Adoption of Digital Payment by Street Vendors: A Catalyst for Tourism Development

Project submitted in partial fulfilment of the requirement for the Degree of Master's of Business Administration in (Tourism and Travel Management)

By

RAJALAXMI S

(21PTA020)

Supervisor

Dr. K. Sathiyabamavathy

Department of Tourism Management

Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore – 641043

May 2023

Avinashilingam Institute For Home Science and Higher Education for Women

(Deemed to be University under Category 'A' by MHRD, Estd, u/s 3 of UGC Act 1956)

Re-accredited with 'A++' Grade by NAAC, Recognised by UGC under Section 12B

Coimbatore-641043, Tamil Nadu, India.

PROJECT

Entitled the name of

Adoption of Digital Payment by Street Vendors: A Catalyst for Tourism Development

By

RAJALAXMI S

21PTA020

Project Submitted

In partial fulfilment of the requirement for Master's Degree

In

MASTER OF BUSINESS ADMINISTRATION

(Tourism and Travel Management)

May, 2023

CERTIFIED AS BONAFIDE RESEARCH WORK

17/5/23

Signature of HOD

K. Sathiyabama Vathy 18/5/23

Signature of the Guide

DECLARATION

I declare that the project entitled **"Adoption of Digital Payment by Street Vendors: A Catalyst for Tourism Development"** submitted by me for the degree of Master of Business Administration (MBA) in Tourism and Travel Management is the record of work carried out by me during the period from December 2022- May 2023 under the guidance of **Dr. K. Sathiyabamavathy MBA, M.Phil., Ph.D., NET, SET, Assistant Professor, Department of Tourism Management**, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore and has not formed the basis for the award of any Degree, Diploma, Associate ship, Fellowship, Titles in the University or any other similar institution of Higher Learning.

K. Sathiyabamavathy 16/5/23

Signature of the Supervisor

S. Rajalaxmi.

Signature of the Candidate

ACKNOWLEDGEMENT

The success of this project lies in the hands of many people who have helped and guided me in completing the project. The researcher takes this opportunity to express her thanks and gratitude to each one of them.

It gives me immense pleasure and pride to place on record my sincere gratitude to all inspired and helped me in this endeavour. After all the academic pursuit has led me to draw inspiration for many sources.

My sincere thanks to our beloved **Chancellor Dr. S. P. Thyagarajan, Vice Chancellor Dr. Bharathi Harishankar, Registrar Dr. S. Kowsalya, Dr. P. Chitramani Dean, School of Commerce & Management,** Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore for allowing me to undertake the project work which forms the part of the curriculum.

I would express my sincere thanks to **Dr. Bindu V. T. MTA, M.Phil., PGDBA, Ph.D., NET, Head of the Department of Tourism Management,** Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.

I wish to express my deep sense of gratitude and profound thanks to the project guide **Dr. K. Sathiyabamavathy MBA, M.Phil., Ph.D., NET, SET, Assistant professor Department of Tourism Management,** Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore for being my inspiration and well-wisher for her keen interest, valuable guidance and consultant without whom this would have not taken shape. I would also like to thank all teachers of the Department of Tourism Management. I am also thankful to the respondents for their support in completing my research. Last but not least I wish to thank each one of my friends who have helped me in making this research success.

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

INTRODUCTION

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO TOURISM

The origin of the word ‘tourism” or “tourist’ is related to the word “tour” which has he derived from the Latin word ‘tornos”, it means a turners wheel or tool for describing a circle, it also means a round tour or circular journey. “Tourism is the totality of the relationship and phenomenon arising from travel and stay of strangers provided the stay does not imply the establishment of a permanent residence and is not connected with any earning activity” (Hunziker and Krapf, 2002). “Tourism denotes the temporary or short-term movement of people to destination outside the place where they normally live and work and these activities of these destinations” (Burkart and Medlik, 2014). According to Lickorish and Kershaw (2008), Tourism embraces all movements of people outside their community for all purpose except migration or regular daily work. The most frequent/reason for this movements is for holidays, but it will also include the attendance of conference and movements on sporadic or in frequent business purposes”.

Tourism is an inherently interdisciplinary field of Study. Tourism is a developing industry. The fact that tourism brings enormous economic benefits is recognized all over the world. Tourism is an important aspect of job creation, poverty alleviation and sustainable human development. Growth in the tertiary sector is underpinned by achievements and impressive progress in the international tourism industry. Annual tourist arrivals are about 1.5 billion annually. Tourism is his fourth largest industry in the global economy, so it contributes about 11 percent to employment and 10.2 percent to global GDP. Boasting a rich cultural heritage and a bountiful natural environment, the country has made magical progress in the tourism industry. Biodiversity, climate, historical sites, religious sites. Forests, wildlife, waterfalls, Handicrafts, classical and folk dances, and music are some of the major attractions of the global tourism industry. The tourism industry has great potential. It can benefit economic progress and development in many ways. Tourism industry plays an important role in creating jobs worldwide, but the development of infrastructure that benefits multiple-use of the same like roads, hotels and high-end restaurants as well as health care facilities and sports canters to centre the foreign visitors. India has rich destinations, natural, cultural and historical wealth

which has economy to grow as a fast most of the jobs in this regards are seasonal. In the present world existing profession, chemicals and automotive are the three largest industries; Fuel is an essential requirement at every stage of the economy, Chemicals are essential for development of primary as well as secondary industrial economy. The fourth largest industry is Tourism which is the service industry and needs the human resource to be developed in this fast moving world. Tourism progress was led by the European countries since 1950. Their share in international tourism was huge. The tourism industry is highly respected in most countries of the world as it earns huge amounts of foreign currency. Most economies rely on the tourism industry. The tourism industry has the ability to extend its socio-economic benefits to all levels of society and thus can become a key industry in the fight against poverty. One of the famous and rich heritage, domestic tourism has made remarkable progress in the Indian tourism industry as a hygienic environment with transport accommodation, tourism infrastructure is developed in India. Unity and diversity, ancient civilizations, historic forts, caves and cultural heritage are the main attractions of Indian tourism. India's tourism industry is one of the largest service industries that contributes foreign currency to the Indian economy. Incredible India drives sales growth due to special government campaigns. Indian states have taken initiatives to develop infrastructure for tourism development. Honorary Prime Minister Sri Narendra Modi, in his Independence Day flag-raising speech, called for all Indians to visit at least 15 tourist destinations annually in order to develop the tourism industry. This shows how important tourism is to the economy of the country and the development of the region.

1.2 PILGRIMAGE TOURISM

The term pilgrimage can be used in two senses; on the one hand, it is used to label the journey any individual undertakes to a sacred place with the idea is a pilgrim; and, on the other, it refers to the structured institution, that is the full composite of relevant features which constitute the socio-cultural ecology of individual pilgrim behaviour. It is also possible to speak of pilgrimage as the institutional complex of journeys to sacred places as practiced and conceived by that cultural or religious group. Pilgrimage is, therefore, both an individual's behaviour and a socio-cultural institution. One can thus refer to pilgrimage as the total set of symbols, history, rituals, legends, behaviour, deities, locations, specialists.

Morris (2006) advocates that designation of a pilgrimage center or a pilgrim does not mean here the thing labelled but in the role these entities play in a process of self-labelled pilgrimage.

Functional analysis of pilgrimage are found to be of three types,

I. Those that considered pilgrimage to be socially interactive;
II. Those find that pilgrimage enhanced group cohesion among the pilgrims themselves and
III. Those that found in pilgrimage a representation of the ordered relations of secular social life.

Pilgrimage, occurring as it does across a wide spectrum of social formation. Should, furthermore, provide a gauge for measuring the complexity of societies and thereby play a part in constructing a typology of social forms. The rituals of pilgrimage involve/ reveal as enactment of aspects of the temporal social order. Pruess (2008) sees pilgrimage as both a ritual action and a social phenomenon and Pilgrimage serves many purposes such as social, spiritual and psychological for Hindus who follow Brahmanical ritual tradition pilgrimage is spiritual act. Ancient and medieval India people interested in visiting religious places had classified these in to thirthatana, paryatana and deshatana. The Muslim pilgrimage to Mecca is obligatory for all Muslims of every country as it is considered as one of the basic principles or five pillars of Islam, on an equal footing with belief in Allah and the prophet Mohammed, prayer, fasting and the giving of charity. As of the Koran states that the pilgrimage is not simply religious travel but it is cultural encounter bringing together Muslims from all parts of the world. Besides social interaction and cultural activity, pilgrimage also provides lot of fun and merriment. For the average folks, the change in the routine life brings enjoyment the changing socio-cultural preferences are reflected in it. Pilgrimage has come to acquire an increasingly greater component of what may often be called recreational tourism, and in consequence, making pilgrimage as increasingly relevant concern of the tourism management sector.

1.3 SRIRANGAM

Srirangam, an enchanting island town in Tiruchirapalli (otherwise called Trichy), is part of the South Indian state of Tamil Nadu, India. Srirangam was known as Vellithirumuthagramam during ancient times. In Tamil language, the town is popularly referred to as Thiruvarangam. The town of Srirangam is ideally located in the middle of two rivers that is Kaveri (also Cauvery) and Kollidam (Coleroon, a distributary of the river Kaveri). The town is a very popular destination amongst the Hindu pilgrims because some of the famous Shiva and Vishnu

temples are situated in Srirangam. In fact, the town of Srirangam itself has a large population of Vaishnavites or people who worship Lord Vishnu. One of the most famous temples in the place is Sri Ranganathaswamy Temple. Every year the temple sees a large influx of Hindu devotees who visit the temple to seek the blessings of Lord Vishnu. The temple is believed to be the biggest operating Hindu temple in the whole world. It has been built over an area of 631,000 square metres, with a built-in perimeter of 4 km.

Srirangam temple is often listed as one of the largest functioning Hindu temple in the world. The temple is an active Hindu house of worship and follows the Tenkalai tradition of Sri Vaishnavism. The temple complex has been nominated as a UNESCO World Heritage Site, and is in UNESCO's tentative list. Throughout the year, the temple holds several festivals. Out of 365 days a year, 322 days are filled with festivals at the Srirangam temple. The temple attracts 1000's of visitors each day and the 21-day annual celebration of the temple is one of the must-visit festivals in South India conducted during the Tamil month of Margali (December–January) which draws more than 1 million tourists every year.

1.4 SRIRANGAM TEMPLE

Sri Ranganathaswamy Temple in Srirangam in Tiruchirappalli, also called as the Srirangam Kovil, this ancient Hindu temple is one of the few Hindu temples devoted to Vishnu Bhagwan, one of the trinities from Brahma, Vishnu and Mahesh. In fact, this grand Vaishnava temple is the biggest Vishnu temple in India. Of all the 106 earthly Vaishnava Divya desams (also known as Vishnu temples) as described in Nalayira Divya Prabhandam, Sri Ranganathaswamy Temple in Srirangam is the oldest one. Nalayira Divya Prabhandam is a seminal work on 12 Alvars.

This is exactly why Srirangam Temple is famous all across the world! Devotees from India and many other foreign nations visit Srirangam Temple every day.

1.5 TOURISM AND ECONOMIC GROWTH IN THE DEVELOPING WORLD

According to the UN World Tourism Organization, tourism is one of the world's largest industries and the largest service sector. Moreover, in the past decade tourism grew in the world's poorest 49 countries at a rate six times that of Europe. Over the past half-century, the

growth in tourism has been nothing less than spectacular. In 1950, about 25 million people travelled every year. Today, more than 800 million do. That's 32 times as many people spreading wealth and generating economic growth—much of it in countries that need it the most. The combination of increased demand in Travel & Tourism, combined with new communications technologies, helps facilitate significant economic growth in developing countries and electronic payments which can be made over the Internet are critical to making the formula work. These factors can also help stimulate economic activity in less-developed economies. In Ethiopia, tourist arrivals since the end of the 1998–2000 war with Eritrea have grown by an annual average of 15 percent. According to the World Bank report, the percentage of vacation tourists has increased by over 180 percent.11 More than ever, tourism represents a gateway to economic progress and prospects for increased personal dignity and a better life for people around the world. Tourism is now well recognized as a key to bringing wealth and experience from the richest countries to the poorest ones especially as it increasingly interacts with advanced information technologies. In fact, the UN World Tourism Organization has cited tourism as an important factor in achieving the UN's Millennium Development Goals. It is easy to see why. Tourism is bigger than the automotive, agriculture, and electronics sectors representing 6 percent of total world trade and 40 percent of trade in services. It generates trillions of dollars in global GDP, hundreds of millions of jobs, massive exports and investment and a significant degree of resilience to economic crises and natural disasters. After three years of stagnant growth, no doubt largely attributable to concerns about terrorism and SARS, international tourism experienced a rebound in 2004, with the large majority of destinations reporting positive results. In particular, the Asia Pacific region experienced a strong rebound after the SARS-induced setbacks suffered in 2003, with the recovery of the world economy (especially the economic generators, the United States and Europe, as well as Asia itself). Direct international tourist spending now stands at US$800 billion a year—more than US$2 billion a day; it is expected to double by 2020.13 Tourism also helps create jobs directly (in such industries as transport, hospitality, and travel firms); indirectly (agriculture and manufacturing); and induced (roads, services, and utilities).World T&T employment is currently estimated at 234 million jobs, 8.7 percent of total employment.14 Most encouragingly, the benefits of job creation fall disproportionately to developing and less-developed economies. Consider the top 10 countries benefiting from job creation through tourism. Only two of the 10 can be classified as developed economies (the United States in 7th place and Spain in 9th). Five are developing economies (1st place is China, 2nd is Indonesia, 3rd is Mexico, 4th is India, and 6th is Brazil). One is an economy in transition (the countries

of the former Soviet Union, in 5th place), and two are less developed economies (8th place is Bangladesh and 10th is Pakistan.)15 The unique value of tourism to emerging markets is easy to see. Over the past decade, tourism grew in the world's 49 poorest countries at a rate six times faster than Europe. In fact, tourism grew at a rate of 6–8 percent a year collectively in China, India, Africa, and the Middle East, compared with 3–5 percent in Europe and the United States. Tourism transfers wealth, technology and skills to emerging economies.16 Tourism expenditures and the export and import of related goods and services generate income in the host country and can stimulate the investment necessary to finance growth in other economic sectors. In fact, international tourism is one of the top five export categories for as many as 83 percent of countries, and is a leading source of foreign exchange for at least 38 percent of countries.17 The statistics paint a promising picture—a picture of opportunity. But filling that picture out requires encouraging people to travel and help stimulate wealth creation. In doing so, one of the greatest boons to Travel & Tourism in recent years has been the development of digital payments.

1.6 TOURISM GROWTH: ADVANTAGES TO LOCAL ECONOMIES

The opportunities for promoting the growth of tourism are clear; as are the advantages to local economies. The high propensity to create wealth in diverse economic sectors and to distribute it among all the population has been one of tourism's most compelling attractions. It has led governments and economists of developing countries to adopt it as a focal sector for diversifying their economies, which have often historically depended on producing primary raw materials. It generates high-paying jobs across the spectrum and intensive central investment in tourism facilities has the indirect effect of creating opportunities for the sustainable development of hundreds of small- and medium-sized ancillary businesses, which are not capital-intensive, in a variety of fields. For developing economies, tourism can truly be a rising tide, lifting all boats. Too often, local conditions inhibit growth including the growth of tourism. For instance, transportation infrastructure and utilities are adequate, able to effectively facilitate tourist travel or encourage spending. The access to financing for both merchants and consumers, as well as access points for tourists to withdraw cash, and telecommunications infrastructure to support electronic payments helps for sustainable development. Only the High taxes and bureaucratic obstacles to business discourages potential entrepreneurs from starting businesses aimed at attracting tourists, meeting their needs, and

encouraging them to spend. A lack of training support makes it difficult for many tourist businesses to ensure the supply of workers necessary, and diminishes the service capacity of the industry in various countries in turn making it difficult to attract tourists, provide for their service, and encourage return trips.

1.7 BRIEF HISTORY OF CURRENCY AND PAYMENT METHODS

The concept of money appeared with the dawn of human civilization. It is basically a means of exchanging goods between two individuals. The concept of what can be considered money has changed over time from pets, seashells, coins, bills to now crypto currency. The barter system that was the springboard for trade in goods dates back to around 9000 BC. In this system, people can exchange goods with each other without any standard technique, for example – One person can trade an ax with a goat. Times have changed and then people take a standard item as a basis for purchasing. These are often naturally found valuables like seashells, special stones, etc. which varies from region to region. Around 700 BC. A.D., with the development of metallurgy, precious metals such as gold and silver were declared currency by the kingdoms. Gradually, the kingdoms switched to cheaper metals like copper and other alloys like brass. Coins made of these materials are very profitable to produce and receive the valuable status marked on them. The Chinese, with the invention of paper around AD 700, revolutionized the monetary system. Soon, paper printed with its value and other specific information was considered money. It is much easier to transport than coins and much easier to print than the complex metallurgical processes used to create coins. Paper notes later became popular all over the world, this is still in use. Another system of paper checks was started by an English banker in 1762 AD. This check is issued by the bank and distributed to the consumer, with a valid number and signature, the check can be cashed. With the launch of a credit card by a Brooklyn bank in 1946, plastic money was born. This plastic money also changed the way payments were made as wallets started becoming cashless, and a new sense of comfort of not carrying cash was being liked by masses. Coca Cola in the year 1997, introduced the system of mobile payment to the world, in which the vending machines were enabled to accept payments by sending SMS from any mobile phone. Gradually mobile wallets came into existences that are basically software applications loaded on mobile phone for making payments. Many banks and other third party companies have launched. Mobile wallet has now evolved with many other

NFC and UPI technologies. Crypto currencies have also attained the status of money in recent year.

1.8 DIGITAL PAYMENT

One of the major objectives of Digital India is to achieve "Faceless, Paperless, Cashless" status. The promotion of digital payments has been accorded the highest priority by the Government of India to bring each and every segment of our country under the formal fold of digital payment services. The vision is to provide the facility of seamless digital payment to all citizens of India in a convenient, easy, affordable, quick and secured manner. During the last three years, digital payment transactions have registered unprecedented growth in India. Easy and convenient modes of digital payment, such as Bharat Interface for Money-Unified Payments Interface (BHIM-UPI); Immediate Payment Service (IMPS); pre-paid payment instruments (PPIs) and National Electronic Toll Collection (NETC) system have registered substantial growth and have transformed digital payment ecosystem by increasing Person-to-Person (P2P) as well as Person-to-Merchant (P2M) payments. At the same time, pre-existing payment modes such as debit cards, credit cards, National Electronic Funds Transfer (NEFT) and Real-Time Gross Settlement (RTGS) have also grown at a fast pace. BHIM-UPI has emerged as the preferred payment mode of users. The Government of India also launched the digital payment solution e-RUPI, a cashless and contactless instrument for digital payment which is expected to play a huge role in making Direct Benefit Transfer (DBT) more effective in digital transactions in the country. All these facilities together have created a robust ecosystem for a digital finance economy.

1.9 MOBILE PAYMENT

With the continuous upgrading of technology, affordable smartphones are supported by very cheap internet, mobile shopping trends and government support. Mobile payment adoption has grown exponentially. Mobile wallets in India were launched in 2004. Mobile payments are growing in number at breakneck speed. Lack of awareness, security, expensive phones and expensive internet data are the main reasons for this growth. The industry needs a lot of support to function better. Help comes from the government in the form of the IMPS cash transfer system. During the inauguration of IMPS in November 2010 in Mumbai, Shyamala Gopinath.

The CEO of the Reserve Bank of India has said that reducing the use of cash in India is an urgent need and with the launch of IMPS, she aims to increase the use of mobile wallets. Although it is basically internet and mobile banking, this system has gained people's trust as the money was credited to the account within seconds. Slowly and gradually, mobile payments started gaining popularity with the introduction of low-cost smartphones in the market and attractive cashback offers from mobile payment service providers. M-Payments was initially dominated by a few third-party payment providers, only with the launch of UPI in 2016 by NPCI's diversification into mobile payment players starting in India. Seeing the huge potential of this industry, other players in the ecosystem have gradually launched their own products. Mobile wallets have been launched by banks, such as ICICI's Pockets and SBI's Yono, a telecom network provider. Money from Jio & Airtel, 3rd party tech giants like Google Pay and PayPal. Government too came on board by launching its own payment app named BHIM. E-commerce mammoth also entered the industry to magnify their profits e.g. PhonePe (acquired by Flip kart), Free charge (acquired by Snap deal), and similarly Amazon pay. Ola money have been launched by respective companies. Altogether, they are painting a new picture in the payment scenario of India. Cash to GDP ratio of India is around 12% which is much higher that developed economies like USA & UK. As per KPMG's report in 2019, non-cash transactions are expected to reach till 20% by 2023. The Indian Digital Payments report by the payments company World line India (WI) reported that in 2019 UPI recorded a transactional volume of 10.8 billion with a 188% Y.o.Y increase. As of December 2019. A total of 143 banks are providing UPI services, with 9 more banks were added in 2019 to the UPI ecosystem. UPI transactions crossed one billion transactions in a single month in 2019, for the first time since its launch, processing nearly 11 billion transactions in the year 2019. According to the same report, value of cards and mobile payment crossed the value of ATM withdrawals in 2019, whereby, UPI payment has dominated cards. This increase in UPI transactions may be a threat to banks and card network, similar to situation in China where people are going digital directly from cash to mobile payments ignoring use of cards.

QR codes as new digital payment tool:

QR codes, or barcodes on a mobile device, were a digital payment tool that emerged with new digital wallet users during the pandemic—and were used more frequently at grocery stores and online-only retailers.

- Eighteen percent of respondents used a QR code or barcode for the first time during the pandemic, and 40% report using them more frequently.
- QR codes offer opportunities for retailers looking to gain a share of the growing digital wallet user audience, with 30% of non-users being interested in using barcodes or QR codes.

1.10 MOBILE PAYMENT PLAYERS

There are more than 45 mobile wallet providers and approx 50 UPI-based wallet providers in India, according to KPMG, M-payment in India has diversified players from its ecosystem. Banks, e-commerce giants, third party and government are all providing mobile payment services in India Major players and their downloads are listed below. (www.mordorintelligence.com)

NAME OF THE WALLET	USER BASE AS OF 2022
PayTm	193 million
Google pay	106 million
PhonePe	154 million
Freecharge	54 million
PayPal	100 million
SBI Yono	10 million
Amazon pay	120 million

(Source: mordorintelligence)

1.11 STREET VENDORS

The term 'street vendor' in English is often used interchangeably with 'street trader', 'hawker' and 'peddler'. There are also many local terms and regional variations Street vendors are sometimes distinguished from those who operate on types of public spaces that are not specific or street-related – train stations, buses, Public Park, etc., but often the term is used holistically. Everyone buys something from a street vendor at some point in their life: hot dogs, cookies, meat, vegetables, fruit, cold drinks, flowers, small souvenirs or memorabilia from the shops. Vacation or trip. A hawker is someone who sells food, goods and furniture on the street or in

an open-air market rather than in a brick-and-mortar store. A hawker's "store" can be a small outdoor space that can be locked and closed at the end of the night, or a cart that can be moved from place to place and taken home at the end of the day. A street vendor sells goods from a cart or station located near a pedestrian area. The main goal of a seller is to make money by selling items that people need or want. Often these items are food related, as these are the easiest permits to obtain. Selling food or other merchandise from a cart or stand on the street may seem like a perfect way to earn a living while at the same time owning a small business. Self-employment and the opportunity to set one's schedule, all the while being outside may seem like the best job opportunity around. With no building lease costs, overhead of employees, and few bills besides the cost of the merchandise being sold, street peddling appears to be a relatively simple business venture. However, like any other small business, street vending requires time, patience, some upfront costs, strategic planning and basic marketing strategies, and the proper licenses or permits required by the state or area. Generally, a vendor will need to obtain a sales tax permit and a tax certificate from the government's revenue agency, a general business license from the city or county clerk's office, and an additional vendor or peddler's license from ones city or county government. These permits can take anywhere from several weeks to several months to obtain depending on the area and time of year. It also should be noted that many areas throughout North America only allow a certain number of permits to be given each year, so it is important to research the area where one hopes to work to be certain that a permit or license can be obtained. A vendor will also need to be aware and be in accordance with any other registrations or licensing requirements that apply to the area in which they will be working. If the items being sold are food-related, contact with the area's local Department of Health will need to be made in order to obtain permits as well as to be advised of health codes and regulations. A food vendor will likely be required to attend a Food Protection Course for Mobile Food Vendors.

1.12 STREET VENDORS IN INDIA

As pointed out by the "Ministry of Housing and Urban Poverty". There are ten million street vendors in India, of which the city of Mumbai accounts for 250,000, Delhi has 200,000, Kolkata over 150,000 and Ahmadabad 100,000. Most of them usually work 10-hour, 12-hour shifts a day. Despite the fact that the pervasive licensing regime allowed an end to the Indian bureaucracy for most retail sales in the 1990s, it continued in the sector. Licensing is not

appropriate in many metropolitan areas, like Mumbai, where 14,000 licenses are available, meaning many vendors mismarket their products, making them vulnerable to police officers and City government bribes and blackmails. Besides harassment, significant fines and abrupt evictions. In Kolkata, street vending is considered a recognizable and unsolvable offense. As indicated by the "Ministry of Housing and Urban Poverty Alleviation." There are ten million hawkers in India, among Mumbai city representing 250000, Delhi have 200000, in Kolkata, over the 150000 and in Ahmadabad, 100000. A majority of them laid-off workers, work normally for 10 hours to 12 hours in a day. Despite the fact that the prevailing license scheme allowed the Indian bureaucracy to end for most retail sales in the year 1990s, it proceeds in this business also. Unseemly permit roof in many urban areas, similar to Mumbai, which have a roof of 14000 licenses, implies that more sellers trade their products wrongly, this practice makes them prone to bribe and extortion by police personnel and municipal corporation authorities. Other than harassment, substantial fines and sudden expulsions. In Kolkata, the street vending treated as a cognizable non-bailable offense.

In general, there may be two sorts of street vendors, to be specific. Stationary and mobile sellers. Stationary vendors regularly involve a place on the pavement from where they offer their products. At times, they may have Temporary stalls. The mobile sellers classified into the various sorts. Those are the individuals who offer their products with push trucks. They are similarly better earners since sellers can offer more extensive assortment of goods and services they offer, for example, vegetables, fruits and so forth. The stationary merchant then again, may have brought down deals since s/he has limitations of space.

1.13 GOVERNMENT'S INITIATIVES FOR STREET VENDORS

- **SVA Nidhi Scheme:**

Ministry of Housing and Urban Affairs has launched Prime Minister Street Vendors Atma Nirbhar Nidhi, better known as PM SVANidhi, a Central Sector Scheme, on 1st June 2020. The scheme was launched with the objective of providing an affordable working capital loan up to ₹10,000/- to the Street Vendors to resume their businesses, adversely impacted due to COVID-19 Pandemic. Subsequently, for the socio-economic upliftment of Street Vendors, the Ministry has initiated 'SVANidhi se Samriddhi' in 125 Urban Local Bodies, selected for saturation in the first phase on 4th January 2021.

SVA Nidhi Scheme was launched to benefit over 50 lakh street vendors who had been vending in urban areas including those from surrounding peri-urban/rural areas. A total number of 31.73 lakh street vendors had benefited from the first loan of US$ 122.08 (Rs 10,000) and 5.81 lakh of them had benefited from the second credit of US$ 242.51 (Rs 20,000) as of November 2022. Moreover, 6,926 of those who had benefited from the second loan had also benefited from the third loan of US$ 606.28 (Rs 50,000). Also, benefits under the PM SVANidhi Scheme are estimated to be distributed to additional 42 lakh street vendors by December 2024. It also aims to promote digital transactions through cash-back incentives up to an amount of Rs. 1,200 per annum. (Source: https://pmsvanidhi.mohua.gov.in/)

- **National Association of Street Vendors of India:**

NASVI is a national federation of street vendor organizations. It is a coalition of Trade Unions, Community Based Organizations (CBOs), Non-Government Organizations (NGOs) and professionals. NASVI was registered in November, 2003 under the Societies Registration Act of 1860. Since its formation, NASVI is committed to struggle for creating a supportive environment for the street vendors to carry out their legitimate vending. All the initiatives of NASVI are focused to secure the livelihood of street vendors through policy interventions, changes in political- legal environment, dialogues with policy makers, administrators and planners, organizing state-level, national and international conferences, organizing struggles/processions/demonstrations/dharnas, supporting in crisis, providing legal aids, capacity building of street vendor organizations, financial services, collecting and disseminating information about issues concerning street vendors, sensitizing society about the issues of street vendors and so on.

The membership of NASVI is open to Trade Unions (TUs), Community Based Organizations (CBOs), Non-Government Organizations (NGOs) and professionals like Lawyers, Teachers, Doctors, Social activists who have been working for the empowerment and development of the street vendors. In terms of recognition among street vendors, the membership of NASVI is increasing day by day. The main objective was to bring together the street vendor organizations in India so as to collectively struggle for macro-level changes. (Source: https://nasvinet.org/)

- **The Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014:**

Street Vendors (Protection of Livelihood and Regulation of Street Vending) Act, 2014 is an Act of the Parliament of India enacted to regulate street vendors in public areas and protect

their rights. It was introduced in the Lok Sabha (Lower House of the Parliament of India) on 6 September 2012 by then Union Minister of Housing and Urban Poverty Alleviation, Kumari Selja. The Bill was passed in the Lok Sabha on 6 September 2013 and by the Rajya Sabha (upper house) on 19 February 2014. The bill received the assent of the President of India on 4 March 2014. The Act came into force from 1 May 2014. The Act defines a "street vendor" as a person engaged in vending of articles of everyday use or offering services to the general public, in any public place or private area, from a temporary built-up structure or by moving from place to place. (Source: https://mohua.gov.in)

1.14 PEOPLE ENGAGED IN STREET VENDING BUSINESS

Street sellers are for the most part the individuals who are failed or unfit to avail regular job opportunity. These segments of urban poor try to take care of themselves by their insufficient income. Diverse others actions of the urban inhabitants. They don't request that state or central government make jobs for them.

Street vendors are often individuals who can't get regular job opportunities in the formal segment earned by virtue of their insufficient education and skills. They strive to address their livelihood problems through their inadequate financial resources. Estimates of the average earnings of street traders in 2000 by studies shown in the "Report on Construction of Work and Promotion of Livelihoods in the Unorganized Sector. 2007" by the National Commission for Enterprises in the Unorganised Sector (NCEUS), recommends hawkers profit is very low in spite of the fact that they fluctuate from business to business and also from place to place. The normal daily wage of men is around Rs.70 in many urban communities, except for Patna, where this is marginally inferior. Ladies procure considerably less Rs.40 on a daily basis. The financial problem is aggravated by how sellers have scared resources for their business and need to get credit from borrowings. A majority of sellers reported have borrowed the money from moneylenders they charging interest rates at abnormal level. In Bhubaneswar, credit is acquired by wholesalers as advances to be paid towards the end of the day at rates up to 110 percent.

The major reasons for the adoption of digital payments by street vendors are:

- **Daily Expense Tracking Made Easy:**

Adopting online payments allows the vendor to track his daily earnings and expenses from their transaction history. And this platform is an opportunity for vendors to save their money in the formal economy (stock market, fixed deposit, Bonds). A survey conducted by an educational institute in Bangalore shows that the major reason for adoption of digital payments is its convenience and ease of use. Demonetization: A ban on 500 and 1000 Rupee notes in India resulted in an acute shortage of physical money and intensified the need for various customers and vendors to temporarily adopt cashless payments. But extended after experiencing the ease and advantages of digital payments.

- **Covid-19 Pandemic:**

In the recent pandemic, avoiding physical contact while delivering objects and transactions due to the spread of the virus pushed the vendors and customers to make daily transactions digitally. Even the government advised its citizens to adopt digital payments to curb the further spread of covid-19 by making physical contact. In a survey conducted by KPMG, it was denoted that 81% of its respondents have increased using digital payments.

- **Governmental Policies:**

The government is constantly advising its people to use online payments to understand its advantages as it facilitates transparency and money circulation in the economy. Recently the Government of India launched the PM SVANidhi scheme in which vendors will be able to take loans for their working capital requirements. This is a huge step taken by the government as this scheme not only provides subsidized short-term loans to vendors but also a tool to make vendors use online payment systems.

Users of the PM SVANidhi Scheme would also get access to government schemes such as the Ujjwala gas scheme, and Ayushman Bharat in the future. Some analysts and experts said that the data collected by PM SVANidhi will be used as a tool to construct future schemes for vendors. Also, implementation of UPI and abolition of MDR CHARGES (Merchant discount rate) till certain transaction value has removed charges levied on vendors for using online platforms to receive or pay any amount digitally.

- **Demonetization**

Between Nov 2016 (demonetization announced) and March 2017, PPI share in digital payments has almost doubled to 22%. Not only were these more convenient but also provided an easy alternative to cash when getting cards was delayed due to rush in the banks. Mobile wallets were seen as an e-commerce payment tool but post demonetization they were adopted by the masses for day to day transactions at grocery stores, street vendors, tea stalls, petrol pumps and even to pay cabs and auto rickshaws.

i. Payments using mobile wallets almost doubled in the one-year post demonetization, clocking $1 billion per month in 2017.
ii. They contributed 8.3% (1.6 billion) of the overall volume and 0.02% (US$7 billion) of the overall value within the Indian digital financial system in 2016.
iii. M-wallets are expected to surpass 3.1 billion transactions worth more than US$13.0 billion in 2017.

- **Digital India Initiatives**

With push from the government's Digital India program and growing awareness, confidence is being built among the rural consumers. Policies that promote electronic payment, rise in smartphone penetration (Mobile phone subscriptions crossed the 1 billion mark in 2016 and an estimated 371 million users are now subscribed to mobile internet) , improved telecom and payment infrastructure (thanks to launch of Reliance Jio and free data offers) and promotions by wallet players have helped mobile wallet user base expand and maintain a steady foothold.

- **E-Commerce Growth**

Indian e-Commerce industry grew remarkably to reach USD 38 billion by 2016. With the preference to shop online, adoption of mobile wallets, which provide an alternative for cash, and card transactions has also increased. A number of online merchants have also been providing incentives to consumers for using mobile wallets as their payment mode. For example, Flipkart gives a 10–20% discount on orders paid through mobile wallets.

- **Increasing Consumer Need for Convenience**

Across industries, including food, consumers are increasingly looking for convenient options and the mobile wallet industry is benefiting from that trend. Ease of usage, especially with money transfer and bill payment services are a big draw for the younger user base.

1.15 BARRIERS FOR ADOPTION OF DIGITAL PAYMENTS

- **Lack Of Awareness and Resistance to Trying New Platforms**

According to a study released by the Boston Consulting Group and Google, one in every two non-users do not use digital payments because they find it is too complicated to understand. There is also a distinct lack of appreciation for the benefits of digital payments. One in two non- users have never tried digital payments because they don't understand the value proposition: they are not convinced that a switch is worth the effort.

- **Speed Of Transaction And Payment Failures**

Speeds of transaction and payment success rates are determined by both the strength of the internet connection as well as the nature of interoperability between solution providers, and can be big impediments to adoption. In cases of payment failure where the payment is deducted from the consumer's account but not credited to the merchant's, there is often a lag (of several hours and in some cases days) before the amount is credited back to the consumer's account. This can be especially unnerving for low-income consumers. If internet connectivity is poor which is often the case in India, if a payment is repeatedly declined, merchants and consumers both start losing patience. The merchant can even end up losing business if the consumer decides to cancel his or her transaction. The 2017 Economic Survey highlights that the failure rate of interoperable online transactions between different banks was 56%, almost double the failure rate of intra-bank transactions.

- **Lack of Interoperability**

According to ITU's 2016 report, purchasing different devices to service different payment options and learning different payment procedures is a major hindrance to adoption by merchants. The BCG Google report also acknowledges that cash continues to be a predominant mode of payment mainly because existing systems do not fully address the needs of the customers due to lack of interoperability. The report notes that almost 70% of the 30 billion bills generated every year in India are paid in cash primarily because bill payment is not interoperable and digital service providers have to sign up with individual service providers.

- **Fraud/Fear Of Losing Money**

Trust is another major factor which comes into play during cashless transactions. Micro and small merchants, as do low income consumers, have very little appetite for financial risk. Fear

of losing money due to chargebacks on merchants for fraud or disputed transactions, or the lack of effective grievance redressal mechanisms can significantly affect acceptance of digital payments solutions. Poor or non-existent recourse in digital financial services is also likely to disproportionately affect women because of their lesser mobility and limited technological and financial literacy.

- **Fears Of Increased Tax Liability**

It is often argued that fears of increased tax liability act as a barrier to the adoption of digital Payments; merchants avoid going digital because they worry that acceptance of digital payments will make their sales more transparent, thereby leading to an increase in tax liability. Many small merchants in India pass on sales and service taxes to consumers if they ask for an invoice. If a consumer chooses to pay digitally, he or she is also expected to bear the additional tax burden. This can he a significant harrier to adoption. Apparently, this problem is prevalent even in developed countries. A survey in Canada indicates that most Canadians would pay cash to avoid sales tax.

- **Smartphone Penetration and Consumption Of Data**

Driven by the availability and affordability of smartphones, mobiles have rapidly become a gateway to the internet (and by extension, to digital payments). According to a report by the Internet and Mobile Association of India (IAMAI), 77% of urban users and 92% of rural users consider the mobile phone as their primary device for accessing the internet. While the number of smartphone owners is expected to grow rapidly to 340 million by the end of 2017, a larger percentage of the population (74%) still relies on features phones. Therefore, one of the major hurdles in the adoption of digital payments is the lack of suitable and convenient to use options for users of feature phones. While USSD is available as an option, it is Cumbersome and intimidating to use.

- **The Hidden Cost of Cash**

During a study in Uganda, 75% respondents reported losing their savings (saved in cash, jewellery, or with informal savings groups) sometime during the previous year. A study of 274 migrant workmen in India found that the workmen incurred an average cost of 4.6% while sending remittances home through informal couriers. These are manifestations of the hidden cost of cash. Small merchants often deal with customers who transact in cash and with suppliers who do not mind getting paid in cash. While several studies have tried to quantify and highlight

the cost of using cash (opportunity cost of time spent in cash management, theft etc.), most small merchants do not see cash as an option that entails a cost.

1.16 WAY TO GO FOR A CASHLESS FUTURE

Even though there is a tremendous rise in vendors using the digital payment system, still many people hesitate to adopt the digital payment system due to the fear of losing money as they lack education on how to accept or pay digitally. As Prime Minister Shri. Narendra Modi said "Now digital transactions worth Rs 20,000 crore are taking place daily in our country. In March 2022, UPI transactions reached Rs. 10 Lakhs crores" and urged the youth of India to help uneducated vendors in using the digital payment platform.

Recently RBI in partnership with NPCI launched a mobile payment system for non-smartphone users called "UPI 123PAY". This new platform will boost digital payments in the rural population where the majority are non-smartphone users and people who are unable to buy a smartphone. Many private entities are also innovating and making payment platforms more reliable, secure, and customized to help, safeguard and enhance the user experience. Various digital payments platforms are helping and training vendors to shift from old cash transactions to the new digitized online payments system.

1.17 OBJECTIVES OF THE RESEARCH

1. To study the Demographic Profile of Street vendors in Srirangam, Trichy.
2. To analyze the level of digital payment adoption of Street vendors around Sriranganatha Swamy Temple.
3. To evaluate the significant association between profile of respondents and their impact on adoption of digital payments among street vendors.
4. To investigate the impact of digital payment options on business performance depending on the monthly income of street vendors during peak and off season.
5. To assess the relationship between the adoption of digital payment options by street vendors and their overall business performance using correlation coefficients and regression Analysis.
6. To offer suggestion on better adoption of digital payments of street vendors around Sriranganatha Swamy Temple for Tourism Development.

1.18 SCOPE OF THE RESEARCH

The success of tourism development in any country is determined by the multiple roles that it plays in terms of economic development and its ability to create positive impacts on the survival of local residents living in and around the tourism destination. A study on tourism development from the street vendor's business performance is one of the components of sustainable tourism development. Further the determinant of sustainable tourism development falls on local community's welfare and support for tourism. The study explored the deeper understanding of the "street vendors in Srirangam" adaptiveness on Digital payments. Moreover tourism brought little economic benefit to the local residents which sometime create a sense of antipathy towards tourism and the policy makers. The development must start with people of the destination because their support is essential to ensure long-term success in tourism development and this is particularly important in regional destinations.

This study primarily focuses on street vendors in knowing about the acceptance and adoption of the mobile payment systems. Thus, awareness and usage level of Mobile Payment System has been studied. Further this research focuses on the impact of demographic factors and other adoption related factors on the use of mobile payment system. It also deals with the problems faced by them while using digital payment options. The purpose of the research is to examine the relationships among the existing variables such as "Perception on digital wallet payment option." "Business Performance," and "Problems faced". Suggestions and conclusion proposed by the present researcher will be of immense use for future researcher with similar studies in this domain.

1.19 LIMITATIONS OF THE RESEARCH

This research is limited to the perceptions of retailers who are using and accepting Digital Wallet Payment Option from various Digital Payment options for their sales. This research is conducted in retailing sector, and it relates to the retailers of various shops/stores who are selling various goods in Srirangam. Therefore, this research may be inappropriate and irrelevant for wholesalers, manufacturers and other large scale organizations. The selected sample size is 250 because the research was carried out in the short span of time in Srirangam town. The analysed research would be biased as Women participation in this research is very limited. This study concentrates only, the street vendors but not the tourists or customers.

Tourists or customer's opinion about impacts of tourism should also be taken for consideration. The scope of the study is limited to Srirangam town. The nature of the destination, geographical location, climate, tourism resources, development of tourism, lifestyle of local residents and their perceptions towards adaptation of digital Payments may differ. Thus the findings cannot be generalized to other tourist spots in Tamil Nadu.

1.20 CHAPTERIZATION

Chapter 1- Introduction

The first chapter deals with the Introduction to Tourism, pilgrimage tourism, Srirangam, Srirangam Temple, Tourism Growth: Advantages to Local Economies, Tourism and Economic Growth in the Developing world , Brief history of currency and payment Methods, digital payment, mobile payment, mobile payment players, street vendors, street vendors in India, Government initiatives for street vendors, people engaged in street vending business, barriers for adaptation of digital payments, way to go for a cashless future, objectives of the research, scope of the research, limitation of the research and chapterization.

Chapter 2- Review of Literature

The second chapter presents a detailed review of literature on Tourism, pilgrimage tourism, Srirangam, digital payments and street vendors. The review of literature is an essential part of a research project. It provides a background and historical perspective on the topic, identifies research gaps, informs the research design, builds a theoretical framework, and supports the research findings. By conducting a thorough literature review, the researcher can ensure that the study is well-informed, relevant, and contributes to the existing body of knowledge.

Chapter 3- Research methodology

Research Project typically focuses on the research methodology or methods used in the study. This chapter provides a detailed description of the research design, data collection methods, sampling techniques, data analysis methods, and Construct measurement (Scale), Tools for analysis and Location of study and area of study. The purpose is to provide a clear and comprehensive explanation of how the research was conducted, so that other researchers can understand and evaluate the study's findings. It is important that the methodology section is

well-written and well-organized, as it is the backbone of the study and provides the rationale and justification for the research briefs.

Chapter 4- Analysis and Interpretation

In this chapter, data are analysed in detail and interpreted in terms of the primary theme of the dissertation. The result of the analysis and its discussions are given to disclose the proposed research problem. As Analysis involves examining and summarizing the data to identify patterns and relationships, while interpretation involves making sense of the findings and drawing conclusions. Both are necessary for generating valid and reliable research results, and require careful attention to detail and a strong understanding of research concepts.

Chapter 5- Findings, Suggestions and Conclusion

In this chapter, the research is concluded and explores the findings, suggestions and conclusions. As findings, suggestions, and conclusion are important components of a research project that help to communicate the results of the study and their implications for theory or practice. They provide insights into the research questions and contribute to the ongoing development of knowledge in the field.

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

Literature Review in any study gives a summary of the study reviewed in a particular area of research. The literature review summarizes the relevant researches conducted in the research topic of study. Or in other words, it can be said that the literature review identifies, evaluate, and amalgamate the literature in the relevant topic of study. It throws light on how knowledge has grown in the field of study. Literature review sees what has already done in the subject, it's the current status, and what more could be done in the field of study which identified the gap within the field of study to be filled. Hence, in the present chapter, a summary of Literature reviewed related to the present topic of study is given in the following pages. This literature review is grouped under various sections of headings, which summarize studies related to that section or headings.

2.1 TOURISM

Thirumal Azhagan, and Vigneswari (2018) studied on customer expectation and perception towards Tourism Industry in Trichy District, Service quality plays a critical role in the success of a tourism destination management, where it acts as a determinant for visitor satisfaction, royalty and revisit in the tourism market. The service quality is very important to be in competition, it is a key factor in differentiating service products and building a competitive advantage in tourism. Tourism creates jobs for local people. It also increases the income of other business that supply the tourism industry. Tourism is the leader in the production of new jobs. Tourism has developed an important part of the economic foundations of many countries. Growth rate of services sector faster than any other. This research paper discuss about the customers' expectations and perceptions of service provided by travel agents and to discover how the service factors were related to overall satisfaction. Considering the importance of consumer/customer in business organizations, the study aims at to identify the variables of service quality dimensions that lead to satisfaction of customers by investigating the influence of perceived service quality, perceived value, and customer satisfaction in the context of travel agents in Trichy. This study embraces the idea of improving customer acquisition, retention and satisfaction through proactively promoting operational excellence and improved customer

service strategies. The study adapts the research methodologies comprising of Percentage analysis, Chi-Square test and descriptive data.

2.2 PILGRIMAGE TOURISM

Shanthi and Paranthaman (2018) Tourism is travel for wish or profitable also the idea and practice of touring, the business of attracting, accommodating, and entertaining tourists, and the business of operating tours. Tourism has become a significant source of income for many regions and even entire countries. Pilgrimage tourism reveals the high positive effects of pilgrimage season on income, employment and high standard of living of the residents in Pudukkottai. Thirumayam Fort is a 40-acre wide fortress in the town of Thirumayam in Pudukkottai. The fort is of great historical significance and was an important stronghold of rebel chiefs in the Polygar Wars. Sittanavasal is an isolated place where we cannot find much crowd. It is a single Jain cave with faded paintings. Pilgrimage tourism is now documented as a source of expanding the country's economy. It would how ever be madness to pretend that the sector will continue to stimulate the economy without proactive measures aimed at managing the forces provoking this sector.

Vijayanand (2014) study is about the Issues and Perspectives of Pilgrimage Tourism Development Pilgrimage tourism is the type of tourism that entirely or powerfully motivates tourists for the achievement of religious attitude and practices. One of the oldest types of visiting the attractions and a global experience in the olden times of spiritual growth, it can be differentiated into different forms. The temporary religious sightseeing is well-known by excursions to close by pilgrimage centres or religious conferences. The durable implies visits of quite a few days or weeks to nationwide and worldwide pilgrimage sites or conferences. This paper investigates the issues and challenges of pilgrimage tourism and also it's civilizing significance in Tanjavur. The scope of socio-economic enlargement during pilgrimage tourism and analysis of the communications issues pertaining to the pilgrimage location of Tanjavur is dealt through in this study. The levels of inspiration and prospect of religious tourists is recognized as type factors in emergent pilgrimage tourism in the State. The data for this study was collected from crowd citizens occupied in pilgrimage tourism actions. The quantity of involvement of Pilgrimage tourists in pilgrimage tourism development of Tanjavur is elucidated in this study. This study is generally based on primary data; Secondary data necessary for this study was composed since unusual dependable sources.

2.3 DIGITAL PAYMENTS

Balakrishnan & Shuib (2021) studied on Malaysia for the Malaysian citizens to find out whether the Malaysians are ready to adopt a cashless society and cashless technologies and applications. They have collected Questionnaire Surveys among 18–64 year old Malaysians and their Sample size was 258. They used Survey method along with structured equation modelling. They explored drivers and inhibitors specifically to examine and assess their direct and indirect effects by using Cashless Society Readiness-Adoption model, which was developed on the basis of Unified Theory of Acceptance and Use of Technology 2 and Technology Readiness Index 2.0. It was found that ease of use, usefulness, innovativeness. Optimism and lack of awareness are important factor in going cashless. But it was also found by them that adoption of digital payments and its related services is not affected by perceived readiness. Having said that, the effect with the inclusion of risk and related intrinsic motivation as mediating factors was found to be quite significant.

Purba et al., (2021) provided a concept judging the technology we use in digital outlook that's applied in the financial aspects by the consumers in Indonesia especially during Covid19 pandemic. It was found that all variables like the big data and data-oriented variables, the internet, the smart phones, and other technological oriented items have constructive durable outcome on driving the choice of digital Fin Tech technology. He recognized the challenges confronted by the consumers in adopting solid digital technology. His study has anticipated several new business opportunities in the world of digital finance for the newcomers in the digital financial sector where in information technology and information technological enabled services are primarily used.

Xie et al., (2021) analysed the impact of the perception of value and perceived risk in customer acceptance of the Fin tech site. He took Pre-test with 35 Respondents, 314 answers were obtained and 201 correct answers were obtained for analysis. The variables that he have used in his study are Social influence, comfort conditions, performance expectation, effort expectation, perceived risk, perceived value, adaptive or purpose. Covariance based structural equation model, UTAUT model were used in his study. The author found things about social impact study found that social influence and perceived value had a noteworthy affirmative effect on embracing intent. Supposed danger risk had a significant bad effect on embracing intent. Favourable conditions were found to have no significant bearing on adoption intent. Performance expectation and effort expectation had a sufficiently great effect on the perception

of value but on the contrast the perception of risk did not have sufficiently great effect on the perception of value. His study stressed that if customers feel the value of the service, they are more likely to accept the service.

Zairis (2021) found in Greece that after the imposition of capital controls, there was a substantial rise in the technology acceptance level, thereby triggering the adoption of different payment technology. This study made a revelation that both e-banking transactions and the usage of plastic money like cards. Because there was a limit on what cash you could withdraw, so consumers had no other option but to depend mainly on debit cards and online payments. Further he was also observed that cashless ecosystem not only reduced the branch transactions that were happening but it also increased the tax revenue. One negative aspect was increase in frauds that were happening because of digital transactions. The study also covered some aspects of Covid 19. Its effects and implications.

Adhikary et al., (2021) his study has explored what impact digital payments have had in the unorganized retail sectors and specifically the unorganized retailors. Three related Studies were undertaken for a Sample of 403 EM Unorganized Retails. They have found in their study that adoption of digital payment technologies improves economic performance, which will help unorganized retailers to prioritize their technological investments and thereby decreasing their cost by extending credit facilities. His findings was about Card-based and App-lesed technologies positively impact UR performance. URs can maximize their performance by adopting two technologies, and they found synergistic effect between card-based and account-hased technologies. On average, adoption increased a UR's economic performance by 9.5%. They presented a nuanced understanding of whether, how much, and which digital payment teclmologies should be adopted by EM URs. His study primarily shows a positive impact of technology specially the card-based and app-based ones on the unorganized retailers and their sales performance, which can further be maximized and enhanced by adopting and having collaborative effect of card-oriented technology and account-based technologies.

Adiguzel (2020) made a literary search and explored research and payment methods around the world after the 2020 corona virus. He found that, after the SARS virus, developed countries established their digital infrastructure, made their products and developed their business infrastructure suitable for long-distance trade. He observed that economic stagnation and declining GDP are associated with declining demand. China, one of the countries where the virus began to spread, is not affected by the corona. The rich continue to be rich, and the poor

are still getting poorer. The last solution developed by the banking system about bank payment obligation option. A new type of payment and financing is practiced in foreign trade. As the risk to the buyer and seller increases on the basis of payment against goods used in foreign trade, documents against payment, cash. Letters of credit, etc., the difficulty and cost of the process will increase. The bank payment obligation system reduces both risk and operational burden and cost.

Akanfe et al., (2020) focussed on digital payment systems (DPS), which is an important concept in the digital world. His study made an analysis on the various privacy policies of Ecommerce and Mobile Wallets and various remittance apps which are important concepts of DPS. His idea was to find out the conformity with General Data Protection Regulation in order to create a national level privacy risk index for the DPS. A framework was created to demonstrate national level risks concerning DPS and make a comprehensive policy recommendation. His study also found out and listed that the national level data privacy and protection practices that are being followed. Overall, his research made important contributions to digital payment ecosystem, privacy risks involved, the various privacy policies, regulatory compliance literature.

Alkhoviter (2020) conducted comprehensive literary research on studies related to digital payments and bank acceptance in Gulf countries. Of the research studies, 46 studies were used for his study. Combination of various keywords for searching research studies as a variable of the study. Weight and meta-analysis method was used in his study. They used various combinations of some keywords related to digital payment and acceptance of banking service to select various studies and used Weight and meta-analysis for data analysis. The study concluded that most of the past studies have used UTAUT and TAM models to look at the factors influencing the scope of use of digital banking in the GCC countries. The study looked at seven factors that affect the scope of use of digital banking. Of these seven factors, only three satisfy the criteria for both weight and meta-analysis. i.e., confidence, perceived security and perceived benefit. The study reinforced the idea that the development of digital payments and banking system is because of the use of internet and mobile phones.

Bose et al., (2020) conducted research to find out the consumer behaviour of the digital wallet as a means of settling and paying bills. His study looked at how consumers choose the mobile wallet they want and the various challenges they face when using the mobile wallet. His study showed that consumers were ready for the current technological advances in the country. Paytm

is the most used mobile wallet application of all other wallets. The results indicated that there was an unused market for digital wallets in terms of increasing awareness and its use. Online shopping has emerged as the main purpose of using digital wallets. Respondents preferred to use wallets because of their ability to save time and because they are easy to use and access. However, the security of the money transferred was their main concern to the respondents. The main barriers to accepting a mobile wallet were security issues based on fear of losing money.

Chin et al., (2020) found out the intent of consumers to follow the mobile payment method using an extended valence framework based on trust. His study found that privacy had a majorly negative effect on perceived trust, while security and familiarity had a significant positive effect on perceived trust. Perceived optimism had a majorly positive effect on perceived benefits and intended use; but perceived optimism did not have a major impact on perception of risk. Privacy had a majorly positive effect on the perception of risk of the consumer. Safety had a majorly negative effect on perception of risk of the consumer. Familiarity did not have any major relationship with perception of risk. The perception of risk did not have a major impact on the intended use. The perceived benefit had a major positive impact on the intended use.

Junger & Mietzner (2020) analysed various Fin Tech services adopted by different households in Germany by using survey data. Their results indicated some of the major factors like trust and comfort with new technologies, financial literacy, and overall transparency, which guided the householder to switch to a Fin Tech. They also found that those with high level of education usually crave for transparency and had higher probability of adopting Fin Tech. However, perception about prices and cost of adoption also had an impact on the adoption of digital technology and that was the reason that Germany was lagging behind with its peer in adoption of latest technologies innovations and financial services that are provided by non-banking start- ups.

Liebana-Cabanillas et al., (2020) examined the intent of bank customers for making mobile payment in India. 206 final sample as respondents are been taken by the researcher for his study. Innovation, stress, ease of Use, perceived benefit, Perceived satisfaction, Perceived risk, perceived Confidence, purpose of Using mobile tariff are used as variables for his study. His study integrated two research variables, namely innovation and stress; and developed unique model that could be used in the developing countries for analysing the intention to use digital-based payment services. They found that the tremendous possibility of using mobile payment

in India since the mind of people is being captured around the world and could emerge as an alternative mode of payment worldwide. The results substantiated the theory that innovativeness, stress and perceived ease of use have much impact on the perceived usefulness of mobile payment services.

Mouakket (2020) explored role of mobile tariff quality attributes in influencing customers' intention to pursue technology-oriented payment services. Survey method is been used for Pilot test with 25 students, final sample analysis of 416 respondents. The variables on his study are Personal innovation, M- payment self-performance, system quality, information quality, service quality, effort expectation, performance expectation, satisfaction, continuous use purpose His study considered personal innovation and M-payment self-efficacy as personal characteristics and identified three attributes in respect of computer, information and service affecting M-Payment quality. The effects of these characteristics were considered as effort expectation or performance expectation. Both of these were expected to result in customer satisfaction, which would affect the customer's continued use purpose. His study found that personal characteristics had a significant positive impact on Ephron's expectations. Outside of m-payment quality characteristics, information quality did not have any substantial impact on effort expectation. Both outcomes, i.e. effort expectation and performance expectation, had substantial positive impact on the satisfaction level of the consumers.

Najib & Fahma (2020) analysed various parameters having an influence on the adoption of technology-based payment system in small and medium enterprises particularly in this category of restaurants. They found that attitude of users towards digital payments, perceived comfortable use, probable expectation along with trust in the system have been the major parameters determining the intention to use digital payment. This constructive communication would be further used to capture and understand the critical parameters which have an influence to ensure large scale implementation of the digital payment system in Indonesia. The results substantiated the theory that innovativeness, stress and perceived ease of use have much impact on the perceived usefulness of mobile payment services.

Pal et al., (2020) examined various parameters having an impact on the continued use of technology-based payment services in India and identified specific factors that act as environmental conveniences and difficulties to the continued consumption and usage of technology-based payment services. Pre-selection for 47 students, final sample of 289 answers has been recorded for his study. Price Benefits, Network Outreach, Confidence, Habits,

Perceived Risk, Availability of Facility Conditions, Operational Restrictions, Purpose to Continue to Use Mobile Payment Services are the variables of his study. His study found that network outreach, trust and habits had a enormous positive impact on the continued use of mobile disbursement of essential services. The perceived risk had a significant negative impact on the pursuit of services of mobile payment. At the same time; price benefits, unfavourable conditions and operational restrictions had noteworthy influence on the continuation of technology-based payment services, while network objectives, beliefs and habits facilitate the purpose of pursuing mobile disbursement of essential services.

Patil et al., (2020) in their study looked at customer acceptance of mobile payment system in India. Expert rating, pilot test with 34 Students, 655 answers obtained, 491 final sample of Indian consumers has been recorded for his study. Performance expectation, effort expectation, social influence, comfort , conditions, personal of innovation, anxiety, confidence, attitude, behavioural purpose, redressal of grievances, use of behaviour are the variables. He used Structure Equation UTAUT Model and Meta-Model for his study. His study using the configuration equation model revealed that performance expectation, effort expectation, personal innovation and confidence had a significantly positive relationship with attitude, while anxiety had a negative relationship with attitude. The approach to behavioural intent as a mediator of the variables mentioned above had a significant positive relationship. It was also found that attitudes, social influence, and comfort conditions had a noteworthy positive direct association with behavioural intent while performance expectation, behavioural intent, and grievance redressal had a significant positive relationship with utility behaviour.

Rehman & Shaikh (2020) examined key factors affecting consumer behaviour intent toward M-Bank.384 Generation-Y Bank customers were been the respondents of his study. Perceived Benefit, Perceived Ease of Use, Perceived Risk, Approach to Using M-Bank, Behavioural Purpose to Use M-Bank are the variables of their study. Part Lease Square- Structure Model (PLS-SEM), Technical Acceptance Model (TAM) are the methods used in their study to yield the results. They found that the approach of using M-Banking was seen as a facilitating Variable among four perceived parameters viz: expected benefits, comfortable in using, perception about risk and behavioural commitment to use M-Bank. The comfortable in use and expected benefits/usefulness had a significant impact on the approach of using mobile banking. It was also found that the perceived risk had substantial negative impact while the usefulness and attitude of using mobile-banking had a substantial affirmative impact on the behavioural intent of using M-Banking.

Rootman & Kruger (2020) in their study investigated Zapper technology-based payment in South Africa and examined various parameters that affect the adoption of technology-based payment system. Survey method was used and 175 Final sample of respondents are used in his study. Security, benefits, utility, customer adoption, facility, access, costs are the variables of his study. His study came to a conclusion with the help of Factor analysis, regression analysis. The study found that the benefits, use and costs had substantial impact on customers following the Zapper mobile payment method. Security, convenience and accessibility did not have a significant impact on customers' adherence to the Zapper mobile payment system. Furthermore, the study did not find any moderate effect of gender in accepting Zapper mobile payment method. However, the study noted that there was a enormous balancing effect association between age benefits and customer adoption; and has significant relationship with costs and customer adoption.

Lakshmi et al., (2019) found that innovations in technology had diminished the expenditure of both internet connection and mobile instruments as these had become economical and affordable for even marginalised people. At the same time, various app available for mobile technology helped in resolving issues of specialized and subjective nature in postulating easy and swift solution(s) to the problems. They also found that in the present scenario of technology-based emerging cashless economy, it would be easier to find usage comfortable and easily understandable mobile-based app solutions in providing a broad range of banking non-financial services (balance request, cheque-book request, viewing history of transactions etc.) and financial services (transferring money, paying and collect money etc.). It is noteworthy that most of the banking Apps available (duly certified by NPCI) including UP! - Based apps had the quality of modesty, steadfastly and proper safety due to the onset of Mobile app revolution around the world. Examination of UPI apps revealed the prospect of assured security arrangements with the assistance of ultra-modem technological innovativeness to find out cybercrimes and counterfeit digital payment transactions.

Hengeveld & Rooijakkers (2019) defined and identified the way some of the intrinsic potentials of corporeal money wiped off through its dematerialization. They concluded that people, mainly financially weak user groups, might get advantage from a technology-led payment system or instrument that combines the properties of current non-friction payment systems with more 'painful methods. The researchers provided a tactual edge, which provided the user with reaction on the amounts they paid and how the interface was evaluated in a four-week laboratory test. The study results showed that people were competent enough to translate

tactical reaction into monetary quantities, with increasing accuracy day by day and slightly increasing accuracy over the course of the experiment.

Pal et al., (2018) examined the behaviour of shopkeepers to cope up with the devaluation process by adopting technology in the government's forced decisions. They established that although people switched over to online trading, using digital mode at the time of devaluation but after some time, people again went to have transaction in money terms as soon as new currency came in circulation and revealed that people might not relish if technology is imposed on them, rather when they understand the benefit of going online with their own experience: only then adoption is possible. It was also pointed out that networks had an effect on whether people tried new things and the availability of virtual online technology was significant gauge of the adoption of this mode of technology with a proviso that those who were uninformed and had not much access to its use are not going to adopt the same unless they are provided with some experience. It raised questions about this technical knowhow and innovativeness with a purpose to transform the thinking process of the people. Researchers had also found that it was significant pointer for the adoption of this new technical knowhow, adding that those who were uninformed and had limited access to technology. Therefore, it is justified to raise concerns about technology and innovativeness along with the intention of new technologies to transform lives.

Jain (2018) examined in detail the influence of money laundering activity by distinctive age Group with different payment methods and found that younger generation ranging from 18 years old to 25 years of age and middle-aged group of people in the age bracket of 26 years to 45 years are more prone to using online mode for payment system. On the other hand, older-age people in the age bracket of 45 years to good old-age of 70 years were was found to be reluctant in making use of digital virtual online payment system. In order to ensure to include this old group people within the ambit of technology, it was suggested that they should be encouraged to leave the habit of making transaction in cash and go for online payment. Although they changed their payment mode after demonetization, but they stopped later on, they needed to be guided about the benefits of online payment mode. Therefore, it was suggested that financial institutions and government might have to launch special online advertising programs for this age group to create a digital India.

Kemal (2018) the researcher examined the case of a government social money scheme in Pakistan that implemented digital tariffs to provide G2P payments to poor female beneficiaries.

The study highlighted the impact of the Benazir Income Support Programme project on communication and management practices between external and internal forces that had impacted the social structure of digital payments. It explored the construction of digital payments and its impact on program managers. Also, they found that because of the interference of some of the political actors involved in the project, digital money had affected the balance of power. The study revealed that digital technologies are socially-embedded in the enterprise environment, so it was gradually adapted for program designers.

Sivathanu (2018) found that prospects regarding performance and efforts, impression of society, comfortable situations or environment, epicurean encouragement and habit had a significantly positive relationship with the behavioral intent for the use of digital payments. To derive to this conclusion he have Pre-selection with 30 questionnaires, pilot test with 150 questionnaires and final sample of 766 respondents. Performance expectation, effort expectation, social influence, conditions, motivation, comfort hedonic habit, behavioural purpose, use barrier, value barrier, risk barrier, traditional barrier, image barrier. Anti-innovation, cash stickiness, actual use are his variables of his study. UTAUT Anti-Innovation Theory, Structure Equation Model are the methods used in his study. Similarly, difficulties while using technology, challenges in respect of values, fear about security, issues of old mindset along with challenges of branding have had great impact on the innovation resistance to the use of digital charges. Furthermore, the behavioural scope had a significant impact on the actual use of digital payments with anti-innovation having a negative effect on the actual use of digital payments. Therefore, the stickiness for money amongst intention and the real execution of online virtual payments could be significantly reduced.

2.4 STREET VENDORS

Sally Roever (2016), Street vendors conventionally are understood as operating outside of state regulatory framework. Recent research, however, has emphasized the role of the state in constructing vendor's informal status and has documented local government practices that take advantage of an ambiguous legal environment for vendors. These practices include low-level harassment, merchandise confiscations, and arbitrary evictions. Their study examines the regulatory spaces through which local government officials have developed this informal practices and documents the extent to which street vendors and market traders experience them in five cities: Accra, Ghana; Ahmedabad, India; Durban, South Africa; Lima, Peru; and

Nakuru, Kenya. The study also then identifies three components of legal reform used in Ahmedabad, Durban and Lima to counter those practices: (a) establishing limits on municipal power, (b) street vending to poverty alleviation, and (c) establishing channels for street vendor's representation. The findings suggest ways in which cities can more effectively balance the right to livelihood with the need to govern public space.

Shweta Sharmaa (2016) also carried out her study on hawking space and national policy on urban street hawkers: a study of New Delhi Municipal Council (NDMC), Delhi found that only 3 percent of New Delhi Municipal Council (NDMC) comprises of the commercial land use. This means 1.31 square kilometer (km) of the aggregate land range of 43.74 square kilometer (km^2). Delhi has 5 lakh street vendors, of whom just 1 lakh are obliged in New Delhi Municipal Council (NDMC) region. The imperative spatial parameters examined are as per the following, floor area under commercial establishments 1.31 square kilometer (km^2), total number of vending units 1,00,000, floor space territory involved by peddlers 0.03 square kilometer (km^2).These vendors selling fruits, flowers and so on are typically women. Those offering cut fruits and food items leave their homes at 6 am to collect merchandise and load up transport at 6 am or 7 am keeping in mind the end goal to achieve their place of work by 9 am or 10 am. Delhi found that the hawkers selling non-processed food shave to come at an early hour in the morning and remain for extend periods of time when contrasted with vendors occupied with selling handicrafts or garments.

Jaishankar and Sujatha (2016) carried out a research on a study on marketing risk of street vendors in Tiruchirappalli district (urban informal sector) found that the cost was generally a resolute by the bargaining power of purchasers and vendors. The majority of street vendors revealed that all the time they need to reduce the cost of their items because of different causes, including the bargaining power of customers, to pull in the buyers from other seller or keeping in mind the end goal to hold the regular customer. It has also been affirmed by the vast majority of vendors of perishable and eatables that if the item stays unsold respondents like to sale those items at a lower cost to the customers than reclaiming home as they need to hold up under the storage a cost which brings about loss in their net profit.

Gatere (2016) study of female street vendors in Ngara, Kenya throws up some interesting ideas. She highlights the importance of specific aspects of location in impacting performance. Accessibility by customers, safety, availability of parking space and working hours were identified as the crucial locational factors. The second group of factors were various aspects of

financial capability which included lack of collateral to secure a formal loan, exploitation by private moneylenders, lack of familial support in the business, social needs which compete for income and to top it all distorted perceptions of loan officers in formal financial institutions towards female vendors. They further lacked entrepreneurial expertise as they had no supporting networks, no organized training, and no accounting or business management skills.

Shaiara Husain et al., (2015) carried out a study on the assessment of the socioeconomic aspects of the street traders in the city of Dhaka uncovers that considering the education level of sellers it is evident from the information the lower level of educated individuals picked street trading as an occupation. It is uncovered from our examination that around half of the tea stalls. Vegetable and fruit sellers (around 48 percent, 59 percent and 61 percent individually) have finished secondary level of education. Therefore, they don't have the education level to find generously compensated, fair work in the organised sector and force to join to the unorganised sector. The profit of sellers relies upon the items they offer, and it differs from item to item, from area to area, and furthermore regarding the volume and terms of exchange. It is evident that all sorts of sellers are poor as the greater part of the merchant's day by day wage falls in 300 to 800. However, 21 percent, 12 percent and 8 percent of tea, vegetable and fruit sellers separately gain between 3000 to 3500 taka day by day showing disparity between profit earning.

Lakshmi Reddi et al., (2015) from their research work have found that fruit juices marketed on the street are attractive in view of their nutritional and mineral and vitamin estimation, however, concern for food security is high. Their research aims to perceive food pathogens. Along with Knowledge and Practices (KP) of juice traders in food safety. A total of 150 samples of fruit juices such as grape, pineapple, soap and fresh lime was collected for microbiological examination and, in the meantime, a Knowledge and Practices (KP) questionnaire was administered to individual marketers. Approximately 96.6 percent of fruit juices was contaminated by faecal coliforms (77.3 percent) S. aureus (73.3 percent), Shigella (48.6 percent) and E. coli (42.6 percent). The contamination was discovered above in the sapota juice then taken by pineapple, sweet lime and grapes.

Assan and Chambers (2014) from their study on India's street sellers and struggle to maintain their livelihood and an informal enterprise showed that vendors were asked about union membership and awareness of support organizations. Most portrayed themselves as not being a member from a union (74 percent) with just 26 percent expressing union enrolment; in any

case, Connaught place was especially the special case where percent of respondents expressed that they were members. Whenever inquired as to whether they knew about whatever other association (beyond a union) just around 9 percent knew about one, these included Non-Governmental Organizations (NGOs) and political parties. There was additionally a slight contrast between the sexes here with a female with union enrolment at 17 percent against 25 percent for males. However, female sellers communicated as being as prone to dissent difficulties to their livelihoods, with half saying they would be likely or very liable to protest, against half of males.

Karthikeyan and Mangaleshwaran (2014) states that the expenditure of street vendors is relatively equal with their earnings. The prevalence of saving habit is absent among the street vendors of Tiruchirappalli city. The street vendors spend more of their carnings and they do not save for their future emergency needs. Their educational level is very low but they are good in accounting. The authors further states that majority of the respondents reside in tin sheet house which doesn't have the longevity. Threat from police personal is another form of workplace challenge for the street vendors. They are forced to evacuate the vending places or else they have to bribe the police personal to perform vending in the streets. The awareness level on the legal rights is also poor among the street vendors. The vendors are exposed to hostile weather condition and it causes serious heath ailments for them. Moreover they sell the commodities in an open space and polluted environment which may cause health issues to the customers who consume the commodities. The study suggests that the street vendors must be given awareness on savings, awareness campaign on legal rights, permanent shelters and health check-ups on regular basis.

Darshini Mahadevia et al., (2014) from their report on street vendors in Ahmadabad, India revealed that vendors in the focal city had more assistants, probably because of busier areas and larger-scale businesses, than vendors infringe regions. On the other hand, higher extents of vendors in the periphery were single person administrators with no paid or unpaid workers. In typical circumstances. 55 percent of the non-food vendors in the center work with unpaid contributing family members. In the bustling seasons, such as festival days and vacations, 60 per cent of them have assistance from unpaid family members and 10 percent hired paid workers. The pattern of connecting with paid or unpaid workers does not change, especially for food vendors amongst normal and busy times.

Dendukuri (2014) carried out research on informal sector evolution of street vendors and found out Informal workforce can be divided into two categories namely agricultural employment and non-agricultural employment. Further, the activities in the informal sector can be categorized into self-employed and casual labour. A major section of the self-employed work as street vendors. The Government of India has used the term urban vendor as inclusive of both traders and service providers, stationary as well as mobile. His study focuses on the various sections of the informal sector, evolution of street vendors and the overview of the status of street vendors across the world. His study has observed that the non-agricultural employment share of the informal workforce is 78 per cent in Africa, 57 per cent in Latin America and 45-85 per cent in Asia. It has been found that self-employment comprises a greater share of informal employment than wage employment. It is identified that there has been a mushroom growth in the number of street vendor. In the major Asian cities especially after the financial crisis of 1998. The study further envisaged that although street vendors are prevalent in all countries and contributing significantly to the respective economies, governments have not framed formal law towards making the sector hassle free.

Pappeswari and Rajalakshmi (2014) Street vending as a profession has been in existence in India since time immemorial. Some studies estimate that street vendors approximately 2 percent of the population of a metropolis. The total number of street vendors in the country is estimated at one Crore. Urban vending is not only a source of employment but provide affordable services to the majority of urban population. The role played by the hawkers in the economy as also in the society need to be given due credit but they are considered as unlawful entities and are subjected to continuous harassment by police and civic authorities. This is reported to be continuing even after the ruling of the Supreme Court that if properly regulated according to the exigency of the circumstances, the small traders on the sidewalks considerable add to the comfort and convenience of the general public, by making available ordinary articles of everyday use for a comparatively lesser price. The right to carry on trade or business mentioned in Article 19(1) of the constitution 1 on street pavements, if properly regulated cannot be denied on the ground that the street is meant exclusively for passing or re-passing and no other use. Street vendors provide valuable service to the urban population while trying to earn a livelihood and it is the duty of the state to protect the right of this segment of population to earn their livelihood this policy aims to ensure that this important section of the urban population finds recognition for its contribution to society, and is conceived of as a major initiative for urban poverty alleviation.

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research methodology defined as the activity of research is how to proceed and how to measure progress and what constitute success. The dictionary defines research as a studious inquires or examination, especially an investigation or experimentation aimed at the discovery and interpretation of fact or practical application of such a new or revised theory or law. The purpose of research is to discover and answer the question through the application of scientific procedure. Research methodology is a way to systematically solve the research problem. Why the research has been undertaken and what research problem has been identified. What data has been used and such question are answered when a well-structured methodology concerning the research problem is devised.

According to Waltz & Bausell (1981) "Research is a systematic, formal, rigorous and precise process employed to gain solution to problems (or) to discover and interpret new facts and relationships" and Kothari (2006) defines "Research is the pursuit of truth with the help of study, observation, comparison and experiment; the search for knowledge through objective and systematic method of finding solutions to a problem".

3.2 RESEARCH DESIGN

Research design stands for planning of the methods to be adopted for collecting the relevant data and technique to be used in the analysis. Descriptive research design is used for the study where the questionnaire was given to the respondents to gather information systematically. For a better understanding, concerning the behavioural styles of the respondents, analytical research is also we utilized for the study where hypothetical relation between the variables could be established.

3.3 SOURCE OF DATA

The primary and secondary data are used for the study. Questionnaire has been designed as a primary research instrument. Questionnaire was distributed to respondents for their feedback. Further coding and analysis was done for each question's responded to reach the finding suggestion and finally to conclusion of the topic.

- **PRIMARY DATA**

The primary data are those which are collection of fresh and for the first time and thus happen to be original in character, the questionnaire is considered to collect the survey opinion. The primary data has been collected through a structured questionnaire and multiple choice questions. Thus the sample includes street vendors in Srirangam.

- **SECONDARY DATA**

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process such as published books, articles, journals, Internet, and published survey reports of various countries on religious Tourism, digital payments, adoption of digital payment by street vendors.

3.4 QUESTIONNAIRE

A questionnaire consists of a number of questions printed or typed in a definite order or set of form. The structured questionnaire consists of mainly two kinds of questions:

- Multiple choice questions
- Rating scale questions

The respondents filled the multiple choice questions especially on five point likert's scale questions are used to collect the attitudinal measures. The scaling technique used in the research method for the questionnaire is five point Likert's scale. It is considered of the points like strongly agree, agree, neutral, disagree, strongly disagree ranging from 5 to 1.

3.5 CONSTRUCT MEASUREMENT (SCALE) LIKERT SCALE

Likert scales are often used in psychology questions and typically involved offering a response that ranges from strongly disagrees to strongly agree. In this research, we have used the Likert Scale to collect the responses and the opinions of respondents on each statement is presented in the questionnaire.

The questionnaire is administered in the following way:

SCALES	SCORES
Strongly agree	5
Agree	4
Neutral	3
Disagree	2
Strongly disagree	1

3.6 RESEARCH INSTRUMENT

For the purpose of studying the objectives and testing the hypotheses, structure questionnaire was used as an instrument to collect the data. The questionnaire for the tourists has been divided into three aspects so as to fulfil the objectives of the respondents. The first section captures the demographic characteristics and second section captures about the Socio economic tourism impacts and the third section captures the local resident's impacts of tourism in Srirangam.

3.7 SAMPLING DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the technique or a procedure the researcher would adopt in selecting item for the sample. Sample design deals with the method of selecting item to be observed with the given study. Sample design is determined before data are collected.

- **SAMPLE SIZE**

The sample size refers to the number of items to be selected from the universe to constitute a sample. The sample size for the study is 250. The local residents were considered for the study. Approximately 250 respondents were interviewed from the Srirangam.

- **SAMPLING PROCEDURES**

The sampling procedure used is convenience sampling. The sampling is selected on the Basis of convenience in and around Sriranganatha swamy temple which served as Main factor for the selection of the sampling procedures. The convenience sampling is a non-Probability technique where subjects are selected because of their convenient.

3.8 TOOLS FOR ANALYSIS

Primary data is collected through questionnaire. Questionnaire used as the primary research instrument where distributed to respondents for their feedback. The statistical analysis was done through SPSS 2021 version.

- Percentage Analysis
- Descriptive Statistics
- ANOVA
- KMO and Bartlett test
- Chi Square test
- Correlation
- Regression

PERCENTAGE ANALYSIS

The percentage method is used for percentage of different demographic factors. The collected data represented in the form of tables and graphs in order to give effective visualization of comparison made. Percentage analysis is a statistical tool which used to identify the percentage from the respondent's response to a single question which is accounted samples. It is used to compare the relative terms and distributions of two or more data.

$$\text{PERCENTAGE} = \frac{\text{Number of respondents}}{\text{Total number of samples}} * 100$$

The percentage analyses of this study are done on the gender, age, education, period of work and customer status.

DESCRIPTIVE STATISTICS

Statistical tools such as mean and standard deviation allow for the objective measure of opinion, or subjective data, and provide a basis for comparison. Low standard deviation means data are clustered aroundthe mean, and high standard deviation indicates data are more spread out. A standard deviation close to zeroindicates that data points are close to the mean, whereas a high or low standard deviation indicates data points are respectively above or below the mean.

ANOVA

Analysis of variance (abbreviated as ANOVA) is an extremely useful technique concerning researches in the fields of economics, biology, education, psychology, sociology, and business/industry and in researches of several other disciplines. This technique is used when multiple sample cases are involved. ANOVA is essentially a procedure for testing the difference among groups of data for homogeneity. There may be variation between samples and also within sample items. The basic principle is to test for differences among the means of the populations by examining the amount of variation within each of these samples, relative to the amount of variation between samples.

ONE WAY ANOVA

1. To obtain each mean of each sample X1, X2, X3……. Xk when there are K samples.
2. Work out the mean of sample mean as follows:

$$X = \frac{X1+X2+X3+\ldots\ldots XK}{\text{No of samples (k)}}$$

3. To find out the sum of squares for variation between the samples (SS)

$$SS = n1(X1-X)2 + n2\,(X2-X)2 + \ldots\ldots Nk\,(Xk-X)2$$

4. To find Mean Square (MS)

$$M = \frac{\text{SS between}}{(k-1)}$$

5. So sum of squares within groups can be written as:

SS within = $\sum$ (x1i-X1)2 + $\sum$ (x2i-X2)2 …… + $\sum$(Xki-Xk)2

Where I = 1,2,3……

6. Mean square within sample:

$$\text{MS within} = \frac{\text{SS within}}{(n-k)}$$

7. Sum of squares for total variance:

SS for total variance = $\sum$(Xij-X)

Where I = 1,2,3…. J = 1,2,3….

SS for total variance = SS between + SS within

8. F ratio worked out as:

$$\text{F ratio} = \frac{\text{MS between}}{\text{MS within}}$$

KMO AND BARTLETT TEST

The KMO (Kaiser-Meyer-Olkin) test and the Bartlett's test are two commonly used statistical tests in the field of factor analysis. The KMO (Kaiser-Meyer-Olkin) test and the Bartlett's test of sphericity are statistical tests used to evaluate whether a set of variables are suitable for factor analysis, a technique used to identify underlying factors in a dataset. The KMO test is used to assess the sampling adequacy of a dataset for factor analysis. It checks whether the data has enough variance in order to perform factor analysis. The KMO test value ranges from 0 to 1, with values closer to 1 indicating a better suitability of the data for factor analysis. A value below 0.5 indicates that the variables are not suitable for factor analysis.

The formula for KMO is as follows:

KMO = (Σ (correlations^2) / (Σ (correlations^2) + Σ (partial correlations^2))

Where correlations are the correlations between the variables in the dataset, and partial correlations are the correlations between the variables that are not explained by the other variables in the dataset.

On the other hand, Bartlett's test is used to determine whether the correlation matrix of a dataset is significantly different from the identity matrix. If the test is significant, it suggests that the dataset is suitable for factor analysis.

The formula for Bartlett's test is as follows:

$\chi^2 = - (n - 1 - (2p + 5) / 6) * \ln(\det(R))$

Where n is the sample size, p is the number of variables, and R is the correlation matrix of the dataset. The test statistic follows a chi-square distribution with $(p^2 - p) / 2$ degrees of freedom.

The results of these tests help researchers to ensure the validity and reliability of the results obtained from factor analysis. It helps to identify the underlying factors or dimensions that influence the observed variables in a dataset. It is a useful technique for reducing the complexity of large datasets and identifying patterns and relationships among variables. By identifying the underlying factors that influence the observed variables, factor analysis can provide insights into the underlying structure of the data, which can be used for further analysis or to guide decision-making.

CHI-SQUARE TEST

The Chi-Square test is a statistical procedure for determining the difference between observed and expected data. This test can also be used to determine whether it correlates to the categorical variables in our data. It helps to find out whether a difference between two categorical variables is due to chance or a relationship between them.The test is named after the British statistician Karl Pearson, who developed it in the late 19th century.

The formula for the chi-square statistic is:

$\chi^2 = \Sigma (Oi - Ei)^2 / Ei$

Where:

χ^2 is the chi-square statistic

Σ is the summation symbol

Oi is the observed frequency for cell i

Ei is the expected frequency for cell i under the null hypothesis of independence

The chi-square statistic follows a chi-square distribution with (r - 1) x (c - 1) degrees of freedom, where r and c are the number of rows and columns in the contingency table, respectively.

The Pearson chi-square test can be used for a variety of applications, such as:

- Testing the independence of two categorical variables
- Testing goodness-of-fit for a categorical distribution to a theoretical distribution
- Testing homogeneity of two or more categorical distributions

In SPSS the output shows the observed and expected frequency table, as well as the chi-square statistic, degrees of freedom, and p-value. The p-value represents the probability of observing a chi-square statistic as extreme as the one calculated if there was no relationship between the variables. If the p-value is less than the chosen level of significance (usually 0.05), we can reject the null hypothesis and conclude that there is a significant relationship between the variables.

CORRELATION

Correlation is a statistical measure that indicates the strength and direction of the relationship between two variables. The correlation coefficient, denoted by "r", ranges between -1 and +1, with values closer to -1 indicating a strong negative correlation, values closer to +1 indicating a strong positive correlation, and values close to 0 indicating little or no correlation.

The formula for the correlation coefficient is:

r = (NΣXY - (ΣX)(ΣY)) / sqrt((NΣX^2 - (ΣX)^2)(NΣY^2 - (ΣY)^2))

Where:

N = the number of data points

ΣXY = the sum of the product of each X and Y value

ΣX = the sum of the X values

ΣY = the sum of the Y values

ΣX^2 = the sum of the squared X values

ΣY^2 = the sum of the squared Y values

To calculate the correlation coefficient using this formula, you would first need to collect paired data for the two variables of interest. Then, you would calculate the sum of the products of each pair of X and Y values, the sum of the X and Y values, and the sum of the squared X and Y values. Plug these values into the formula and simplify to get the correlation coefficient.

There are several purposes for which correlation analysis can be done, including:

Examining the relationship between variables: Correlation analysis can help to determine if there is a positive, negative, or no relationship between two variables.

Predicting future outcomes: Correlation analysis can help to identify variables that are strongly related to an outcome of interest, which can be used to make predictions about future outcomes.

Testing hypotheses: Correlation analysis can be used to test hypotheses about the relationship between two variables.

Selecting variables for further analysis: Correlation analysis can be used to identify variables that are strongly related to each other, which can be useful in selecting variables for further analysis.

By conducting a correlation analysis between these two variables, I can investigate whether the adoption of digital payment by street vendors is positively correlated with tourism development in Srirangam. For example, if it hypothesize that more street vendors adopt digital payment methods, this could make it easier for tourists to make purchases and contribute to increased tourism development. If the correlation coefficient is positive and statistically significant, this would provide evidence to support hypothesis that the adoption of digital payment by street vendors is a catalyst for tourism development in Srirangam.

Overall, correlation analysis can help to better understand the relationship between the adoption of digital payment by street vendors and tourism development in Srirangam, and can provide

insights that can be useful for policymakers, business owners, and other stakeholders in the tourism industry.

REGRESSION

Multiple regression is a statistical technique used to model the relationship between a dependent variable and two or more independent variables.

The general formula for a multiple regression model with k independent variables is:

$y = b0 + b1x1 + b2x2 + ... + bkxk + e$

Where:

y is the dependent variable (the variable you want to predict or explain)

x1, x2, ..., xk are the independent variables (the variables you are using to predict or explain y)

b0 is the intercept (the predicted value of y when all the independent variables are equal to zero)

b1, b2, ..., bk are the slopes (the change in y for every one-unit change in each independent variable)

e is the error term (the part of y that is not explained by the independent variables)

The values of b0, b1, b2, ..., bk are estimated from the data using a least squares method, which minimizes the sum of the squared differences between the predicted values of y and the actual values of y.

Multiple regression analysis can be used to make predictions about the value of the dependent variable based on the values of the independent variables, and to understand how changes in the independent variables are related to changes in the dependent variable. It can also be used to identify which independent variables have a significant effect on the dependent variable, and to quantify the strength and direction of those effects.

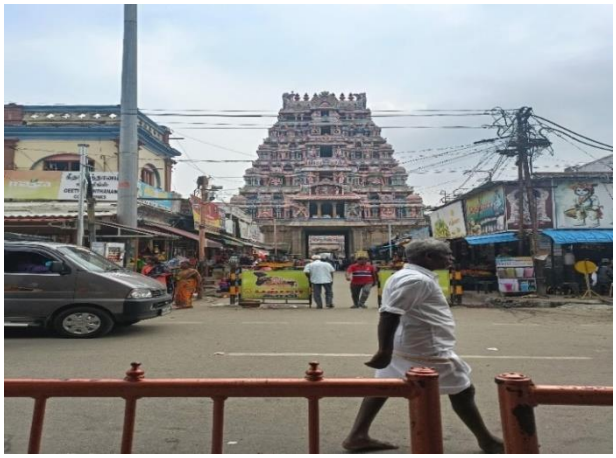
In order to use multiple regression, the data must meet certain assumptions, such as linearity, normality, and independence of errors. The appropriateness of the model should be evaluated using statistical tests and diagnostic plots.

In the context of topic of "Adoption of Digital Payment by Street Vendors in Srirangam, A Catalyst for Tourism Development," multiple regression analysis could be used to investigate the relationship between the impact in business performance (the dependent variable) and several independent variables of adoption of digital payment by street vendors. By examining the relationship between variables of the adoption of digital payment, multiple regression could help to identify which factors are most strongly associated with digital payment adoption and to predict the level of adoption. This information could be useful for policymakers and business owners in promoting the adoption of digital payment among street vendors and leveraging it as a catalyst for tourism development.

3.9 LOCATION OF STUDY AREA

Srirangam, an enchanting and spellbinding island town in Tiruchirapalli (otherwise called Trichy), is part of the South Indian state of Tamil Nadu, India. Srirangam was known as Vellithirumuthagramam during ancient times. In Tamil language, the town is popularly referred to as Thiruvarangam. The town of Srirangam is ideally located in the middle of two rivers; Kaveri (also Cauvery) and Kollidam (Coleroon, a distributary of the river Kaveri). The town is a very popular destination amongst the Hindu pilgrims because some of the famous Shiva and Vishnu temples are situated in Srirangam. In fact, the town of Srirangam itself has a large population of Vaishnavites or people who worship Lord Vishnu. One of the most famous temples in the place is Sri Ranganathaswamy Temple. Every year the temple sees a large influx of Hindu devotees who visit the temple to seek the blessings of Lord Vishnu. The temple is believed to be the biggest operating Hindu temple in the whole world. It has been built over an area of 631,000 square metres, with a built-in perimeter of 4 km or 10,710 feet. Srirangam has the distinction of housing the first of the eight shrines of Lord Vishnu. These self-manifested temples are known as Swayam Vyakta Kshetras in Hindu mythology. This shrine of Lord Vishnu at Srirangam is not only the first amongst the lot but is also considered the main shrine of all the 108 temples dedicated to Lord Vishnu. This Vishnu shrine is huge in size and has been built over an area of 156 acres. The setting of the temple is also unique; the temple has been constructed in an islet created by the rivers Kaveri and Coleroon. There are seven enclosures in the temple, and the devotees make it a point to walk through all the enclosures that are referred to as prakaras in local language. The enclosures consist of thick and enormous walls that run in a circular pattern around the sanctum. The enclosures have 21 towers that

stand out majestically. The entire structure of the enclosures is an architectural marvel. The Vishnu shrine is one amongst the many temples situated at the naturally formed island on the banks of river Kaveri. The other three temples are the Adi Ranga Temple (in Srirangapatna), the Madhya Ranga Temple (in Shivanasamudra) and the Antya Ranga Temple (in Srirangam). All these three temples are considered very important Ranganatha temples. The other famous temples in and around Srirangam are the Rockfort Temple, Thiruvanaikoil Temple, Uraiyur Vekkali Amman Temple, Samayapuram Mariamman Temple, Kumara Vayalur Temple and the Kaattu Azhagiya Singar Temple, to name a few. A very popular Vishnu temple in the area is the Sri Vadivazhagiya Nambi Perumal Temple that has Appala Ranganathar as the presiding deity and hence, the other name for this temple is Appakudathan Temple. The temple is located at Koviladi, a village very close to the town of Srirangam. Another famous Vishnu temple near Srirangam is at Trichy. This is the Azhagiya Nambi Temple and is a subsection of the Sri Ranganathaswamy Temple. With so many temples in the town as well as in the vicinity, it is little wonder then that Srirangam is considered an important pilgrim place of the Hindus.The other important temples in Srirangam are the Sri Ranganathaswamy Temple, the Samayapuram Maraiamman Temple, the Jambu Lingeswarar and the Akhilandeshwari Temple.



(Source: primary data)

3.10 AREA OF STUDY

Ranganathaswamy Temple is a Hindu temple dedicated to Ranganatha (a form of Vishnu), located in Srirangam, Tiruchirapalli, Tamil Nadu, India. Constructed in the Hindu architectural style, the temple is glorified by Alvars in their Naalayira Divya Prabhandam and has the unique distinction of being the foremost among the 108 Divya Desams dedicated to the god Vishnu.

The Srirangam temple is the largest temple compound in India and one of the largest religious complexes in the world. Some of these structures have been renovated, expanded and rebuilt over the centuries as a living temple. The latest addition is the outer tower that is approximately 73 metres (240 ft) tall, completed in 1987. Srirangam temple is often listed as one of the largest functioning Hindu temple in the world, the still larger Angkor being the largest existing temple. The temple is an active Hindu house of worship and follows the Tenkalai tradition of Sri Vaishnavism. The annual 21-day festival conducted during the Tamil month of Margali (December–January) attracts 1 million visitors. The temple complex has been nominated as a UNESCO World Heritage Site. In the wake of Deepavali and the extended weekend, the temple has witnessed a surge in number of visitors per day. According to sources, the temple see a footfall of 1, 04,184 devotees on deepavali weekend. A gradual increase was witnessed, with 7,187 visiting on November 3, 19,530 on November 4 and 31,759 on November 5. On November 8, the footfall was 45,708, which is the highest in 2021. Senior officials in the HR&CE department stated that the temple saw a footfall of around 50,000 before the pandemic, with occasions like Vaikunta Ekadesi seeing a surge to around 1.5 lakh.




(Source: primary data)

As per the analysis tourism is the identified sector with an inflow of 2,300 tourists per day and it has an inflow of more than a lakh tourists in the months of january and december because of Voluntoekodasi to drive the growth of the economy and to preserve the vantage character of the town a heritage tour is proposed coverin.g the eight major tourist attractions in Srirangam a stretch of 7.6 km.

(Source: primary data)

3.11 TRANSPORTATION FACILITY

Srirangam is a temple town located in the Tiruchirappalli district of Tamil Nadu, India. There are several modes of transportation available to reach Srirangam, including:

By Air: The Tiruchirappalli International Airport is one of the busiest airports in South India, and it is well-connected to several major cities in India, as well as to international destinations. From the airport, one can take a pre-paid taxi or an auto-rickshaw to reach Srirangam, which is approximately 12 km away. The ride from the airport to Srirangam should take around 20-30 minutes, depending on traffic conditions. Taxis and auto-rickshaws are available 24/7, and the fare is fixed and regulated by the government.

By Train: Srirangam Railway Station is located on the Chennai-Tiruchirappalli railway line and is well-connected to major cities in India, such as Chennai, Delhi, and Mumbai. There are several trains that run to and from Srirangam, and the railway station is located about 2 km from the temple town. From the railway station, one can take a taxi, auto-rickshaw, or local bus to reach Srirangam. Trains are a convenient and affordable option for traveling to

Srirangam, and can book tickets in advance through the Indian Railways website or at the railway station ticket counter.

By Bus: The Tamil Nadu State Road Transport Corporation (TNSTC) operates regular bus services to and from Srirangam, connecting it to major cities in Tamil Nadu, such as Chennai, Coimbatore, and Madurai. Buses are a convenient and affordable option for traveling to Srirangam, and the bus station is located near the temple town. One can book bus tickets in advance through the TNSTC website or at the bus station ticket counter.

By Car: If traveling by car, Srirangam is easily accessible via the National Highway 336, which connects Chennai and Tiruchirappalli. The drive from Chennai to Srirangam takes approximately 5-6 hours, and the journey is well-marked with road signs. There are also several car rental companies that offer self-drive options, and also can rent a car to travel to Srirangam at once own pace. Self-drive options are a good option for travellers who want to explore the area at their own pace and enjoy the scenic route.

Regardless of the mode of transportation, it is always a good idea to plan journey in advance and check for any updates or changes to schedules, especially when traveling during peak times or on public holidays.

ANALYSIS AND INTERPRETATION

CHAPTER-4

ANALYSIS AND INTERPRETATION

The chapter deals with the analysis of the data that has been collected from the respondents by administering questionnaire. The researcher analyzed and tabulated the data based on the demographic profile of the respondents, visitor satisfaction and service quality. Analysis and Interpretation form the central part of the research process.

Analysis of the data includes studying the tabulated material in order to determine the inherent factors. It is a process of breaking down the complex factors into simpler forms and putting them together in new arrangement for the purpose of interpretation. Interpretation is a search for the process, to find meaning for the research. The analysis is to summarize the collected data in such a way that they provide answer to the questions. The analysis is to study the relationship among various items in detail and interpretation will be given for the explanation of real fact in the study.

Analysis is a systematic approach to problem solving. It refers of the computation of certain measures along with searching for patterns of relationship that exists among data collected. Complex problems are made by separating them into more understandable elements. This involves the identification of purpose and facts, the statement of defensible assumptions and the formulation of conclusion.

The data collected for the current study has been tabulated, analysed, interpreted and presented in this chapter. The analysis is based on the following tools:

- Percentage Analysis
- Descriptive Statistics
- ANOVA
- KMO and Bartlett test
- Chi square test
- Correlation
- Regression

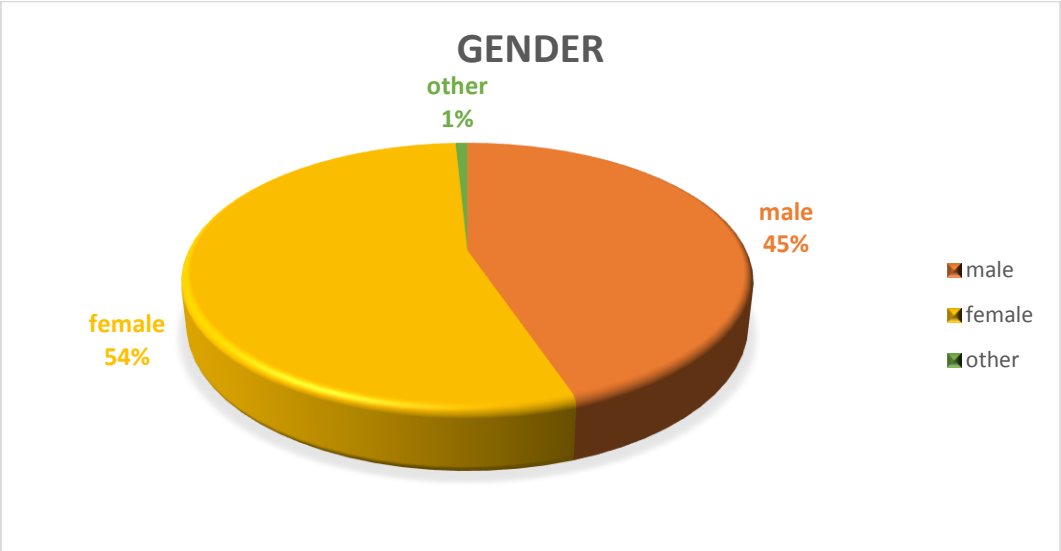
4.1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Table No: 4.1.1 Gender of the Respondents

Gender	Frequency	Percent
Male	**112**	**44.8**
Female	**136**	**54.4**
Other	**2**	**.8**
Total	**250**	**100.0**

(Source: primary data)

Figure No: 4.1.1 Gender of the Respondents



(Source: primary data)

From the table 4.1.1, it is shows that 54.4 percent of responder's are female and 44.8 percent of responder's are male and 0.8% of responder's are other.

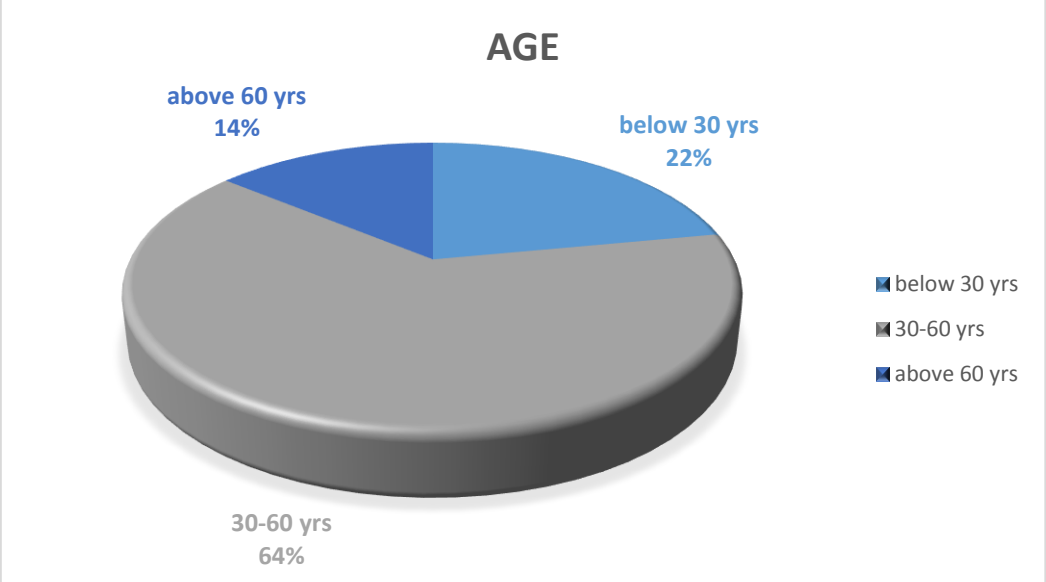
Hence it is evident from the above table that the majority of respondents are female which is slightly highly than male respondents.

Table No: 4.1.2 Age of the Respondents

Age	Frequency	Percent
> 30 years	**55**	**22.0**
30-60 years	**160**	**64.0**
< 60 years	**35**	**14.0**
Total	**250**	**100.0**

(Source: primary data)

Figure No: 4.1.2 Age of the Respondents



(Source: primary data)

The above table 4.1.2, it is shows that 64.0 percent of respondents are of the age group 30-60, 22.0 percent of respondents are in age group below 30 years and 3.6 percent respondents are of the age group above 60 years.

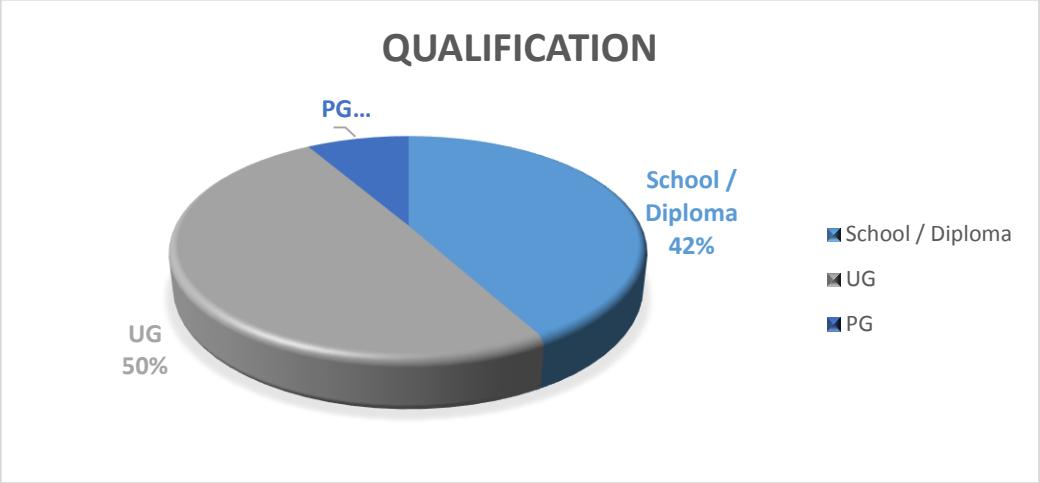
Thus, it is evident from the above table that majority of the respondents are in the age group 30-60 years in Srirangam.

Table No: 4.1.3 Educational Qualification of the Respondents

Educational qualification	Frequency	Percent
School / Diploma	105	42.0
UG	124	49.6
PG	21	8.4
Total	250	100.0

(Source: primary data)

Figure No: 4.1.3 Educational Qualification of the Respondents



(Source: primary data)

The above table 4.1.3, shows that 49.6 percent with Under Graduation, 42.0 percent of the respondents are school / diploma and 8.4 percent are Post graduate.

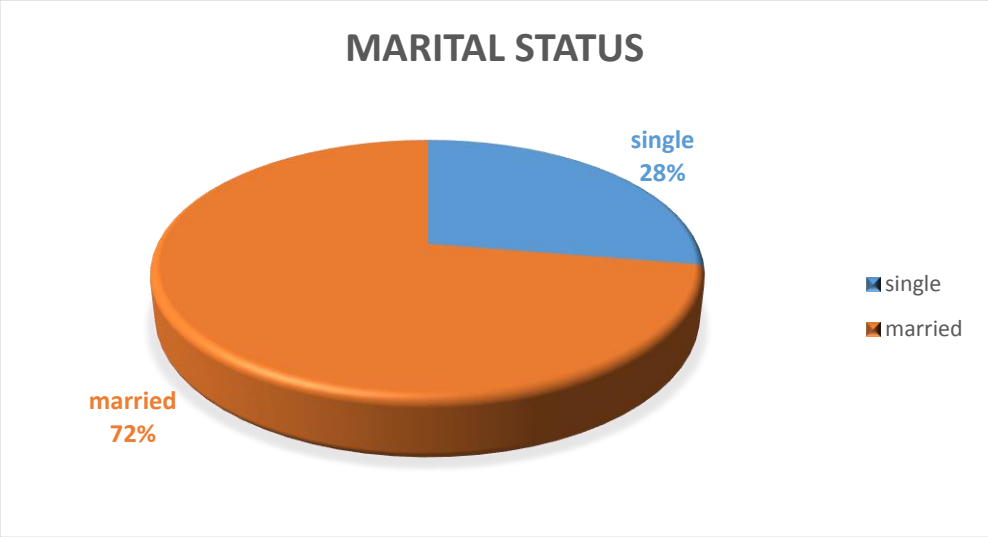
Thus, it is interpreted that the highest educational qualification attained among the surveyed street vendors in the Srirangam area appears to be an undergraduate degree, with 49.6 percent of respondents achieving this level of education.

Table No: 4.1.4 Marital Status of the Respondents

Marital status	Frequency	Percent
Single	**69**	**27.6**
Married	**181**	**72.4**
Total	**250**	**100.0**

(Source: primary data)

Figure No: 4.1.4 Marital Status of the Respondents



(Source: primary data)

The above table 4.1.4, shows that 72.4 percentage of the street vendors are married and 27.6 percentage of street vendors are single in Srirangam area.

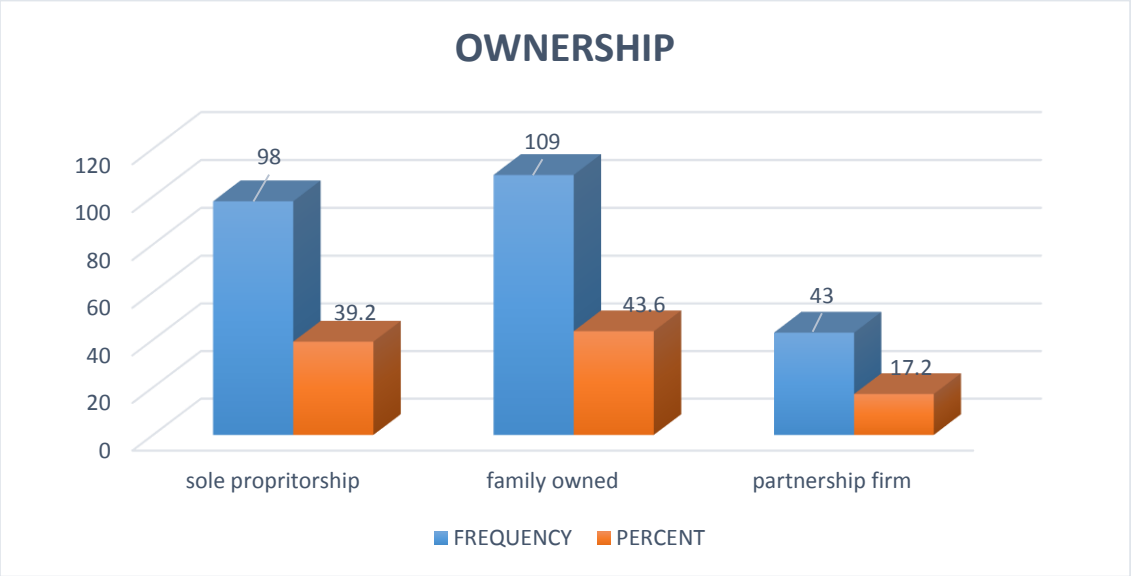
Thus, it is understood that the majority of the surveyed individuals are currently in a marital relationship in Srirangam.

Table No: 4.1.5 Ownership

Ownership	Frequency	Percent
Sole proprietorship	**98**	**39.2**
Family owned	**109**	**43.6**
Partnership firm	**43**	**17.2**
Total	**250**	**100.0**

(Source: primary data)

Figure No: 4.1.5 Ownership



(Source: primary data)

The above table 4.1.5 shows that the highest ownership structure among the surveyed street vendors in the Srirangam area was family-owned businesses, with 43.6 percent of the respondents reporting this ownership structure. The second highest ownership structure was sole proprietorship, with 39.2 percent of the respondents reporting this structure. The lowest ownership structure was partnership firm, with only 17.2 percent of the respondents.

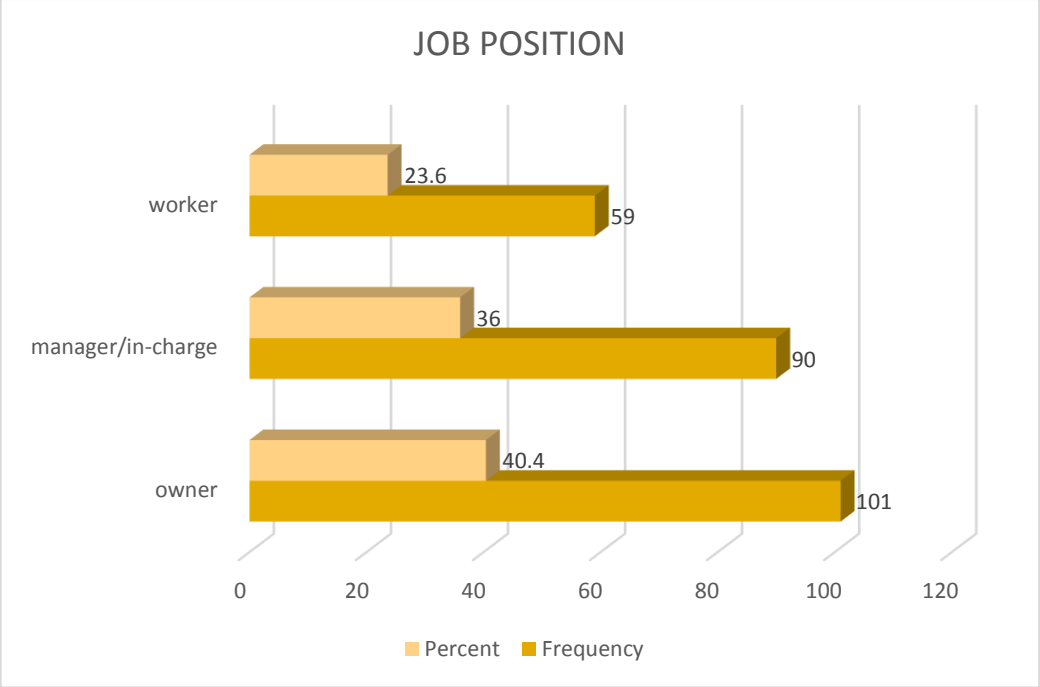
Hence it is evident from the above table that the majority of the respondents are having family owned business.

Table No: 4.1.6 Job Position of the Street Vendors

Job position	Frequency	Percent
Owner	**101**	**40.4**
manager/in-charge	**90**	**36.0**
Worker	**59**	**23.6**
Total	**250**	**100.0**

(Source: primary data)

Figure No: 4.1.6 Job Position of the Street Vendors



(Source: primary data)

The above table 4.1.6, shows that based on a sample size of 250 street vendors in Srirangam. According to the percentages, 40.4 percent of the respondents reported being owners of their business, 36.0 percent reported being managers or in-charge of their business, and 23.6 percent reported being workers.

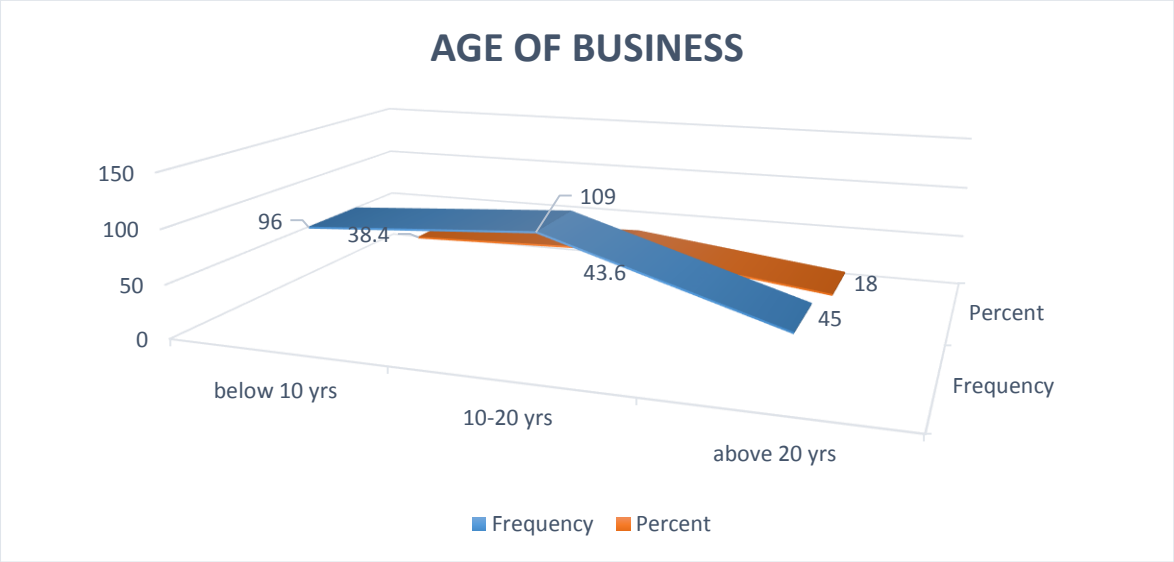
This suggests that a significant portion of the surveyed street vendors in the Srirangam area either owned their business or were in managerial positions, while a smaller percentage reported being workers.

Table No: 4.1.7 Age of the Business

Age of the business	Frequency	Percent
Below 10 years	**96**	**38.4**
10-20 years	**109**	**43.6**
Above 20 years	**45**	**18.0**
Total	**250**	**100.0**

(Source: primary data)

Figure No: 4.1.7 Age of the Business



(Source: primary data)

The above table 4.1.7 shows that based on a sample size of 250 street vendors in Srirangam, the majority of the vendors have been in business for 10 years or more, with 43.6 percent falling in the 10-20 years age range. The next largest group is the below 10 years age range, which accounts for 38.4 percent of the sample. Only a minority of the vendors, 18.0 percent, have been in business for over 20 years.

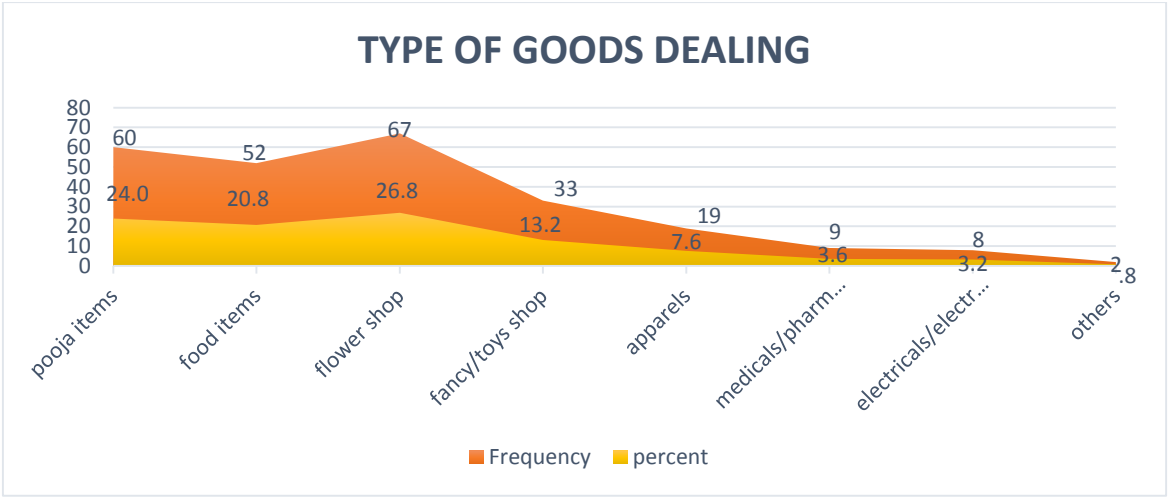
Hence it is evident from the above table that the majority of the respondents are owning business for 10-20 years in Sriangam area.

Table No: 4.1.8 Type of Goods Dealing

Type of goods dealing	Frequency	Percent
pooja items	60	24.0
food items	52	20.8
flower shop	67	26.8
fancy/toys shop	33	13.2
apparels	19	7.6
medicals/pharmacy	9	3.6
electricals/electronics	8	3.2
others	2	.8
Total	250	100.0

(Source: primary data)

Figure No: 4.1.8 Type of Goods Dealing



(Source: primary data)

According to the table 4.1.8, the largest percentage of street vendors, 26.8 percent, sell flowers. 24.0 percent of the vendors sell pooja items, and 20.8 percent sell food items. Fancy/toy shops make up 13.2 percent of the vendors, and only 7.6 percent sell apparels. The smallest percentage of vendors, 0.8 percent fall under the category of "others."

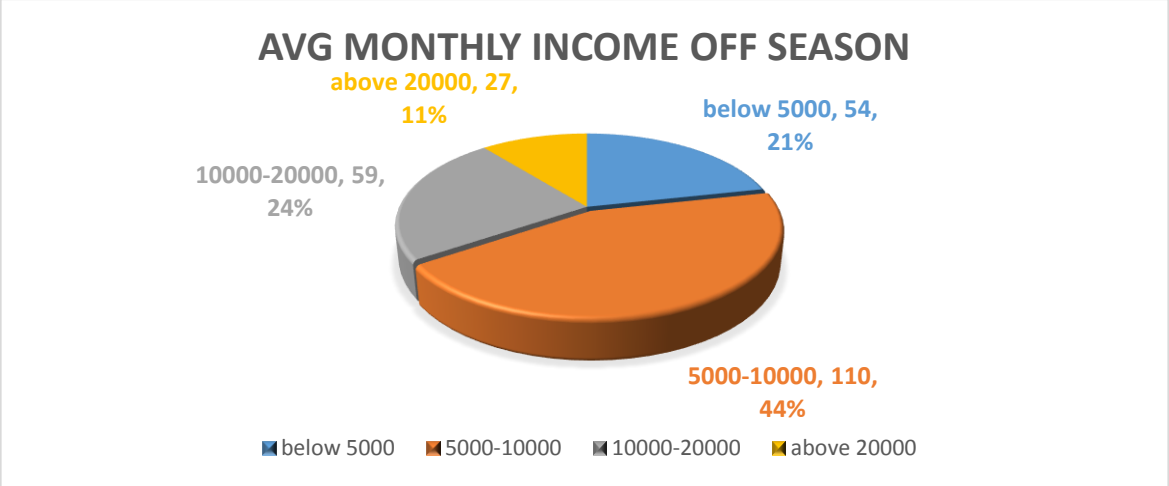
This information provides valuable insights into the types of goods sold by street vendors in Srirangam. The large percentage of vendors selling flowers and pooja items suggests that religious and cultural activities play a significant role in the local economy.

Table No: 4.1.9 Average Monthly Income In Off Season

Average monthly income in off season	Frequency	Percent
below 5000	54	21.6
5000-10000	110	44.0
10000-20000	59	23.6
above 20000	27	10.8
Total	250	100.0

(Source: primary data)

Figure No: 4.1.9 Average Monthly Income In Off Season



(Source: primary data)

The above table 4.1.9 represents the distribution of the average monthly income of street vendors in Srirangam during the off-season, based on the percentage of vendors falling under different income categories. According to the table, the largest percentage of street vendors, 44.0 percent fall under the income range of 5000-10000 rupees per month during the off-season. 23.6 percent of the vendors have an average monthly income between 10000-20000 rupees, and 21.6 percent of the vendors earn below 5000 rupees per month. The smallest percentage of vendors, 10.8 percent have an average monthly income above 20000 rupees.

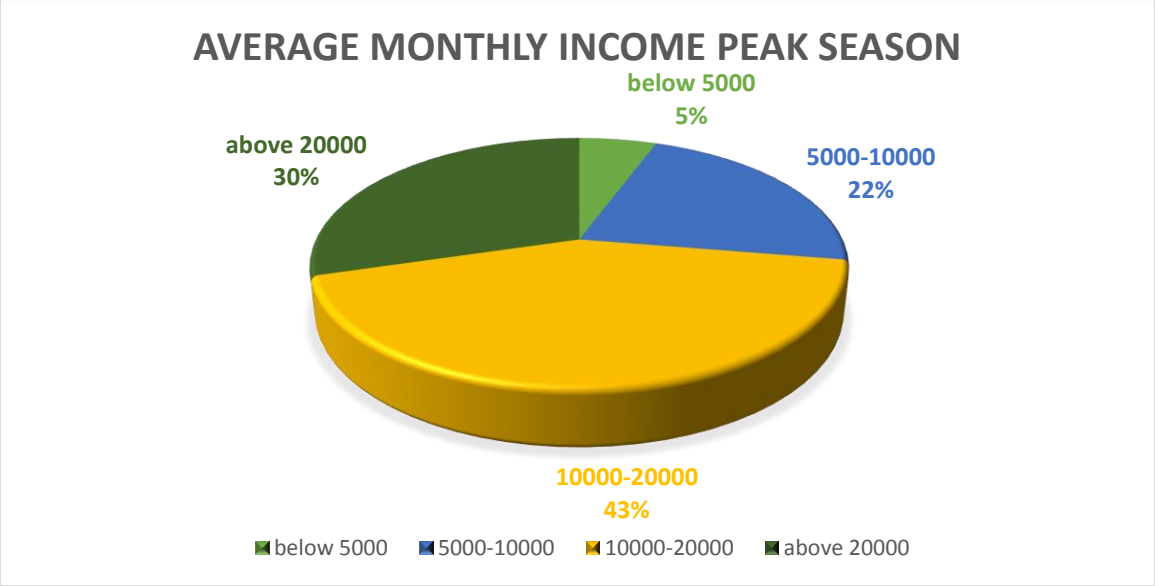
Thus, majority of the respondents earns in off season from 5,000 to 10,000 per month. This information can provide valuable insights into the income levels of street vendors in Srirangam during the off-season and help identify areas for potential improvements or support.

Table No: 4.1.10 Average Monthly Income In peak Season

Average monthly income in peak season	Frequency	Percent
below 5000	14	5.6
5000-10000	55	22.0
10000-20000	107	42.8
above 20000	74	29.6
Total	250	100.0

(Source: primary data)

Figure No: 4.1.9 Average Monthly Income In peak Season



(Source: primary data)

According to the table 4.1.10, the largest percentage of street vendors, 42.8 percent fall under the income range of 10,000-20,000 rupees per month during the peak-season. 22.0 percent of the vendors have an average monthly income between 5000-10,000 rupees, and 29.6 percent of the vendors earn above 20,000 rupees per month. The smallest percentage of vendors, 5.6 percent have an average monthly income below 5000 rupees.

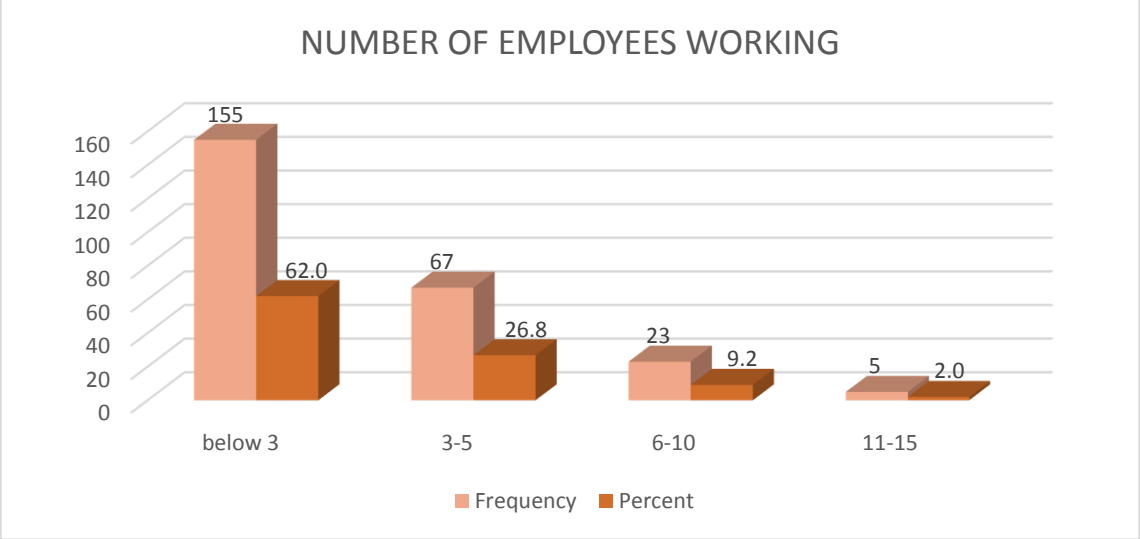
Thus, the higher percentage of vendors earning more than 20,000 rupees per month during the peak-season could suggest that the tourism industry has a positive impact on the income of street vendors in Srirangam and help identify areas for potential improvements or support.

Table No: 4.1.11 Number of Employees Working

No. of employees working	Frequency	Percent
below 3	**155**	**62.0**
3-5	**67**	**26.8**
6-10	**23**	**9.2**
11-15	**5**	**2.0**
Total	**250**	**100.0**

(Source: primary data)

Figure No: 4.1.11 Number of Employees Working



(Source: primary data)

The above table 4.1.11, shows the majority of street vendors, 62.0 percent, have less than 3 employees working for them. 26.8 percent of the vendors have 3-5 employees, and only 9.2 percent have 6-10 employees. The smallest percentage of vendors, 2.0 percent have 11-15 employees working for them.

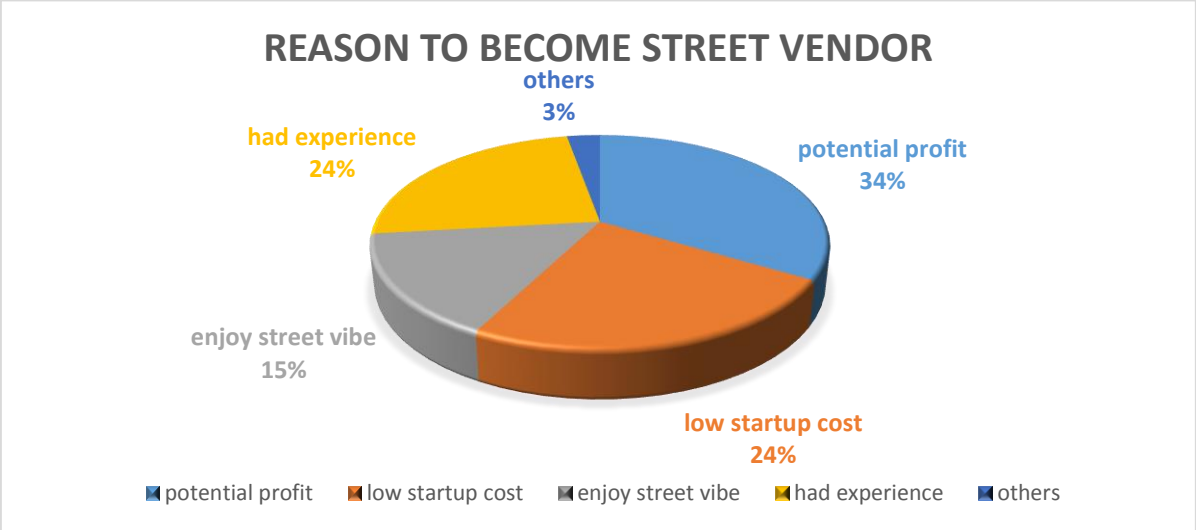
This information provides an insight into the size of street vending businesses in Srirangam. The majority of businesses seem to be small, with a few employees. The small size of businesses could indicate that the street vending industry in Srirangam is highly fragmented, with many small businesses operating independently. The relatively small percentage of vendors with more than 6 employees suggests that larger street vending businesses are relatively rare in Srirangam.

Table No: 4.1.12 Reason to Become Street Vendor

What prompted you to become street vendor	Frequency	Percent
potential profit	84	33.6
low startup cost	60	24.0
enjoy street vibe	39	15.6
had experience	60	24.0
others	7	2.8
Total	250	100.0

(Source: primary data)

Figure No: 4.1.12 Reason to Become Street Vendor



(Source: primary data)

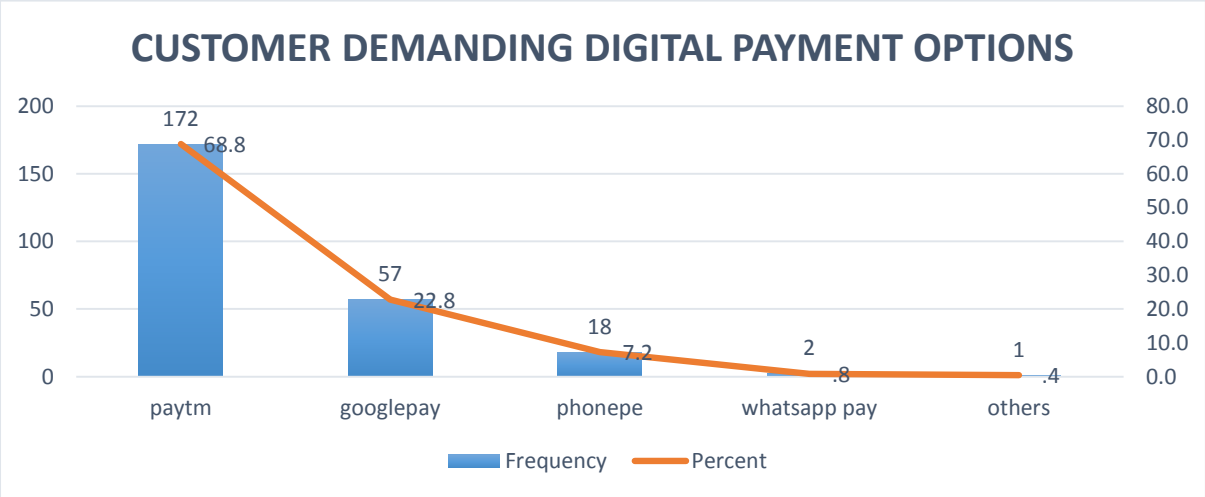
According to the table 4.1.12, the largest percentage of street vendors, 33.6 percent, were prompted to become street vendors by the potential profit that the business could bring. 24.0 percent of the vendors cited low start-up costs as a motivating factor, and the same percentage had prior experience in the business. 15.6 percent of the vendors enjoyed the street vibe, and only 2.8 percent cited "others" as their motivation. This information provides insights into the motivations of street vendors in Srirangam to start their businesses. The high percentage of vendors who were motivated by the potential profit suggests that the street vending industry in Srirangam can be financially lucrative. The significant percentage of vendors who were prompted by low startup costs indicates that street vending can be an accessible business opportunity for those who may not have significant financial resources.

Table No: 4.1.13 Customer Demanding Digital Payment Option

Customer demanding digital payment option	Frequency	Percent
Paytm	**172**	**68.8**
Googlepay	**57**	**22.8**
Phonepe	**18**	**7.2**
whatsapp pay	**2**	**.8**
Others	**1**	**.4**
Total	**250**	**100.0**

(Source: primary data)

Figure No: 4.1.13 Customer Demanding Digital Payment Option



(Source: primary data)

The above table 4.1.13 shows that the largest percentage of street vendors, 68.8 percent reported that customers are demanding the Paytm digital payment option. 22.8 percent of the vendors reported customer demand for Google Pay, and only 7.2 percent reported customer demand for PhonePe. The smallest percentages of vendors, 0.8 percent and 0.4 percent reported customer demand for WhatsApp Pay and "Others," respectively. Thus, majority of the respondents prefer paytm as best digital payment option. Overall, the high demand for digital payment options suggests that the adoption of digital payment could be a catalyst for tourism development in Srirangam, as it would enable tourists to make transactions more easily and efficiently.

4.2 DESCRIPTIVE STATISTICS

Table No. : 4.2 Descriptive Statistics of the Respondents

Descriptive Statistics	N	Min	Max	Mean	Std. Deviation
know to use Smartphone	250	1	5	3.35	1.243
know to check my account balance	250	1	5	3.23	1.213
Able to read the messages in inbox	250	1	5	3.68	1.077
Able to read acknowledge process from	250	1	5	3.75	.947
know to check customer paid details	250	1	5	4.06	.815
use offline QR code	250	1	5	4.25	.946
use online QR code	250	1	5	3.29	1.222
safe shopping experience	250	1	5	4.01	.869
Digital payment is safely stores multiple information, which later helps for accounting data's	250	1	5	3.82	.977
Digital payment system provides the latest encryption technology to prevent unauthorized intrusion	250	1	5	3.71	.858
Digital payment option reduces the risk of fake or Counterfeit currency received as payment	250	1	5	3.56	.985
Digital Payment Option avoids the theft or robbery of cash	250	1	5	4.10	.973
The quality of service of retailers would increase in terms of processing time and comfort	250	1	5	4.20	.821
Digital payments provides greater flexibility and faster payment options than other option	250	1	5	4.02	.891
No need of counting/checking the currency/coins	250	1	5	**4.36**	**.771**
There is no more waiting line for payment of goods	250	1	5	4.23	.828
Digital Payment Option enhances the reliability of the service of the retailers	250	1	5	3.78	1.036
Increase in Sales	250	1	5	3.90	.960
Increase in Profit	250	1	5	3.91	.936
Increase in Number of Customers	250	1	5	4.07	.952
Effective Cash Management	250	1	5	3.92	.934
More business at lesser time	250	1	5	4.25	.938
Decrease in Operational Cost	250	1	5	3.70	.966
High Quality of Service	250	1	5	3.90	.882
Good image to organization	250	1	5	4.04	.884
Repeated purchases by customers	250	1	5	4.03	.993
More satisfied customers	250	1	5	4.20	.884

Descriptive Statistics	N	Min	Max	Mean	Std. Deviation
required more trained staff	250	1	5	3.49	1.166
More "Security and Privacy Issues" are incurred	250	1	5	3.14	1.122
More investment in technology is required	250	1	5	**2.66**	**1.274**
Transaction cost and maintenance cost of equipment are incurred.	250	1	5	2.88	1.111
Frequent technological problems arise.	250	1	5	3.73	.980
remember multiple passwords and user names	250	1	5	2.79	1.137
There is a limit to the amount of deposit daily spend, which reduces the amount of transaction useless for high value payments	250	1	5	3.38	1.085
Cheating is happen in online transactions	250	1	5	3.77	.950
Digital payments are highly dependent on the devices like computer, smart phone/tablet with internet connection, etc	250	1	5	3.84	.986
Valid N (listwise)	250			4.24	.843

(Source: primary data)

The above table (4.2) shows that descriptive statistics on the factors mean value. The mean value range from 2.66 to 4.36. In the scale factor denote 1 mean lowest value and 5 mean highest value. In this descriptive table 4.36 is the highest range.

Thus it shows that No need of counting/checking the currency/coins has the highest mean value of 4.36 and for more investment in technology is required has the lowest mean value of 2.66. More investment in technology is required has the highest standard deviation of 1.274 and No need of counting/checking the currency/coins has lowest standard deviation of .771.thus the result has showed that more people had agreed that more investment in technology is required and No need of counting/checking the currency/coins while using digital payment methods.

4.3 ANOVA

4.3.1 To examine the age difference of the respondents with the skills required by street vendors while using the Digital Payment Options.

Null Hypothesis (H_0): There is no significant Difference between Ages of the respondents with the skills required by street vendors while using the Digital Payment Options.

Table No. : 4.3.1

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	**Null Hypothesis**
know to use Smart phone	Between Groups	9.649	2	4.825	3.177	**.043****	Rejected
	Within Groups	375.07	247	1.519			
	Total	384.72	249				
know to check my account balance	Between Groups	21.791	2	10.895	7.806	**.001****	Rejected
	Within Groups	344.75	247	1.396			
	Total	366.54	249				
Able to read the messages in inbox	Between Groups	6.986	2	3.493	3.062	**.049****	Rejected
	Within Groups	281.77	247	1.141			
	Total	288.75	249				
Able to read acknowledge process from bank	Between Groups	6.854	2	3.427	3.914	**.021****	Rejected
	Within Groups	216.27	247	.876			
	Total	223.12	249				
know to check customer paid details	Between Groups	3.924	2	1.962	3.004	.051	Accepted
	Within Groups	161.29	247	.653			
	Total	165.21	249				
use offline QR code	Between Groups	4.296	2	2.148	2.430	.090	Accepted
	Within Groups	218.32	247	.884			
	Total	222.62	249				

use online QR code	Between Groups	.345	2	.172	.115	.892	Accepted
	Within Groups	371.33	247	1.503			
	Total	371.68	249				

(Source: primary data)

From the above of table (4.3.1) is inferred that the significance value is less than 0.05 for those know to use smart phone, know to check account balance, Able to read the messages in inbox and able to read acknowledge process from bank the null hypothesis is rejected. This indicates that there is statistical significant relation with age.

The significant value know to check customer paid details, use offline QR code, use online QR code is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with age.

4.3.2 To examine the qualification difference of the respondents with the skills required by street vendors while using the Digital Payment Options.

Null Hypothesis (H_0): There is no significant Difference between the Qualifications of the respondents with the skills required by street vendors while using the Digital Payment Options.

Table No. : 4.3.1

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	**Null Hypothesis**
know to use Smartphone	Between Groups	22.102	2	11.05	7.527	**.001****	Rejected
	Within Groups	362.622	247	1.468			
	Total	384.724	249				
know to check my account balance	Between Groups	10.141	2	5.071	3.514	**.031****	Rejected
	Within Groups	356.403	247	1.443			
	Total	366.544	249				
Able to read the messages in inbox	Between Groups	1.001	2	.501	.430	.651	Accepted
	Within Groups	287.755	247	1.165			
	Total	288.756	249				
Able to read acknowledge process from	Between Groups	1.626	2	.813	.907	.405	Accepted
	Within Groups	221.498	247	.897			
	Total	223.124	249				
know to check customer paid details	Between Groups	3.318	2	1.659	2.531	.082	Accepted
	Within Groups	161.898	247	.655			
	Total	165.216	249				
use offline QR code	Between Groups	.128	2	.064	.071	.932	Accepted
	Within Groups	222.496	247	.901			
	Total	222.624	249				
use online QR code	Between Groups	14.727	2	7.363	5.095	**.007****	Rejected
	Within Groups	356.957	247	1.445			
	Total	371.684	249				

(Source: primary data)

From the table (4.3.2) is inferred that the significance value is less than 0.05 for to know to use smart phone, know to check account balance and use online QR code, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with qualification .The significant value for Able to read the messages in inbox, able to read acknowledge process from bank, know to check customer paid details, use offline QR code is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with qualification.

4.3.3 To examine the gender of the respondents with the safety and security of street vendors on using Digital Payment Options.

Null Hypothesis (H_0): There is no significant Difference between the gender of the respondents with the safety and security of street vendors on using Digital Payment Options**.**

Table No. : 4.3.3

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	**Null Hypothesis**
Digital payment provides a safe shopping experience	Between Groups	2.308	2	1.154	1.53	.218	Accepted
	Within Groups	185.676	247	.752			
	Total	187.984	249				
Digital payment is safely stores multiple information, which later helps for accounting data's	Between Groups	1.007	2	.504	.526	.592	Accepted
	Within Groups	236.529	247	.958			
	Total	237.536	249				
Digital payment system provides the latest encryption technology to prevent unauthorized intrusion	Between Groups	.323	2	.162	.218	.804	Accepted
	Within Groups	182.941	247	.741			
	Total	183.264	249				
Digital payment option reduces the risk of fake or Counterfeit currency received as payment	Between Groups	.087	2	.044	.045	.956	Accepted
	Within Groups	241.513	247	.978			
	Total	241.600	249				
avoids the theft or robbery of cash	Between Groups	8.453	2	4.227	4.59	**.011****	Rejected
	Within Groups	227.243	247	.920			
	Total	235.696	249				

(Source: primary data)

From the table (4.3.3) is inferred that the significance value is less than 0.05 for Digital Payment Option avoids the theft or robbery of cash, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with gender .The significant value for Digital payment provides a safe shopping experience, Digital payment is safely stores multiple information, which later helps for accounting data's. Digital Payment System Provides the latest encryption technology to prevent unauthorized intrusion, Digital Payment Option reduces the risk of fake or Counterfeit currency received as payment is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with gender.

4.3.4 To examine the marital status difference of the respondents with the safety and security c on using Digital Payment Options.

Null Hypothesis (H_0): There is no significant Difference between the marital status difference of the respondents with the safety and security on using Digital Payment Options.

Table No. : 4.3.4

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	**Null Hypothesis**
Digital payment provides a safe shopping experience	Between Groups	1.429	1	1.429	1.899	.169	Accepted
	Within Groups	186.555	248	.752			
	Total	187.984	249				
Digital payment is safely stores multiple information, which later helps for accounting data's	Between Groups	1.733	1	1.733	1.822	.178	Accepted
	Within Groups	235.803	248	.951			
	Total	237.536	249				
Digital payment system provides the latest encryption technology to prevent unauthorized intrusion	Between Groups	2.053	1	2.053	2.810	.095	Accepted
	Within Groups	181.211	248	.731			
	Total	183.264	249				
Digital payment option reduces the risk of fake or Counterfeit currency received as payment	Between Groups	6.033	1	6.033	6.351	**.012****	Rejected
	Within Groups	235.567	248	.950			
	Total	241.600	249				
Digital Payment Option avoids the theft or robbery of cash	Between Groups	.383	1	.383	.404	.526	Accepted
	Within Groups	235.313	248	.949			
	Total	235.696	249				

(Source: primary data)

From the table (4.3.4) is inferred that the significance value is less than 0.05 for Digital Payment Option reduces the risk of fake or Counterfeit currency received , thus the null hypothesis is rejected. This indicates that there is statistical significant relation with marital status .The significant value for Digital payment provides a safe shopping experience, Digital payment is safely stores multiple information, which later helps for accounting data's, Digital Payment System provides the latest encryption technology to prevent unauthorized intrusion, Digital Payment Option avoids the theft or robbery of cash is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with marital status.

4.3.5 To examine the type of ownership of the respondents with the service quality of Digital Payment Options usage by street vendors.

Null Hypothesis (H_0): There is no significant Difference between the ownership of the respondents with the service quality of Digital Payment Options usage by street vendors

Table No. : 4.3.5

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	**Null Hypothesis**
The quality of service of retailers would increase in terms of processing time and comfort	Between Groups	.097	2	.048	.071	.931	Accepted
	Within Groups	167.903	247	.680			
	Total	168.000	249				
provides greater flexibility and faster payment options than other option	Between Groups	1.504	2	.752	.946	.390	Accepted
	Within Groups	196.352	247	.795			
	Total	197.856	249				
No need of counting/checking the currency/coins when Digital Payment Option is widely used which makes serve customer better	Between Groups	2.722	2	1.361	2.316	.101	Accepted
	Within Groups	145.154	247	.588			
	Total	147.876	249				
There is no more waiting line for payment of goods	Between Groups	1.048	2	.524	.764	.467	Accepted
	Within Groups	169.496	247	.686			
	Total	170.544	249				
enhances the reliability of the service of the retailers	Between Groups	4.048	2	2.024	1.898	.152	Accepted
	Within Groups	263.408	247	1.066			
	Total	267.456	249				

(Source: primary data)

From the table (4.3.5) is inferred that the significance value for The quality of service of retailers would increase in terms of processing time and comfort, Digital payments provides greater flexibility and faster payment options than other option, No need of counting/checking the currency/coins when Digital Payment Option is widely used which makes serve customer better, There is no more waiting line for payment of goods, Digital Payment Option enhances the reliability of the service of the retailers is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with type of ownership.

4.3.6 To examine the type of job position of the respondents with the service quality of Digital Payment Options usage by street vendors.

Null Hypothesis (H_0): There is no significant Difference between types of job position of the respondents with the service quality of Digital Payment Options usage by street vendors.

Table No. : 4.3.6

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	**Null Hypothesis**
The quality of service of retailers would increase in terms of processing time and comfort	Between Groups	.865	2	.432	.639	.529	Accepted
	Within Groups	167.135	247	.677			
	Total	168.000	249				
Provides greater flexibility and faster payment options than other option	Between Groups	2.633	2	1.316	1.665	.191	Accepted
	Within Groups	195.223	247	.790			
	Total	197.856	249				
No need of counting/checking the currency/coins when Digital Payment Option is widely used which makes serve customer better	Between Groups	3.899	2	1.949	3.344	**.037****	Rejected
	Within Groups	143.977	247	.583			
	Total	147.876	249				
There is no more waiting line for payment of goods	Between Groups	.717	2	.358	.521	.594	Accepted
	Within Groups	169.827	247	.688			
	Total	170.544	249				
Digital Payment Option enhances the reliability of the service of the retailers	Between Groups	.678	2	.339	.314	.731	Accepted
	Within Groups	266.778	247	1.080			
	Total	267.456	249				

(Source: primary data)

From the table (4.3.6) is inferred that the significance value is less than 0.05 for , No need of counting/checking the currency/coins when Digital Payment Option is widely used which makes serve customer better, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with job position .The significant value for the quality of service of retailers would increase in terms of processing time and comfort, Digital payments provides greater flexibility and faster payment options than other option, there is no more waiting line for payment of goods, Digital Payment Option enhances the reliability of the service of the retailers is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with job position.

4.3.7 To examine the average monthly income in peak season of the respondents with the impact of digital payment option on business performance.

Null Hypothesis (H_0): There is no significant Difference between the average monthly incomes in peak season of the respondents with the impact of digital payment option on business performance.

Table No. : 4.3.7

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	**Null Hypothesis**
Increase in Sales	Between Groups	12.644	3	4.215	4.777	**.003****	Rejected
	Within Groups	217.052	246	.882			
	Total	229.696	249				
Increase in Profit	Between Groups	4.892	3	1.631	1.882	.133	Accepted
	Within Groups	213.172	246	.867			
	Total	218.064	249				
Increase in Number of Customers	Between Groups	4.468	3	1.489	1.655	.177	Accepted
	Within Groups	221.376	246	.900			
	Total	225.844	249				
Effective Cash Management	Between Groups	2.669	3	.890	1.020	.384	Accepted
	Within Groups	214.567	246	.872			
	Total	217.236	249				
More business at lesser time	Between Groups	7.671	3	2.557	2.975	**.032****	Rejected
	Within Groups	211.453	246	.860			
	Total	219.124	249				
Decrease in Operational Cost	Between Groups	2.486	3	.829	.886	.449	Accepted
	Within Groups	230.014	246	.935			
	Total	232.500	249				

High Quality of Service	Between Groups	4.285	3	1.428	1.855	.138	Accepted
	Within Groups	189.411	246	.770			
	Total	193.696	249				
Good image to organization	Between Groups	4.343	3	1.448	1.873	.135	Accepted
	Within Groups	190.173	246	.773			
	Total	194.516	249				
Repeated purchases by customers	Between Groups	5.112	3	1.704	1.742	.159	Accepted
	Within Groups	240.632	246	.978			
	Total	245.744	249				
More satisfied customers	Between Groups	5.777	3	1.926	2.509	.059	Accepted
	Within Groups	188.819	246	.768			
	Total	194.596	249				

(Source: primary data)

From the table (4.3.7) is inferred that the significance value is less than 0.05 for increase in sales and more business in lesser time the null hypothesis is rejected. Thus, This indicates that there is statistical significant relation with the average monthly income in peak season .The significant value for Increase in Profit, Increase in Number of Customers, Effective Cash Management, Decrease in Operational Cost, High Quality of Service, Good image to organization, Repeated purchases by customers, More satisfied customers is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with the average monthly income in peak season.

4.3.8 To examine the average monthly income off season of the respondents with the impact of digital payment option on business performance.

Null Hypothesis (H_0): There is no significant Difference between the average monthly incomes off season of the respondents with the impact of digital payment option on business performance.

Table No. : 4.3.8

ANOVA							
		Sum of Squares	df	Mean Square	F	Sig.	**Null Hypothesis**
Increase in Sales	Between Groups	8.800	3	2.933	3.267	**.022****	Rejected
	Within Groups	220.896	246	.898			
	Total	229.696	249				
Increase in Profit	Between Groups	8.854	3	2.951	3.470	**.017****	Rejected
	Within Groups	209.210	246	.850			
	Total	218.064	249				
Increase in Number of Customers	Between Groups	3.703	3	1.234	1.367	.253	Accepted
	Within Groups	222.141	246	.903			
	Total	225.844	249				
Effective Cash Management	Between Groups	6.528	3	2.176	2.540	.057	Accepted
	Within Groups	210.708	246	.857			
	Total	217.236	249				
More business at lesser time	Between Groups	8.926	3	2.975	3.482	**.017****	Rejected
	Within Groups	210.198	246	.854			
	Total	219.124	249				
Decrease in Operational Cost	Between Groups	13.970	3	4.657	5.242	**.002***	Rejected
	Within Groups	218.530	246	.888			
	Total	232.500	249				
High Quality of Service	Between Groups	3.867	3	1.289	1.670	.174	Accepted
	Within Groups	189.829	246	.772			
	Total	193.696	249				

Good image to organization	Between Groups	2.309	3	.770	.985	.400	Accepted
	Within Groups	192.207	246	.781			
	Total	194.516	249				
Repeated purchases by customers	Between Groups	1.644	3	.548	.552	.647	Accepted
	Within Groups	244.100	246	.992			
	Total	245.744	249				
More satisfied customers	Between Groups	8.035	3	2.678	3.532	**.015****	Rejected
	Within Groups	186.561	246	.758			
	Total	194.596	249				

(Source: primary data)

The above table (4.3.8) shows that there is statistical significant relation with average monthly income in off season with increase in sales, increase in profit, more business at lese time, decrease in operational cost, and more satisfied customers. Thus, the other factors has no statistical significant relation with the average monthly income in peak season.

4.4 KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin (KMO) Test is a measure of how our data is suited for factor analysis. The test measures sampling adequacy for each variable in the model and for the complete model. The statistic is a measure of the proportion of variance among variables that might be common variance. The Kaiser-Meyer-Olkin is the measure of sampling adequacy, which varies between 0 and 1. The values closer to 1 are better, and the value of 0.6 is the suggested minimum. Bartlett's Test of Sphericity tests the null hypothesis that the correlation matrix has an identity matrix.KMO value is identified with the below-given equation.

KMO = (22 12 ij) / (22 r2 ij) + (22 a2 ij)

Table No. : 4.4.1

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.758
Bartlett's Test of Sphericity	Approx. Chi-Square	3880.134
	df	666
	Sig.	.000

(Source: primary data)

Kaiser-Meyer-Olkin Measure is an index which define of sampling adequacy. The KMO test value is 0.752 which is more than 0.5, can be considered acceptable and valid to conduct data reduction technique.

The Bartlett's test of Sphericity significant to a level of significance is 0.000(<0.001) which shows that there is a high level of correlation between variable, which make it adequate to apply factor analysis.

COMMUNALITIES

Table No. : 4.4.2 Communalities

	Initial	Extraction
know to use Smartphone	1.000	.588
know to check my account balance	1.000	.737
Able to read the messages in inbox	1.000	.666
Able to read acknowledge process from	1.000	.670
know to check customer paid details	1.000	.742
use offline QR code	1.000	.596
use online QR code	1.000	.569
Digital payment provides a safe shopping experience	1.000	.561
Digital payment is safely stores multiple information, which later helps for accounting data's	1.000	.769
Digital payment system provides the latest encryption technology to prevent unauthorized intrusion	1.000	.663
Digital payment option reduces the risk of fake or Counterfeit currency received as payment	1.000	.540
Digital Payment Option avoids the theft or robbery of cash	1.000	.712
The quality of service of retailers would increase in terms of processing time and comfort	1.000	.558
Digital payments provides greater flexibility and faster payment options than other option	1.000	.676
No need of counting/checking the currency/coins when Digital Payment Option is widely used which makes serve customer better	1.000	.627
There is no more waiting line for payment of goods	1.000	.684
Digital Payment Option enhances the reliability of the service of the retailers	1.000	.759
Increase in Sales	1.000	.571
Increase in Profit	1.000	.766
Increase in Number of Customers	1.000	.655
Effective Cash Management	1.000	.667
More business at lesser time	1.000	.606
Decrease in Operational Cost	1.000	.631
High Quality of Service	1.000	.662
Good image to organization	1.000	.637
Repeated purchases by customers	1.000	.575
More satisfied customers	1.000	.635
Retailers require more trained staff to handle digital payments	1.000	.717
More "Security and Privacy Issues" are incurred	1.000	.746
More investment in technology is required	1.000	.777
Transaction cost and maintenance cost of equipment are incurred for accepting digital payment as against cash	1.000	.695

Frequent technological problems arise. (Network connectivity, Power failure, Signal problems, Mobile coverage, etc.)	1.000	.730
Customer needs to remember multiple passwords and user names	1.000	.818
There is a limit to the amount of deposit in digital payments and daily spend, which reduces the amount of transaction	1.000	.677
Digital payments are useless for high value payments	1.000	.756
Cheating is happen in online transactions	1.000	.721
Digital payments are highly dependent on the devices like computer, smart phone/tablet with internet connection, etc	1.000	.537

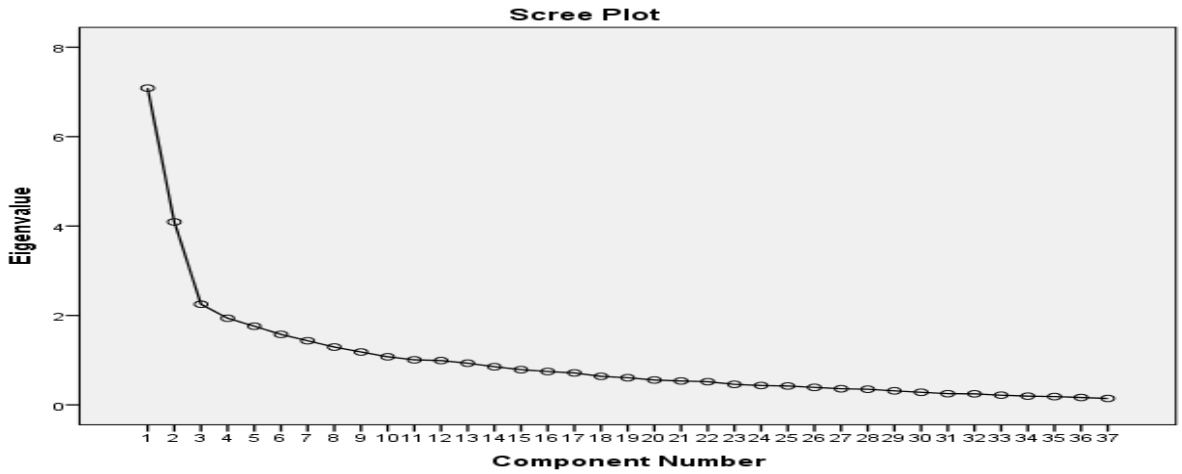
Extraction Method: Principal Component Analysis.

(Source: primary data)

The above table (4.4.2) shows that every variable in the communality initially is expected to share 100% variance. Hence initially every item is having value 1.000 which means 100% variance share by each item. The extraction ranging from 0.537 to 0.818. Which shows that minimum variance share of item after extraction is 53.7% and maximum variance share of item is 81.8%.

SCREEN PLOT

Figure No. : 4.4.1



(Source: Primary Data)

The above figure (4.4.1) shows that components as the X axix and the corresponding Figen values as the Y axis. First seven components are considered whose Eigen value are 7.086, 4.093, 2.252, 1.933, 1.760, 1576, 1.434. Since all these seven factors are having Eigen value greater than 1 and sharing maximum variance hence they are essential in the present study.

TOTAL VARIANCE

Table No. : 4.4.3 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.086	19.152	19.152	7.086	19.152	19.152
2	4.093	11.061	30.213	4.093	11.061	30.213
3	2.252	6.085	36.298	2.252	6.085	36.298
4	1.938	5.238	41.536	1.938	5.238	41.536
5	1.760	4.758	46.293	1.760	4.758	46.293
6	1.576	4.259	50.552	1.576	4.259	50.552
7	1.434	3.875	54.427	1.434	3.875	54.427
8	1.293	3.495	57.922	1.293	3.495	57.922
9	1.183	3.198	61.120	1.183	3.198	61.120
10	1.076	2.908	64.028	1.076	2.908	64.028
11	1.007	2.722	66.750	1.007	2.722	66.750
12	.991	2.677	69.427			
13	.933	2.521	71.948			
14	.853	2.307	74.255			
15	.788	2.129	76.384			
16	.746	2.017	78.401			
17	.715	1.934	80.334			
18	.639	1.726	82.061			
19	.607	1.641	83.702			
20	.556	1.504	85.206			
21	.535	1.445	86.651			
22	.519	1.402	88.053			
23	.459	1.241	89.293			
24	.434	1.172	90.465			
25	.422	1.141	91.606			
26	.391	1.057	92.663			
27	.361	.975	93.639			
28	.350	.946	94.585			
29	.314	.849	95.433			
30	.282	.762	96.196			
31	.251	.679	96.874			
32	.248	.671	97.545			
33	.216	.585	98.130			
34	.196	.531	98.661			
35	.185	.501	99.162			
36	.166	.449	99.611			
37	.144	.389	100.000			

Extraction Method: Principal Component Analysis. Source: primary data

The above table (4.4.3) shows that the total variance contributed by first component is 19.152, by second component 30.213, by third component 36.298, by the fourth component 41.536 , by the fifth component 46.293, by sixth component 50.552 and by seventh component 54.427.

The eigen value for a given factor measures the variance in all the variables which is accounted for by that factor. It is also clear that there are total seven distinct components having eigen values greater that I from the given set of variables. Eigen value for factor I is 7.086, for the factor 2 is 4.093 and for factor 3 is 2.252.

4.5CHI SQUARE TEST

Chi-square Test is most the important and popular test for comparing frequencies in cross tabulation of two nominal variables. Chi-square test in this section was used to identify statistically significant level of association between average monthly income in off season and average monthly income in peak season with increase in sales, increase in profit, effective cash management, high quality of service and repeated purchase.

4.5.1 Chi-Square Tests for Association between average monthly incomes in off season with increase in sales.

Null Hypothesis H0: There is no association between average monthly incomes in off season with increase in sales.

Table No. : 4.5.1

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	20.646[a]	12	.046
Likelihood Ratio	24.004	12	.020
Linear-by-Linear Association	.456	1	.499
N of Valid Cases	250		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .54.			

(Source: primary data)

As shown in table 4.5.1. The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in sales. Since P value is 0.046 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level. Hence, there is association between average monthly incomes in off season with increase in sales.

4.5.2 Chi-Square Tests for Association between average monthly incomes in off season with increase in profit.

Null Hypothesis H0: There is no association between average monthly incomes in off season with increase in profit.

Table No. : 4.5.2

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9.141[a]	12	.691
Likelihood Ratio	10.180	12	.600
Linear-by-Linear Association	.004	1	.952
N of Valid Cases	250		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .22.			

(Source: primary data)

As shown in table 4.5.2. The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in profit. Since P value is 0.691 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in off season with increase in profit.

4.5.3 Chi-Square Tests for Association between average monthly incomes in off season with Effective Cash Management.

Null Hypothesis H0: There is no association between average monthly incomes in off season with Effective Cash Management.

Table No. : 4.5.3

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.021[a]	12	.368
Likelihood Ratio	15.488	12	.216
Linear-by-Linear Association	.023	1	.879
N of Valid Cases	250		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .43.			

(Source: primary data)

As shown in table 4.5.3. The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in Effective Cash Management. Since P value is 0.368 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in off season with Effective Cash Management.

4.5.4 Chi-Square Tests for Association between average monthly incomes in off season with high quality of service.

Null Hypothesis H0: There is no association between average monthly incomes in off season with High Quality of Service.

Table No. : 4.5.4

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.437[a]	12	.492
Likelihood Ratio	13.660	12	.323
Linear-by-Linear Association	.276	1	.600
N of Valid Cases	250		
a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .32.			

(Source: primary data)

As shown in table 4.5.4. The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in High Quality of Service. Since P value is 0.492 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in off season with High Quality of Service.

4.5.5 Chi-Square Tests for Association between average monthly incomes in off season with Repeated Purchase by Customer.

Null Hypothesis H0: There is no association between average monthly incomes in off season with Repeated Purchase by Customer.

Table No. : 4.5.5

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	13.546[a]	12	.331
Likelihood Ratio	15.873	12	.197
Linear-by-Linear Association	3.597	1	.058
N of Valid Cases	250		
a. 7 cells (35.0%) have expected count less than 5. The minimum expected count is .32.			

(Source: primary data)

As shown in table 4.5.5. The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in Repeated Purchase by Customer. Since P value is 0.331 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in off season with Repeated Purchase by Customer.

4.5.6 Chi-Square Tests for Association between average monthly incomes in peak season with increase in sales.

Null Hypothesis H0: There is no association between average monthly incomes in peak season with increase in sales.

Table No. : 4.5.6

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.439[a]	12	.018
Likelihood Ratio	30.677	12	.002
Linear-by-Linear Association	.008	1	.931
N of Valid Cases	250		
a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .28.			

(Source: primary data)

As shown in table 4.5.6. The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in sales. Since P value is 0.018 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level. Hence, there is association between average monthly incomes in peak season with increase in sales.

4.5.7 Chi-Square Tests for Association between average monthly incomes in peak season with increase in profit.

Null Hypothesis H0: There is no association between average monthly incomes in peak season with increase in profit.

Table No. : 4.5.7

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.463[a]	12	.009
Likelihood Ratio	24.755	12	.016
Linear-by-Linear Association	.238	1	.625
N of Valid Cases	250		
a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .11.			

(Source: primary data)

As shown in table 4.5.7. The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in profit. Since P value is 0.009 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level. Hence, there is association between average monthly incomes in peak season with increase in profit.

4.5.8 Chi-Square Tests for Association between average monthly incomes in peak season with Effective Cash Management.

Null Hypothesis H0: There is no association between average monthly incomes in peak season with Effective Cash Management.

Table No. : 4.5.8

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.721[a]	12	.204
Likelihood Ratio	15.786	12	.201
Linear-by-Linear Association	.031	1	.860
N of Valid Cases	250		
a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .22.			

(Source: primary data)

As shown in table 4.5.8. The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in Effective Cash Management. Since P value is 0.204 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in off season with Effective Cash Management.

4.5.9 Chi-Square Tests for Association between average monthly incomes in peak season with high quality of service.

Null Hypothesis H0: There is no association between average monthly incomes in peak season with High Quality of Service.

Table No. : 4.5.9

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.945[a]	12	.028
Likelihood Ratio	21.447	12	.044
Linear-by-Linear Association	.461	1	.497
N of Valid Cases	250		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is .17.			

(Source: primary data)

As shown in table 4.5.9. The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in High Quality of Service. Since P value is 0.028 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level. Hence, there is association between average monthly incomes in peak season with increase in High Quality of Service.

4.5.10 Chi-Square Tests for Association between average monthly incomes in peak season with Repeated Purchase by Customer.

Null Hypothesis H0: There is no association between average monthly incomes in peak season with Repeated Purchase by Customer.

Table No. : 4.5.10

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.085[a]	12	.087
Likelihood Ratio	18.143	12	.111
Linear-by-Linear Association	.029	1	.865
N of Valid Cases	250		
a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .17.			

(Source: primary data)

As shown in table 4.5.10. The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in Repeated Purchase by Customer. Since P value is 0.087 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in peak season with Repeated Purchase by Customer.

4.6 CORRELATION

Each cell in the matrix shows the Pearson correlation coefficient between two variables.

The correlation coefficient ranges from -1 to 1, where -1 represents a perfect negative correlation, 0 represents no correlation, and 1 represents a perfect positive correlation. A positive correlation means that when one variable increases, the other variable tends to increase as well, while a negative correlation means that when one variable increases, the other variable tends to decrease.

Table no: 4.6

Correlations						
		SR	SS	SQ	BP	UP
SR	Pearson Correlation	1				
SS	Pearson Correlation	.573**	1			
SQ	Pearson Correlation	.309**	.528**	1		
BP	Pearson Correlation	.353**	.478**	.630**	1	
UP	Pearson Correlation	.445**	.288**	.286**	.442**	1
**. Correlation is significant at the 0.01 level (2-tailed).						

(Source: primary data)

SR = Skills Required

SS = Safety and Security

SQ = Service Quality

BP = Business Performance

UP = Usage Problems

The matrix shows the Pearson correlation coefficients between five variables: Skills Required (SR), Safety and Security (SS), Service Quality (SQ), Business Performance (BP), and Usage Problems (UP).

Skills Required has significant positive correlations with all other variables except Safety and Security. This means that higher levels of Skills Required tend to be associated with higher levels of Safety and Security, Service Quality, Business Performance, and Usage Problems.

Safety and Security has a moderate positive correlation with Service Quality and Business Performance, but not with Skills Required or Usage Problems. This means that higher levels of Safety and Security tend to be associated with higher levels of Service Quality and Business Performance, but not necessarily with higher levels of Skills Required or Usage Problems.

Service Quality has weak positive correlations with Business Performance and Usage Problems. This means that higher levels of Service Quality tend to be associated with higher levels of Business Performance and Usage Problems, but the correlations are not very strong.

Business Performance has moderate positive correlations with Usage Problems and with both Safety and Security and Service Quality. This means that higher levels of Business Performance tend to be associated with higher levels of Usage Problems, as well as with higher levels of Safety and Security and Service Quality.

Usage Problems has significant positive correlations with Skills Required and Business Performance, and weak positive correlations with Safety and Security and Service Quality. This means that higher levels of Usage Problems tend to be associated with higher levels of Skills Required and Business Performance, and to a lesser extent with Safety and Security and Service Quality.

4.7 REGRESSION

To investigate factors of Adoption of digital payments by street vendor has a significant impact on their business performance.

HYPOTHESIS

H1: There is a significant impact on factors of adoption of digital payments by street vendor has a significant impact on their business performance.

Table No: 4.7 Regression

Hypothesis	Regression Weights	Beta Coefficient	T-Value	R2	F	p-value	Hypotheses Supported
H1	SR	.005	.072	.488	58.265	.000	**Yes**
H1	SS	.248	2.394				
H1	SQ	.819	8.680				
H1	PU	.242	5.033				

(Source: primary data)

The hypothesis tests if factors of adoption of digital payments by street vendor has a significant impact on their business performance. The factors consists of Skills Required (SR), Safety and Security (SS), Service Quality (SQ), Business Performance (BP), and Usage Problems (UP). The dependent variable BP was regressed on predicting variable SR, SS, SQ and UP to test the hypothesis H1. Factors of adoption of digital payments by street vendor significantly predicted BP, $F = 58.265$, $p < 0.001$, which indicates that factors of adoption of digital payments by street vendor can play a significant role in shaping business performance (SR ($b = 0.005$); SS ($b = 0.248$); SQ ($b = 0.819$); PU ($b = 0.242$), $p < .001$). These results clearly direct the positive affect of the business performance. Moreover, the $R2 = 0.488$ depicts that the model explains 4.88% of the variance in factors of adoption of digital payments by street vendor in Srirangam area.

FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

5.1.1 DEMOGRAPHIC PROFILE

- By using frequency analysis it is found that 54.4 percent of responder's are female and 44.8 percent of responder's are male and 0.8% of responder's are other. Hence it is evident that the majority of respondents are female which is slightly highly than male respondents.
- The study result shows that 64.0 percent of respondents are of the age group 30-60, 22.0 percent of respondents are in age group below 30 years and 3.6 percent respondents are of the age group above 60 years. Thus, it is evident that majority of the respondents are in the age group 30-60 years in Srirangam.
- It is found that 49.6 percent with Under Graduation, 42.0 percent of the respondents are school / diploma and 8.4 percent are Post graduate. Thus, it is interpreted that the highest educational qualification attained among the surveyed street vendors in the Srirangam area appears to be an undergraduate degree, with 49.6 percent of respondents achieving this level of education.
- The study result shows that 72.4 percentage of the street vendors are married and 27.6 percentage of street vendors are single in Srirangam area. Thus, it is understood that the majority of the surveyed individuals are currently in a marital relationship in Srirangam.
- By using frequency analysis it is found that the highest ownership structure among the surveyed street vendors was family-owned businesses, with 43.6 percent of the respondents reporting this ownership structure. The second highest ownership structure was sole proprietorship, with 39.2 percent of the respondents reporting this structure. The lowest ownership structure was partnership firm, with only 17.2 percent of the respondents. Hence it is evident that the majority of the respondents are having family owned business.
- According to the percentages, 40.4 percent of the respondents reported being owners of their business, 36.0 percent reported being managers or in-charge of their business, and 23.6 percent reported being workers. This suggests that a significant portion of the

surveyed street vendors in the Srirangam area either owned their business or were in managerial positions, while a smaller percentage reported being workers.

- The majority of the vendors have been in business for 10 years or more, with 43.6 percent falling in the 10-20 years age range. The next largest group is the below 10 years age range, which accounts for 38.4 percent of the sample. Only a minority of the vendors, 18.0 percent, have been in business for over 20 years. Hence it is that the majority of the respondents are owning business for 10-20 years in Sriangam area.
- By using frequency analysis it is found that the largest percentage of street vendors, 26.8 percent, sell flowers. 24.0 percent of the vendors sell pooja items, and 20.8 percent sell food items. Fancy/toy shops make up 13.2 percent of the vendors, and only 7.6 percent sell apparels. The smallest percentage of vendors, 0.8 percent fall under the category of "others." This information provides valuable insights into the types of goods sold by street vendors in Srirangam. The large percentage of vendors selling flowers and pooja items suggests that religious and cultural activities play a significant role in the local economy.
- The study result shows that 44.0 percent fall under the income range of 5000-10000 rupees per month during the off-season. 23.6 percent of the vendors have an average monthly income between 10000-20000 rupees, and 21.6 percent of the vendors earn below 5000 rupees per month. The smallest percentage of vendors, 10.8 percent have an average monthly income above 20000 rupees. Thus, majority of the respondents earns in off season from 5,000 to 10,000 per month. This information can provide valuable insights into the income levels of street vendors in Srirangam during the off-season and help identify areas for potential improvements or support.
- According to the frequency analysis 42.8 percent fall under the income range of 10,000-20,000 rupees per month during the peak-season. 22.0 percent of the vendors have an average monthly income between 5000-10,000 rupees, and 29.6 percent of the vendors earn above 20,000 rupees per month. The smallest percentage of vendors, 5.6 percent have an average monthly income below 5000 rupees. Thus, the higher percentage of vendors earning more than 20,000 rupees per month during the peak-season could suggest that the tourism industry has a positive impact on the income of street vendors in Srirangam and help identify areas for potential improvements or support.
- The study result shows the majority of street vendors, 62.0 percent, have less than 3 employees working for them. 26.8 percent of the vendors have 3-5 employees, and only

9.2 percent have 6-10 employees. The smallest percentage of vendors, 2.0 percent have 11-15 employees working for them. The majority of businesses seem to be small, with a few employees. The small size of businesses could indicate that the street vending industry in Srirangam is highly fragmented, with many small businesses operating independently. The relatively small percentage of vendors with more than 6 employees suggests that larger street vending businesses are relatively rare in Srirangam.

- According to the frequency analysis 33.6 percent, were prompted to become street vendors by the potential profit that the business could bring. 24.0 percent of the vendors cited low start-up costs as a motivating factor, and the same percentage had prior experience in the business. 15.6 percent of the vendors enjoyed the street vibe, and only 2.8 percent cited "others" as their motivation. The high percentage of vendors who were motivated by the potential profit suggests that the street vending industry in Srirangam can be financially lucrative. The significant percentage of vendors who were prompted by low start-up costs indicates that street vending can be an accessible business opportunity for those who may not have significant financial resources.
- By using frequency analysis it is found that 68.8 percent reported that customers are demanding the Paytm digital payment option. 22.8 percent of the vendors reported customer demand for Google Pay and only 7.2 percent reported customer demand for PhonePe. The smallest percentages of vendors, 0.8 percent and 0.4 percent reported customer demand for WhatsApp Pay and "Others," respectively. Thus, majority of the respondents prefer paytm as best digital payment option. Overall, the high demand for digital payment options suggests that the adoption of digital payment could be a catalyst for tourism development in Srirangam, as it would enable tourists to make transactions more easily and efficiently.

5.1.2 DESCRIPTIVE STATISTICS

- By using descriptive statistics, it is found that more business at lesser time has the highest mean value of 4.25 and for more investment in technology is required has the lowest mean value of 2.66. More investment in technology is required has the highest standard deviation of 1.274 and No need of counting/checking the currency/coins has lowest standard deviation of .771. Thus the result has showed that more people had agreed that more investment in technology is required and No need of counting/checking the currency/coins while using digital payment methods.

5.1.3 ANOVA

- The significance value is less than 0.05 for those know to use smart phone, know to check account balance, Able to read the messages in inbox and able to read acknowledge process from bank the null hypothesis is rejected. This indicates that there is statistical significant relation with age.The significant value know to check customer paid details, use offline QR code, use online QR code is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with age.
- The significance value is less than 0.05 for to know to use smart phone, know to check account balance and use online QR code,thus the null hypothesis is rejected. This indicates that there is statistical significant relation with qualification .The significant value for Able to read the messages in inbox, able to read acknowledge process from bank, know to check customer paid details, use offline QR code is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with qualification.
- The significance value is less than 0.05 for Digital Payment Option avoids the theft or robbery of cash, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with gender .The significant value for Digital payment provides a safe shopping experience, Digital payment is safely stores multiple information, which later helps for accounting data's. Digital Payment System Provides the latest encryption technology to prevent unauthorized intrusion, Digital Payment Option reduces the risk of fake or counterfeit currency received as payment is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with gender.
- The significance value is less than 0.05 for Digital Payment Option reduces the risk of fake or counterfeit currency received, thus the null hypothesis is rejected. This indicates that there is statistical significant relation with marital status .The significant value for Digital payment provides a safe shopping experience, Digital payment is safely stores multiple information, which later helps for accounting data's, Digital Payment System provides the latest encryption technology to prevent unauthorized intrusion, Digital Payment Option avoids the theft or robbery of cash is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with marital status.

- the significance value for The quality of service of retailers would increase in terms of processing time and comfort, Digital payments provides greater flexibility and faster payment options than other option, No need of counting/checking the currency/coins when Digital Payment Option is widely used which makes serve customer better, There is no more waiting line for payment of goods, Digital Payment Option enhances the reliability of the service of the retailers is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with type of ownership.
- The significance value is less than 0.05 for, No need of counting/checking the currency/coins when Digital Payment Option is widely used which makes serve customer better, and thus the null hypothesis is rejected. This indicates that there is statistical significant relation with job position .The significant value for the quality of service of retailers would increase in terms of processing time and comfort, Digital payments provides greater flexibility and faster payment options than other option, there is no more waiting line for payment of goods, Digital Payment Option enhances the reliability of the service of the retailers is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with job position.
- The significance value is less than 0.05 for increase in sales and more business in lesser time the null hypothesis is rejected. Thus, This indicates that there is statistical significant relation with the average monthly income in peak season .The significant value for Increase in Profit, Increase in Number of Customers, Effective Cash Management, Decrease in Operational Cost, High Quality of Service, Good image to organization, Repeated purchases by customers, More satisfied customers is more than 0.05, thus null hypothesis is accepted. This indicates that there is no statistical significant relation with the average monthly income in peak season.
- The statistical significant relation with average monthly income in off season with increase in sales, increase in profit, more business at lese time, decrease in operational cost, and more satisfied customers. Thus, the other factors has no no statistical significant relation with the average monthly income in peak season.

5.1.4 KMO AND BARTLETT'S TEST

- The KMO test value is 0.752 which is more than 0.5, can be considered acceptable and valid to conduct data reduction technique.

- The Bartlett's test of Sphericity significant to a level of significance is 0.000(<0.001) which shows that there is a high level of correlation between variable, which make it adequate to apply factor analysis.
- Every variable in the communality initially is expected to share 100% variance. Hence initially every item is having value 1.000 which means 100% variance share by each item. The extraction ranging from 0.537 to 0.818. Which shows that minimum variance share of item after extraction is 53.7% and maximum variance share of item is 81.8%.
- The total variance contributed by first component is 19.152, by second component 30.213, by third component 36.298, by the fourth component 41.536, by the fifth component 46.293, by sixth component 50.552 and by seventh component 54.427. The eigen value for a given factor measures the variance in all the variables which is accounted for by that factor. It is also clear that there are total seven distinct components having eigen values greater that I from the given set of variables. Eigen value for factor I is 7.086, for the factor 2 is 4.093 and for factor 3 is 2.252.

5.1.5 CHI SQUARE TEST

- The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in sales. Since P value is 0.046 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level. Hence, there is association between average monthly incomes in off season with increase in sales.
- The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in profit. Since P value is 0.691 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in off season with increase in profit.
- The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in Effective Cash Management. Since P value is .368 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in off season with Effective Cash Management.
- The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in High Quality of Service. Since P value is 0.492 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There

is no association between average monthly incomes in off season with High Quality of Service.

- The results of chi-square test help to indicate the association between average monthly incomes in off season with increase in Repeated Purchase by Customer. Since P value is 0.331 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in off season with Repeated Purchase by Customer.
- The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in sales. Since P value is 0.018 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level. Hence, there is association between average monthly incomes in peak season with increase in sales.
- The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in profit. Since P value is 0.009 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level. Hence, there is association between average monthly incomes in peak season with increase in profit.
- The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in Effective Cash Management. Since P value is 0.204 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in off season with Effective Cash Management.
- The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in High Quality of Service. Since P value is 0.028 which is lesser than 0.05, the null hypothesis is rejected at 5 per cent level. Hence, there is association between average monthly incomes in peak season with increase in High Quality of Service.
- The results of chi-square test help to indicate the association between average monthly incomes in peak season with increase in Repeated Purchase by Customer. Since P value is 0.087 which is greater than 0.05. Hence null hypothesis is accepted at 5 per cent level. There is no association between average monthly incomes in peak season with Repeated Purchase by Customer.

5.1.6 CORRELATION

- The matrix shows the Pearson correlation coefficients between five variables: Skills Required (SR), Safety and Security (SS), Service Quality (SQ), Business Performance

(BP), and Usage Problems (UP).Skills Required has significant positive correlations with all other variables except Safety and Security. This means that higher levels of Skills Required tend to be associated with higher levels of Safety and Security, Service Quality, Business Performance, and Usage Problems. Safety and Security has a moderate positive correlation with Service Quality and Business Performance, but not with Skills Required or Usage Problems. This means that higher levels of Safety and Security tend to be associated with higher levels of Service Quality and Business Performance, but not necessarily with higher levels of Skills Required or Usage Problems. Service Quality has weak positive correlations with Business Performance and Usage Problems. This means that higher levels of Service Quality tend to be associated with higher levels of Business Performance and Usage Problems, but the correlations are not very strong. Business Performance has moderate positive correlations with Usage Problems and with both Safety and Security and Service Quality. This means that higher levels of Business Performance tend to be associated with higher levels of Usage Problems, as well as with higher levels of Safety and Security and Service Quality. Usage Problems has significant positive correlations with Skills Required and Business Performance, and weak positive correlations with Safety and Security and Service Quality. This means that higher levels of Usage Problems tend to be associated with higher levels of Skills Required and Business Performance, and to a lesser extent with Safety and Security and Service Quality.

1.5.7 REGRESSION

- The hypothesis tests if factors of adoption of digital payments by street vendor has a significant impact on their business performance. The factors consists of Skills Required (SR), Safety and Security (SS), Service Quality (SQ), Business Performance (BP), and Usage Problems (UP). The dependent variable BP was regressed on predicting variable SR, SS, SQ and UP to test the hypothesis H1. Factors of adoption of digital payments by street vendor significantly predicted BP, $F = 58.265$, $p < 0.001$, which indicates that factors of adoption of digital payments by street vendor can play a significant role in shaping business performance (SR ($b = 0.005$); SS ($b = 0.248$); SQ ($b = 0.819$); PU ($b = 0.242$), $p < 0.001$). These results clearly direct the positive affect of the business performance. Moreover, the $R2 = .488$ depicts that the model explains

4.88% of the variance in factors of adoption of digital payments by street vendor in Srirangam area.

5.2 SUGGESTIONS

- Digitalization needs basic knowledge for the street vendors due to illiteracy they are some street vendors who not able to understand the process of digitalization and digital transaction due to which they find it difficult to adjust to it. There can be awareness programs created for illiterates to understand digital transaction. Digital transaction application can be made in local language so that even illiterate can understand the concept and procedures.
- Many vendors encountered cheating from the customers so a proper statement can be provided when digital transaction is been done so that the vendors gets the acknowledgement handy.
- Government can minimize documentation requirements and offer assistance with paperwork to ensure a smooth transition to digital payments.
- All the stakeholders involved need to play their role in the upliftment of the m-payments industry and try out ways to promote m-payments to boost the economy .The proper advertisement should be done and awareness should be created of the benefits of using m-payment and its impact on boosting the economy. The awareness about the benefits of m- payments to the low income people and older people should be made and they should be further encouraged and provided with extra offers as these group are less using the mobile payment systems in comparison to the other groups.
- Network failure was found to be a major obstacle in this study, therefore, government and mobile network operators should strive to provide a secure and efficient infrastructure for m-payments.
- Government can take initiatives to organize meetups or events where successful street vendors who have embraced digital payments can share their experiences. Encourage vendors to learn from their peers and gain insights into how digital payments have improved their business operations.

5.3 CONCLUSION

Indian economy is primarily to be driven by the use of cash and less than 5% of all payments happen electronically. This largely due to the lack of access to the formal banking system for a part of the population and as well as cash being the only means available for many. Indians traditionally prefer to spend and save in cash, but the scenario is changing as the people's behaviour for adopting various mode of payment gradually increasing. The future of the Cashless India looks pretty promising as the response of the people towards the move of the government and the support towards it is a clear indication that the government's move is likely to succeed. The widespread adoption of electronic payments has significantly expanded the sales volume of goods and services, reduced barriers to immediate credit and liquidity, and eased geographic restrictions to trade and exchange and pertinent to the subject of this paper, . The adoption of digital payment systems by street vendors is an essential aspect of the tourism industry's development in Srirangam. By encouraging more vendors to accept digital payments, the tourism industry can attract more visitors who prefer to use digital payment methods. Digital payments promote travel & Tourism by providing travellers with a form of exchange that is ubiquitous, secure, reliable, and convenient. Despite many benefits, there are several challenges before Cashless Policy in India such as cybercrime, Digital illiteracy etc. Given that the majority of the street vendors have been in business for over a decade, they may require more persuasion to adopt digital payment systems. The government need to take the necessary steps and make more some policy consideration when they preparing for a Cashless economy. However, with the increasing availability and accessibility of digital payment solutions in India, it may be possible to overcome this barrier and enhance the tourism industry's growth in Srirangam.

BIBLIOGRAPHY

CHAPTER 6

BIBLIOGRAPHY

Abrazhevich, D. (2004). Electronic Payment Systems: a User-Centered Perspective and Interaction Design.

Abid, S. (2016). Electronic Payment System: An Evolution in Indian Banking System. IOSR Journal of Economics and Finance (IOSR-JEF), 7(2), 25-30.

Alalwan, Ali Abdallah, Dwivedi, Y. K., & Rana, N. P. (2017). Factors influencing adoption of mobile banking by Jordanian bank customers: Extending UTAUT2 with trust. International Journal of Information Management. 37(3), 99-110.

Alaeddin, O., Rana, A., Zainudin, Z., & Kamarudin, F. (2018). From physical to digital: Investigating consumer behaviour of switching to mobile wallet. Polish Journal of Management Studies, 17(2), 18-30.

Azhagan, C. T., & Vigneswari, S. (2018). A study on customer expectation and perception towards Tourism Industry in Trichy District. International Journal of Research and Analytical Reviews, 5 (2), str, 1001-1003.

Abdullah, & Naved Khan, M. (2021). Determining mobile payment adoption: A systematic literature search and bibliometric analysis. Cogent Business & Management, 8(1), 1893245.

Baldi, G., Megaro, A., & Carrubbo, L. (2022). Small-Town Citizens' Technology Acceptance of Smart and Sustainable City Development. Sustainability, 15(1), 325.

C.M., Ou, C.R., 2009. Adaptation of proxy certificates to non-repudiation protocol of agent-based mobile payment systems. Applied Intelligence 30 (3). 233-243.

Dahlberg, T., Mallat N., Ondrus J. Zmijewska A. (2006): Mobile Payment Market and Research: Past, Present and Future. Presentation at Helsinki Mobility Roundtable, Helsinki, Finland.

Debdulal S., (2013). Conditions of 'decent working life' of Street Vendors in Mumbai. Tata Institute of Social Sciences, Retrieved January 22. From dwpaper27c.pdf.

JMohammad, A. (2008). The Development of E-payments and Challenges in Malaysia. The Development of E-payments and Challenges for Central Banks in The SEACEN Countries

Kumar, R., & Singh, A. (2013). Empowering the Street Vendors in Changing Indian Cities: A Case Study of Bhubaneswar (Orissa) (No. id: 5276).

Kydyrbekuly, K., Orynbekova, A., & Aitbek, D. (2022). How cashless operations integrated into consumer lifestyle in Kazakhstan as a new habit.

Lin, W. Y., & Yamao, M. (2014). Street Food Safety in Yangon: A Case Study on Street Food Vendors's Socio-economic and Production Aspects. International Review of Research in Emerging Markets and Global Economy, 1(4), 206- 216.

Muinde, O. K., & Kuria, E. (2005). Hygienic and sanitary practices of vendors of street foods in Nairobi, Kenya. African Journal of Food, Agriculture, Nutrition and Development, 5(1), 1-14.

Mayanja, C., Nayiga, L., Brenda, N., & Nasinyama, G. (2011). Practices, knowledge and risk factors of street food vendors in Uganda. Food Control, 22(10), 1551-1558.

M., Hedman, J., Vatrapu, R.,(2012). Designing digital payment artefacts. In: Proceedings of the 14th Annual International Conference on Electronic Commerce (ICEC), ACM Press, New York, NY, USA.

Ministry of Housing and Urban Affairs Government of India, National Policy on Urban Street Vendors. (2012).Available from: http://mohua.gov.in/cms/policies.php

Ma, D.. Saxena, N., Xiang, T., Zhu, Y., (2013). Location-aware and safer cards: Enhancing RFID security and privacy via location sensing. IEEE Transactions on Dependable and Secure Computing 10 (2), 57-69.25.

Matsobane, M. B. (2013). Analyzing the Factors Hampering the Purchase of Fruits and Vegetables from Hawkers: A Case Study of Students in the University of Limpopo (Doctoral dissertation, University of Limpopo South Africa). Retrieved from https://www.researchgate.net/publication/317955749.

Mishra, P., & Mishra, S. (2013). Prospect of Flower Vendors: A Case Study at Bhubaneswar. Asian Journal of Home Science, 8(2), 780-784.

Magnier-Watanabe, R., (2014). An institutional perspective of mobile payment adoption: The case of Japan. In: Proceedings of the Annual Hawaii International Conference on System Sciences (HICSS). IEEE Computer Society Press, Washington, DC.

Ng, D. (2018). Institutional Knowledge at Singapore Management University Evolution of digital payments: Early learnings from Singapore's cashless payment drive Evolution of Digital Journal of Payments Strategy and Systems, 11(4), 306-312.

Nagajurna, B. (2019). Emerging Trends in Digital Payments – A Prospective Study Dr. B. Nagarjuna Associate Professor, Sree Vidyanikethan Institute of Management,Tirupati. Ijemr, 9(01), 1-9.

Ondrus. J., Lyytinen, K… Pigneur, Y., (2009). Why mobile payments fail? Towards a dynamic and multi-perspective explanation. In: Proceedings of the 42nd Annual Hawaii International Conference on System Sciences (HICSS), IEEE Computer Society Press. Washington, DC.

Ondrus, J., Gannamaneni, A., Lyytinen. K. (2015). The impact of openness on the

Market potential of multi-sided platforms: a case study of mobile payment Platforms. Journal of Information Technology 30, 260-275.

Pousttchi, K., Schiessler, M., Wiedemann. D.G., (2009). Proposing a comprehensive framework for analysis and engineering of mobile payment business models, Information Systems and e-Business Management 7 (3), 363- 393.

Panwar, M., & Garg, V. (2015). Issues and Challenges Faced by Vendors on Urban Streets: A Case of Sonipat City. India. International Journal of Engineering Technology, Management and Applied Sciences, 3 (2), 71-84.

Vijayanand, S. (2014). The Issues and Perspectives of Pilgrimage Tourism Development in Tanjur. Int. J. Tour. Hosp. Rev, 1, 45-51.

Xin, H., Techatassanasoontorn. A., Tan, F. B., 2013. Exploring the influence of trust on mobile payment adoption. In Proceedings of the Pacific Asia Conference on Information Systems (PACIS). Jeju Island, Korea

http://www.trichy.tn.nic.in/distprof.htm

https://doi.org/10.17512/pjms.2018.17.2.02

https://doi.org/10.1016/j.ijinfomgt.2017.01.002

https://mohua.gov.in/

https://tourism.gov.in/

https://www.srirangapankajam.in/

https://www.tripadvisor.in/Attraction_Review-g317098-d478076-Reviews-Sri_Ranganathaswamy_Temple-Tiruchirappalli_Tiruchirappalli_District_Tamil_Nadu.html

https://stock.adobe.com/in/search?k=srirangam

https://www.imf.org/en/News/Articles/2022/10/26/cf-how-indias-central-bank-helped-spur-a-digital-payments-boom

https://cega.berkeley.edu/research/digital-credit-linked-to-digital-payments-impact-on-small-merchants-in-india/

ANNEXURE

CHAPTER 7

ANNEXURE

QUESTIONNAIRE

Dear Respondents,

I am Rajalaxmi S as a part of my Master of Business Administration (MBA) in Tourism and Travel management, I need to complete a project. I am doing a study on **"ADOPTION OF DIGITAL PAYMENTBY STREET VENDORS: A CATALYST FOR TOURISM DEPARTMENT".** I will be happy if you provide the appropriate information. The information provided will be used only for research and academic purpose. I assure that your response will be kept confidential.

PART - A

Please answer the following questions by putting a tick mark/value in the appropriate box.

1. Gender :
   ❑ Male ❑ Female ❑ Others
2. Age :
   ❑ Below 30 years ❑ 30 - 60 years ❑ Above 60 years
3. Qualification :
   ❑ School/Diploma ❑ UG ❑ PG
4. Marital status :
   ❑ Single ❑ Married
5. Type of Ownership :
   ❑ Sole Proprietorship ❑ Family owned ❑ Partnership firm
6. Your job position :
   ❑ Owner ❑ Manager/In-charge ❑ worker
7. Age of the business :
   ❑ Below 10 years ❑ 10 – 20 years ❑ Above 20 years
8. Type of goods dealing :
   ❑ Pooja items ❑ Apparels (Dresses/Clothes)
   ❑ Food Items (Fruits, Bakery, Sweets, etc.) ❑ Medicals/Pharmacy
   ❑ Flower shop ❑ Electricals/Electronics
   ❑ Fancy/Toys Store. ❑ others
9. Average monthly income in off season
   ❑ Below 5000 ❑ 5000-10,000 ❑ 10,000-20,000 ❑Above 20,000
10. Average monthly income in peak season
    ❑ Below 5000 ❑ 5000-10,000 ❑ 10,000-20,000 ❑ Above 20,000
11. No. of employees working :
    ❑ Below 3 ❑ 3 – 5 ❑ 6 – 10 ❑ 11 – 15
12. What prompted you to become a street vendor?
    ❑ I think there are more potential profits in it ❑ I enjoy the street vibe
    ❑ The low startup costs were attractive ❑ I already had experience
    ❑ Others

13. Which of the following Digital Payment options, your customers are demanding usually?
    - ❑ PayTm
    - ❑ Google pay
    - ❑ PhonePe
    - ❑ WhatsApp pay
    - ❑ Others

PART - B

Please indicate your level of agreement regarding the statements given below by ticking in the appropriate box.((5)SA = Strongly Agree, (4)A = Agree, (3)N = Neutral, (2)D = Disagree, (1)SD = Strongly Disagree)

14. SKILLS REQUIRED BY STREET VENDORS WHILE USING THE DIGITAL PAYMENT OPTIONS

S. No	PARTICULARS	SA (5)	A (4)	N (3)	D (2)	SD (1)
1.	know to use Smartphone					
2.	know to check my account balance					
3.	Able to read the messages in inbox					
4.	Able to read acknowledge process from bank					
5.	know to check customer paid details					
6.	use offline QR code					
7.	use online QR code					

15. SAFETY AND SECURITY OF STREET VENDORS ON USING DIGITAL PAYMENT OPTION

S.No	PARTICULARS	SA (5)	A (4)	N (3)	D (2)	SD (1)
1.	Digital payment provides a safe shopping experience.					
2.	Digital payment is safely stores multiple information, which later helps for accounting data's.					
3.	Digital Payment System Provides the latest encryption technology to Prevent unauthorized intrusion.					
4.	Digital Payment Option reduces the risk of fake or Counterfeit currency received as payment.					
5.	Digital Payment Option avoids the theft or robbery of cash.					

16. SERVICE QUALITY OF DIGITAL PAYMENT OPTION USAGE BY STREET VENDORS

S. No	PARTICULARS	SA (5)	A (4)	N (3)	D (2)	SD (1)
1.	The quality of service of retailers would increase in terms of processing time and comfort.					
2.	Digital payments provides greater flexibility and faster payment options than other option.					
3.	No need of counting/checking the currency/coins when Digital Payment Option is widely used which makes Serve customer better.					
4.	There is no more waiting line for payment of goods.					
5.	Digital Payment Option enhances the reliability of the service of the retailers.					

17. IMPACT OF DIGITAL PAYMENT OPTION ON BUSINESS PERFORMANCE

S. No	PARTICULARS	SA (5)	A (4)	N (3)	D (2)	SD (1)
1.	Increase in Sales					
2.	Increase in Profit					
3.	Increase in Number of Customers					
4.	Effective Cash Management					
5.	More business at lesser time					
6.	Decrease in Operational Cost					
7.	High Quality of Service					
8.	Good image to organization					
9.	Repeated purchases by customers					
10.	More satisfied customers					

18. PROBLEMS IN USAGE OF DIGITAL PAYMENT OPTIONS

S. No	PARTICULARS	SA (5)	A (4)	N (3)	D (2)	SD (1)
1.	Retailers require more trained staff to handle digital payments.					
2.	More "Security and Privacy Issues" are incurred.					
3.	More investment in technology is required.					
4.	Transaction cost and maintenance cost of equipment are incurred for accepting digital payment as against cash.					
5.	Frequent technological problems arise (Network connectivity, Power failure, Signal problems, Mobile coverage, etc.)					
6.	Customer needs to remember multiple passwords and user names.					
7.	There is a limit to the amount of deposit in digital payments and daily spend, which reduces the amount of transaction.					
8.	Digital payments are useless for high value payments.					
9.	Cheating is happen in online transactions.					
10.	Digital payments are highly dependent on the devices like computer, smart phone/tablet with internet connection, etc.					

Suggestions If any: _____