



Minhal Rizvi

The impact of digitalization on businesses

Thesis

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Abstract

Author(s): Minhal Rizvi
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The purpose of this study was to understand how digitalization has impacted businesses and everyone's choice of payment method.

Both quantitative and qualitative research method was used in this study. About 21 business students took part in the survey about cash vs digital payment.

Results of the survey showed that most started using digital payment post pandemic. The data gathered through this survey helped to understand why many choose digital payment. Case study and other existing data was also collected to get better understanding of the topic.

Keywords: Digitalization, Digital payments, Online business

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Glossary

NFC Near Field Communication

AWS Amazon Web services

COVID- 19 Coronavirus disease 2019

1 Introduction

Companies have been rapidly changing their module and ways of operation as the world is moving towards digitalization. The COVID- 19 pandemic has accelerated this phenomenon (Priyono, Moin, & Putri, 2020). With time it has become more easier to reach your targeted audience and make your business reach people around the globe.

New technologies are being introduced as time goes on which makes things easy to access and do. According to Heavin and Power (2018), the primary goal of digitalization is to solve efficiency and effectiveness challenges, whereas Hess, Benlian, Matt, and Wiesböck (2016) state that businesses that do not rapidly develop and implement digitalization are unlikely to keep up and compete in the new digital reality. It could take a while for a company or just people in general to adapt to new technology, but once everything is in place things would become simple and advanced.

It can be argued that digital technology is now central to economic life. According to Muhleisen (2018) 'The history of earlier general-purpose technologies demonstrates that even with short-term dislocations, reorganizing the economy around revolutionary technologies generates huge long-term benefits. Slowly every area and field are getting the influence of digitalisation. It has basically become impossible for one to live without involving technology in their everyday chores. Fundamentally enterprises regardless of their type and size have been forced to change or even replace their old business models so that they can align with fast changing digital world.

Along with digitalization of other things payment methods have also changed throughout the years. An immense journey of technological and invention improvements can be seen in the history of digitalization specially in digital payments, which spans over several decades. The way we do transactions have

been completely changed by systems of digital payment. In the early years electronic funds transfer were developed and with time mobile payments emerged following the introduction of cryptocurrencies. The 1990's was marked as a significant time in the history of online shopping because companies like ebay and Amazon initiated online buying and selling concept. Digital payments made the unbanked and banked people equal, which is why it has a crucial part in the history of finance.

With just one tap you can transfer any amount of money from one place to another. A few taps make shopping from home effortless and comfortable. Basically, everything can be done laying down on one spot all day. One can even travel around the world through videos.

As the customer needs are increasing, new ways to fulfil them have appeared in the market. One of those is online shopping also. As the time is changing more and more people are moving towards online shopping. With everything converting into digitalization companies are beginning to have both online and offline platforms but having more focus on the online marketing and activity.

With digitalisation taking over the world, many have changed their payment methods from hard cash to digital payments also known as e-payments or electronic payments (Rashid., Aziz., Rahim., & Aziz, 2023). These payments are done using online and digital medium by both parties the payee and the payer. Some of such mediums used in Finland are Mobile Pay, Apple Pay, Google Pay and individual online banking apps. Online payment is fast, convenient and economical way of completing transactions.

1.1 Objectives

- To identify the key factors of online payments.

- To examine whether digital payments are better or not for businesses
- To explore what potential entrepreneurs have because of digital payments.
- To assess the role of digital payments in different sectors

1.2 Research questions

The following research questions will be answered through this thesis work.

- How digital payments have effected businesses?
- Why digital payment is better than cash?'

These questions will help to narrow down the topic and give understanding to businesses on which payment method will be beneficial for their business model. The thesis addresses effectiveness of digitalization on making the digital payment easy and fast for everyone. It advances scholarly understanding, closes current knowledge gaps, and offers consumers and business owners useful advice. By changing their payment method, firms might gain a competitive edge from the research findings. Researching this subject helps to acquire critical research and analytical abilities that are beneficial in both academic and professional contexts.

Survey results and studying of existing literature will deepen the knowledge of the topic. The survey will allow to gather real world data. Combined data will provide better and effective results.

1.3 Thesis structure

The table shown below outlines the structure of the thesis and has order of the chapters included in the thesis.

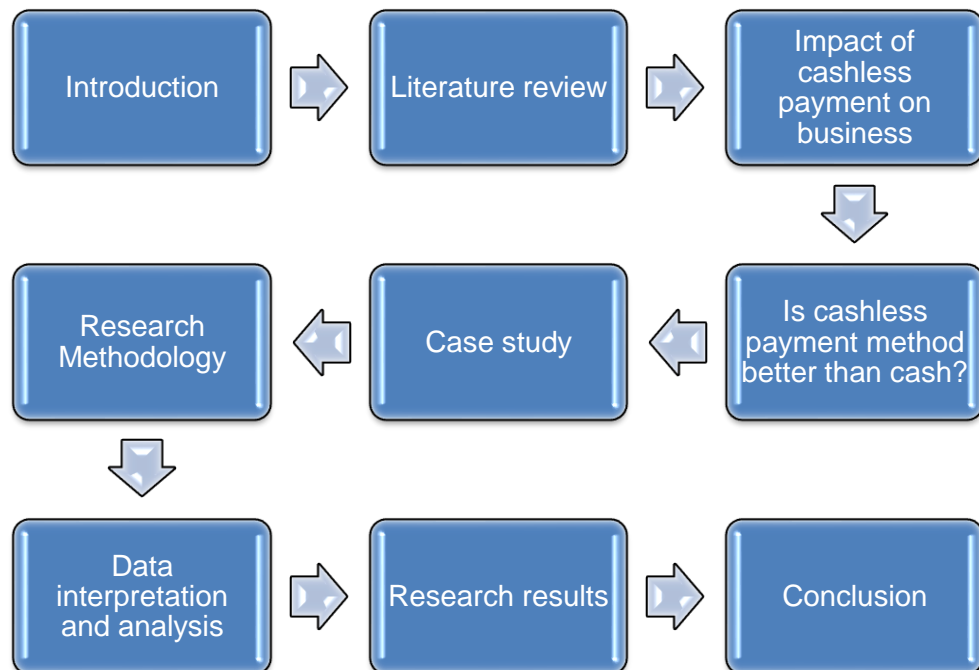


Figure 1. Structure of the thesis

Introduction: Opening chapter of the thesis will be introduction, which will provide background information on the subject and make it clear to the reader what the thesis is trying to accomplish. The thesis gains direction from this chapter, which makes it significant.

Literature review: The thesis's second chapter will review prior research that is pertinent to the subject or field of study. The purpose of this is to locate a gap in the literature that the research can fill.

Impact of cashless payment on business: This chapter will have information regarding the impact of cashless payment on business.

Is cashless payment method better than cash?: The fourth chapter will include significant facts and details which will guide on which method is better to use.

Case study: This chapter will have a study on Amazon's business and how online payment has been beneficial for them.

Research methodology: The research technique, which serves as the foundation for the study's activities such as data collecting and analysis, will be covered in this chapter.

Data interpretation and analysis: Data gathering, points, and knowledge gained from data collection will all be included in this. Analysing data involves doing so in a way that is thought to help comprehend its significance and connect it to the goals and objectives.

Research results: This chapter will have all the results based on the survey answers.

Conclusion: This will comprise summarizing the research findings and completing the thesis. It is one of the crucial chapters that establishes whether the study's goals and objectives have been successfully met.

2 Literature review

2.1 Cashless society

The idea of a cashless society initially became a reality in 1950, with the introduction of the first computer-based banking services in America (Bátiz-Lazo

et al., 2014; Gießmann, 2018). In the 1990's online banking was introduced for the world and soon after a decade 2000's saw the introduction of mobile banking (Jiménez and Díaz, 2019). Due to the availability of payment methods on smartphones, fewer individuals carry cash or even cards around these days. The reliance on information technology, data, and the transactions related to them has expanded (Bhimani and Willcocks, 2014). Digitalisation has subsided hard cash because of online payments taking its place.

Although the process of digitalisation got off to a slow start at the beginning, but its progress has picked up in recent decades globally (Oertzen and Odekerken-Schröder, 2019). Policymakers and the banking sector have been actively marketing variety of digital payment options (Cohen et al., 2020). *Smart policies can alleviate the short-term pain of technological disruption and pave the way for long-term gain* (Muhleisen, 2018). Soon after the COVID-19 the digital payment process accelerated intensively (Chen et al., 2020; Leong et al., 2022). This happened because people started to think that covid could easily spread through cash exchange hence they were forced to use digital payment methods. This also provoked retailers to switch to accepting digital payments instead of cash.

High expenses have been highlighted in numerous research from different countries as a major drawback of using cash (Arvidsson, Hedman, and Segendorf, 2017). The costs include transportation, cash administration and so on. Digital payments have the advantage of allowing transactions to be made at any time and from any location in the world (Rehncrona, 2018). One of the other advantages is that it also has a low cost of distribution and transportation of cash from one place to another (Bátiz-Lazo et al., 2014; Lundberg et al., 2014). This proves (Cohen, Rubinchik & Shami, 2020) statement of digital payment being more costly option to be not true.

Start-ups using online payment methods would not have to pay unnecessary costs and would not have to think about security. Digital payments have several benefits, one of which is the flexibility to make transactions at any time and from

any location (Rehncrona, 2018). These things make online payment beneficial for start-up businesses and make their process go smoothly. According to a study conducted in Bangladesh, the average manufacturer cut the cost of wage distribution by more than 50% in just two years after starting to pay employees directly through digital bank accounts (Breza, 2017).

2.1.1 Modes of payments

Digital payments are electronic transactions made possible by a variety of digital platforms and technologies that let people and organizations send and receive money digitally. Digital payments assist the transmission of monies by using internet platforms, mobile applications, and electronic devices rather than actual currency or checks (Rashid, Aziz, Rahim, & Aziz, 2023). Comparatively speaking, digital payments offer speed, convenience, and security.

Many forms of digital payments have been introduced.

- **Contactless cards**

Nowdays debit and credit cards come with near-field communication (NFC) technology, allowing users to pay by tapping the card on payment device. To accomplish this, one has to wave an NFC-enabled device, smartphone, wearable, or EMV chip card over the reader (Damen, 2022). Swiping or physically inserting of the card is no longer a requirement.

- **QR- code payments**

Customers can pay directly from their digital wallets or bank accounts by scanning QR codes with their smartphones at any store, eateries, and service providers. This makes transactions faster and easier (Damen, 2022).

- **Mobile wallet**

Many mobile wallet apps are being used by people on daily basis. These apps have made paying easier than ever and one does not have to carry any cards with them. When using appropriate payment terminals, they can make purchases by just tapping or scanning their devices (Damen, 2022). Such apps are Mobile Pay, Google Pay, Apple Pay, PayPal and so on.

- **Cryptocurrencies**

Distributed peer-to-peer transactions are made possible by digital currencies like Ethereum, Litecoin and Bitcoin. Offering an alternate method of digital payment, they validate and protect transactions using blockchain technology.

- **E-commerce platforms**

Users can make purchases using a variety of digital payment methods through the integrated payment systems that are frequently offered by online marketplaces and e-commerce platforms. The integrated checkout system on eBay is one example, as are Amazon Pay, Shopify Payments, and others.

- **Online banking**

Online banking services are being offered by majority of banks to make their customers satisfied and to make sending money, purchasing and paying bills easy. Users who want to send money online quickly can link their bank accounts to services like MobilePay.

3 Impact of cashless payment on business

Simple and fast business models are key to running a hustle free and growing business. Effective management of your business can be facilitated by streamlining activities, which also reduces the likelihood of mishaps. Many businesses in every sector have started going cashless which has given them new opportunities and less security risks. Compared to physical businesses already in the market, online businesses have been booming more than ever.

Cashless payments have made transactions faster for both businesses and buyers (Priyono, Moin, & Putri, 2020). Payment gets received and sent within seconds without having to worry about carrying cash. Having cashless payment method option can attract broader customers and the business can expand into online markets. E-commerce literature shows that companies who implement cashless systems frequently see increases in sales and can open new revenue sources.

3.1 Pros of cashless payment

This method of payment gives more flexibility and security to the business owners and buyers (Khaitan & Joshi, 2024). The transactions are usually encrypted, which reduces the risk of losing physical cash or theft. Devices used for cashless transactions often have fraud avoidance and detection system built in them. Operational costs also reduce when opting for cashless transactions. Storage, labour and cash handling costs significantly reduce in the cashless method. After COVID- 19 being able to do things without having physical contact has become extremely important due to hygienic reasons (Pettinger, 2020). Online payment helps to avoid these scenarios.

3.2 Cons of cashless payment

With everything good comes something negative. Even though cashless payment has all its pros, but it still includes of cons of it which cannot be overlooked. While online payment can be done withing minutes one can still face technical difficulties which can result in stopping the operations completely till the problem gets solved. Technology is unreliable and can cause unnecessary chaos.

Small or big every business must eventually bare the burden of high processing and transaction fees of the payments made without cash. Around 1.3%- 3.4% of the whole amount goes to processing fees charged by the credit card companies (Daly, 2024).

4 Is cashless payment method better than cash?

4.1 Introduction

Nowadays, in an era when rapid technological innovation is a reality, the cashless payment methods are increasingly become a key trading tool (Ong & Chong, 2022). By credit cards, mobile wallets and many digital platforms we are familiar with, digital transaction efficiency and convenience have changed the way we have been doing financial transactions. Nevertheless, the argument that electronic funds transfer alternatives are more powerful than the cash manuals remain fierce. Therefore, in making a move to analyze this issue, it is important that we focus on both the benefits and the drawbacks of e-payment methods by looking at the latest data and trends.

4.2 Advantages of Cashless Payment Methods

- **Convenience and Efficiency:**

Contactless payment systems create a unique level of convenience that is hard to beat. The shift to digital monetary transactions has been brought about by a contact-less check out procedure. During the process, the information is just inputted by a swipe or click of a button. This has made transacting easier since there is no more need to count bills and coins. This is very manifest in the business environments, where retailing and online shopping may be hard to be done without the use of the cards.

- **Reduced Risk of Theft and Loss:**

To carry a big sum of money essentially raises the possibility for robberies or losing out on the amount. The cashless payment methods support this and allow consumers to keep their purchases without any physical currency having to be used for the transactions. On top of this, the protection of consumers funds via banks' robust fraud measures can be engaged when a card is lost or stolen.



Figure 2. Cashless Payments

- **Trackable Transactions:**

Digital paper trail that cashless transactions create gives consumers and businesses insight into their expenditures and revenues through data. This is pivotal in that it enhances the budgeting, financial planning, and tax registration

functions. On the top of that, businesses provide a wide variety of opportunities for transaction data and insights about the market, further improves the interaction with customers and their satisfaction.

- **Contactless Options Amidst Health Concerns:**

The COVID-19 pandemic caused the increase contactless payment methods, like mobile wallets and contactless cards, due to their more hygienic compared with other payment methods (Pettinger, 2020). The latest findings reveal that contactless payments are on the rise on the global stage, which underlines the shift in people's preferences in choosing safer payment options in the light of health threats.

- **Promotion of Financial Inclusion:**

This means that as people carry out transactions through mobile money, for example, they can opt to save the money with the service provider or transfer it to a bank account of their choice. Mobile money platforms, for instance, have helped in trading with limited banking infrastructure, meaning that individuals and businesses can transact without the need of going to the bank for financial transactions like saving, crediting and payment.

Cashless society	
Pros	Cons
<ol style="list-style-type: none"> 1. Reduces risk of violent crime. 2. Reduces tax evasion. 3. Harder for criminals who rely on cash payments. 4. Quicker transactions and shorter queues. 5. Better hygiene. 6. Reduces worthless spare change. 7. Cash imposes cost on banks and firms. 	<ol style="list-style-type: none"> 1. Many adults lack access to bank accounts and credit cards. 2. Privacy issues. Government gain more control over citizens. 3. Cash helps households manage finances. 4. Freedom to choose would be taken away. 5. Cash has intrinsic and emotional value e-cash doesn't. <p style="text-align: right; font-size: small;">www.economicshelp.org</p>

Figure 3. Pros and cons of a cashless society (Pettinger, 2020)

4.3 Disadvantages of Cashless Payment Methods:

- **Digital Divide and Exclusion:**

Notwithstanding a rampant use of cashless payments nowadays, as there is a considerable community, especially in the developing countries and rural areas, who remains unbanked and lacks modern digital infrastructures. This situation functions to disrupt the financial inclusion which is deemed as a bigger problem leaving the poor communities to be largely dependent on cash transactions as they do not benefit from digital finance (Rashid et al., 2023).

- **Privacy and Data Security Concerns:**

The accessibility, privacy and security of our personal and financial information becomes a focal area of worry with the implementation of cashless transactions. The recent cases of data breaches and identity theft brought forth the need for reliable cybersecurity tools to ensure that the consumers' information are not accessed by unauthorized persons for illegal gain purposes.

- **Dependency on Technology:**

These off-cash methods of payments can't operate without technological infrastructure, which includes internet connectivity, payment processing systems, and electronic devices. Interruptions may be brought about by blackouts, system collapses, or cyber-attacks, which may affect the availability of funds and the continuity of financial transactions, emphasizing the possible downsides of a cash economy.

- **Fees and Transaction Costs:**

However opposite to cash payment transactions which have no fees implied, payment through cashless methods may incur penalties be it financial institutions, merchants, or payment processors (Daly, 2024). These nominal charges, that at the end of the day accumulate on the accounts of small and medium-sized

business and low-income earners, diminishes the usefulness of a cashless account where one intends to save money.

- **Potential for Financial Exclusion:**

On the contrary, the frequent manual account transactions would leave those with limited digital literacy on the fringes of financial inclusion. Without viable solutions in place, and illiteracy of the emerging cashless payment methods, these groups might be left behind by the trend which could serve to increase the level of financial inequality that already exists.

4.4 Conclusion:

In summary, the case of cashless payment tools vs. the cash transactions discussion is complicated and contrasted. In line with this, the emergence of cashless payment methods as the supposedly convenient, secure and efficient alternative has its own challenges which involve privacy, accessibility and equality. Advanced technology and preference for digital solutions are being increasingly embraced by society. Therefore, authorities, businesses, and banks should seek to solve the issues that are concerned and assure that cashless payments are inclusive, secure, and fair to all the members of society. The pursuit of a technological progress agenda in a balance with a sense of financial inclusion is the critical challenge while contemplating the future of trade and economic empowerment.

5 Case study

5.1 The path Amazon is taking to become more digital

Jeff Bezos opened Amazon as an online store in 1994. It has grown into a global e-commerce and tech giant since then, which shows how big changes have

happened in businesses because of digitization. This case study looks at how Amazon made the switch to digital and how certain strategies and outcomes have helped the business do well in this new era.

The first thing Amazon did was change how regular shops worked. They were able to offer a wide range of products at low prices and with a few delivery choices by using digital platforms and technologies. The way people shop has changed all over the world. This digital innovation changed the way businesses worked, made people more likely to shop online, and set a standard for the e-commerce industry (McCrone, 2021).

Amazon's success comes from the fact that it uses data to run its business. The company collects and studies a lot of data about its customers so that it can make more personalized suggestions, better handle its stock, and guess what the market trends will be (Muhleisen, 2018). This method is built on data, which helps Amazon run its business better, suggest better products, and get customers more involved, all of which boost sales and market share.

This is because technology has helped Amazon build a supply chain network that works very quickly and well. Amazon uses AI, machine learning, and real-time data analytics to make sure they have the right amount of stock on hand, can predict changes in demand, and can cut down on shipping times. Amazon does well because it always puts the customer first. The business offers digital tools that let customers do things like buy with one click, read reviews, and get help 24 hours a day, seven days a week. This makes shopping easy and tailored to your needs. Putting the customer first builds trust and confidence, which leads to more sales and good word of mouth, which leads to even more growth.

Using new technology, Amazon has added services other than online shopping. Google's Amazon Web Services (AWS) is now the best cloud computing tool, giving businesses all over the world safe and expandable options. Amazon's

move into cloud services has not only given it more ways to make money, but it has also made it a stronger tech leader (McCrone, 2021).

With services like Amazon Prime Video and Kindle, Amazon has moved into digital content. This shows how good it is at digital production and entertainment. Amazon has been able to reach new areas and meet the needs of a wide range of customers thanks to these projects. This helps the company grow and build its brand.

Amazon has had trouble as it has tried to become more digital, but it has also been successful. Lawmakers are keeping a close eye on them, they have to fight with other big e-commerce sites, and hackers are a threat. But Amazon has shown that it can change and adapt by putting money into cybersecurity, buying key businesses like Whole Foods, and always coming up with new products to stay ahead in the digital world.

5.2 Recommendation for improvement

Use data analytics to make smart decisions, improve customer experiences, and raise the bar. Use digital technologies to make supply lines more efficient and quicker to respond. Put the needs of your customers first by giving them unique digital experiences and strong support systems. Use digital innovation to broaden your product line and look for new markets and ways to make money. For businesses that want to learn how to achieve in today's digital world, Amazon's journey of going digital can be used as a useful example. Businesses can use the power of digitization to achieve growth, new ideas, and happy customers by studying Amazon's strategies and ability to change.

6 Research Methodology

The methodology of this research is both quantitative and qualitative research method, which includes gathered data through surveys and existing data. Surveys and reviewing literature were the main road to the answers. In this case qualitative research method gave data of people's experience. The data analysis procedure involved a summarizing technique and structuring qualitative content analysis (Mayring, 2010). Quantitative research method helped to analyse data collected through specific group of the study.

Main aim of the research is to target medium businesses across sectors of consultation and online business marketing. End goal of the research is to understand what reaction digitalisation had on digital payments and entrepreneurs. It is important to understand the pros and cons of the term digitalisation in the world of business. Additionally, through study we will be able to determine whether digital payment is realistically good thing for businesses or not.

There is step by step process that is followed to make this research successful. First the research has been planned from beginning till end, secondly the research has been conducted and thirdly finally the research report and results are written down.

7 Data interpretation and analysis

7.1 Data collection

Data for the research is collected through multiple sources. These sources include various literature reviews and surveys. Such sources have opened untapped windows of the topic along with insights.

Mainly the data is about entrepreneurs and people who use digital payment in their everyday life or most often. Survey questions will be asked so one can answer without any restrictions and conditions. Survey was created and distributed within the group of research. The survey questions were regarding online payment in general. This will make it easier to analyse how much the effect really is and whether online payment method is better or not.

7.2 Analysis

Deep analysis of the topic through the data collected has widened the understanding of how transaction of money has evolved in everyone's life specially entrepreneurs. Studying the topic deeply will answer the topic related questions.

Literature text and other text used for research purposes will be summarized. The summarized text then later was studied further to make the research conclusion. Every result of the research was deeply analysed for better outcome.

8 Research results

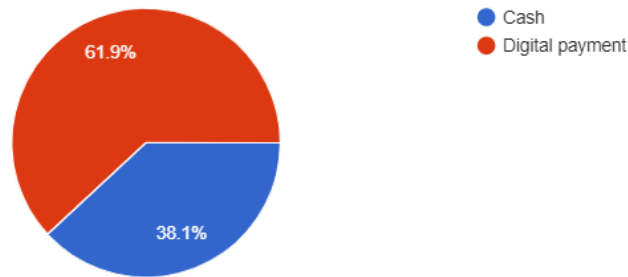
The following section includes findings and data analysis for this investigation. About twenty Finnish business students took part in the poll, and the survey's results were taken and examined.

8.1 Survey results

In order to engage students and younger people from diverse backgrounds, the poll was disseminated through a variety of student groups on academic chat platforms. Getting a variety of viewpoints and insights was the goal of this method.

1. Which one do you prefer to use cash or digital payment?

- a. Cash
- b. Digital payment



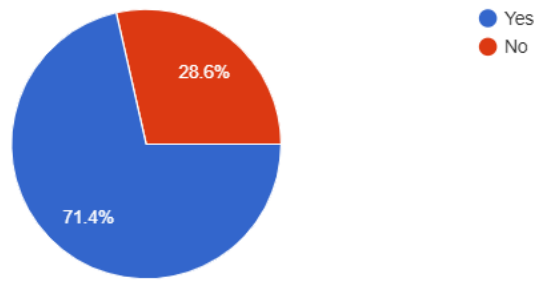
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Figure 4. Payment choice of survey participants

According to the survey more than fifty percent of the payers pay with digital cash. Although there are still a significant amount of people who even in this date choose to pay with cash. Figure 1 shows how many percent of people prefer to use what.

2. Do you use mobile payment app?

- a. Yes
- b. No



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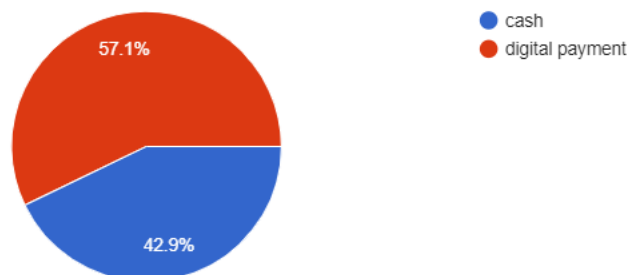
Figure 5. Question about whether participants use mobile payment app or not

Mobile payment apps have become almost a necessity in everyone's lives. It is fast and easy to have it with you all the time. One doesn't have to remember carrying a wallet with them because of the apps that have been introduced for payment. Through this survey we have an understanding that more than 70 % of the participants use the app.

3. What do you use for grocery shopping?

a. Cash

b. Digital payment

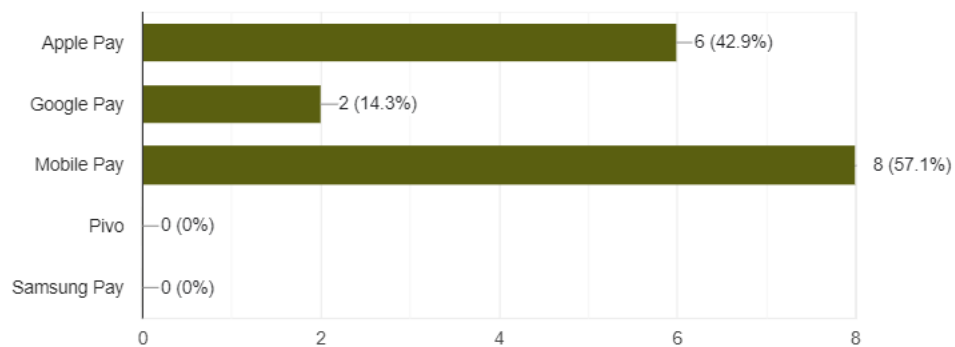


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Figure 6. Participants choice of payment during grocery shopping

Everyone wants their grocery shopping experience to go smoothly and without any hustle. Which is why many opt for digital payment which makes them not worry about how much cash to carry. Based on the survey more than fifty percent of the shoppers use digital payment method for their everyday grocery shopping.

4. Which mobile payment app do you use?



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Figure 7. Choice of mobile payment app

Some of the answers for this survey questions are missing but still many have answered. Since the survey was conducted in Finland it had options of the apps that are used commonly in Finland. Eight out of fourteen participants use the app called mobile pay. Six use apple pay and rest two use google pay. Mobile pay users just have to swipe and pay which makes the transaction successful within minutes.

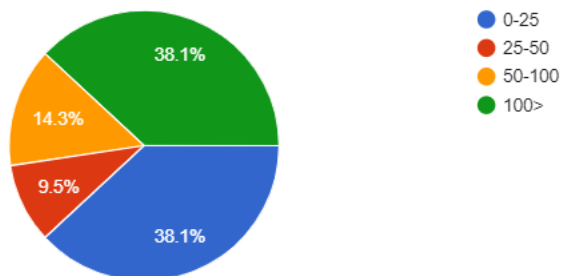
5. How much cash do you carry?

a. 0-25

b. 25-50

c. 50-100

d. 100>



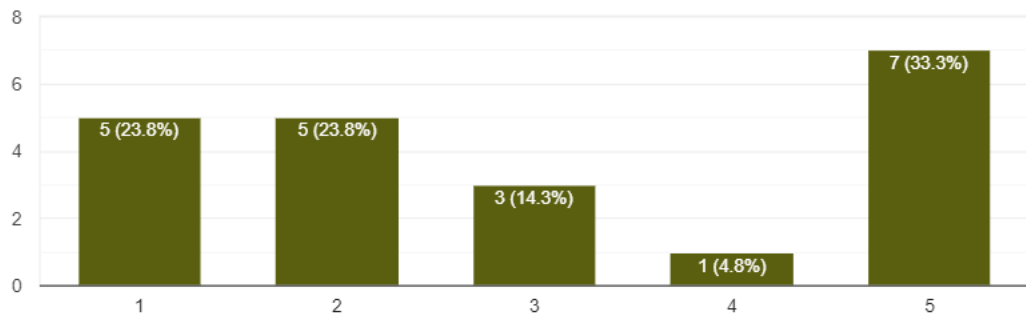
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Figure. 8 Amount of cash participants carry with them

Participants according to the survey still carry some amount of cash with them. The amount is shown in euros and are ranked for small amount to bigger amount. 38.1% carry with them 0-25euros and same amount of people carry more than 100 euros with them. 14.3% carry 50-100 euros and only few 9.5% carry 25-50 euros with them.

6. How often do you withdraw cash from the ATM?

1= often < > 5= rarely



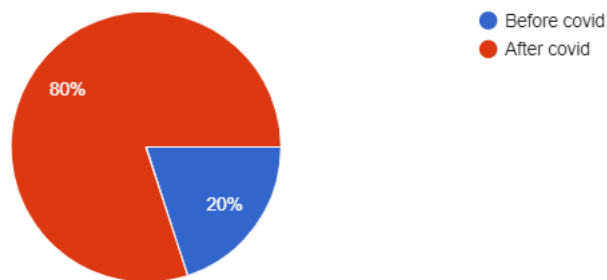
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Figure. 9 Indicates how often or rarely participants withdraw cash

7. When did you start using digital payment method?

a. Before covid

b. After covid



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Figure. 10 Survey shows when participants started using digital payment method

The results of the survey shows that about eighty percent of the consumers have started going cashless after COVID-19. Many were still using normal cash before the pandemic hit the world. This survey proves Pettinger's (2020) saying that COVID-19 is only going to accelerate the trend towards a cashless society.

8. Reasons for choosing digital payments?

a. Habit

b. Safeness

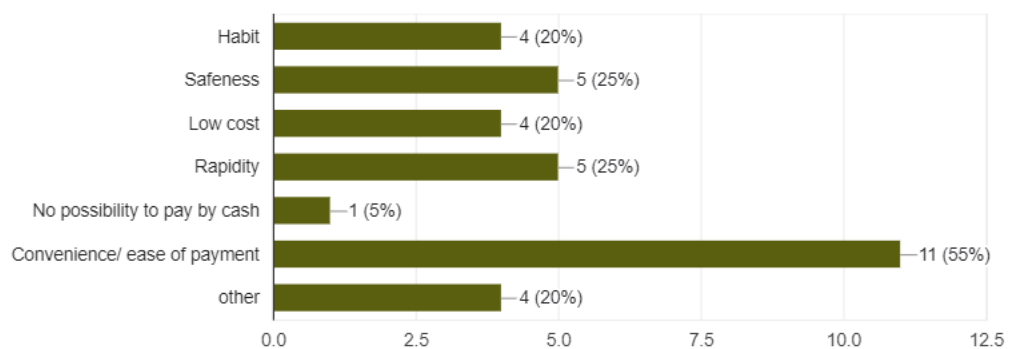
c. Low cost

d. Rapidity

e. No possibility to pay by cash

f. Convenience/ ease of payment

g. other



Base: 21	Missing: 1
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Figure. 11 Tells the reasons for using online payment method

According to the survey 55% have chosen to pay digitally because of convenience and ease of payment. 5% choose to online payment because they have no other option. Many others use it because of habit, safeness, low cost and rapidity.

9. Why do you choose online payment method?

a. Cashless payment is faster

b. I collect points or use promotions

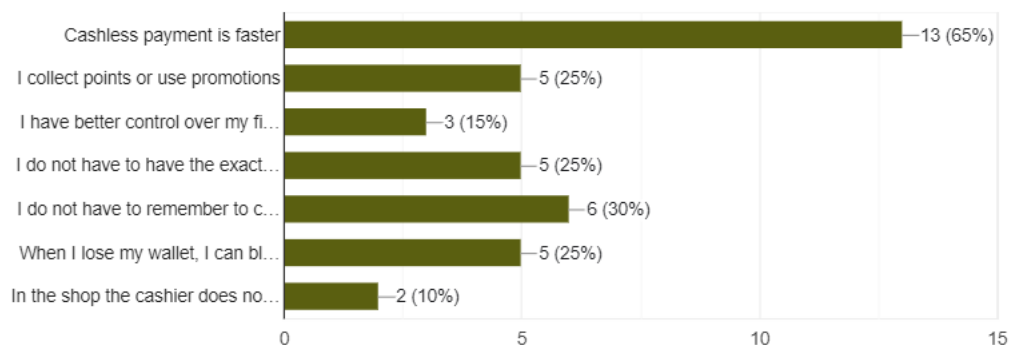
c. I have better control over my finances

d. I do not have to have the exact amount of cash at the checkout

e. I do not have to remember to carry cash

f. When I lose my wallet, I can block my card and my money is safe

g. In the shop the cashier does not have to give me back the change



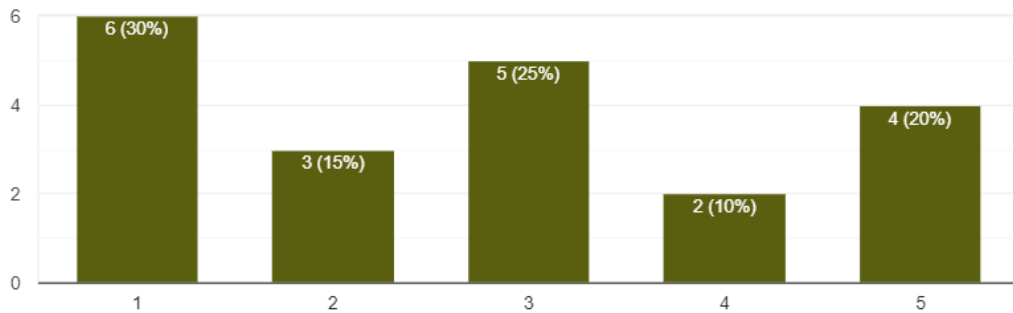
Base: 21	Missing: 1
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Figure. 12 Reasons for choosing online payment method while shopping

As the survey results show 65% percent of the participants use digital payment while shopping because it is faster. 6 participants out of 20 use it due to not having to remember to carry cash along. Some even use it to collect points those are 5 people out of 20.

10. Paying digitally

Paying digitally



Base: 21	Missing: 1
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Figure. 13 The future of choosing online payment.

Thirty percent of the survey participants pay digitally and have no intension on changing this method. However, twenty percent still prefer to pay with cash and

have no intention on paying digitally. Twenty-five percent are not sure about what they would choose in the future.

9 Conclusion

In conclusion, the online payment method has been more useful for daily users and business owners. It has given them a fast and easy way of payment. The survey used in this research shows how eighty percent of users started using online payment methods post COVID-19.

This study has examined the significant turning points and developments that have influenced the development of digital payments. It has provided deep understanding of how digitalization has revolutionized the way transactions are conducted and shows the effects of it. The methods of digital payment and how entrepreneurs have benefitted from it were studied besides presenting.

Businesses and people wanting to understand digital payments can find this research useful and informative. As it will have data from previous studies and literature review. The data used from the literature will be no more than 15 years old making it useful for recent research purposes.

We may anticipate more improvements to the digital payment landscape as technology develops. Innovators in the field of digital payments are constantly working to make transactions safer and more seamless. Just a few of the future possibilities include biometric authentication and QR code payments.

The aim was to get unfiltered insights of what goes down and what is happening behind the doors. This research can be used as the foundation of future research purposes and can provide knowledge on digital payments. Many questions related to online payments could be solved with the help of this research. The main aim is to give readers authentic and reliable information based on the study and facts.

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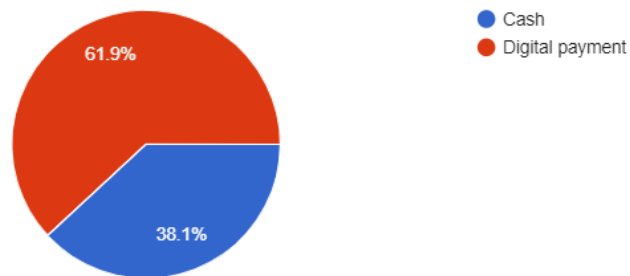
Appendix 1

Survey questions?

1. Which one do you prefer to use cash or digital payment?

c. Cash

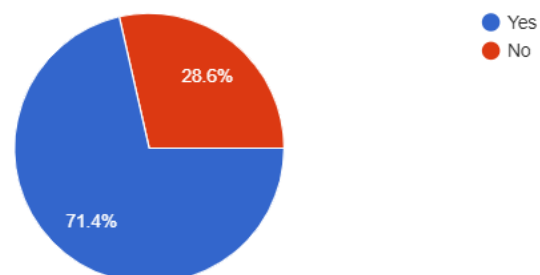
d. Digital payment



2. Do you use mobile payment app?

c. Yes

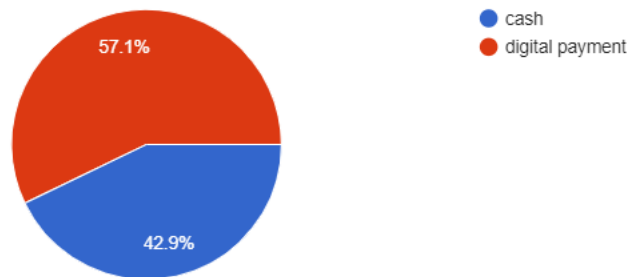
d. No



3. What do you use for grocery shopping?

c. Cash

d. Digital payment



4. Which mobile payment app do you use?

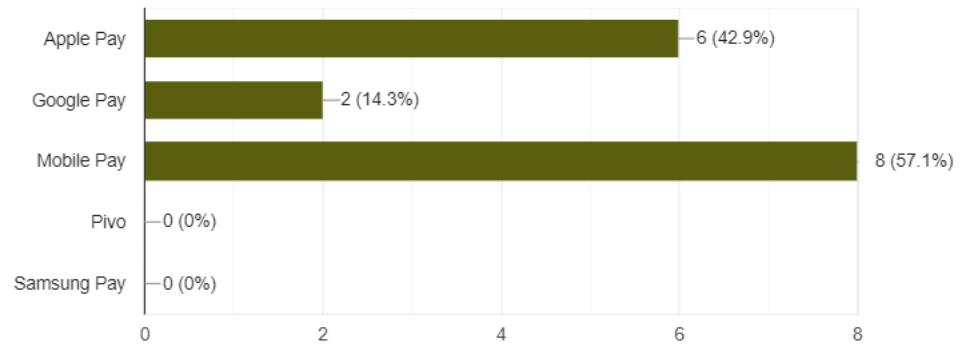
a. apple pay

b. google pay

c. mobile pay

d. pivo

e. Samsung pay



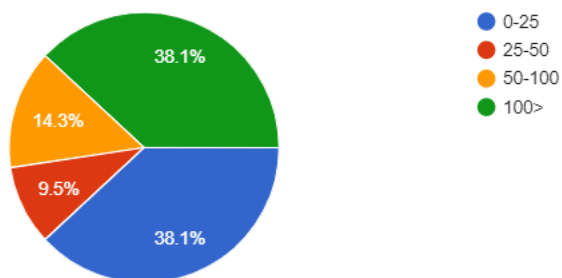
5. How much cash do you carry?

a. 0-25

b. 25-50

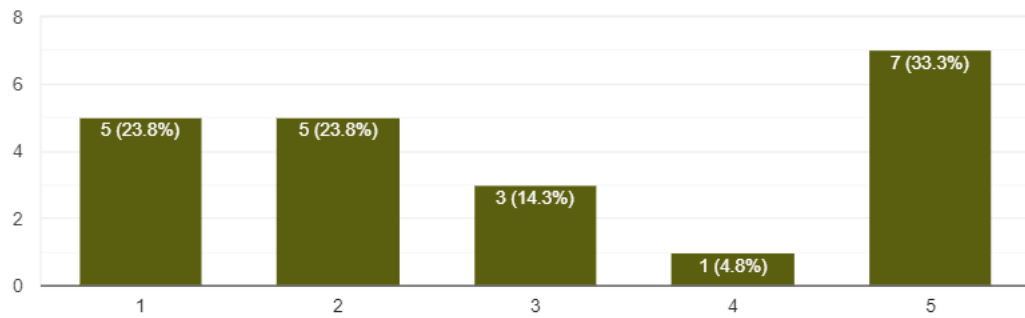
c. 50-100

d. 100>



6. How often do you withdraw cash from the ATM?

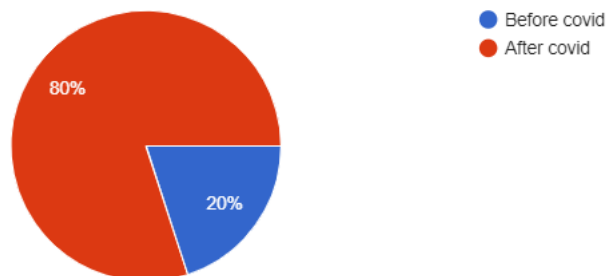
1= often < > 5= rarely



7. When did you start using digital payment method?

a. Before covid

b. After covid



8. Reasons for choosing digital payments?

a. Habit

b. Safeness

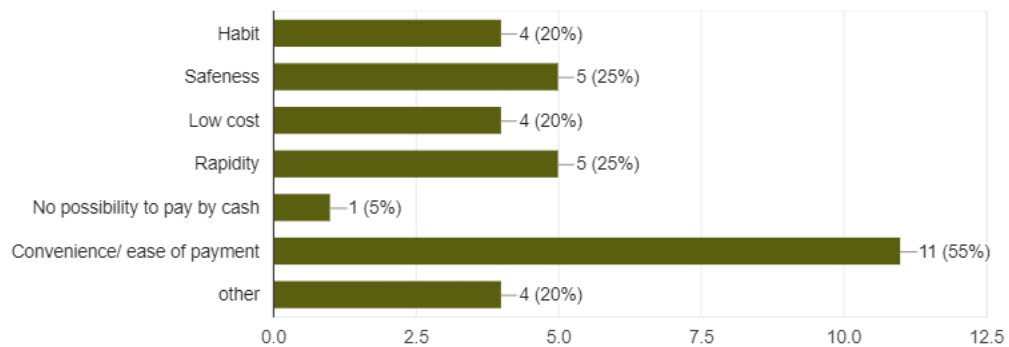
c. Low cost

d. Rapidity

e. No possibility to pay by cash

f. Convenience/ ease of payment

g. other



9. Why do you choose online payment method?

a. Cashless payment is faster

b. I collect points or use promotions

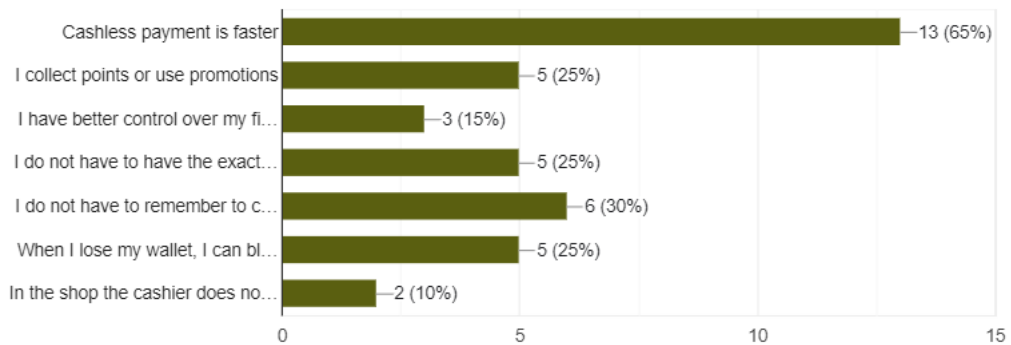
c. I have better control over my finances

d. I do not have to have the exact amount of cash at the checkout

e. I do not have to remember to carry cash

f. When I lose my wallet, I can block my card and my money is safe

g. In the shop the cashier does not have to give me back the change



10. Paying digitally

Paying digitally

1 2 3 4 5

I am paying digitally and I do not intend to change it I definitely prefer to pay with cash and I could definitely pay without digital method

