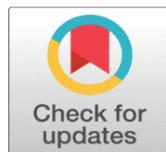


EXPENDITURE PATTERN OF IT PROFESSIONALS DURING POST G-PAY

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ABSTRACT

Electronic payments trace their roots back to the 1960s when credit cards were first introduced. Digital Payment is easy for doing transaction, visually challenged users are also slowly adopting the digital platform, since it is time savings and low cost. The main objective of this study is to examine the expenditure pattern among IT professionals during post g-pay. The study also analyses the factors influencing the usage of g-pay and the benefits of using g-pay. Primary data were collected from 360 sample respondents by applying simple random sampling method. The development of technology and technological advancement as made smart phone to become essential part of daily life of people. Smartphone are used as a source of communication device, socialized tool, entertainment, internet and even payment tool. Online payment apps with the support of mobile technology allow the owners of smart phones to carry out many financial transactions. From this study, the benefits of using g-pay are analysed with the help of independent sample t-test. As, g-pay offers more benefits such as convenience, speed, reward & cash back, budget management, transaction details, security & user friendly. The expenditure pattern of IT professionals during the period of pre and post g-pay are analysed with the help of Gap analysis and Paired sample t-test. The expenditure pattern of IT professionals relating to groceries, medical expenses, Fresh produce, education, shopping's, hotels & restaurant, entertainment, durable products, beauty products, and street stalls have increased during post g-pay.

Keywords: Digital, Payment, System, Skill, Education, Expenses, Investment, Technique

1. INTRODUCTION

The demonetization resulted in tremendous growth in online payments. With the Government initiative such as Digital India and increased use of mobile and internet are means to exponential growth in use of online payment. This transformation towards online payments benefits in more transparency in transactions which empowers the country's economy. In recent days many changes took place in the payment system like mobile wallets, UPI and BHIM apps for smooth shift to online payments. The internet and smart phones are creating a revolution in the Indian economy to render any forms of service for users. This Revolution give birth to the payment's apps, and they are performing very smoothly for the users. Now a day's people are busy with their own work no one is free to move from their

office hours this helps the app builders to include all types of service where users can sit in one place and spare a few seconds of their time to make their payments of household and other types of services. Features of payment apps made the user to enjoy the services of payments app. In the present scenario there is a growing importance of the payment apps as our economic progress. Professionals are the financially wealthy person as they are settled in their profession by their education qualification. Their expenditure pattern is also too high as compared to normal employee. Nowadays, g-pay acts like a smart device in the fund flow of expenditure pattern. Many studies are undertaking about g-pay and its using factors, still there is a specialisation in this study area as it covers the expenditure pattern and post g-pay among professionals.

2. REVIEW OF LITERATURE

Ninh Nguyen (2016), In his study “Predicting Consumer Intention to Use Mobile Payment Services” states that the results contribute to the evolving literature and suggest that mobile payment service providers should particularly focus on building up consumer trust, and making their services clear, understandable and easy to use. He further implicates that the mobile service providers should particularly focus on building trust and making their payment services easy to use.

Niina Mallat (2017), examined in his study “Exploring Consumer Adoption of Mobile Payments” mobile payments to be mostly compatible with digital content and service purchases and to complement small value cash payments. The Study suggests that the relative advantages of mobile payments include time and place independence and availability. The findings suggest that the relative advantages of mobile payments are related to the specific benefits provided by the new mobile technology, time and place independent payments, remote and ubiquitous access to payment services, and the possibility to avoid queuing and complement cash payments.

Vinayagamoorthi.G et.al., (2022) found that the customer inclination on mobile wallets with reference to Google –pay and Pay TM in Bangalore city. The study attempts to collect the data from mobile wallet users and provides a clear understanding of the reasons for using the mobile wallets. The study concluded that Google-pay and Pay TM are very familiar, and it is used by a wide range of people for the reasons of more beneficiary features on using it. The customers are stick to these brands due to their loyalty and other factors which inspires them most.

Gunjan Agarwal and Surendra kumar Saha (2024) estimated the comparative analysis of satisfaction level of BHIM app and Google pay users in North Bengal. The paper aims to study the use of BHIM App and Google –pay by the young users of North Bengal. The BHIM technologies should be highly suggested to improve the application in respect of insecurity which appears to be the biggest problem for not used by the users.

3. STATEMENT OF THE PROBLEM

The study had undertaken to examine the expenditure pattern among IT professionals during post g-pay. The expenditure pattern is the way of assessing the expenses under the category from basic needs to luxury wants. The money spending on expenses can be depended up on the earnings of an individual. Thus, the earnings and expenses are relating factors as they are depending upon each other. IT professionals are white collars workers in earning more money with their skill and knowledge. Thus, more earnings automatically lead to more expenses. In this,

digitalized world, needs and wants can be satisfied by surplus of monetary assets through digital smart payment technique. From this study, the benefits of using g-pay are analysed with the help of Friedman ranking. As, g-pay are offering more benefits such as convenience, speed, reward & cash back, budget management, transaction details, security & user friendly. Each and every action will be reflected with positive and negative aspect, likewise g-pay are rendering more beneficiary services, since there will be some technical issues arrived. Technical and networking issues are the major problems faced by the users; this will lead to them disappointment in emergency situations. IT professionals are spending more money in shopping during post g-pay, they are losing the monetary value of their hard work. They are technically skilled and educated people, therefore they should be more aware with their smart skill to lead a happy and successful life.

4. OBJECTIVES OF THE STUDY

- To study the benefits of using the g-pay
- To examine the expenditure pattern during pre and post g-pay.
- To offer better and suitable suggestions.

5. SAMPLING DESIGN

For the purpose of the study, Kanniyakumari Districts' IT professionals are considered as total population. The sample sizes of 360 respondents have been chosen from kanniyakumari district by using simple random sampling method.

6. METHODOLOGY

A well-structured interview schedule was prepared based on the objectives of the study. The data required for the study are gathered using interview schedule. The area of the study is limited to kanniyakumari district.

7. METHODS OF DATA COLLECTION

- The present study is conducted based on both primary and secondary data. The primary data have been collected by the researcher from the sample respondents of kanniyakumari district.
- The secondary data have been collected from books, journals, magazines and internet.

8. LIMITATIONS OF THE STUDY

- Difficulties in data collection due to busy schedule of IT professionals.
- Trouble in contacting them due to engage in night shift.

9. TOOLS FOR ANALYSIS

- The statistical tools such as independent sample t-test, Gap analysis and Paired sample t-test have been used for final interpretation of data.

10. DATA ANALYSIS AND INTERPRETATION

Objective- 1: Benefits of using g-pay

Benefits of using g-pay are analysed with the help of independent sample t-test. For this purpose, the researchers identified seven variables. These are 'convenience', 'speed', 'reward and cash back', 'budget management', 'transaction details', 'security' and 'user friendly'. The results of analysis are shown in Table 1

Table 1

Table 1 Benefits of Using G-Pay					
S. No.	Factors	Mean score		t-test	P- Value
		Male	Female		
1	Convenience	4.5351	3.2448	2.285*	0.001
2	Speed	2.3802	1.3489	3.373*	0.002
3	Reward and cash back	3.4506	2.2142	2.516*	0.035
4	Budget management	2.3924	4.3458	-2.533*	0
5	Transaction details	3.2979	3.6744	-2.792*	0.003
6	Security	3.4647	4.4439	-5.686*	0.005
7	User friendly	2.3099	4.551	-2.748*	0

Source Primary Data

- **Significant at 0.05 level**

It is noted from Table-1, that mean score as well as t-value of the benefits of using g-pay. The highest attitude products among male are identified in 'convenience', 'security' and 'reward and cash back', since their respective, mean score is '4.5351', '3.4647' and '3.4506'. The highest attitude among female are identified in, 'user friendly', 'security' and 'budget management', since their respective mean score is '4.5510', '4.4439', '4.3458'. Regarding benefits of using of g-pay are identified in 'convenience', 'speed', 'reward and cash back', 'budget management', 'transaction details', 'security' and 'user friendly', since the p-value is less than the significant level of 0.05. Therefore, the hypothesis of these variables rejected. Hence, all these seven variables are significantly impacts the benefits of using g-pay.

Objective- 2: Expenditure pattern of Professionals during post g-pay

The expenditure pattern of IT professionals during pre and post g-pay are analysed with the help Gap analysis. For this purpose, there are 12 variables have been taken by the researcher for the analysis. The results of Gap analysis are shown in Table 2

Table 2

Table 2 Gap Analysis of Expenditure Pattern of IT Professionals During Pre and Post G- Pay						
Sl. No	Variables	Mean score		Differences	Gap Percentage	Favourable/ Unfavourable
		Pre G-pay	Post G-pay			
1	Groceries	3.8	4.1	-0.3	6%	F
2	Medical expenses	3.3	3.5	-0.2	4%	F
3	Stationeries	4.1	3.7	0.4	8%	UF
4	Fresh produce	3.8	4.2	-0.4	8%	F

5	Education	3.7	4.3	-0.6	12%	F
6	Shopping	3.5	4.5	-1	20%	F
7	Hotels & Restaurants	3.7	4.4	-0.7	14%	F
8	Entertainment	3.7	4.2	-0.5	10%	F
9	Durable products	3.6	3.7	-0.1	2%	F
10	Travelling expenses	4	4.1	-0.1	2%	F
11	Beauty products	3.6	4	-0.4	8%	F
12	Street stalls	4.0566	4.2368	-0.18	3.60%	F

Source Primary Data

The highest attitude towards status of expenditure pattern among professionals pre and post g- pay by 0.1 and impacts 2%,durable products will raise 0.1 and impacts 2%,street stalls will raise 0.18 and impacts 3.6%,medical expenses will raise 0.2 and impacts 4%,groceries will raise 0.3 and impacts 6%,beauty products and stationeries will raise 0.4 and impacts 8%,entertainment will raise 0.5 and impacts 10%,education raise 0.6 and impacts 12%,hotels & restaurants will raise 0.7 and impacts 14%. Hence these variables impact the expenditure pattern among professional during post g-pay.

The expenditure pattern of IT professionals pre and post g-pay have been analysed with the help of Paired sample t- test. The results of analysis are shown in Table 3.

Table 3

Table 3 Paired Sample T-Test for Expenditure Pattern of IT Professionals During Pre and Post G-Pay

S.No	Variables	Pre-g-pay (mean score)	Post g-pay (mean score)	t- value	Sig.(pvalue)	H ₀
1	Groceries	3.8	4.1	- 2.219*	0.003	Rejected
2	Medical expenses	3.3	3.5	- 1.705*	0.003	Rejected
3	Stationeries	4.1	3.7	3.574	0.079	Accepted
4	Fresh produce	3.8	4.2	- 3.574*	0.003	Rejected
5	Education	3.7	4.3	- 6.514*	0	Rejected
6	Shopping	3.5	4.5	- 9.950*	0.015	Rejected
7	Hotels & Restaurants	3.7	4.4	- 8.918*	0	Rejected
8	Entertainment	3.6	3.7	-0.875	0.091	Accepted
9	Durable products	3.7	4.2	- 3.475*	0.001	Rejected
10	Travelling expenses	3.8	4.4	- 2.126*	0	Rejected
11	Beauty products	3.6	4	- 2.787*	0.014	Rejected
12	Street stalls	4.0566	4.2368	-2.97	0.082	Accepted

Source Primary Data

- **Significant at 0.05 level**

The Paired sample t-test is used for the analysis of expenditure pattern of IT professionals during pre and post g-pay. The highest attitude towards pre g-pay are identified in 'Stationeries', 'street stalls' and 'Travelling expenses' and their respective mean score is '4.1000', '4.0566' & '4.0000'. The highest attitude in post g-pay are identified in 'shopping', 'hotel & restaurants' & 'education' and their respective mean score is '4.5000', '4.4000' & '4.3000'. Thus, the pair of Groceries, Medical expenses, Fresh produce, Education, shopping, Hotels & Restaurants, Durable products, travelling expenses and beauty products are significantly impacts the expenditure pattern of IT professionals during post g-pay.

11. SUGGESTIONS AND RECOMMENDATIONS

The expenditure pattern involves the cash flow transactions emerged to meet the needs and wants of an individual. Digital payment system plays a crucial role for the process of payment structure in the digitalized world. Every new digital structure will have positive and negative aspects. As g-pay is more dominated by positive aspects by offering many beneficial services such as convenience, speed, reward and cash back, budget management, transaction details, security, user friendly. All these services provided by g-pay are more effective without any technical issues it will increase the satisfaction level of the IT professionals. The expenditure pattern of IT professionals relating to groceries, medical expenses, Fresh produce, education, shopping's, hotels & restaurant, entertainment, durable products, beauty products, and street stalls have increased during post g- pay. The pair of Groceries, Medical expenses, Stationeries, Fresh produce, Education, shopping, Hotels & Restaurants, Durable products, travelling expenses and beauty products are significantly impacts the expenditure pattern of IT professionals during post g-pay. Digital payments are stimulating the purchasing greed more among the people, this will make them in forgetting the value of money in spending for unnecessary wants. Thus, it can be suggested that g-pay, the digital payment is an effective technique can be needed more in this digitalized world. IT professionals are capably skilled and aware to lead their life in this technical world. Hence, they can enjoy the features of g-pay in their style of smart without losing their monetary assets. Thus, IT professionals are highly enjoying the features and benefits rendered by g- pay.

CONFLICT OF INTERESTS

None.

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