

Communication, Behavior, and Trends of Consumer Spending in a Cashless Society

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Received: 03/10/2023, Revised: 27/11/2023, Accepted: 04/12/2023

Abstract

This research studies communication, behavior, and trends of consumer spending in a cashless society focusing on the male and female population living in the Bangkok area aged 18-60 years and over, totaling 500 people.

The objectives of this research are 1) to study communication models in electronic financial transactions 2) to study behavior in electronic financial transactions 3) to study trends in electronic financial transactions.

Employing quantitative research methodology using frequencies and percentage statistics, the research found that the form of communication in electronic financial transactions was the most common: Internet Banking/Mobile Banking, followed by electronic money (e-Money) such as Wallet, True Money, Rabbit Line Pay, credit/debit cards, respectively. In terms of behavior of electronic financial transactions, it was found that respondents had the most electronic financial transactions behavior. As for trends in electronic financial transactions among people living in Bangkok, it was found that respondents were most likely to engage in electronic financial transactions.

Further study, for example, should focus on promotion and support of the production of smartphone technology for low-income and remote people.

Keywords Communication, Behavior, Trends, Electronic Financial Transactions

Introduction

Background and Importance of the Problem

Many countries are transforming themselves into fully cashless society. Current trends point to a cashless future as many countries shift their focus to mobile wallets and cashless



electronic payments, with many developing countries to increase efficiency. Finance and payments need to be faster and more convenient, and in this regard, 10 countries that are leading the way to a cashless economy: Belgium, France, Canada, United Kingdom, Sweden, Netherlands., United States, Germany, South Korea, China (A.R. Accounting Consultant Co., Ltd, 2020).

This is just the initial benefit of stepping into the era of Cashless Society or a cashless society only. In fact, the idea of stopping using coins, stop using banknotes can also help improve the quality of life in ways that many people wouldn't expect. (National Innovation Agency (Public Organization), 2020).

Over the next five years from 2023, the volume of e-Payment transactions, especially mobile/internet payments, has grown rapidly, which in addition to being caused by greater access to technology, it is likely to come from both government and private agencies continuously supporting the use of e-Payment as well. However, from analyzing transaction data of commercial banks, it is found that the increased transaction volume is still concentrated among certain groups of consumers. There are some consumer groups that still have the potential to use e-Payment more, such as those who have never tried e-Payment even once. Especially for the age group of 50 years and over, more than half of this group has never used it, while the younger age groups are frequently using it (Puey Ungphakorn Economic Research Institute, 2023).

Research Objectives

1. To study communication models in electronic financial transactions.
2. To study the behavior of electronic financial transactions.
3. To study trends in electronic financial transactions.

Research Questions

1. What communication models are necessary in electronic financial transactions?
2. What is the behavior of electronic financial transactions?
3. What are the trends in electronic financial transactions?

Expected benefits.

1. To study communication models necessary for electronic financial transactions.
2. To understand the behavior of electronic financial transactions.
3. To know trends and possibilities in electronic financial transactions in the future.

Literature Review



Cashless society or cashless economy is the concept of an economic society without cash, or an economic society that does not carry cash. That was first discussed in the commercial banking industry in the 1950s, revealing that the importance of cash in the future would decrease and would be replaced by the use of computer systems and telecommunications for financial transactions instead. In the early 1960s, John Diebold, the owner of a computer networking consultancy for banks, warned of the overload of financial paperwork due to the increasing number of cash and check transactions. Diebold therefore advocated the creation of a new cashless financial system to replace the current system (Terdtul Thaweedet, 2016).

E-Banking or Electronics Banking is financial transactions through an online system. By accessing through the website or various applications using communication devices such as mobile phones, smartphones, tablets, or computers as an intermediary in financial transactions between users and the bank, there is no need to queue up at bank branches to make financial transactions. Therefore, it creates convenience and increases speed, thereby saving both time and travel expenses (Krungsri Guru, n.d.).

When technology becomes an important factor that every sector is keeping an eye on and must keep up with. Whether it is the people who must learn Increase skills and adapt your work and way of life to keep up with new technology, including business sectors where technology trends make digital transformation faster and become part of the model. Doing business (Business model) of almost every organization. Therefore, for the banking sector, understanding technology to use it appropriately is like equipping an important weapon to survive in the fiercely competitive financial services market. heated Krungsri Research views that technology trends that banks should keep an eye on and prepare for in 2023 include 1) AI or smarter artificial intelligence, 2) Cloud computing: an important technology in the digital age, 3) Automation an important helper for business transformation of banks 4) Internet of Things (IoT): easily connected with 5G technology 5) Immersive technology: technology that is prepared to enter the world Metaverse 6) Blockchain, a technology that revolutionizes data storage and transactions 7) Zero trust security system (Mingsakul, 2023)

This change of behavior caused by electronic banking technology can be better explained and understood using Roy's adaptation model. The model defines humans as single individuals, families, groups, organizations and communities as a holistic adaptation system (Holistic adaptation system). The human system is all in one. It shows the meaning of human behavior. Have the ability to think, be mindful, and have meaning. which is considered effectively in order to make changes to people and the environment. It has a form and has a relationship with the environment both internally and externally (Suksripeng, 2012).



In addition, Interpersonal communication theory can help to explain this technological innovation and the change in lifestyle. Interpersonal communication involves talking, listening, observing, and interacting with each other along with exchanging many types of information in many ways. Interpersonal communication explains social living. Starting from childhood, it shows others their needs, feelings, and thoughts. The content of communication varies according to life, from the sounds of an angry child to words of encouragement. In human communication, the face, body, and voice are used to send messages to others. Using the senses to receive all messages with the human communication experience so that one recognizes incoming messages and the way to organize them (Petrie, 2011).

According to Carl Roger (Carl Roger, 1951), each person is born with a positive nature, goodness, and ability. and having the inner motivation to develop oneself forward to become a person who does things Achieve full potential by yourself (Watcharasin, 2019).

Maslow (Maslow, 1987) stated that personal development means knowing oneself thoroughly and using one's abilities effectively and happily. People who develop themselves will have a complete mind and an open mind continuing to have new experiences and have a creative outlook Have a true awareness of your full potential. There is a closeness to life that is true to nature and is completely human (Watcharasin, 2019).

The research of Kornkan Rakbanerd on the decision to use mobile banking applications by employees of private companies in Bangkok found that employees of private companies of different genders. There are different decisions regarding the use of mobile banking applications. The findings can guide changes in the financial aspect of today's technology in order to increase wider awareness Increase reliability in using mobile banking applications and the mobile banking application service (Love the Homeland, 2022).

Kristine Kirakosyan's research on Communication Management in Electronic Banking, Better Communication for Better Relationship found that in order to understand customers' characteristics, banking management should create a good relationship with them. This article is focused on the relationship between communication management in banking systems and customer satisfaction and loyalty/retention. One considers electronic communication (e-Communication) to be a crucial variable on customer satisfaction. Thus, online channels for communication are the discussion topic of our paper: collaborative projects, blogs, content communities, social network sites, virtual game world, websites, and electronic mails. One also considers social media an important communication channel with existing clients and clients. The conclusion is that banks need to make the paradigm shift in management practices by continuous innovation in the service of customers. (Kristine Kirakosyan, 2014).



The research of Nitchakun Apiwatpaitoon and Massaporn Cheuathonghua on FACTORS AFFECTING THE DECISION TO USE DIGITAL BAHTIN BANGKOK found that from the survey, the result showed that e-payment behavior impacts people's life. It also revealed a strong connection between digital literacy and reliability point of view towards payment system to be related to the decisions made in the use of banks digital currency (APIWATPAITOOON and CHEUATHONGHUA, 2023).

Wasutida Nurittmont's research on The Influence of Technology Acceptance on Financial Transaction Service Behavior through Mobile Phone Application showed that technology acceptance related to using service transaction behavior of consumer through application mobile phone. The contribution of this research can be used as a guide for improving and developing the service for behavior of consumer and responding to user with service transaction through mobile phone application. (Nurittmont, 2019).

The research of Winatda Chaiyasombat, Thatsaporn Srisook, Thalerngsak Sutthakhet on Behavior and Motivational Factors Affecting Confidence in Internet Banking Service of Working People has provided suggestions for using the research results as follows regarding the behavior of Internet Banking service users. Even though most of them have a low-income base, they are a new generation in a digital society. Therefore, it is influenced by the people who give importance to the trend of reducing the use of cash. They turned to using internet banking services instead, and this trend is likely to increase. Continuously in the future if the service provider wants to maintain the existing customer base and expand the new customer base, this matter should be taken into consideration (Chaiyasombat, Srisook, and Sutthakhet, 2023).

Jutamas Khemngoen's research on (Generation Z in Thailand and perceptions of moving towards a cashless society Covid-19) makes a connection between the spread of Covid19 and the electronic payment behavior of Generation Y along with perceptions of moving towards a cashless society. In a cashless society, it was found that factors related to birth year and factors related to the outbreak of the coronavirus (Covid19) are significantly related to the electronic payment behavior of Generation Y and Z (Khemngoen, 2023).

Research Methodology

1. Population and Sample

Population and sample. Both men and women aged 18-60 years and over, totaling 500 people.

2. Research Instruments



Interview questions were open-ended. The questions from the questionnaire are divided into 2 parts as follows:

Part 1 is a general questionnaire of respondents including gender, age, education, and occupation.

Part 2 is behavior in electronic financial transactions.

Data Collection

The researcher collected data by himself from answering questionnaires face to face and from online questionnaires.

Data Analysis and Findings

Presentation of analysis results and interpreting data analysis results. The researcher analyzed and presented them in a descriptive form with accompanying explanation tables as follows:

There was a total of 500 people, including 225 males, 275 females. 75 people aged 18-29 years, 175 people aged 30-39 years old, 122 people aged 40-49 years old, 60 people aged 50-59 years old. and 68 people aged 60 years. 154 people have less than a bachelor's degree, 220 people have a bachelor's degree, 113 people have a master's degree, and 13 people have a doctorate. 67 people work as students, 52 are civil servants/state enterprise employees. People: Private company employees: 133 people; Private businesses/business owners: 88 people; General contractors: 145 people; General contractors: 145 people; Others: 15 people.

Table 1 Frequency number of respondents classified by communication channel in electronic financial transactions.

Communication channels for electronic financial transactions	Frequency	Percentage
ATM/CDM	37	4.97
Credit/debit card	140	18.82
Internet Banking/Mobile Banking	355	47.72
Electronic money (e-Money) such as Wallet, True Money, Rabbit Line Pay	212	28.49
Total	744	100.00

From Table 1, the research results found that respondents used communication channels for electronic financial transactions the most: Internet Banking/Mobile Banking,



accounting for 47.72 percent, followed by electronic money (e-Money) such as Wallet, True Money, Rabbit Line Pay, accounting for 47.72 percent. 28.49 percent and credit/debit cards accounting for 18.82 percent, respectively.

Table 2 Number of frequencies of respondents Classified according to electronic financial transaction behavior.

Behavior of electronic financial transactions	Frequency	Percentage
Transferring money with account number or PromptPay number	298	54.58
Top up such as expressway, telephone, games	90	16.48
Pay for goods and services such as public transportation, telephone bills, credit cards, and health insurance.	158	28.94
Total	546	100.00

From Table 2, the research results found that respondents with the most electronic financial transaction behavior were: Transferring money with account number or PromptPay number accounting for 54.58 percent, followed by payment for goods and services such as public transportation, telephone bills, credit cards, health insurance accounting for 28.94 percent, and top-up such as expressways, telephones, games accounting for 16.48 percent, respectively.

Table 3 Number of frequencies of respondents classified by trends in electronic financial transactions.

Trends in electronic financial transactions	Frequency	Percentage
Easy to use/convenient, can be done anywhere, anytime.	160	21.14
Save time by not having to wait in line for transactions.	127	16.78
Reduce the cost of fees	180	23.78
Ensure the safety of the banking system	85	11.23
It is safe to use.	95	12.55
How likely is it to use electronic financial transactions?	110	14.53
Total	757	100.00



From Table 3, the research results found that the respondents most likely to engage in electronic financial transactions are: Reduce the cost of fees Accounted for 23.78 percent, followed by easy to use/convenient, can be done anywhere, anytime. Accounted for 21.14 percent and saves time by not having to wait in line for transactions. accounting for 16.78 percent, respectively

Table 4.4 Number of frequencies of respondents classified by benefits of entering a cashless society.

Benefits of entering a cashless society	Frequency	Percentage
Convenience in conducting financial transactions such as paying for goods and services, transferring money.	240	41.52
It is fast in use. and saves time in conducting financial transactions No need to travel	162	28.03
Helps reduce expenses such as fees for using ATM cards and transfer fees.	125	21.63
Each bank's application is easy to use.	45	7.79
Reduce the risk of carrying cash	3	0.52
Can reduce the problem of using counterfeit banknotes	3	0.52
Total	578	100.00

From Table 4, the research results found that respondents saw the greatest benefits of entering a cashless society as convenience in conducting financial transactions, such as paying for goods and services, transferring money accounting for 41.52 percent, followed by speed of use. and saves time in conducting financial transactions, no need to travel accounting for 28.03 percent and helps reduce expenses such as fees for using ATM cards and transfer fees accounting for 21.63 percent, respectively.

Table 5 Number of frequencies of respondents classified by confidence and safety in electronic financial transactions.



Confidence and safety in electronic financial transactions	Frequency	Percentage
Be safe while doing financial transactions.	245	32.34
There is safety of your money if your device is lost.	238	31.35
There is safety of data privacy.	180	23.76
Have confidence in providing services	95	12.54
Total	758	100.00

From Table 5, the research results found that respondents had the most confidence and security in electronic financial transactions, that is, they were safe while conducting financial transactions accounting for 32.34 percent, followed by having safety of money if the device is lost accounted for 31.35 percent and has security of privacy information accounting for 23.76 percent, respectively.

Conclusion, Discussion, and Recommendations

1. Conclusion and Discussion

1.1 Communication models in electronic financial transactions. It was found that the most common communication channel in electronic financial transactions was Internet Banking/Mobile Banking, accounting for 47.72 percent, followed by electronic money (e-Money), Pao Tang, True Money, Rabbit Line Pay accounting for 28.49 percent, and credit/debit cards accounted for 18.82 percent, respectively. This finding is consistent with the article by the Bank of Thailand, which releases important statistics that Thai people withdrawing cash continues to decrease. It reveals an increasing trend of Thai people paying and transferring money via internet/mobile banking, with volume and value proportions exceeding 70% and nearly 90%, respectively, while the use of traditional channels has continued to decrease. Internet & mobile banking has seen the number of accounts increase almost twice in 5 years from 69.8 million accounts in 2018 to 138.3 million accounts at the end of December 2022, and in 2022 the number of internet & mobile banking uses will reach 22.7 billion transactions, and the value is as high as 101.5 trillion baht, especially mobile banking, which has a tendency to keep increasing while the use of internet banking is decreasing. People are increasingly turning to using financial services through mobile applications because they are convenient, easy, and familiar. Chin can be used anywhere, anytime, truly meeting user experience needs (Matichon Public Company Limited, 2023) and in line with Maslow's theory (Maslow, 1987), which states that personal development means knowing oneself thoroughly and using their abilities effectively and



happily, people who develop themselves will have a complete mind and an open mind to new experiences. People have a creative outlook and have a true awareness of your full potential. There is a closeness to life that is true to nature. and is completely human (Watcharasin, 2019)

1.2 Behavior of electronic financial transactions. It was found that the respondents had the most electronic financial transactions behavior as follows: transfer money between accounts and Prompt Pay accounting for 54.58 percent, followed by paying for goods and services such as public transportation, telephone bills, credit cards, health insurance accounting for 28.94 percent and top-up such as expressways, telephones, games. This financial transaction behavior is similar to what was found in other research indicating that in December 2022, there was a total of 1,475.9 million interbank payment transactions through the PromptPay system, an overall increase of 34.66% compared to December. years ago (Thairath Online, 2023) and is consistent with the theory of Carl Roger (Carl Roger, 1951), saying that each person is born with a natural, positive side, goodness, and ability while having the inner motivation to develop oneself forward to become a person and to achieve full potential (Watcharasin, 2019).

1.3 Trends in electronic financial transactions among people living in the Bangkok area. It was found that the respondents most likely to engage in electronic financial transactions were: reduce the cost of fees accounting for 23.78 percent, followed by easy to use/convenient, can be done anywhere, anytime accounted for 21.14 percent and saves time by not having to wait in line for transactions accounting for 16.78 percent, respectively. This emerging trend is consistent with the article by BOT, which reveals important statistics about Thai people withdrawing less cash continuously. After the crisis of the COVID-19 situation, Thai people are accustomed to digital payments. As a result, usage continues to increase. This trend analysis is also reflected from the volume of 425 times per person per year at the end of December 2022, an increase from 2021 at 312 times per person per year and 202 times per person per year in 2020 (Matichon Public Company Limited), 2023) and in line with the research of Winatda Chaiyasombat, Thatsaporn Srisook, Thalerngsak Sutthakhet on Behavior and Motivational Factors Affecting Confidence In Internet Banking Service of Working People. Many consumers regardless of their income base are a new generation in a digital society. Therefore, it is influenced by the people around oneself who gives importance to the trend of reducing the use of cash. They turned to using internet banking services instead, and this trend is likely to increase. Continuously in the future, if the service provider wants to maintain the existing customer base and expand the new customer base, this matter should be taken into consideration. (Chaiyasombat, Srisook, and Sutthakhet, 2023).



The contribution of this research can be used as a guide for improving and developing the service for behavior of consumer and responding to user with service transaction through mobile phone application (Nurittmont, 2019) and is consistent with Roy's adaptation model and defines human beings as a single person, family, group, organization, and community as a system. In accordance with the holistic adaptation system where the human system is all in one, it shows meaningful human behavior with the ability to think, be mindful, to be effective in making changes in people's life and the environment (Suksripeng, 2012). The research finding also corresponds with the theory of Carl Roger (Carl Roger, 1951) stating that each person is born with a natural, positive, good quality. having ability and having the inner motivation to develop oneself forward to become a person and to achieve full potential (Watcharasin, 2019).

Recommendations

In addition to improving the security of the application, there is still a need to promote and support the production of smartphone technology for low-income and remote people. Future research should also aim to provide knowledge on how financial transactions safely.

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