A STUDY ON THE CASHLESS ECONOMY ON SELF-EMPLOYED WOMEN IN VIRUDHUNAGAR DISTRICT

1. INTRODUCTION

The rapid digitization of the Indian economy has significantly impacted various sectors, including the informal sector dominated by self-employed individuals. This study aims to delve into the impact of the cashless economy on self-employed women in Virudhunagar District. By understanding their experiences, challenges, and opportunities, this research seeks to contribute to the ongoing discourse on financial inclusion and digital literacy.

2. RESEARCH OBJECTIVES

1. To assess the current level of awareness and adoption of digital payment methods among self-employed women in Virudhunagar District.

2. To identify the factors influencing the adoption or non-adoption of digital payment methods.

3. To examine the perceived benefits and challenges associated with the use of digital payments.

4. To explore the potential impact of digital payments on the financial empowerment of self-employed women.

3. RESEARCH METHODOLOGY

3.1 Research Design

A mixed-methods research design will be employed to collect both quantitative and qualitative data.

3.2 Data Collection Methods

- Quantitative Data:

   A structured questionnaire will be administered to a sample of self-employed women in Virudhunagar District.

   The questionnaire will cover demographic information, awareness of digital payment methods, usage patterns, perceived benefits, challenges, and satisfaction levels.

- Qualitative Data:

   In-depth interviews will be conducted with a selected group of self-employed women to gain a deeper understanding of their experiences and perspectives.

   Focus group discussions will be organized to facilitate group interaction and generate rich qualitative data.

3.3 Sampling

A multi-stage sampling technique will be used to select the sample. Initially, a stratified random sampling technique will be employed to select specific localities within the district. Subsequently, a simple random sampling technique will be used to select the final sample of self-employed women from each locality.

4. DATA ANALYSIS

- Quantitative Data:

  Descriptive statistics will be used to summarize the demographic characteristics of the respondents.

  Inferential statistical techniques, such as chi-square tests and correlation analysis, will be employed to analyze the relationship between variables.

- Qualitative Data:

  Thematic analysis will be used to identify patterns and themes within the qualitative data.

  Thematic coding will be applied to categorize and organize the data into meaningful themes.

5. EXPECTED OUTCOMES

 This research is expected to yield the following outcomes:

- A comprehensive understanding of the current state of digital financial inclusion among self-employed women in Virudhunagar District.

- Identification of the key factors influencing the adoption of digital payment methods.

- Assessment of the perceived benefits and challenges associated with digital payments.

- Recommendations for policymakers and financial institutions to promote digital financial inclusion among self-employed women.

6. ETHICAL CONSIDERATIONS

- Informed consent will be obtained from all participants.

- Participant anonymity and confidentiality will be strictly maintained.

- Ethical guidelines for research will be followed throughout the study.

        By conducting this research, we aim to contribute to a better understanding of the challenges and opportunities faced by self-employed women in the digital age. The findings of this study can inform the development of targeted interventions to enhance financial inclusion and empower women in the informal sector.