

Cashless Transaction Through E-commerce Platform in the post-COVID-19

MD. TANVIRUL HASAN, 18-37078-1, Group-4, CSSE, 18-37078-1@student.aiub.edu

SHEIKH MD. SAMIUL ISLAM, 18-39261-3, Group-4, CSE, 18-39261-3@student.aiub.edu

JOY KARMOKAR, 18-39263-3, Group-4, CSE, 18-39263-3@student.aiub.edu

1. Introduction

E-commerce or electronic Commerce is buying or selling goods via an electrical way, primarily the net, which offers a great scope to use cashless transaction. In cashless transaction, payment is accepted without any kind of hard money, only via credit or debit card, cheque, DD, NEFT, RTGs or any kind of online payment, which removes the need of cash. COVID-19 hit has been a huge breakthrough for the e-commerce business and also for cashless transaction. Due to the rage of the pandemic, e-commerce companies are the first priority for buying goods online as it has cashless payment option available. COVID-19 is obscuring the lines between e-commerce and traditional retail business as go-to-market is quite tough now and online transactions are now more available and easier. During the COVID-19 the use of digital platforms for business has increased a lot in Bangladesh. Bangladesh's market size has increased 30 times over last 5 years as result of e-commerce. According to CCB, e-commerce in Bangladesh increased to 166.16 billion takas from 131.84 billion taka in just one year in the COVID period. Cashless transaction is one of the main reasons of the boost in e-commerce in the pandemic as online payment system has been established already. According to a Bangladesh Bank senior official, the inter-bank internet banking has leaped to around 214 percent in the post-COVID period.

2. Motivation

The coronavirus COVID-19 pandemic is a global health crisis and the whole world is undergoing a major change including Bangladesh. COVID-19 has forced the country to impose lockdowns one after another. This pandemic has disabled the country's economy system, majorly in the everyday business dealing sector. Online shopping has been taken over the face-to-face shopping as it is quite tough to attend the markets physically. The COVID-19 pandemic boosted e-commerce system and also accelerated the expansions of digital or online payments globally and so in

Bangladesh. Bangladesh has witnessed a huge growth in cashless transactions during the global crisis as the country went to five months lockdown in total within one and a half year. It is important that small business, websites and merchants should accept digital payments as it is now demand of the time. People have opened account in digital money transfer apps like Nagad, Bkash, Rocket etc and also mobile banking account in the COVID period. Some popular shopping platform and e-commerce sites like Chaldal.com, Shohoz.com, foodpanda, Ghorebazar.com, Bdticket.com, sheba.xyz, bdshops.com, daraz.com, pathao, bikroy.com, ajkerdeal.com, and bagdoom.com are taking the charge in digital marketing now-a-days and they are supporting cashless transactions as well as hard money. These online platforms allow transit from debit and credit card for cashless transaction and it can continue even after the pandemic, post-COVID period as cashless or online payment is much easier and safer than the traditional system and it allows new opportunity in the e-commerce service.

3. Objective

The main focus of this research is about how does cashless transaction can help during Covid-19. The study of this research will be gathered by the information of the cashless transaction.

- Identify the concept of cashless transaction
- To find how cashless transaction can help by during Covid-19.
- To know about the modes of cashless transaction.

4. Research Methodology

The purpose of this research is to find out and study how Cashless Transaction can be satisfy people's need by developing the payment apps. This section of study will lead to the conclusion of case studies of cashless transaction.

Case Study Research Method

This Case study can be defined as the way of how cashless transaction will be used. The study gives a detailing view preference of people on payment apps. This study will be useful for the corporations developed the payment apps to content the people's needs.

A cashless economy describes an economic state where financial transactions are not conducted with money in the form of physical banknotes, but rather through the transfer of digital information (typically an electrical representation of money) between the transacting parties. Cashless societies have existed from the time when human society came into existence, based other methods of exchange, and cashless transactions have also become possible in modern times using. Mobile payment, also refer to as mobile money, money transfer, and mobile wallet, generally refer to payment services operate under financial regulation and performed from or via a mobile device.

Instead of paying with cash, cheque, or credit cards, a customer can use a mobile to pay for a wide range of facilities and hard goods. Though the concept of using non-coin-based currency systems has a long history, it's only recently that the technology to sustain such systems has become widely available. Though payment systems like cash and credit and debit cards still lead the payment landscape, the latest tendency among vendors is mobile payment.

Relevance of Case Study Method

The cashless transaction is one of the most important concepts for nowadays because of Covid-19. Cashless transaction helps to deal with the online payment. Which means it doesn't need to deliver cash hand to hand. A mobile payment app lets you send money from your phone, any to other people or to a payment portal to buy something in a store. A mobile wallet is an app that comprehends your debit and credit card information, so that users can pay for goods and facilities digitally by using their mobile devices. The main compensations of cashless transactions are that the digital transactions ensure recording of all economic transactions.

5. Progress

Bangladesh has made huge progress in digital payments ended the last decade or subsequently. Since the demand side, about 7.8 percent of the population make payments using mobile wallets. However, there is still room for growing. There are a lot of new opportunities in the prospect.

Payment instruments from the end user's side, acceptance instruments from vendors and industries, and the trust factor need to all come together and work in consistency. The government plays a very significant role in creating a qualifying environment.

Bangladesh has relished a rapid growth in technical advancement recently with a current internet saturation rate of 60.7%.^[1] This has opened up a wide array of opportunities for businesses and services to flourish. One of the most obvious trends in Bangladesh right now is the increase of digital payments. This change has subsequently encouraged a digital ecosystem and added rate to the overall economy.

The COVID-19 pandemic was a willing changer for the digital payment eco-system in Bangladesh due to the need for cashless payments. Besides simplifying skill, the digital payments also help out the government in distributing financial help to the needy population during the COVID-19.

The start of the pandemic led to mass scale lockdowns across the town and this led to more and more people depend on cashless methods to pay for important products and services. This ease of transaction helps out the digital payment ecosystem of Bangladesh grasp new heights.

Increases volume after the start of the pandemic in Mar 2020, there was an incline in such payments due to mass panic and business shutting down, but shortly after that, the payments rose increasingly. The rise in the Mobile Financial Services (MFS) payments is the most obvious amongst these as access to these services have change to easier over time.

Though the pandemic has decreased employment and e-commerce throughout the country, the rise in digital payments specifies that more and more people have shifted to digital payment facilities for their business and day to day activities. This has both encouraged financial inclusion and has help out increase COVID-19 hygiene practices by limiting human communication. Also, important services such as grocery delivery, online shopping etc. have significantly advanced from the ease of payment facilitated by the growth of digital payment services.

6. Conclusion

The social order environment inspirations the motivation of individuals to accentuate the attitudes that have been highlighted, even though society is shaped in a digital technology environment. The worth of attitudes isn't seen in groups alone and that is seen in the value of separate attitudes. Thus, a new normal method to life can be the normed generating a change in attitudes or not dependent on the personage's attitude. When the COVID-19 pandemic prevents social activities, society wants to be continually sensitive and accurate to contrivance a new normal life over a lengthy period by cashless transactions concluded electronic or digital payments for purchase in the e-commerce system. The barrenness and emotional opinions of the society that are aware of the risks of the COVID-19 pandemic are critical reasons for society to take continuing pre-emptive action. However, the acceptance of one type of cashless payment will affect another type of cashless payment in the short-term, the significances of accepting cashless payment on economic growing can only be significantly experiential in the long-term. Though, if there is still no high level of reliability and truthfulness practice without fully understanding the safety aspect of e-commerce use, the use of e-commerce can't be fully improved. In addition to, the social environment and inspiration in customers greatly inspiration their attitude to do the cashless transaction. The use of cashless transactions, such as through an e-commerce platform can be seen as an appropriate alternate to help improve the economy of the country in this COVID-19 pandemic (Allam, 2020). It is consequently a chance for researchers to carry out studies on cashless transactions connected to society cultural practices built on the problems that have been explained in this study.

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