

## Behavioral Intention Of Self Help Group Women Towards The Utilisation Of Sst Tools In Cuddalore District

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### Abstract:

The present study aimed to study the factors determining Self Help Group Women towards the adoption of Self service technologies. Self-Help Group refers to self-governed, peer controlled small and informal association of the peer usually from socio- economically homogeneous families who are organized around savings and credit activities. The main objective is to identify the influencing factors to determine the behavior of the SHG women to use Self Service Technologies. The research methodology applied is descriptive. The data was collected through well-structured questionnaires. The Sample size of the study was 110. Collected primary data was analyzed and interpreted with statistical tools. Major findings were listed and conclusion has been made with suggestions based on the findings.

**Keywords:** Self-Governed, savings & credit activities, Behavior

### Introduction:

Digital India plays a major force for the growth of Indian economy. Services all over the world have been effectively deploying technology as an innovative resource to achieve speed, efficiency, cost reduction, customer convenience and competitive advantage. According to the Global Findex database released by the World Bank, 54% of women account holders report not using their account, in this half of the population, dependent upon others to utilize the banking services. At a same time, the number of women who access to Self Service Technologies is much lower than men in the country and the bias is more evident in rural India. By encouraging internet accessibility among marginalized groups women, older people and rural inhabitants in the country, India's digital footprint has significant headroom to grow. Usage of Self-service Technologies can empower rural women. For empowering rural women, self-help group plays a vital role for their economic development.

### Definition of Self-Help Group:

"Self-Help Group refers to self-governed, peer controlled small and informal association of the peer usually from socio-economically homogeneous families who are organized around savings and credit activities"

### REVIEW OF LITERATURE:

Kholoud Al-Qeisi (2014) The dimension of the study was to focus on customer online behavior and their satisfaction towards internet banking as a service channel alternative. The findings of the study denotes that performance expectancy and effort expectancy are the key factors of internet banking and also suggest for promoting e-banking more efforts to be taken for influencing the customers towards the usage of e-banking.

AlSoufi., & Ali, H. (2014) The development of mobile application was done with an aim of retrieval of data like email and weather reports. Further to assist the same, an attempt was made to study Mobile Banking by using Technological Acceptance Model( TAM).the findings of the study indicates that an attention should be given to avoid risks and to enhance trust among the customers.

Zhang Xiaoren (2013) The study initially makes an attempt to classify SSTs into financial and specialist classes based on product function. Further it highlights that perceived ease of use and perceived enjoyment have more impact on ABM than ATM. The study concludes that users' adoption of financial SSTs is significantly influenced by their perceptions of risk and security, while their perception on ease of use and enjoyment positively impact their adoption of specialty SSTs. The Research proclaims facility condition as the deviating factors which affects the adoption behaviour of SST's. service providers should also focus on providing operation instruction which in turns makes the customers to feel convenient in using SST tools.

Bottom of the pyramid (BOTP) was defined by Prahlad (2004, as the segment of the global population earning less than \$2 per day at 1990 purchasing power parity rates (equal to \$3.10 in 2006 prices). There are around 4 billion persons in the world who fulfill the BOTP profile, According to Prahlad (2004, P4). 6 billion people lived on the planet in 1999, and 6.7 billion in 2006. According to UNFPA's 2009 estimate, humans will number 9.1 billion by 2050. According to the 2011 Census of India; the population of India was little over 1.2 billion on March 1st. Since 1992 (Post LPG), the banking sector has undergone a variety of reforms that provided banks more power and increased their ability to compete; this has been made visible by the arrival of foreign banks and the new customer service technology they have brought with them (Mahesh and Rajeev, 2008). In light of this, the goal of this paper is to analyze the demand of SST in Banking Sector at

the BOTP. The Study was investigated by selecting five specific segments of workers to check their knowledge and necessity of using SST tools. It was tested among 150 workers and found that only 45% of the respondent's holds bank account and 16% of the respondents alone have awareness towards the usage of SST. The study concludes that banks should take more effort to mobilize their market potential bottom the Pyramid group.

**Present Scenario of Digital Payments:**

According to the Report of Economic Times digital payment system in India would generate the income around 7.6 trillion dollars by the end of the year 2024. it would also triple around 10 trillion dollars by 2026.

In Addition the Jan Dhan yojana Programme, facilitated the development of 1.25 billion Aadhar card based Unique Identification numbers (KYC) . Grooming of smart phones and internet access has laid the foundations for Digital payments. This has been quoted by Ruchin Goyal et .al ,2022- BCG Mumbai )

According to McKinsey, the digital ecosystem is projected to contribute to 30% of global revenues by 2025. The digital (SST) model has a “significant impact on creating micro-entrepreneurs in the non-agricultural sector, promoting employment in sustainable agriculture, reducing poverty, ensuring income equality, and building an equitable society with good health and well-being”. The current government, in collaboration with RBI, NABARD, and NBFC, has undertaken various initiatives to improve financial inclusion and empower the sustainable development goals.

**Research Gap:**

As Mahatma Gandhi rightly quoted the growth of India depends upon the strong foundation laid in the Villages. This can be achieved by promoting digital literacy among the larger population of rural people and enhance their standard of living. Currently, India's fintech adoption rate is 87% globally. Many studies have been conducted to study the role of microfinance and the economic growth of women in Self Help group. Hence there arises a need to look the footprint of marginalized section of Self help Group women.

**Hypotheses testing:**

HO1: Influencing factors facilitate the Self Help Group women to adopt Self Service Technologies

HO2: Influencing factors does not facilitate the Self Help Group women to adopt Self Service Technologies.

**Objectives of the Study:**

1. To Study the socio economic profile of the Self Help Group women.
2. To analyze the influencing factors of self help group women towards the selection of self service technologies.
3. To Study the role of Self Help Group women in encouraging their women members in effectively utilizing SSTs.

**METHODOLOGY:**

To Understand the Behavioral Intention of Self Help Group women towards the usage of Self service technologies descriptive research design has been used in this study. This research was carried out among the Self Help Group women in cuddalore district. The sample size taken for the study is 110. Simple random technique was used in this study. To Study the behavioural intention of Self help Group women the researcher focus the study on the variables Performance expectancy, social expectancy, effort expectancy.

**ANALYSIS AND INTERPRETATIONS:**

**Table: 1 Personal information of the Sample of the Respondents**

Demographic Variable	Group	Frequency	Percentage
Age	18- 24 years	08	7.27
	25-31 years	34	31.0
	32-38 years	15	13.0
	39-41 years	28	25.45
	Above 41 years	25	23.0
	<b>Total</b>	<b>110</b>	<b>100.00</b>
Educational Qualification	Primary	40	36.3
	High School	35	32.0
	Higher Secondary	20	18.0
	Under Graduate	15	14.0
	Post Graduate	5	4.0
	Others	0	0
	<b>Total</b>	<b>110</b>	<b>100.00</b>

Income	Rs.Less than 10,000	30	27.2
	Rs10.001 to 20,000	25	23
	Rs20,001 to 30,000	20	18.18
	More than 30,000	35	31.8
	<b>Total</b>	<b>110</b>	<b>100.00</b>
Marital Status	Married	95	87
	Unmarried	15	23
	<b>Total</b>	<b>110</b>	<b>100.00</b>
No. of. Years in Self help group	Less than 1 Year	10	9.09
	1-3 year	10	9.09
	3-5 years	30	27.2
	5-7 years	25	22.72
	More than 7 years	35	31.8
	<b>Total</b>	<b>110</b>	<b>100.00</b>

The respondents of Self Help Group women were classified into four groups based on their Age. Out of total respondents 31% of the respondents belong to the age group of 25 to 31 years. It is noted from the study that majority of the youngsters in the rural area have joined Self help group women .Self Help group women were classified into four groups based on their Education Qualification. Majority 36.3 % respondents SHG women Educational Qualification is at primary level, and 32 percent respondent SHG women education qualification is at high school and 14% of the respondents educational qualification is Undergraduate and 4% of respondents educational qualification is Post Graduate.

From the above table it is found that, out of 110 respondents, 95 % are married and 15% are Unmarried. The majority of the respondents are married. It is inferred from the study that more married women are found to be in Self Help Group. It is inferred from the table that 27.2% of the respondents monthly income is less than 10,000 and 31.8% of the respondent’s income is more than 30,000.The above table depicts that 31.8% of the respondents have been in Self Help group for more than 7 years and 9 % of the respondents were newly joined the self help group .

**Table: 2 Influencing Factors to use self service technologies**

Statements	Mean	SD
User friendly applications of SSTs Tools encourage me to use SST technologies.	4.087	1.278
SSTs save my queuing time at the bank	3.704	1.275
24*7 hours availability of banking facilities makes me to use SST tools regularly	3.885	1.114
The loan application process has become very easy due to SSTs	3.291	1.448
Speedy Online funds transfer and handy balance checking has encouraged me to use SSTs.	3.534	1.402
SST helps to notify me Government schemes.	3.273	1.569
The accuracy of transaction with very rare deviation has encouraged me to use SSTs.	3.495	1.306
I have to update my personal profile in my bank easily using SSTs	2.656	1.462
The online customer support from my bank through SSTs have motivated me to use SSTs	3.154	1.604
SST Provides the precise information needed	2.933	1.426

Mean and standard deviation of the factors that influence to utilize self-service technologies by the self-help group members is shown in the table 2. It is observed that the factors that influence to utilize SST is user friendly applications of SSTs Tools which encourage them to use SST technologies (mean = 4.087; SD = 1.278). Hence, it is concluded that user friendly applications of SSTs Tools, 24\*7 hours availability of banking facilities, and saving of queuing time at the bank are the major factors that influence the utilization of SST, whereas easily updating of personal profile in the bank, and need of precise information with the help of SST are the least influencing factors of utilizing self-service technologies.

**Table :3 Well Aware of using SST**

Respond	Frequency	Percentage
Strongly Agree	10	9
Agree	35	32
Neutral	7	6.3
Disagree	45	41
Strongly Disagree	3	2.7
<b>Total</b>	<b>110</b>	<b>100</b>

**Inference:**

The above table shows that 41% of the respondents reveal disagree towards the awareness level of using SST and 9 % of the respondents strongly agree towards the using of SST.

**Table 4: Opinion towards Behavioral Intention With Respect To SSTs**

	Mean	SD
Performance expectancy		
I am able to promote my business effectively using SST tools (website creation, online marketing, promotion of business in social applications)	2.092	.390
SSTs have helped me to receive financial aid from other supporting agencies	2.078	.388
SST have assisted me to bring innovations in my business. (Process and Product development)	3.633	.775
I have limited my financial costs to a greater extent due to SSTs (transportation, printing etc)	3.878	.441
Usage of SSTs have helped me to develop my business network	3.950	.314
Effort Expectancy		
I have availed business loans using SSTs apps (online banking)	2.555	.897
I am able to invest regularly in various financial products using SSTs.	2.665	.943
I am to create my own business app using SSTs.	2.187	.392
It requires very less time and effort to perform any financial transaction due to SSTs	4.271	.245
I have enhanced my skills in operating online applications due to SSTs.	3.152	.461
Social Influence		
Encouragement from my family members, friends & relatives influenced me to use SST.	4.505	.501
Lockdown due to pandemic situation pushed me to use SSTs.	4.251	.341
Regular dealing virtual interactions with my community urged me to use SSTs.	2.198	.172
Use of SSTs have given me a good social recognition.	3.654	.731
SSTs have strengthened my financial capacity (using formal financial system)	1.596	.491

Table 4 shows mean and standard deviation of respondents’ opinion towards behavioral intention with respect to SSTs. Regarding performance expectancy aspect of behavioral intention, it is observed that usage of SSTs have helped the respondents to develop their business network (mean = 3.950; SD = 0.314), and they have limited their financial costs to a greater extent due to SSTs Regarding effort expectancy aspect of behavioral intention, it is observed that usage of SSTs require very less time and effort to perform any financial transaction (mean = 4.271; SD = 0.245), and SSTs have enhanced the respondents’ skills in operating online applications (mean = 3.152; SD = 0.461). Regarding social influence aspect of behavioral intention, it is observed that encouragement from family members, friends & relatives influenced the respondents to use SST (mean = 4.505; SD = 0.501), and Lockdown due to pandemic situation pushed the respondents to use SSTs (mean = 4.251; SD = 0.341).

**Discussion:**

The study highlights that majority of the women in the Self Help Group is for more than 7 years. The study states that user friendly approach and saving que time are the influencing factors where as easily updating the personal profile and need of precise information is found to be a least influencing factor.

From the Analysis of performance expectancy aspect of behavioral intention, it is observed that usage of SSTs have helped the respondents to develop their business network and it has limited financial cost. Effort expectancy dimension it is noted SST tools has improved the operating efficiency and its impact does not strengthen their business to the next level. Social dimension projects pandemic situation urged them to use SST with the support of their family members where as it does not support their financial capacity

**Recommendation:**

- SHG members feel difficult to update personal profile with the bank system. This can be resolved by enhancing the functions of SST applicants. Bank can facilitate user friendly search functionalities and provide information in a clear and understandable manner which in turn makes the common public to update information in the regular platform. Micro Finance Institutions can also appoint Business Correspondents to render service for the members to update their profile with the recent information.
- The Study throws a light that usage of SST has helped them to develop the business network. Further many Micro Financial Institution can also develop comprehensive guidance materials narrating new business canvas models specifically guiding SHG members regarding the new schemes offered by bank Government and educating them to expand their business to next level by ensuring secured transaction.
- The study highlights that The group can also encourage and ; promote SHG-bank linkage programme model to bring their members through formal financial system and it leads to develop and raise their credit limits from the bank and also increases the banking habits among the SHG women.

**Conclusion:**

The Role of Self-help- group women plays a major role for the improvement in the economic development of the country. Self help group women should have broad minded approach to promote their business to the next level by using modern technologies. To ensure the maximum number of self Help group women to use self service technologies, Government can provide some financial aid for the low income Self-help- group members. Adequate ATM centers can be launched to prevent the distance barriers. Special Training programme can also be arranged for the Self Help Group women to use advanced technologies.

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