.

The findings of the study reveal that all the factors namely Effort Expectancy, Performance Expectancy, Social Influence, Habit, Facilitating Conditions, Hedonic Motivation, Price Value, Trust, Innovativeness, Perceived Risk, Attitude Towards Using Cashless Payment System and Anxiety have significant influence on the consumers' cashless payment systems usage. The findings of the study reveal a close positive correlation of cashless payment systems' usage with the independent variables. Even their gender, age, income, occupation and educational qualification has significant role to play in their willingness to use cashless payments as compared to cash. The study gives an insight on what are the considerations to look into while launching a new payment system and how to deal with consumers who are the main demand side stakeholder to adopt and continuously use the same.

Keywords: Cashless Payment Systems, Adoption, UTAUT model, CLPS Usage, Consumers