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Extended Abstract

**DETERMINANTS OF M-COMMERCE ADOPTION AMONG WOMEN
FISH VENDORS: SOME EMPIRICAL EVIDENCE**

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DETERMINANTS OF M-COMMERCE ADOPTION AMONG WOMEN FISH VENDORS: SOME EMPIRICAL EVIDENCE

ABSTRACT: This paper examines the major determinants of m-commerce training and its adoption among the women fish vendors operating in coastal regions of Karnataka state of India. Using the cross-sectional data and employing the logistic regression, the findings suggest that in addition to access to bank accounts, factors like financial literacy, awareness, nudging from customers which incentivize them to adopt mobile banking are also important for them to use mobile banking.

Keywords: M-commerce, Women Entrepreneurs, Financial Inclusion, Financial Literacy, Mobile Banking

INTRODUCTION

The agenda of financial inclusion is getting more prominent since the announcement of the United Nations Sustainable Development Goals (henceforth UN SDGs), in the year 2015, to be accomplished by the year 2030 (UN, 2015). India is not an exception to this, the NDA government in the year 2014 had introduced its flagship program name – Pradhan Mantri Jan Dhan Yojana (PMJDY) where all the Indian citizens were offered access to bank account. Despite this and several other initiatives, by the year 2017, almost 48 percent of the bank accounts were unused to deposit or withdraw in a year which was the highest in the world (Demirguc-Kunt et al, 2018). Given this dismal picture, this paper tries to examine the main factors acting as barriers in achieving financial inclusion and determinants acting as a catalyst in promoting financial inclusion – the area which has been nebulous among women’s fish retailers’ community. This study tries to reinforce the interdependence of fintech, financial literacy for financial inclusion in the context of women fish vendors operating in the coastal regions of the Karnataka state of India and analyses the major determinants affecting their decisions to undertake the training of mobile banking and to adopt mobile banking for future use.

LITERATURE REVIEW

The fishing community in Karnataka is predominantly a mogaveera community. In Karnataka, almost 99 percent of the people engaged in the fishing business belong to the unorganized sector (Bhatta et al., 2003). They are deprived of the necessary infrastructure and technology which inhibits them to exploit ICT and thereby the younger generations have no interest to take the business forward (Gunakar and Bhatta, 2016). Their inefficiency in terms of lack of financial literacy could make them lose their market and customer base by big giant business firms (Sathiadhas et al., 2011). Mobile banking adoption can help them fill their inability in terms of increase in productivity, less price variation of the fishes and instantaneous payment by customers (Abram, 2006) because technology helps connect customers with sellers more effectively as compared to the offline conventional methods (Omar et al., 2021). In summary, the growing importance of ICT among SMEs and small retailers in developing economies makes it worth exploring.

DATA, MODELING, ESTIMATION

Data has been taken from (Prabhu et al., 2019). The authors have collected the data from the women fish vendors operating in the coastal area of the Karnataka state of India. The data consists of three districts Udipi, Uttar Kannada, and Dakshin Kannada and within these three districts, there are a total of twenty-six marketplaces from where these women fish vendors operate. Questionnaire-based personal interviews were conducted from randomly chosen 383 women fish vendors. The questionnaire was made with the intent to get the relevant information related to the characteristics of their business and about their knowledge, awareness, and willingness to experiment with m-commerce for their future use. Data had been collected on their age, their education level, their daily average sales, and many binary variables like if they have a phone, whether they have a bank account, do they have a debit card.

Figure 1: The figure shows the twenty-six market places spread on the coastal of Karnataka



Following two models have been made and the reason for the variables inclusion in these models is in syn with the literature (Anderson, 2017; Demir et al., 2020; Kairiza et al., 2016; Mukhopadhyay, 2021).

$$\text{Training} = f(\text{Age, Education, Sales, Account, Awareness, Phone, Skill}) \quad (1)$$

$$\text{Mobile Banking} = f(\text{Age, Education, Sales, Account, Awareness, Phone, Skill}) \quad (2)$$

Logistic regression has been used to estimate the parameters because the dependent variable in both the models are binary.

FINDINGS

Main findings reveal that mere access to bank account won't provide enough incentive to women fish vendors to adopt mobile banking. There are other important factors too like access to the phone, financial literacy, awareness, and nudging from customers¹. Findings suggests that in addition to providing the bank accounts the government should make them aware, make them financially literate so that they can make an informed decision and can be included in the formal economy.

¹ Author can be contacted for empirical results.

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