

“AN ANALYSIS OF GROWTH PATTERN OF CASHLESS TRANSACTION SYSTEM”

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ABSTRACT

The monetary rattle between consumption and affordability slammed the household severely for every now and then in all spheres of life from one pole to another. This research is an encomium on the charisma of **Cashless Transaction System**, its usability and affordability while they are impacting on its preference to use. Friends and Family have an influence on the use of **Cashless Transaction System** which is taken as a proxy of **Cashless Transaction System** along with prediction of future income is the proxies of its usability and affordability. The findings reveal that the **Cashless Transaction System** has a charismatic appeal as it has an influential effect which is often endorsed by the family and friend. While, it is also investigated and concluded that **Cashless Transaction System** also has its usability and affordability for the consumers.

KEYWORDS: Cashless, Transaction, Encomium, Affordability, Consumption