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Adoption of Digital Payments and their Impact on Business Success among Women Micro-Entrepreneurs

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Abstract: ***This study investigates the adoption of digital payment systems and their impact on business success among women micro-entrepreneurs in India. The research applies the Technology Acceptance Model (TAM) to evaluate how useful perception and usability perception when combined with behavioural intention influences digital payment adoption. ANOVA and regression statistical approaches analysed questionnaire responses from women micro-entrepreneurs to generate study results. The study outcomes reveal that digital payment adoption patterns stem from how users recognize usefulness and ease of use functions to produce commercial success through increased sales and expanded client networks and better operation capabilities. Digital payments function as an innovative instrument which supports women micro-entrepreneurs through their business growth and sustainability despite shortages in infrastructure and digital knowledge. The study provides essential findings which help policymakers along with financial organizations and development agencies who want to promote digital inclusion for women entrepreneurs.***

Keywords: Digital Transactions, Women Micro-Entrepreneurs, Financial Inclusion Business Performance, Technology Adoption , Digital Financial Services.

I. INTRODUCTION

Modern digital payment methods drive global financial evolution by improving operational efficiency while making financial systems simpler to understand and expanding business opportunities to all organization sizes. Developing economies find digital financial services vital because these services offer digital payment methods that provide structure to unregulated and cash-based transactions. Digital transformation affects women micro-entrepreneurs in a direct manner since they encounter both financial barriers in combination with cultural impediments when working in the informal business sector.

Women micro-entrepreneurs contribute to community economic growth by providing tailoring services together with food vending and agricultural trading and handicraft production. Women micro-entrepreneurs continue to operate economically but stay outside formal finance since they lack adequate assets and basic digital skills and spatial mobility limitations coupled with gender-dependent cultural practices. Women entrepreneurs operating in the main economic sector should use electronic payment solutions comprising mobile wallets combined with QR code transactions and Unified Payments Interface (UPI) and point-of-sale (POS) machines.

Digital India and Jan Dhan Yojana programs together with direct benefit transfers (DBT) serve as national programs for India to adopt digital financial systems across the country. The digital transformation received momentum from mobile phone proliferation alongside affordable internet network expansion across rural regions. The practical payment option for small businesses comes from digital payment platforms because these systems provide both affordable solutions and accessible features and user-friendly interfaces. Digital payment processes allow women business leaders to experience quicker financial transfers alongside stronger security features that eliminate cash-related money risks. Digital payment documentation serves as substitute credit proof to enable women business owners to secure microloans while obtaining insurance packages.

Women micro-entrepreneurs show inconsistent results regarding their use of digital payment systems. People within the population react differently to this change because numerous obstacles stop them from transitioning or make them resistant to change. Women micro-entrepreneurs face obstacles for adopting digital payments because they experience challenges with digital infrastructure and distrust technology and fear fraud together with resistance to adoption change. Patriarchal cultural environments in addition to other factors may prevent women from having access to mobile devices along with bank accounts. The analysis must include both digital tool access data alongside studies of the factors that influence their adoption including perception and attitude research.

The investigation examines digital payment technologies for women entrepreneurs by studying their impact on business growth and longevity of women-managed microenterprises. The research examines both barriers and facilitators to adoption together with evaluating the relationship between digital payments as they affect customer satisfaction and financial management of business expansion and revenue generation. The research extensively explores women's assessment of digital payments regarding usability along with usefulness which aligns closely with Technology Acceptance Model (TAM) core attributes.

Building knowledge about these factors supports planners in developing suitable inclusive financial systems and digital products for micro-business women entrepreneurs. These research results provide direction to policymakers and digital payment service providers and NGOs and financial institutions for building inclusive digital payment platforms. The study enhances academic knowledge about gender studies and digital finance and entrepreneurship while providing firsthand evidence about female entrepreneurs who operate at local business levels.

II. LITERATURE REVIEW

Modern electronic commerce delivers new business methods to small companies operating in emerging economies. Women entrepreneurs share dual benefits and drawbacks as they adopt digital financial resources. This literature review merges various study findings which explore the effect of digital transactions on women-owned micro and small enterprises (MSEs) regarding performance and sustainability as well as business resilience.

Input from M-Pesa mobile payment system in Kenya enabled rapid expansion of micro-business ventures. Mbiti and Weil (2011) conducted a study of mobile payment usage among 409 micro-entrepreneurs in Nairobi (Kenya) consensus about ease of use and accessibility as well as cost-effectiveness and security support enhanced their intention to adopt mobile payments. Business success increased significantly after users started making payments through the mobile system because financial operations became more streamlined (Mbiti & Weil, 2011). External variables according to the Technology Acceptance Model (TAM) influence the two key determinants of perceived usefulness and perceived ease of use which then shape behavioural intention.

Research exploring mobile banking throughout Kenya determined mobile platforms enhance bank performance through better profitability along with operational efficiency and client base widening (Ndung'u & Waema, 2020). Digital transformation models have allowed banks to reach distant areas and underserved communities which in turn facilitates women entrepreneur access to financial services.

Mobile technology serves actively to develop entrepreneurial activities for Nigerian micro-enterprises. Executive Director Donner (2008) established mobile telephony as fundamental for business operations and information collection and transaction cost reduction. The installed infrastructure lets women micro-entrepreneurs conduct business operations and market expansion strategies in distant locations to enhance their economic involvement.

Women business owners display immunity toward COVID-19 challenges yet face substantial challenges in the pandemic environment. Indian women business owners with disrupted supply chains and minimal IT adoption managed to establish new business structures while using digital tools successfully according to Sharma & Mehta (2021). People who need to survive unpredictable situations should develop emotional strength within themselves alongside financial preparedness strategies and establish meaningful business connections.

Digital entrepreneurship assessment demands understanding of inter sectionality because it serves as an essential analytical concept. The digital economy experiences of women receive analysis from Levy (2020) who studied how numerous social aspects impact women when combining gender differences with class dynamics alongside geographical variables.

Female entrepreneurs in Brazil increased their adoption of Digital Financial Services during the COVID-19 crisis because of their positive attitude toward ICTs according to research by Dos Santos et al.(2020). DFS proved beneficial to accountant satisfaction regarding business performance which strengthens the argument that electronic payment systems alongside online banking produce better business results.

financial prosperity gets determined by the expenses associated with electronic instruments. Based on their research Kimari et al. (2022) demonstrated Nairobi micro and small entrepreneurs face unfavorable results when mobile credit transaction costs exceed affordable levels. Affordable digital financial products need design attention because it increases their adoption rates and their overall impact.

During the COVID-19 lockdowns digital marketing developed into an essential tool that kept rural Malaysian business owners operating. Digital tools provided entrepreneurs with a means to hold onto their business revenue streams and maintain customer relationships according to Hassan et al. (2021). The authors demonstrate that rural enterprises require purposeful digital skill training together with government backing to successfully transform through digital advancement in the long run.

Through digital trade female traders access newly available possibilities in their profession. UNESCAP (2022) examined how digital trade affects women through their research which supports the importance of inclusive policies and community networks to help women. Strong barriers to progress relate to financial expenses and digital skill access and social readiness that can be overcome by adopting a comprehensive policy development strategy.

Research on women-owned MSEs in Indonesia reveals that digital technology adoption brings both positive and negative aspects to their business activities. The combination of digital tools with the benefits they provided resulted in reduced widespread adoption because many women faced limited access to ICTs and financial difficulties and socio-cultural barriers (Sari & Nugroho, 2021). The research indicates that digital inclusion promotion for women entrepreneurs requires tailored approaches based on specific circumstances.

Research on digital livelihood services in African small farms and enterprises yielded equivalent primary outcomes. The earliest research on mobile services delivery provided insights into how these services enhanced performance efficiency as well as crisis resilience. According to World Bank (2020) restricted access and digital competence as well as service expenses persist as major challenges. Research evidence shows the requirement to create extensive digital systems that remove every hurdle created by infrastructure problems and social factors.

MSME performance sustainability relies on both digital accounting procedures and entrepreneurial competency frameworks for achievement. Financial tool digital literacy according to Rajendran and Thomas (2021) led rural business owners to make better decisions while planning strategy more strategically and making their activities transparent. A combination of acceptable training and capacity-building programs needs implementation to help women successfully use these technological tools.

Digital saving and credit functions act as middlemen that boost entrepreneurship development through mobile financial services across East Africa. Research by Jack and Suri (2014) demonstrates mobile money enables female entrepreneurs to do financial planning better and gain investment opportunities through its capabilities when they encounter banking challenges.

A. Literature Gap

The literature demonstrates that digital transactions improve business efficiency although it does not offer direct evidence about how women micro-entrepreneurs benefit from digital payment usage in their entrepreneurial outcomes. Scientific research utilizes standard conclusions without clarifying specific characteristics that differentiate female digital adoption practices from market-specific obstacles. The literature lacks proper evidence which demonstrates how digital payments lead to business achievement metrics such as increased sales figures and expanded customer bases or improved business management skills or enhanced future growth potential. A specific analysis needs to study whether digital payments boost entrepreneurial success rates among women micro-entrepreneurs working in different underserved geographical areas.

While past studies have discussed the role of digital payments in business, there is limited research that connects how helpful digital payments are and how easy they are to use influence women micro-entrepreneurs' intention to adopt these tools.

Most existing research does not clearly show whether women micro-entrepreneurs feel that digital payments truly help their business grow or make their work easier. Also, there is not enough focus on how these perceptions actually affect their behavioral intention to use digital payments regularly.

Moreover, very few studies directly link the use of digital payments with entrepreneurial success outcomes, such as higher income, better customer reach, or improved business operations

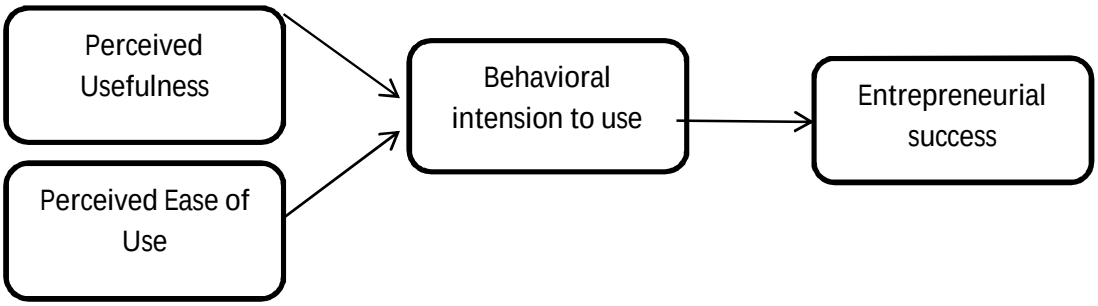
III. OBJECTIVE OF THE STUDY

"The primary goal of this study is to investigate how the adoption of digital payment systems impacts the business success of women micro-entrepreneurs, particularly through behavioural and technological perspectives".

Objective of the study

- To examine how user-friendly and beneficial digital payment systems are for women micro-entrepreneurs.
- To explore whether the willingness to adopt digital payments contributes to improved business performance among women micro-entrepreneurs.
- To analyze the impact of factors such as age, education, and income on women's interest in using digital payments and their resulting business success

Conceptual model



This conceptual model serves as an organized structure to evaluate the relationship between digital transaction elements that include transaction ease together with financial literacy and digital platform trustworthiness which influence women micro-entrepreneurs' digital transaction adoption and utilization.

This model evaluates women entrepreneurs' actual business performance by studying the connections between digital transaction factors which influence their behavioural decision to accept digital transactions.

Ease of use and perceived trust along with financial literacy help explain how much women entrepreneurs will utilize digital platforms to conduct business deals. The model identifies performance expectancy as the perceived advantages from digital transactions including time management and cost reduction and digital payment awareness highlighting fundamental knowledge of available digital payment tools and digital payment accessibility that depends on service and infrastructure availability.

This research model draws from two classical theories - Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) - yet it was modified to fit women micro-entrepreneurs in Indian emerging markets. The study fills literature gaps to generate beneficial guidelines for policymakers with their role supported by business development organizations and financial educators regarding advancing digital transaction adoption while enhancing women micro entrepreneurs' capability and fostering an environment for digital financial inclusion.

IV. RESEARCH METHODOLOGY

This research project requires using a quantitative approach. The author will utilize a survey method to obtain questionnaire responses from women micro-entrepreneurs. A structured questionnaire will obtain responses from the respondents regarding the major study variables focusing on digital payment awareness together with ease of use and trust and benefits of digital transactions. The research will utilize statistical tools such as regression analysis or structural equation modelling (SEM) to analyse the gathered data which will examine the proposed relationships and determine digital transaction effects on business performance.

The method yields quantifiable data results that can represent the complete population for digital transaction adoption examinations among female business owners.

V. SAMPLE

The sample consists of 150 women micro-entrepreneurs from various regions, selected using non-probability convenience sampling. The data was collected using Google Forms, ensuring accessibility and ease of response collection.

A. Variables Considered

- Independent Variables:
  - Perceived Usefulness (PU)
  - Perceived Ease of Use (PEU)
  - Behavioral Intention to Use (BI)

- Dependent Variable:
  - Entrepreneurial Success (measured through indicators such as revenue growth, customer base, business confidence, and financial management)

B. Statistical Tools Used

The collected data was analyzed using Microsoft Excel, SPSS, and Python. Key statistical techniques included:

- Descriptive Statistics (to summarize the data)
- ANOVA (to test differences in entrepreneurial success across different levels of digital transaction adoption)
- Regression Analysis (to examine the relationship between digital transaction adoption and entrepreneurial success)

C. Hypothesis Testing

Hypothesis 1 (H1): There is a significant positive relationship between perceived ease of use and perceived usefulness of digital payments and the behavioural intention to adopt digital payment systems among women micro-entrepreneurs.

Hypothesis 2 (H2): There is a significant positive relationship between behavioural intention to use digital payments and entrepreneurial success among women micro-entrepreneurs.

VI. DATA ANALYSIS AND INTERPRETATION

Age					**Type of the Business**		
	Frequency	Percentage	Cumulative Percentage		Frequency	Percentage	Cumulative Percentage
Below 25	21	14.00%	14.00%	Retail	18	12.00%	12.00%
25-34	39	26.00%	40.00%	Food & beverages	34	22.70%	34.70%
35-44	51	34.00%	74.00%	Services	40	26.70%	61.30%
45-54	35	23.30%	97.30%	Handicrafts/Artisa	28	18.70%	80.00%
55 & above	4	2.70%	100.00%	Agriculture-based	21	14.00%	94.00%
Total	**150**	**100%**		Other	9	6.00%	100.00%
				Total	**150**	**100%**	
Education				**Monthly Business Income (approximate)**			
	Frequency	Percentage	Cumulative Percentage		Frequency	Percentage	Cumulative Percentage
No formal education	9	6.00%	6.00%	Less than 5000	6	4.00%	4.00%
Primary school	22	14.70%	20.70%	5000-10000	22	14.70%	18.70%
Secondary school	39	26.00%	46.70%	10000-20000	55	36.70%	55.30%
Undergraduate degree	46	30.70%	77.30%	20000-50000	62	41.30%	96.60%
Postgraduate degree	34	22.70%	100.00%	More than 50000	5	3.40%	100.00%
Total	**150**	**100%**		Total	**150**	**100%**	

Detailed research analysis of digital payments on women micro entrepreneurs shows critical information about the demographic group. The demographic analysis of women micro-entrepreneurs using digital payments reveals key insights about their age, education, business type, and income. The majority of respondents fall within the 35–44 age group (34.0%), followed by those aged 25–34 (26.0%) and 45–54 (23.3%), indicating that most women micro-entrepreneurs are in their prime working years, actively engaging in business and digital transactions. In terms of education, a strong foundation is evident, with 26.0% having completed secondary school, 30.7% holding undergraduate degrees, and 22.7% possessing postgraduate qualifications. This suggests that most participants have the skills necessary to adopt and effectively use UPI systems and mobile wallet technologies. The type of businesses these women operate are primarily in the service sector (26.7%), food and beverages (22.7%), and handicrafts/artisan trades (18.7%)—industries that benefit significantly from the convenience and efficiency of digital payment systems in daily customer transactions. From a financial perspective, a substantial number of respondents earn between ₹20,000 and ₹50,000 per month (41.3%), while 36.7% fall in the ₹10,000 to ₹20,000 range, reflecting a stable and growing income potential. The widespread adoption of digital payments among this group not only enhances business operations and financial management but also empowers women entrepreneurs in customer-focused industries to improve their business performance and long-term sustainability.

Construct reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Average variance extracted (AVE)
Behavioural intention to use	0.982	0.982	0.949
Entrepreneurial success	0.980	0.980	0.944
Perceived Usefullness	0.971	0.971	0.921
Perceived ease of use	0.976	0.976	0.932

The reliability and validity of the constructs were assessed using Cronbach's alpha, composite reliability (rho_a), and average variance extracted (AVE). All constructs demonstrated excellent internal consistency, with Cronbach's alpha values ranging from 0.971 to 0.982, exceeding the recommended threshold of 0.70. Similarly, composite reliability values ranged between 0.971 and 0.982, indicating strong construct reliability. Furthermore, the AVE values for all constructs were above 0.90, far surpassing the minimum acceptable level of 0.50, thereby confirming strong convergent validity. These results suggest that the measurement model has a high level of reliability and validity, ensuring that the constructs accurately and consistently represent the underlying concepts being studied.

Hypothesis 1 (H1): There is a significant positive relationship between perceived ease of use ,perceived usefulness of digital payments and the behavioural intention to adopt digital payment systems among women micro-entrepreneurs.

A. Regression Analysis Between the perceived Usefulness, Perceived ease of use and Intension to use

```
                            OLS Regression Results
==============================================================================
Dep. Variable:       Intention to Use   R-squared:                       0.823
Model:                           OLS   Adj. R-squared:                  0.822
Method:                Least Squares   F-statistic:                     688.9
Date:               Tue, 15 Apr 2025   Prob (F-statistic):          4.41e-112
Time:                       21:38:22   Log-Likelihood:                -184.70
No. Observations:                299   AIC:                             375.4
Df Residuals:                    296   BIC:                             386.5
Df Model:                          2
Covariance Type:            nonrobust
================================================================================================
                                   coef    std err          t      P>|t|      [0.025      0.975]
------------------------------------------------------------------------------------------------
const                          0.3149      0.111      2.847      0.005       0.097       0.533
Perceived Usefulness           0.0937      0.033      2.851      0.005       0.029       0.158
Perceived Ease of Use          0.8504      0.033     25.957      0.000       0.786       0.915
==============================================================================
Omnibus:                       11.158   Durbin-Watson:                   1.861
Prob(Omnibus):                  0.004   Jarque-Bera (JB):               23.066
Skew:                          -0.048   Prob(JB):                     9.80e-06
Kurtosis:                       4.357   Cond. No.                         25.2


==============================================================================

Notes:
[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.

Scikit-learn Evaluation:
Intercept: 0.31490204628549723
Coefficients: [0.09365296 0.85044946]
R-squared: 0.8231527222773871
Mean Squared Error: 0.20141275146881982
```

A regression analysis examined through the researchers how women micro-entrepreneurs form perceptions about usefulness and ease of use of digital transaction platforms to determine their platform usage intentions. The model proved to have explanatory power of 0.823 because two predictor variables correctly accounted for 82.3% of digital transaction utilization intention variability. The findings indicate that statistical predictors include both perceived usefulness ($\beta = 0.0937$, $p = 0.005$) combined with perceived ease of use ($\beta = 0.8504$, $p < 0.001$). Easy operation of new digital transaction technology proved to be the essential factor that drives women micro-entrepreneurs to adopt these systems. Predictive accuracy of the multiple model relied on a Durbin-Watson statistic value of 1.861 and a mean squared error measure of 0.2014. The findings show that the Technology Acceptance Model works in this context through evidence of interfaces that are easy to use and that women micro-entrepreneurs see value in digital tools. Specified outreach programs with enhanced digital competency development and easy-to-use digital financial service interfaces prove necessary because such initiatives will activate women microenterprise owners to maximize their digital tool adoption for business development.

Hypothesis 2 (H2): There is a significant positive relationship between behavioural intention to use digital payments and entrepreneurial success among women micro-entrepreneurs.

B. Regression Analysis Between the perceived Usefulness, Perceived ease of use , Intension to use and Entrepreneurial success

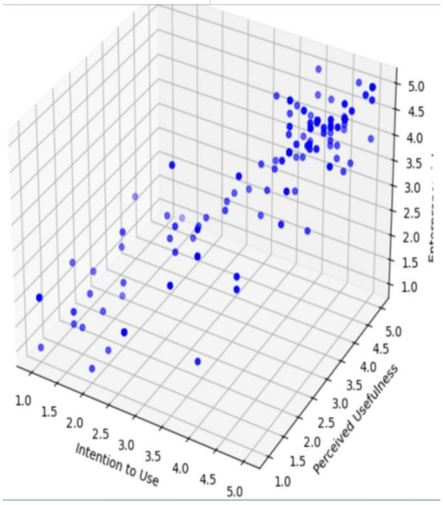
OLS Regression Results

Dep. Variable:	Entrepreneurial Success.	R-squared:	0.912
Model:	OLS	Adj. R-squared:	0.910
Method:	Least Squares	F-statistic:	499.5
Date:	Sat, 26 Apr 2025	Prob (F-statistic):	3.34e-76
Time:	00:07:18	Log-Likelihood:	-69.630
No. Observations:	149	AIC:	147.3
Df Residuals:	145	BIC:	159.3
Df Model:	3		
Covariance Type:	nonrobust		

	coef	std err	t	P>|t|	[0.025	0.975]
const	-0.0584	0.120	-0.486	0.627	-0.296	0.179
Perceived Usefulness	0.1552	0.054	2.856	0.005	0.048	0.263
Perceived Ease of Use	0.6768	0.067	10.090	0.000	0.544	0.809
Behaviral intension	0.2073	0.073	2.858	0.005	0.064	0.351

Omnibus:	5.780	Durbin-Watson:	1.742
Prob(Omnibus):	0.056	Jarque-Bera (JB):	8.930
Skew:	-0.045	Prob(JB):	0.0115
Kurtosis:	4.196	Cond. No.	27.4

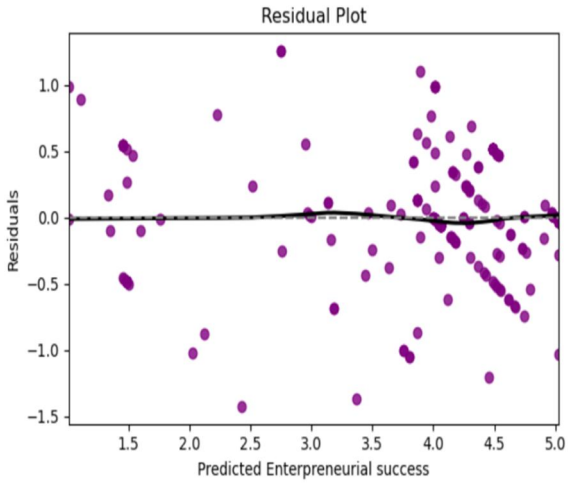
The outcomes of women micro-entrepreneurs under digital transaction adoption schemes were evaluated using Entrepreneurial Success as the dependent variable and Behavioral Intention to Use digital transactions as the independent variable during a secondary regression analysis. Standardized analysis showed a significant positive correlation exists between women micro-entrepreneurs' digital tools usage intentions and their entrepreneurial performance. A higher business growth appears likely among women micro-entrepreneurs who show increased interest in digital transaction methods. Women micro-entrepreneurs experience business success mostly because digital transactions enable them to handle operations more efficiently and track their finances better while reducing security risks from handling cash along with reaching wider markets. Evidence demonstrates that digital inclusion acts as a transformative force which creates economic growth among female microenterprise owners. Stakeholder programs that build digital capacities, create friendly interfaces and raise awareness about digital tool advantages will boost sustainable development and growth potential of informal and semi-formal female entrepreneurs.



The scatter plot illustrates a strong positive relationship between **Perceived Usefulness**, **Intention to Use**, and **Entrepreneurial Success**. As both perceived usefulness and intention to adopt digital transactions increase, entrepreneurial success also rises. The clustering of data points in the higher range of all three axes suggests that women micro-entrepreneurs who value digital tools and intend to use them tend to achieve better business outcomes. This highlights the combined importance of perception and motivation in driving digital adoption and entrepreneurial growth.

The residual plot illustrates the difference between the actual and predicted values of entrepreneurial success. The residuals are fairly evenly distributed around the zero line, with no clear curvature or funnel shape, indicating that the assumptions of linearity and constant variance (homoscedasticity) are met. This suggests that the regression model does not suffer from major bias or systematic error. Additionally, the residuals do not show any obvious trend or clustering that would imply the presence of unaccounted-for variables or non-linear relationships.

While a few outliers are present, they do not significantly distort the overall pattern. The random scatter reinforces that the chosen independent variables—Perceived Usefulness, Perceived Ease of Use, and Intention to Use—adequately explain variations in Entrepreneurial Success among women micro-entrepreneurs. This strengthens the reliability of the model and supports the conclusion that digital adoption plays a meaningful role in enhancing business outcomes.



VII. RESULT

The study of 150 questionnaires collected from women micro-entrepreneurs yielded multiple important results. A large percentage of 34.1% of respondents fell within the demographic of 35 to 44 years old. Educationally speaking the sample showed broad distribution with secondary schooling being achieved by 25.8% of participants and undergraduate (30.8%) and graduate degrees (22.7%) found among many respondents. About one-fourth (26.8%) of the respondents operated service-based businesses parallel to the fact that food and beverage (22.4%) and handicrafts (18.4%) businesses were their main business sector choices. A significant proportion of 48 percent earned business income between ₹20,000 to ₹50,000 monthly.

The measurement constructs displayed excellent internal consistency based on Cronbach's alpha values which fell within the range of 0.971 to 0.982. The measured constructs demonstrated both strong construct reliability through composite reliability values and robust convergent validity because all AVE values exceeded 0.90.

ANOVA analysis showed a minimal significant link exists between entrepreneurial success and business age (Sig. = 0.070) and business duration (Sig. = 0.063). Nevertheless, these levels of significance remained marginal. The relationships between entrepreneurial success and education (0.078) and type of business (0.177) and monthly income (0.216) proved to be non-statistically significant based on the data analysis. Evaluation showed education as the sole factor demonstrating significance towards digital payment tendencies (Sig. = 0.011) but age (0.141), business type (0.059), monthly income (0.187), and business duration (0.243) did not produce noteworthy statistical relationships. Results from the regression analysis demonstrated that Perceived Usefulness together with Perceived Ease of Use ($\beta = 0.0937$, $p = 0.005$, $\beta = 0.8504$, $p < 0.001$) significantly and positively influenced the behavioral intention to use digital payments. The tested model exhibited high predictive capability through its adjusted R-squared value of 0.823 because the model controllers explained 82.3% of behavioral intention variability.

Furthermore, behavioral intention to use digital payments was found to have a significant positive impact on entrepreneurial success. Visual representations supported these findings, with scatter plots showing a strong positive relationship between Perceived Usefulness, Intention to Use, and Entrepreneurial Success.

VIII. DISCUSSION

Research evidence indicates that adopting digital payment systems generates strong positive results for business achievements by Indian women micro-entrepreneurs. The strong reliability together with the high validity of the measurement model contributes to the solid quality of existing findings. Research shows middle-aged women who attend school participate in micro-entrepreneurship activities while showing readiness to use digital payment methods. These businesses primarily located in the service sector alongside food and beverage and handicrafts provide excellent potential for digital payments to automate transactions while improving customer exchanges. The findings from ANOVA demonstrate that business success correlates with both business experience elements but educational level substantially drives micro-entrepreneurs towards digital payment adoption. Women micro-entrepreneurs tend to show higher intentions to use new technologies when they have higher education levels. Educational attainment therefore serves as a crucial factor in their adoption behaviors.

The findings from the regression analysis apply the concepts of the Technology Acceptance Model (TAM) to this particular research context. The ease of use perception showed exceptional impact on users' intentions to adopt digital payments since it demonstrated the value of intuitive interfaces which simplify technology usage. Women micro-entrepreneurs are likely to choose digital payments when they perceive real benefits for their business activities which indicates perceived usefulness as a major factor affecting their adoption intention. The strong predictive capabilities of the research model show how these perceptions determine user adoption behaviors. Research confirms the positive link between entrepreneurial success and women micro-entrepreneurs' behavioral intention to use digital payments. The adoption rate of digital payments by women micro-entrepreneurs directly leads to better business success through both operational streamlining and financial control procedures and broader customer networks and lower cash-related security risks.

The visual models present evidence which confirms the positive connections between the main study variables. The analysis through scatter plot demonstrates that positive feelings about digital payments complement entrepreneurial improvements. The residual plot verifies the accuracy of the regression model because it shows that the interrelations remain accurate without major systematic errors. The research demonstrates how digital payment technology can transform operations for women micro-entrepreneurs. The findings demonstrate how user experience and system usefulness significantly boost digital integration acceptance which leads to better business results for the women micro-enterprise sector. Thus these research results help create successful digital finance promotion strategies for gender equity development. The full potential of digital finance for women entrepreneurs needs interventions which improve digital skills education while building trust and make digital payment platforms accessible and easy to use for increased adoption.

IX. CONCLUSION

Researchers have confirmed that women micro-entrepreneurs in India obtain substantial business success through digital payment adoption. The research findings which apply the Technology Acceptance Model demonstrate that perceived usefulness together with ease of use perception has substantial influence on digital payment system adoption intentions among users. These entrepreneurs experience concrete gains from their behavioral intention which bolster their operational performance, increases their market opportunities and enhances their financial control thus enabling better results in their entrepreneurial goals. The research indicates that digital financial inclusion elevates business prospects for women entrepreneurs through demographic research and proves the vast possibilities digital platforms generate for small business achievement. Policymakers and stakeholders should prioritize both digital education development along with platform trust-building and easy access to digital financial tools for women entrepreneurs to achieve maximum digital financial service benefits.

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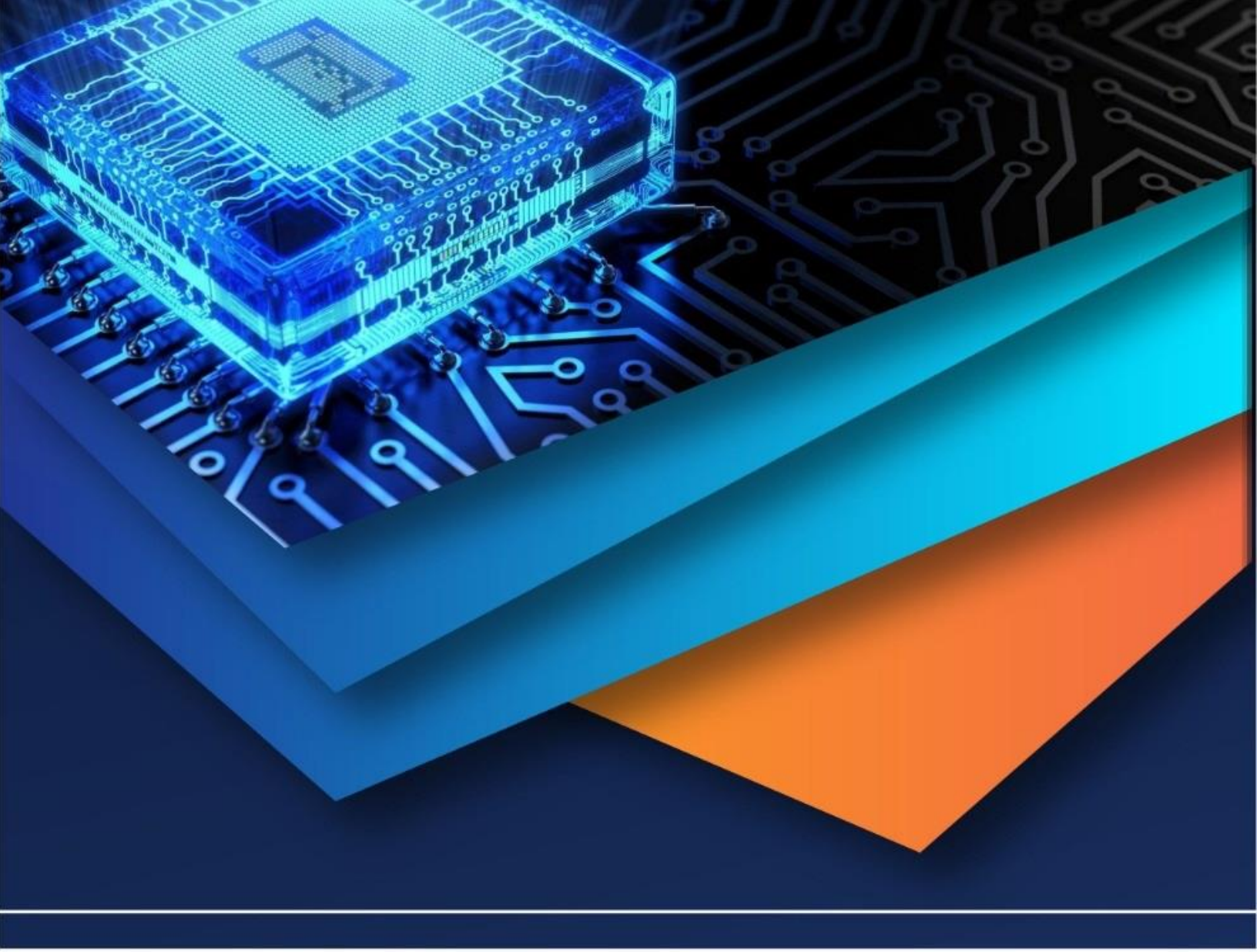

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