

Exploring the factors influencing hesitation among textile industry weavers in adopting digital banking services in India

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ABSTRACT – REZUMAT

Exploring the factors influencing hesitation among textile industry weavers in adopting digital banking services in India

These small textile weavers in this emerging country such as India have been hesitant to adopt digital banking methods. This is due to a lack of awareness and trust in digital payment systems, as well as a preference for traditional payment methods. Additionally, many small textile weavers lack the necessary infrastructure, such as smartphones and internet connectivity, to engage in digital banking. These challenges have created a barrier for small textile weavers to fully participate in India's growing digital economy. This study is an attempt not only to highlight the various realistic problems that are responsible for hesitation among textile weavers of India in the usage of digital banking but also to formulate a suitable model that could depict the significant variables that are responsible for the hesitation in the usage of digital banking among small textile weavers by using Step-wise regression method. The study relies on primary data collected by questionnaire from weavers in the top ten states in India based on residence and number of weavers, with 454 weavers participating from various states. The results of the study depict that there are 5 significant factors or predictors that are responsible for the hesitation among weavers of India in using e-banking namely a sense of insecurity due to cyber-crime, unaffordability of smartphones, lack of knowledge in operating smartphones, demonstration effect and network issues.

Keywords: textile industry in India, weavers, digital banking, step-wise regression, demonstration effect

Examinarea factorilor care influențează atitudinea de ezitare în rândul specialiștilor din industria textilă în adoptarea serviciilor de banking digital în India

Acești mici specialiști din domeniul textil din această țară emergentă selectată, respectiv India, au ezitat să adopte metode bancare digitale. Acest lucru se datorează lipsei de conștientizare și încredere în sistemele de plată digitale, precum și preferinței pentru metodele tradiționale de plată. În plus, mulți țesători mici din industria textilă nu au infrastructura necesară, cum ar fi smartphone-urile și conexiunea la internet, pentru a se angaja în activități bancare digitale. Aceste provocări au creat o barieră pentru ca micii specialiști în țesătorie din industria textilă să participe pe deplin la economia digitală în creștere a Indiei. Acest studiu este o încercare nu numai de a evidenția diferitele probleme realiste care sunt responsabile de comportamentul de ezitare în rândul acestei categorii ocupaționale din India în utilizarea serviciilor bancare digitale, ci și de a formula un model adecvat care ar putea descrie variabilele semnificative care sunt responsabile pentru ezitarea în utilizarea serviciilor bancare digitale în rândul acestora prin utilizarea metodei de regresie de tip pas cu pas (step-wise). Studiul empiric se bazează pe datele primare colectate cu ajutorul chestionarului de la țesătorii din primele zece state din India, pe baza reședinței și a numărului de țesători, adică un număr de 454 de țesători participând din diferite state. Rezultatele studiului arată că există 5 factori sau predictorii semnificativi care sunt responsabili pentru atitudinea de ezitare în rândul țesătorilor din India în utilizarea e-banking-ului și anume: sentimentul de insecuritate din cauza criminalității cibernetice, inaccesibilitatea telefoanelor inteligente, lipsa de cunoștințe în utilizarea telefoanelor mobile inteligente (smartphones), efectul demonstrativ și problemele de rețea.

Cuvinte cheie: industria textilă din India, țesători, servicii bancare digitale, regresie de tip pas cu pas (step-wise), efect demonstrativ

INTRODUCTION

India has a rich history in the textile industry, with evidence of cotton cultivation and fabric production dating back to ancient times. The country is one of the world's leading producers of textiles and garments, and the sector contributes significantly to the Indian economy. In terms of textile and garment production, India ranks just behind China [1]. Moreover, this industry employs over 45 million people, making it

one of the largest employers in the country. The sector contributes around 4% to India's GDP [2] and represents 14% of the total manufacturing output in the country. The textile and garment industry in India is divided into two main segments: the organised sector, which comprises large-scale manufacturing units, and the unorganised sector, which comprises small-scale producers and handloom weavers. The handloom sector, which is concentrated in rural areas, is

an important source of employment and income for millions of people.

Textile weavers have played a crucial impact in the growth and development of the textile and garment industry in India. They are the backbone of the handloom sector, which is an important part of the Indian textile and garment industry. Textile weavers are skilled artisans who have been practising the craft of handloom weaving for centuries in India [3]. They are experts in weaving a variety of fabrics, including cotton, silk, and wool. The handloom sector in India employs over 4 million people, and the majority of them are weavers [4]. These weavers work in small-scale units, often from their homes, and produce a variety of handloom fabrics. Handloom fabrics are known for their unique designs and quality, and they have a significant demand both in domestic and international markets. The handloom sector in India contributes around 15% to the total cloth production in the country [5]. Textile weavers have preserved the traditional methods of handloom weaving in India, and they are an important link to the country's cultural heritage [6]. Their skills have been passed down from generation to generation, and they continue to create beautiful fabrics using age-old techniques. Their contributions to the textile industry in India are invaluable, and they are an essential part of the country's rich textile heritage.

However, small textile weavers in rural India face numerous challenges that impede their growth and development. Despite being skilled artisans, they struggle to make ends meet due to several factors beyond their control like lack of access to credit, limited market access, Competition from power loom and mill-made fabrics, lack of modern technology, low wages, and lack of training and education [7]. Similarly, even after the steps into the digital era by India where the digital banking section is considered the most successful attempt provoked by demonetization, these small weavers still hesitate to use digital banking, especially in rural India [8]. These small textile weavers in the country have been hesitant to adopt digital banking methods. This is due to a lack of awareness and trust in digital payment systems, as well as a preference for traditional payment methods. Additionally, many small textile weavers lack the necessary infrastructure, such as smartphones and internet connectivity, to engage in digital banking. These challenges have created a barrier for small textile weavers to fully participate in India's growing digital economy [9], highlighting the need for targeted education and support programs to help them overcome these obstacles.

REVIEW OF LITERATURE

Several studies have examined the effects of online banking, and some of these objectives, locations, and sample sizes are described. The coefficients of the constructed model show that MSMEs benefit from the ease of accepting and making payments

through digital banking. Managing company expenses, saving time, and preventing funds from being misappropriated are other benefits, but they are minor. Bankers aren't meeting the needs of these SMEs, so they aren't getting the most out of digital banking [10]. The results of an empirical study indicate that if the people of Uzbekistan had a better understanding of the advantages of online banking, its use would increase. Maintaining trust is crucial. As a result, we must resolve the prevailing security concerns. The role of the government in promoting the use of online banking is crucial [11]. A research team from the Manjula Department of Computer Science led by Vishnuvardhan et al. [12] analysed the threats to mobile device security that exist today. To transfer money from one mobile user account to another, SMS-based transaction schemes employ encrypted messages to communicate with the mobile network provider. Vishnuvardhan et al. [12] examined five hypothetical future standard categories of M-Banking services, identifying their known strengths and weaknesses. A bank is an authorised financial institution that takes customer deposits and lends money to small businesses, large corporations, and farms. For many sole proprietors, small farms, and independent contractors, cooperative banks remain their primary source of financing. All street banks are known as retail banks. However, "Its customers to enhance the limitation of space and time", observes the authors. Unquestionably, the widespread use of information and communication technologies has had an impact on the content and quality of banking operations. The Internet and other forms of electronic communication lie at the heart of this worldwide curve, acting as an absorber and a cooling force. Over the years, the advancement of information systems has brought about enormous changes in the Nigerian banking sector [13]. The MSMEs in Katihar are afraid that there is a possibility of fraud or hacking of bank accounts if they go for e-banking transactions. Few of the respondents feel that the transaction cost, limitation in the amount of accepting and making payments via e-wallets and lack of knowledge of using smart devices and digital banking are the restraints in using digital banking. It can be felt that more awareness and knowledge regarding digital banking should be provided by the bankers to the owners and managers. The Katihar District of Bihar has been surveyed using a questionnaire. 454 out of 600 people responded, for a 76% response rate. Cybercrime-related anxiety is followed by the requirement of high-tech gadgets to access online bank accounts. Many business owners avoid telling banks and governments about their financial dealings for fear of negative consequences [14]. In today's digital age, everyone has a mobile phone because it is such a ubiquitous piece of technology. Agents play a crucial role in the customer acquisition and liquidity management processes of mobile banking service providers. The Hamkor Bank, along with its international financial corporation and the Asian Development Bank, launched the Hamkor mobile platform in

May 2009, paving the way for the widespread use of mobile banking in Uzbekistan. Mobile banking needs to be used globally [15]. Electronic banking services have been slower to spread to underdeveloped nations than to those with more established economies. The results make it abundantly evident that more work needs to be done by the government in the areas of implementing financial-related regulations to protect bank customers' money, providing critical infrastructure, creating jobs for the youth, and encouraging the teaching of ICT in all institutions [16]. Complete digitalisation is a long-term goal. India is making progress, however slowly, in the correct way because the government is pushing it in the right direction. Among the less mysterious findings is the fact that a sizeable number of youngsters engage in digital transactions even though they may not be of legal age to do so. Based on this data, a set of recommendations for future development has been explored; these recommendations include things like digital biometric verification, the consolidation of several digital payment platforms, implicit redressal, shared wallets, etc. We propose a blockchain-based e-wallet service that incorporates simpler use, increased security, a decentralised network of transaction nodes, and a shared wallet, to bring in the adolescent population as regular digital users. Only the primary user can generate a dependent user's account in our blockchain-based shared wallet system, with complete control over the dependent user's spending limit. All participants can view the complete transaction history, and all transactions are reported to the primary user [17].

For financial institutions, mobile banking represents a less desirable alternative channel. It was anticipated that all respondent banks would have established a specific e-banking division, given that they have all been engaged in e-banking for at least the past six years. Sixty-seven per cent of the responding banks rely solely on internal business and technical staff for e-banking implementation and support, while thirty-three per cent work with external associates. This high percentage suggests, on the one hand, that banks have trained their employees and acquired the necessary technological know-how, and, on the other, that they may be hesitant to work with outside parties on systems of this nature [18]. According to research, patients with chronic pain disorders have more severe pain during periods of high relative humidity, high wind speed, and low atmospheric pressure. The relative humidity made the biggest impact. If the weather were to take a turn for the worst, the likelihood of a pain event would rise by a little over 20% compared to a normal day. Those with chronic pain may find this increased risk to be significant. Commercial banks in Malaysia can greatly benefit from implementing e-banking [19]. Commercial banks need to make a fundamental change to the way they do business by constantly introducing new ways of serving their customers, particularly in the areas of relationship building and two-way communication. In this new century, businesses must contend

with a wide range of threats, including those posed by the environment, society, government, and the increasing influence of consumers.

Research gap

The existing literature was not enough to highlight the barriers or problems faced by the weavers of India in adopting e-banking. Moreover, there might be some hidden predictors in India that are responsible for the hesitant level which might not yet been explored by the existing related studies conducted on other developing countries like India. Hence, exploring the significant factors influencing hesitation among textile weavers in adopting digital banking services in India.

Objectives of the study

- To highlight the various realistic problems that are responsible for hesitation among small textile weavers of India in the usage of digital banking.
- To identify the significant reasons or problems that are affecting the hesitation in the usage of digital banking among small textile weavers
- To formulate a suitable model that could depict the significant variables that are responsible for the hesitation in the usage of digital banking among small textile weavers

RESEARCH METHODOLOGY

This research makes use of empirical data. Primary data were used for analysis. A pilot survey of 20 weavers in the state of Odisha and 20 weavers in the state of West Bengal, has been conducted where some open-ended questions have been asked to explore various reasons that are creating hurdles for using weavers in using digital banking. It is also noted that most of the weavers, who are respondents of the study, are residing in rural areas of the states. After analysing the responses given by these 20 weavers in the state of Odisha and 20 weavers in the state of West Bengal, many reasons have been found that are responsible for the hesitation among weavers in using digital banking. These reasons are again inculcated while drafting the final questionnaire. The primary data were gathered with the aid of a bilingual questionnaire, written in both English and Hindi to ensure that all respondents could comprehend the questions. The questionnaire encompasses certain questions related to the personal profile of the weavers and, the opinion of these textile or handloom weavers regarding the various reasons that resist or discourage them from using digital banking on a Likert scale of 1 to 10. Additionally, a viewpoint on the degree of resistance among Indian weavers to using digital banking. An attempt has been made to collect data from 100 weavers from each of the top 10 states based on the number of weavers [20], by distributing a questionnaire in hard copies in some reachable states like Odisha, West Bengal and Jharkhand and by engaging some enumerators to collect data from remaining 7 states. The targeted sample size was 1000 i.e. 100 from each state. More respondents are

being targeted to weed out those whose responses were either incomplete or whose data were deemed outliers for the study. Out of these 1000 targeted respondents, only 453 respondents have replied to the questionnaire which implies that the response rate was around 45%. The data was collected from December 2022 to April 2023. Step Wise Regression has been implemented to formulate a model that would represent the factors responsible for the hesitation among textile weavers of India in using digital banking.

Need of the study

It is known that the textile industry is a crucial sector of the Indian economy, contributing significantly to the country's growth and development. However, despite the increasing digitization of banking services, many textile weavers in India continue to hesitate to adopt e-banking solutions. Understanding the reasons for this reluctance is essential to improve the accessibility and utilization of e-banking services among this segment of the population. Researching the factors responsible for hesitation among textile weavers in India to use e-banking can help policymakers and financial institutions identify the barriers to adoption and design effective interventions to promote the use of digital financial services. Some potential factors that may contribute to hesitation among textile weavers in India to use e-banking could include a lack of awareness and understanding of e-banking services, lack of access to digital devices or reliable internet connectivity, concerns about security and privacy, language barriers, and a preference for traditional banking methods. By identifying and addressing these factors, policymakers and financial institutions can create tailored solutions that

address the unique needs of textile weavers in India and promote greater financial inclusion. Additionally, promoting the use of e-banking can enhance the efficiency of financial transactions, reduce the cost and time involved in traditional banking methods, and ultimately improve the financial well-being of textile weavers and their communities.

ANALYSIS, RESULTS AND DISCUSSION

The pilot survey discloses many major reasons due to which the textile weavers hesitate to use E-banking. Those reasons are a Sense of Insecurity, not interested in disclosing transactions, unaffordability of smartphones, lack of knowledge in operating smartphones, demonstration effect, limited customer care support, transaction cost, network issues and language barrier. Again these reasons are considered as predictors and are regressed on the level of hesitation among textile weavers in using e-banking. This can be shown in the figure mentioned under the conceptual framework.

Conceptual framework

The existence of a relationship between the predictors (independent variables) stated in the conceptual framework and the dependent variable i.e. level of hesitation among textile weavers in using e-banking is thoroughly explained in the hypotheses formulation section (figure 1).

Hypotheses formulation

Textile weavers are hesitant to adopt e-banking for several reasons, many of which have a long-term impact. Following an analysis of the responses from the pilot survey, a subset of 20 weavers from the state of Odisha and a subset of 20 weavers from the

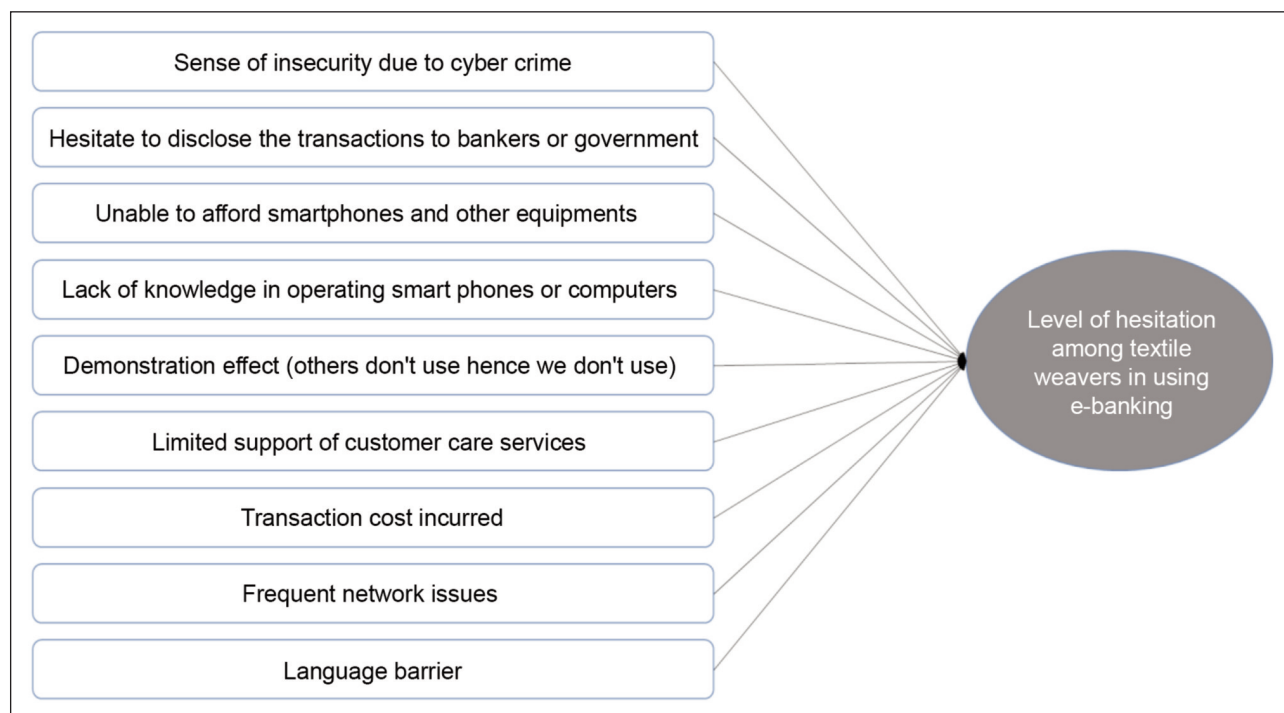


Fig. 1. Conceptual framework

state of West Bengal were chosen to provide input into the final model formulation.

Sense of insecurity due to cyber-crime

Even though e-banking has been widely adopted in developing countries like India, there is still a core of customers who are unwilling to make the switch to this pioneering form of financial service mainly due to a feeling of insecurity brought on by the rise of cyber-crime. As per the latest RBI report on trends and progress of banking in India [21] a total of 5406 frauds totalling 19,485 crore in various banking operations were reported, out of which 2321 incidents were in the case of e-banking.

H_{1A}: The level of Sense of Insecurity has a positive impact on the Level of hesitation among weavers in using E-banking.

Hesitation to disclose the transaction to bankers or government

Many people avoid digital banking as it may enable the bankers and government to know all the transactions of transferring and accepting funds.

H_{1B}: Not intent to disclose banking transactions has a positive impact on the Level of hesitation among weavers in using E-banking.

Unable to afford smartphones and other equipment

Consumer research suggests that the high price of an internet-enabled smartphone is a major disincentive for poor and middle-income customers in emerging nations to adopt mobile internet. About half of the people in India live in multidimensional poverty, and the cost of a smartphone, even at a low price, can take up to sixteen per cent of their income for those with the lowest incomes. We estimate that over 134 million people in India can't buy even the cheapest internet-enabled handset since it costs more than five per cent of their income [22].

H_{1C}: The unaffordability of Smartphones has a positive impact on the Level of hesitation among weavers in using E-banking.

Lack of knowledge in operating smartphones or computers

Users in rural areas typically lack even the most fundamental skills necessary to operate smartphones or ATMs and instead make do with more archaic forms of financial transactions like paper cheques and in-person withdrawals [23].

H_{1D}: Lack of knowledge in operating a smartphone has a positive impact on the Level of hesitation among weavers in using E-banking.

Demonstration effect

Demonstration effect means the activities of people are affected by observing the activities or decisions of others. The weavers do not intend to use digital banking services as none of the other weavers or others residing in rural areas are interested in using digital banking.

H_{1E}: Demonstration Effect on Level of Hesitation among weavers in using E-banking.

Limited support of customer care services

Since the level of satisfaction among users varies due to the technicality of the services, it is recommended that the support services provided during e-banking be simplified. Improved satisfaction can be achieved through smooth and favourable customer service and support [24]. Compliance with the Banking Codes and Standards Board of India (BCSBI) codes, which emphasize fair treatment of customers, is low across the board, with only 25% of the 51 banks receiving a "high" rating in 2017.

H_{1F}: Limited Support of Customer Care has a positive impact on the Level of hesitation among weavers in using E-banking.

Transaction cost incurred

There is also a possibility that many of the people of rural India feel that digital banking services incur some additional charges while transferring funds and sometimes lead to a deduction of a certain amount directly from the account generally at the end of the financial year.

H_{1G}: Transaction Cost Incurred has a positive impact on the Level of hesitation among weavers in using E-banking.

Frequent network issues

About half of the population in India has either limited or no access to the internet and other digital services. Unreliable electricity, low-cost connectivity and user equipment, a lack of industry incentives for cheap connectivity, difficult terrain, high infrastructure costs, weak backhaul, and questionable performance are just some of the obstacles to expanding internet access in India [25].

H_{1H}: Frequent Network Issues have a positive impact on the Level of hesitation among weavers in using E-banking.

Language barrier

The language barrier among rural people creates hesitation when using digital banking due to difficulties in understanding and navigating the technology. As digital banking platforms often use complex terminology and instructions in a language that may be unfamiliar to rural individuals, it becomes challenging for them to comprehend and feel confident in using these services. This lack of understanding can lead to hesitation, fear of making mistakes, and ultimately a reluctance to adopt digital banking solutions.

H_{1I}: Language Barrier has a positive impact on the Level of hesitation among weavers in using E-banking.

Formulation of Step-Wise Regression Model

The formulated hypotheses have to be tested by formulating a linear regression and considering all the factors discussed above as predictors. The results of the ANOVA and a linear regression model are mentioned in table 1 and table 2 respectively.

Table 1 represents the results of ANOVA of Model 1 where all the factors are considered as independent variables, for formulating the model. The value of the sum of squares of regression is the total variation in

Table 1

RESULTS OF ANOVA ^a OF MODEL 1					
Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	1137.762	9	126.418	55.226	0.000 ^b
Residual	1016.370	444	2.289		
Total	2154.132	453			

Note: ^a Dependent Variable: How much do you hesitate to use digital banking?

^b Predictors: (Constant), Network Issues in villages, Limited Support of Customer Care via Phone, Language Barrier, not wanting to disclose the transaction to bankers through online transactions, Sense of Insecurity due to cyber-crime, Demonstration Effect (Others don't use we hesitate to you), Knowledge about operating smartphones or computer, Unable to afford Smartphones and other equipments for E-banking, Transaction Cost Incurred.

the dependent variables that is explained by the regression model 1. The regression sum of squares is 1137.762 which is approx. 53% of the total sum of squares. It implies that the regression model explains about 53% of all the variability in the dataset used in this study. Moreover, the value of F statistics is significant as its p-value is less than 5% which shows a strong association between the independent and dependent variables taken in this study. The coefficients and the p values of each predictor in the model are shown in table 2.

Table 2 depicts the coefficients and the significance of each predictor of model 1. It can be said that all the beta values of the regression model are positive except for the level of not intending to disclose transactions to the government. These positive values of

the predictors i.e., Sense of Insecurity is more due to cyber-crime, Knowledge about operating smartphones or computers, Transaction Cost Incurred, Unable to afford Smartphones and other equipment for E-banking, Demonstration Effect and Language Barrier represent positive impact or correlation with the level of hesitation among textile weavers in using e-banking. Moreover, the negative beta value of not intending to disclose transactions to the government represents an inverse correlation with the dependent variable and also indicates that it should be dropped while formulating the final regression model due to its non-significant p-value, 0.126 which is more than 0.05. Similarly, there are also 3 more predictors i.e., Transaction Cost Incurred, Language Barrier and Limited Support of Customer Care via Phone, which

Table 2

COEFFICIENTS AND SIGNIFICANCE OF PREDICTORS OF MODEL 1								
Model 1	Unstandardized coefficients		Standardized coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
(Constant)	0.147	0.779		0.188	0.851			
Sense of Insecurity is more due to cybercrime	0.118	0.034	0.135	3.422	0.001	0.378	0.160	0.112
Do not want to disclose the transaction to bankers through online transactions	-0.083	0.054	-0.051	-1.532	0.126	0.055	-0.072	-0.050
Knowledge about operating smartphones or computer	0.091	0.042	0.088	2.155	0.032	0.403	0.102	0.070
Transaction Cost Incurred	0.018	0.043	0.021	0.418	0.676	0.369	0.020	0.014
Unable to afford Smartphones and other equipment for E-banking	0.112	0.049	0.113	2.300	0.022	0.438	0.108	0.075
Demonstration Effect (Others don't use we hesitate to you)	0.298	0.045	0.258	6.571	0.000	0.500	0.298	0.214
Language Barrier	0.024	0.050	0.023	0.476	0.635	0.338	0.023	0.016
Limited Support of Customer Care via Phone	-0.203	0.147	-0.046	-1.376	0.169	0.005	-0.065	-0.045
Network Issues in Villages	0.642	0.049	0.449	13.195	0.000	0.558	0.531	0.430

STATUS OF HYPOTHESES AFTER FORMULATION OF MODEL 1			
Alternative hypotheses	Impact	P Value	Status of variable
H _{1A} : The level of Sense of Insecurity has a positive impact on the Level of hesitation among weavers in using E-banking	Positive	Significant	Accepted
H _{1B} : Not intent to disclose banking transactions has a positive impact on the Level of hesitation among weavers in using E-banking	Negative	Non-Significant	Dropped
H _{1C} : The unaffordability of Smartphones has a positive impact on the Level of hesitation among weavers in using E-banking	Positive	Significant	Accepted
H _{1D} : Lack of knowledge in operating a smartphone has a positive impact on the Level of hesitation among weavers in using E-banking	Positive	Significant	Accepted
H _{1E} : Demonstration Effect on Level of Hesitation among Weavers in Using E-banking	Positive	Significant	Accepted
H _{1F} : Limited Support of Customer Care has a positive impact on the Level of hesitation among weavers in using E-banking	Positive	Non-Significant	Dropped
H _{1G} : Transaction Cost Incurred has a positive impact on the Level of hesitation among weavers in using E-banking	Positive	Non-Significant	Dropped
H _{1H} : Frequent Network Issues have a positive impact on the Level of hesitation among weavers in using E-banking	Positive	Significant	Accepted
H _{1I} : Language Barrier has a positive impact on the Level of hesitation among weavers in using E-banking	Positive	Non-Significant	Dropped

although have positive beta values p values are non-significant due to values more than 0.05, hence these predictors should also be eliminated while framing the regression model and remaining predictors should remain in the final model. After formulation of this regression model, a clear status of accepting the alternative hypotheses and dropping the variable while formulating the final appropriate model can be seen in table 3.

Table 3 indicates that out of nine alternative hypotheses mentioned in the hypotheses formulation section, five alternative hypotheses are accepted and the remaining four are rejected. In other words, out of these 9 predictors, 5 predictors are selected for developing the next improved model as their impact is positive and significant on the dependent variable. The results of the improved model by taking only significant factors are mentioned in table 4 to table 7.

Table 4 represents the results of ANOVA of Model 2 where all the factors are considered as independent variables, for formulating the model. The value of the sum of squares of regression is the total variation in the dependent variables that is explained by the

regression model 2. The regression sum of squares is 1126.357 which is approximately 54% of the total sum of squares, slightly improved as compared to model 1. It implies that the regression model explains about 54% of all the variability in the dataset used in this study. Moreover, the value of F statistics is significant as its p-value is less than 5% which shows a strong association between the independent and dependent variables taken in this study. Before finalizing any improved model the multicollinearity among independent variables needs to be examined, which is considered an obstacle for the regression model. Hence, before the computation of the coefficients and the p values of each selected predictor in the model, the correlation and covariance between predictors are shown in table 5.

Table 5 represents the correlation and covariance among each significant predictor chosen for the improved model. From the above table, it can be observed that most of the variables correlate 0.10 to 0.30 which is very low. Only the correlation between demonstration effect and unaffordability of smartphones, lack of knowledge in operating phones and

Table 4

RESULTS OF ANOVA ^a OF MODEL 2					
Model 2	Sum of Squares	df	Mean Square	F	Sig.
Regression	1126.357	5	225.271	98.194	0.000 ^b
Residual	1027.775	448	2.294		
Total	2154.132	453			

Note: ^a Dependent Variable: How much do you hesitate to use digital banking?

^b Predictors: (Constant), Network Issues in villages, Sense of Insecurity is more due to cyber-crime, Demonstration Effect (Others don't use we hesitate to you), Knowledge about operating smartphones or computers, Unable to afford Smartphones and other equipment for E-banking.

Table 5

CORRELATION AND COVARIANCE MATRIX						
Model 2		Network Issues in Villages	Sense of Insecurity is more due to cybercrime	Demonstration Effect	Knowledge about operating smartphones or computer	Unable to afford Smartphones and other equipment for E-banking
Correlations	Network Issues in Villages	1.000	-0.020	-0.157	-0.114	0.013
	Sense of Insecurity is more due to cybercrime	-0.020	1.000	-0.055	-0.211	-0.275
	Demonstration Effect	-0.157	-0.055	1.000	-0.101	-0.339
	Lack of Knowledge about operating smartphones or computer	-0.114	-0.211	-0.101	1.000	-0.366
	Unable to afford Smartphones and other equipment for E-banking	0.013	-0.275	-0.339	-0.366	1.000
Covariances	Network Issues in Villages	0.002	$-3.264 \cdot 10^{-5}$	0.000	0.000	$2.628 \cdot 10^{-5}$
	Sense of Insecurity is more due to cybercrime	$-3.264 \cdot 10^{-5}$	0.001	$-8.137 \cdot 10^{-5}$	0.000	0.000
	Demonstration Effect	0.000	$-8.137 \cdot 10^{-5}$	0.002	0.000	-0.001
	Lack of Knowledge about operating smartphones or computer	0.000	0.000	0.000	0.002	-0.001
	Unable to afford Smartphones and other equipment for E-banking	$2.628 \cdot 10^{-5}$	0.000	-0.001	-0.001	0.002

Note: ^a Dependent Variable: How much do you hesitate to use digital banking?

unaffordability of smartphones, correlate more than 0.30 but less than 0.40 although it is slightly higher but may not affect the model. The reason behind addressing multicollinearity is it can improve the stability, interpretability, and reliability of the regression model.

The covariance between two variables indicates the strength and direction of their linear relationship. The diagonal elements of the covariance matrix represent the variances of individual variables, while the off-diagonal elements represent the covariances between pairs of variables. All the variables or predictors show positive linear relationships except a few like network issues and sense of insecurity,

demonstration effect and sense of insecurity, demonstration effect and unaffordability of smartphone, and unaffordability of phone and inability to operate it, which show negative linear relationship. A clear multicollinearity report could be assessed by running a multicollinearity test which gives the values of the Variance Inflation Factor (VIF) for each variable. The multicollinearity statistics along with the coefficients of selected variables are mentioned in table 6.

Table 6 reveals the collinearity statistics and coefficients of predictors along with the significance values. From the table above, it can be clearly stated that there is no existence of multicollinearity between the predictors as their VIF (Variance Inflation Factor)

Table 6

COEFFICIENTS ^a AND COLLINEARITY STATISTICS OF MODEL 2							
Model 2	Unstandardized coefficients		Standardized coefficients	t	Sig.	Collinearity statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.012	0.269		-3.758	0.000		
Sense of Insecurity is more due to cybercrime	0.130	0.033	0.149	3.929	0.000	0.736	1.359
Knowledge about operating smartphones or computer	0.088	0.042	0.085	2.102	0.036	0.644	1.552
Unable to afford Smartphones and other equipment for E-banking	0.120	0.043	0.121	2.769	0.006	0.555	1.802
Demonstration Effect (Others don't use we hesitate to you)	0.304	0.044	0.263	6.838	0.000	0.722	1.386
Network Issues in Villages	0.634	0.048	0.443	13.097	0.000	0.931	1.074

Note: ^a Dependent Variable: How much do you hesitate to use digital banking?

SUMMARY OF MODEL 2									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
2	0.736 ^a	0.543	0.523	1.515	0.523	98.194	5	448	0.000

Note: ^a Predictors: (Constant), Network Issues in villages, Sense of Insecurity is more due to cyber-crime, Demonstration Effect (Others don't use we hesitate to you), Knowledge about operating smartphones or computers, Unable to afford Smartphones and other equipments for E-banking

is less than 2.5. VIF measures the degree of correlation between a predictor variable and the other predictor variables in a regression model. On the other hand, it can also be observed that all the beta values are positive which represents a direct relationship between the predictors and the dependent variable. Moreover, all the coefficients are statistically significant as the probability values are less than 0.05. The summary of the improved model i.e. of model 2 is mentioned in table 7.

Table 7 depicts the summary of model 2 which is the improved model. The value of R square is 0.543 which infers that that approximately 54.3% of the variance in the dependent variable can be explained by the predictors included in the regression model. In other words, the independent variables in the model collectively account for 54.3% of the variability observed in the dependent variable. The remaining 45.7% of the variance is attributed to factors not accounted for by the model or random variation. The formulated model can be written as follows:

$$\begin{aligned} &\text{Level of Hesitation among Weavers} \\ &\text{in using E-banking} = -1.012 + 0.130 \text{ Sense} \\ &\text{of Insecurity due to Cyber Crime} + \\ &+ 0.120 \text{ Unaffordability of smart phones} + \\ &+ 0.088 \text{ Lack of knowledge in operating smart} \\ &\text{phones} + 0.304 \text{ Demonstration Effect} + \\ &+ 0.634 \text{ Network Issues} \end{aligned} \quad (1)$$

By observing the coefficient of predictors of the above model, it can be inferred that network issues are creating a heavy impact on the level of hesitation among weavers in using e-banking, followed by demonstration effect and sense of insecurity.

CONCLUSION

The above analysis and results depict that many hurdles are restricting or discouraging textile weavers from using digital banking services. Although there are many factors stated by the weavers that discourage the weavers from using digital banking there are certain factors whose coefficients are statistically significant as their p values are less than 0.05.

These factors are Network Issues in villages, the Sense of Insecurity is more due to cybercrime, the Demonstration Effect (Others don't use we hesitate to you), Knowledge about operating smartphones or computers and the unaffordability of Smartphones

and other equipment. For each significant factor proper initiative should be taken not only by the government but also by the telecom companies so that the hesitant level among such weavers would be decreased or eliminated. Although government and telecom companies have already taken the initiative to aware people of India regarding recent frauds and scams in digital banking via messages, emails and calls to reduce the sense of insecurity in using e-banking some additional initiative has to be taken to aware and financial literate the people of rural India by conducting some evening classes and nukkad-natak (street shows). Many people in rural India are only able to fulfil their basic needs from their earnings, they don't have the optimum funds to afford smartphones and have knowledge in operating those. The government could have taken necessary steps by providing smartphones at lower rates or subsidized rates so not only the weavers but also the people of rural India could derive the benefits of digital banking. On the contrary, the government has categorized the phones under 18% GST during the COVID pandemic which again increases its costs. Network issues could be resolved when both government and telecom companies take joint initiatives to install more towers with multiple networks of different companies. The demonstration effect of not using phones will be resolved by the passage of time when some of the weavers start using e-banking. Although other factors were also there in the study they found non-significant hence no steps were required for those factors. However, the major limitation of this study is that most of the data was collected from those weavers who reside in rural areas of India where many of the facilities of banking are deprived. Hence, the significant factors and the model may not be representative of the hesitant level among those weavers residing in urban or near urban areas. Furthermore, only nine predictors are considered in this study, future researchers could also discover some more unexplored ones by running exploratory factor analyses, that are responsible for hesitation in using e-banking among not only weavers but also among other groups of workers or people. As India is taking all kinds of necessary steps to make it Digital-India, these barriers stated in this study should also be concentrated on to achieve this vision shortly.

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