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Does English Language affect Digital money usage – An empirical Study

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Abstract: The usage of digital money has increased enormously during the last few years not only in India but across the world. The Unified Theory of Acceptance and Use of Technology (UTAUT) is widely popular model to explain the factors which are driving the adoption of technology. Several studies have been conducted to understand the behavioural factors of the users of digital money. There are many factors which have been studied by researchers which influences the adoption of technology in the field of payments. Language plays an important role in the adoption of technology by the people. The digital money landscape caters largely to those who understand English. Hence, this study focuses on the influence of English language in the adoption and usage of digital money. The results indicates that English language does play a role in the adoption of digital money.

Key Words: Digital payments, Language, UTAUT

Introduction

The digital payments landscape is littered with several products through various platforms. The developments in the field of Technology, proliferation of smart phonesand government policies have given the required impetus for moving towards a cashless society. The various platforms available for cashless payments like direct transfers and stored value electronic wallets have enabled the explosion of digital payments for person to person transfers, point of sale payments and remote payments for purchase of goods and services.

India too has witnessed exponential growth in the usage of digital money. The number of digital transactions has risen from 1004 crores in 2016-17 to 5554 crores in 2020-21 growing 5 times in 5 years[1].

In addition to government policies and developments in the field of technology, there have been many other factors which have aided the growth of digital transactions.Several researchers had studied the factors which affect the adoption of digital payments. Ventkatesh et al had formulated the popular Unified Theory of Acceptance and Use of Technology (UTAUT),with several researchers using it to explain various factors which was driving the acceptance of technology driven payment systems. The

theoretical model explains that the actual usage of technology is determined by behavioural intention[2](Marikyan)' The UTAUT explains the adoption through four parameters : Performance , Effort , Social Influence and Enablers.

Added to these four parameters, researchers , over a period of time , have added several other factors and the model went by the nomenclature Extended Theory of UTATM.

Section II: Literature Review

Sabrahoetal (2016)[3] had studied the adoption of mobile payments through UTAUT. The aim of the study was to evaluate the intension to use mobile phone based payments from the perspective of Brazilians. Using Structural Equation Modeling, the study could explain 76% of the behavioural intension was through performance expectation, effort expectation, social influence and perceived risk.

Dwivedi et al (2017)[4] conducted a study to revise the UTAUT model by combining meta analysis and structural equation modeling. The structural equation modeling indicated that Attitude and social media influence was key to intention to use digital payments.

Plenderetal (2020)[5] had studied the factors responsible for adoption of digital money using UTAUT. The study was carried out in Philipines. The results of the study indicated that Performance expectancy, Hedonic motivation and perceived value significantly influence the usage of digital money.

A quick perusal of these studies shows that several parameters like influence of social media, peer support, learning, gender, size of the device while making technology based payments etc have been added to the basic UTATM. Language, thisresearcher feels, has not been considered.

It is common knowledge technology based payment systems are invariably in English in India. The moot point is, how many people in India read or understand English. India now has the "world's second-largest English-speaking country. The most reliable estimate is around 10% of its population or 125 million"[6].

Inspite of tremendous growth of English speaking people, still the figure is a small portion 125 million compared to the 1170 million mobile subscribers[7] and about 658 million internet users[8] who are potential users of digital money.

Hence the research question : Does English Language affect the use of digital payments in India?

Section III: Methodology

With the research questions the objective of the research is to study the effect of English knowledge on digital money usage.

Accordingly the following Hypothesis have been framed:

H_{01} : There is no significant relation between digital money usage and knowledge of English

H_{02}: There is no significant relation between digital money usage and knowledge of English among males

H_{03} : There is no significant relation between digital money usage and knowledge of English among females.

In order to test the hypothesis, a survey was conducted among 714 people selected randomly regarding the usage of digital money. The survey was conducted in the state of Telangana, South India. There were a total of 310 females and 404 males in the sample.

The results of the survey was tabulated and checked for Normality conditions in order to apply the appropriate statistical tests. The Test of Normality indicated that the data was not following Normal distribution and hence, non parametric tests of hypothesis would be a good option to apply.

Chi Square is non parametric test which can be used to test hypothesis. The Chi Square test is generally used to evaluate the independence of observations i.e.to check if there is an association between two variables by comparing the observed and expected frequencies. The Chi Square test was carried out using SPSS V 20.

Section IV: Analysis and Discussion of the Results

First the chi square was computed for the entire population. The results obtained have been reproduced below in table 1. The same test was run for females and males and the results are reported separately in tables 2 and 3. The significance level for the chi square test was set at 95%

Table 1: Chi-Square Tests – Entire sample

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	213.389[a]	1	.000		
Continuity Correction[b]	209.846	1	.000		
Likelihood Ratio	196.079	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	213.091	1	.000		
N of Valid Cases	714				

Table 2: Chi-Square Tests - Females

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	89.959[a]	1	.000		
Continuity Correction[b]	87.062	1	.000		
Likelihood Ratio	102.492	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	89.668	1	.000		
N of Valid Cases	310				

Table 3 : Chi-Square Tests - Males

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	121.458[a]	1	.000		
Continuity Correction[b]	116.974	1	.000		
Likelihood Ratio	91.971	1	.000		
Fisher's Exact Test				.000	.000
Linear-by-Linear Association	121.158	1	.000		
N of Valid Cases	404				

Our interest is the column no 4, Asymp. Sig (2 sided) in the tables 1,2 and 3. In all the tables the values for the Pearson Chi square is 0 which is less than 0.05

Section V :Conclusion

The Unified Theory of Adoption of Technology Model has been widely used to understand the factors which lead to acceptance of new technology by the people. There have been several studies which have extended the factors in the basic UTATM suggested by Venkatesh et al.

This study has chosen a dimension which had been neglected so far i.e. the association between knowledge of English and the usage of digital money. Three hypothesis were formulated for testing the association between English language and usage of digital money.

H_{01} : There is no significant relation between digital money usage and knowledge of English

The result of the chi square test run is given in Table 1. In the table, column 4 indicates Asymp Sig (2 sided) value of 0.00. This is below the significance level of 0.05. Hence the test indicates that there is no reason to accept the null hypothesis. Therefore it can be concluded that there is a significant association between digital money usage and knowledge of English.

H_{02}: There is no significant relation between digital money usage and knowledge of English among males

To further amplify the study, gender specific tests were carried out. The result of the chi square test run for males is given in Table 2. In the table, column 4 indicates Asymp Sig (2 sided) value of 0.00. This is below the significance level of 0.05. Hence the test indicates that there is no reason to accept the null hypothesis. Therefore it can be concluded that there is a significant association between digital money usage and knowledge of English among males

H_{03} : There is no significant relation between digital money usage and knowledge of English among females.

The result of the chi square test run for females is given in Table 2. In the table, column 4 indicates Asymp Sig (2 sided) value of 0.00. This is below the significance level of 0.05. Hence the test indicates that there is no reason to accept the null hypothesis. Therefore it can be concluded that there is a significant association between digital money usage and knowledge of English among females

Overall, it can be concluded that there is significant association between knowledge of English and the usage of digital money.

This study not only fills a gap in the literature but is also of great commercial value to the players in the digital money space. The product designers of digital money need to design products which takes into account the language also to increase market share.

Scope for future research: Future research can concentrate on a larger sample spread across the country and there can be a study which can be conducted globally also. Future research can focus on answers to questions like does language actually hinder the adoption etc.

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