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A Study on the Preference, Perception, and Factors Influencing the Adoption of Cloud Accounting among MSMEs in Bengaluru.

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Abstract— **In this research paper, the author will analyse the Favor, perception and the determinants in adoption of cloud accounting in the technology conscious environment of Bengaluru amidst Micro, Small and Medium Enterprises (MSMEs). As the country undergoes the digital revolution and can be dubbed as the Silicon Valley of India, the traditional financial management frameworks are slowly transformed to cloud-based ones in an attempt to enhance scaling and the decision-making process in real-time. Data were gathered on 350 MSME owners, managers and accountants in a structured research design using a Likert-scale questionnaire.**

Regression analysis results show that there are a strong predictive model and the independent variables studied can explain 87 percent of the variance in adoption (R^2 =.870). The descriptive statistics reveal that hidden preference goes to cloud systems over legacy software as perceived flexible (text {Mean) and improved financial efficiency (text {Mean) better (text {Mean) indicates. However, the significant setbacks that include the lack of technical knowledge (Beta = -.216) and security concern related to the privacy of data (Mean = 3.08) stand on their way to full-scale implementation.

The results of the correlation analysis indicate that the relationship between the perceived ease of use and operational efficiency is strong and positive (p <.001) and hence null hypothesis (H0) is rejected. The paper concludes that the MSMEs of Bengaluru are digital friendly, but success will be found in bridging the gap of technical skills and enhancing cybersecurity confidence. The findings imply a strategic approach toward a more powerful digital accounting ecosystem of software creators and policymakers.

Keywords-- **Cloud Accounting, MSMEs, Bengaluru, Digital Transformation, Technology Adoption (TOE).**

I. Introduction

The Micro, Small and Medium Enterprise (MSME) industry is the foundation of the Indian economy especially in the Silicon Valley of Bengaluru. The transition to digital platforms and abandoning the old-fashioned bookkeeping is now strategic with the challenges of Industry 4.0. Sivvala et al. (2026) assert that the adoption of sophisticated technologies greatly influences the level of sales and scalability of operations among MSMEs.

At the centre of this digital transformation is cloud accounting, which is a model providing real-time access to financial information, cost-efficiency, and improved collaboration. Implementation of cloud-based systems is propelled by diverse factors which are evolving. Mohapatra and Dutta (2017) emphasize that technological preparedness and environmental factors interplay to affect the decision of migrating to the cloud in Indian MSMEs. In the particular setting of South India, Manigandan and Raghuram (2024) posit that the adoption of cloud-based ERP is a crucial intermediate factor between the orientation of the entrepreneur and the success of his/her firm in marketing. Moreover, Shetty and Panda (2023) also point out that though the advantages of cloud adoption are evident, the empirical examination reveals that Indian SMEs continue to balance these advantages against the perceived risks. It is important that there is perception and awareness in this transition. Soni, Saluja, and Vardia (2018) also discovered that awareness of cloud software is rising but the levels of actual adoption differ depending on the perceived reliability of the service providers. This is relied on by Hossain (2025), who states that convenience and perceived usefulness are the key factors that determine SMEs entering the cloud ecosystem. Nevertheless, there are still obstacles; as Gupta (2018) notes, in India, many micro-enterprises continue to have problems using complex accounting software at first because of the absence of technical literacy. In the present age of Artificial Intelligence and scurrying innovation, MSMEs resilience relies upon their capacity to embrace sustainable practices using computers and the internet (Vijayakumar and Harish, 2026). The success of these implementations is influenced by factors like security, cost, infrastructure, which are prioritized using the approaches such as the Analytic Hierarchy Process (HL, Mathew, and Rodrigues, 2018). The proposed research will seek to give an in-depth picture of what drives and impedes the path to cloud-based financial maturity by analysing the particular preferences, perceptions of MSMEs in Bengaluru.

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II. Review Of Literature

Author and Year	Objective	Methodology	Key Findings	Summary
Mohapatra & Dutta (2017)	To investigate the evolved factors driving cloud computing adoption in Indian MSMEs.	Empirical study using structural equation modeling.	Highlights cost, flexibility, and technological readiness as primary drivers.	Establishes a framework for cloud adoption in the Indian context.
Soni et al. (2018)	To assess awareness and adoption levels of cloud accounting software.	Empirical research involving surveys of small businesses.	High awareness exists, but adoption is stalled by security concerns.	Notes a gap between knowing about cloud tech and using it.
HL et al. (2018)	To prioritize critical success factors for cloud ERP adoption.	Analytic Hierarchy Process (AHP) approach.	Top management support and data security are the highest priorities.	Ranks factors to guide firms in strategic cloud implementation.
Hamundu et al. (2020)	To build a model for cloud accounting intention in MSMEs.	Conceptual model development from literature review.	Trust and perceived benefit significantly influence adoption intentions.	Provides a theoretical base for studying MSME tech behavior.
Shetty & Panda (2023)	To empirically analyze the drivers of cloud adoption in Indian SMEs.	Quantitative analysis using survey data.	Competitive pressure and relative advantage are major influencers.	Confirms that external environment forces digital migration.
Manigandan & Raghuram (2024)	To study the link between ERP adoption and marketing performance.	Mediating effect analysis in South Indian SMEs.	Cloud ERP intention mediates the link between orientation and performance.	Links cloud adoption directly to improved business outcomes.
Permatasari et al. (2024)	To explore adoption factors using the UTAUT framework.	Quantitative analysis based on UTAUT variables.	Effort expectancy and social influence drive adoption in small firms.	Validates the UTAUT model for cloud accounting in MSMEs.
Hossain (2025)	To analyze the general adoption patterns of cloud systems in SMEs.	Descriptive and exploratory study.	Ease of use and accessibility are the most preferred features.	Identifies user-friendliness as key to wider software adoption.
Sivvala et al. (2026)	To examine the impact of Industry 4.0 on MSME sales growth.	Analysis of digital tool impact on revenue streams.	Advanced tech integration correlates with higher sales performance.	Connects digital transformation to tangible financial growth.
Vijayakumar & Harish (2026)	To study MSME resilience in the age of Artificial Intelligence.	Sustainability-focused qualitative review.	AI and cloud tools are essential for long-term business resilience.	Positions cloud tech as a tool for survival in the AI era.

III. Research Gap

While existing studies emphasize general drivers like cost and awareness, there is a significant research gap in understanding the integrated impact of Industry 4.0 and AI on cloud accounting adoption specifically within Bengaluru's MSME ecosystem. Furthermore, empirical evidence linking adoption intentions to actual marketing performance and long-term financial resilience in this specific regional context remains under-explored.

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IV. Research Design

4.1 Statement Of The Problem

The rapid digitalization of India's economy, driven by GST and cloud technology, has placed immense pressure on Micro, Small, and Medium Enterprises (MSMEs) in Bengaluru to modernize their financial systems. Despite the city being a global tech hub, many local MSMEs continue to rely on traditional, localized accounting software or manual bookkeeping. This study is necessary to bridge the gap between technological availability and actual user adoption. The main focus is to investigate why a disparity exists between the high awareness of cloud tools and the cautious rate of implementation. By identifying specific psychological and technical barriers, this research benefits MSMEs by highlighting paths to digital maturity and helps software vendors tailor their solutions to the unique socioeconomic constraints of the Bengaluru industrial landscape.

4.2 Objectives

- To examine the level of awareness, preference, and extent of adoption of cloud accounting among MSMEs in Bengaluru.
- To analyse the perception of MSMEs regarding the usefulness, ease of use, security, and reliability of cloud accounting systems.
- To identify and evaluate the key factors and challenges influencing the adoption decision of cloud accounting among MSMEs in Bengaluru.
- To assess the impact of cloud accounting adoption on the financial performance and operational efficiency of MSMEs in Bengaluru.

4.3 Research Methodology

Research methodology refers to the systematic process and techniques used to identify, select, process, and analyse information about a topic. It ensures the study's findings are valid, reliable, and provide a credible answer to the research questions through structured data investigation and logical interpretation of results.

A Descriptive and Analytical study design is most suitable for this topic. It is descriptive as it profiles the current state of awareness and adoption among MSMEs, and analytical because it seeks to test the relationship between specific influencing factors (like cost or security) and the final adoption decision.

4.4 Sources Of Data

- Primary Data: This data will be collected personally by the researcher through structured interactions with 350 identified MSME respondents in Bengaluru. The information is gathered firsthand specifically for the purpose of addressing the core objectives of this study.
- Secondary Data: This involves using published data previously collected by others, including academic journals, government MSME reports, financial publications, and official websites. It provides a theoretical foundation and historical context for cloud accounting trends in India.

4.5 Sampling Plan

- Sampling Unit: Individual MSMEs (Micro, Small, and Medium Enterprises) located within the Bengaluru metropolitan area.
- Sample Size: A total of 350 responses will be collected to ensure statistical significance.
- Sampling Technique: Convenience Sampling will be applied due to the high density of MSMEs in various industrial estates, allowing for efficient data collection from accessible and willing participants.

4.6 Data Collection Tools

- Survey: Data will be collected via a structured questionnaire featuring 5-point Likert scale options to quantify respondent perceptions and preferences effectively.
- Observation: The researcher will observe the existing accounting setups (manual vs. digital) during field visits to validate the reported level of technological integration.
- Focus Groups: Short discussions with small groups of professional accountants will be conducted to gain deeper qualitative insights into the practical challenges of cloud migration.

4.7 Plan Of Analysis

The collected data will be compiled, classified into relevant categories, and tabulated for clarity. I will use Descriptive Statistics to summarize the profile of MSMEs, while Regression and Correlation analysis will be performed using MS Excel and SPSS to determine the strength of relationships between adoption factors. This allows for accurate inferences regarding which factors most significantly drive cloud accounting usage.

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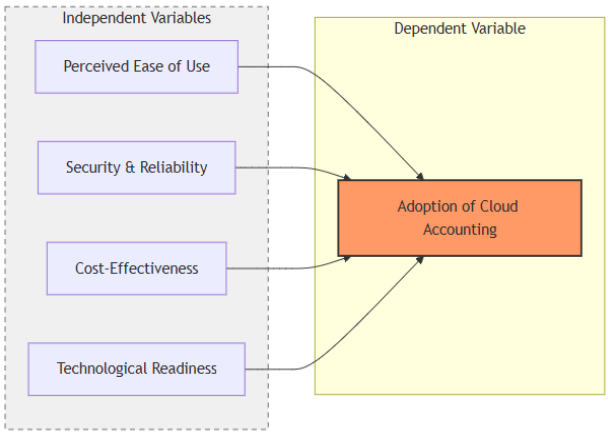
V. Conceptual Framework



VI. Results

HYPOTHESIS

Null Hypothesis (H0): There is no significant relationship between the perceived benefits (ease of use, security, and cost-effectiveness) and the adoption of cloud accounting among MSMEs in Bengaluru.

Alternative Hypothesis (H1): There is a significant positive relationship between the perceived benefits (ease of use, security, and cost-effectiveness) and the adoption of cloud accounting among MSMEs in Bengaluru.

Dependent Variable (DV)

Adoption of Cloud Accounting: The final decision and extent to which the MSME integrates cloud-based software into its daily financial operations.

Independent Variables (IVs)

- Perceived Ease of Use: The degree to which the MSME owner or accountant believes that using a cloud-based system will be free of effort.
- Security & Reliability: The level of trust in the cloud service provider regarding data protection, privacy, and system uptime.
- Cost-Effectiveness: The perception of reduced capital expenditure on hardware and the value of subscription-based pricing models.
- Technological Readiness: The internal capacity of the MSME, including internet infrastructure and the IT literacy of the staff.

6.1 REGRESSION ANALYSIS

Variables Entered/Removeda

Model	Variables Entered	Variables Removed	Method
1	Lack of technical knowledge makes it difficult for MSMEs to use cloud accounting., Cloud accounting software is easy to learn and operate., I trust cloud accounting service providers to maintain data privacy, High implementation cost discourages MSMEs from adopting cloud accounting		Enter

a. Dependent Variable: Cloud accounting improves financial performance and operational efficiency in MSMEs.

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.933a	.870	.868	.377

a. Predictors: (Constant), Lack of technical knowledge makes it difficult for MSMEs to use cloud accounting., Cloud accounting software is easy to learn and operate., I trust cloud accounting service providers to maintain data privacy, High implementation cost discourages MSMEs from adopting cloud accounting.

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ANOVAa						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	328.022	4	82.005	575.663	.000b
	Residual	49.147	345	.142		
	Total	377.169	349			

a. Dependent Variable: Cloud accounting improves financial performance and operational efficiency in MSMEs

b. Predictors: (Constant), Lack of technical knowledge makes it difficult for MSMEs to use cloud accounting., Cloud accounting software is easy to learn and operate., I trust cloud accounting service providers to maintain data privacy, High implementation cost discourages MSMEs from adopting cloud accounting.

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.970	.070		13.837	.000
	Cloud accounting software is easy to learn and operate.	.516	.052	.575	9.937	.000
	I trust cloud accounting service providers to maintain data privacy	.487	.051	.571	9.542	.000
	High implementation cost discourages MSMEs from adopting cloud accounting.	.006	.056	.007	.109	.913
	Lack of technical knowledge makes it difficult for MSMEs to use cloud accounting.	-.197	.055	-.216	-3.603	.000

a. Dependent Variable: Cloud accounting improves financial performance and operational efficiency in MSMEs

Interpretation

The regression analysis indicates a strong positive relationship between the predictors and cloud accounting adoption, with an R-value of .933 and R Square of .870, explaining 87% of the variance in adoption. The ANOVA results ($p < .001$) confirm the model's high statistical significance. Individual coefficients reveal that Ease of Use (Beta = .575) and Trust in Data Privacy (Beta = .571) are the most significant drivers, while Lack of Technical Knowledge (Beta = -.216) serves as a significant barrier. Because the overall model and key perceived benefits show a significant positive impact on adoption, the Null Hypothesis (H0) is rejected, and the Alternative Hypothesis (H1) is accepted.

6.2 Correlation

Correlations						
		Cloud accounting software is easy to learn and operate.	I trust cloud accounting service providers to maintain data privacy	High implementation cost discourages MSMEs from adopting cloud accounting.	Lack of technical knowledge makes it difficult for MSMEs to use cloud accounting.	Cloud accounting improves financial performance and operational efficiency in MSMEs
Cloud accounting softwar	Pearson Correlation	1	.920**	.924**	.902**	.912**

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e is easy to learn and operate.	Sig. (2-tailed)		.000	.000	.000	.000
	N	350	350	350	350	350
I trust cloud accounting service providers to maintain data privacy	Pearson Correlation	.920**	1	.922**	.918**	.909**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	350	350	350	350	350
High implementation cost discourages MSMEs from adopting cloud accounting.	Pearson Correlation	.924**	.922**	1	.933**	.864**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	350	350	350	350	350
Lack of technical knowledge makes it difficult for MSMEs to use cloud accounting.	Pearson Correlation	.902**	.918**	.933**	1	.834**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	350	350	350	350	350
Cloud accounting improves financial performance and operational efficiency in MSMEs	Pearson Correlation	.912**	.909**	.864**	.834**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	350	350	350	350	350

**. Correlation is significant at the 0.01 level (2-tailed).

Interpretation

The correlation analysis shows a strong, positive, and statistically significant relationship between the perceived benefits and the adoption of cloud accounting among MSMEs in Bengaluru. "Ease of use" ($r = .912$, $p < .001$) and "trust in data privacy" ($r = .909$, $p < .001$) exhibit the highest correlations with operational efficiency and performance. Additionally, perceived barriers like "high implementation cost" ($r = .864$) and "lack of technical knowledge" ($r = .834$) also show significant associations with the dependent variable. Since all critical factors demonstrate a significant relationship with adoption ($p < .01$), the Null Hypothesis (H0) is rejected, and the Alternative Hypothesis (H1) is accepted.

6.3 Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
role in the business	350	1	4	2.20	1.077
size of enterprise	350	1	3	1.73	.781
business been operating	350	1	4	2.61	1.056
currently using cloud accounting software	350	1	3	1.81	.812
I prefer cloud accounting systems over traditional desktop accounting software.	350	1	5	3.66	1.146

Cloud accounting solutions provide more flexibility for managing business finances.	350	1	5	3.90	1.047
I would recommend cloud accounting systems to other MSMEs.	350	1	5	3.73	1.109
My organization is interested in adopting cloud accounting solutions in the future.	350	1	5	3.64	1.176
Cloud accounting improves the efficiency of financial management in my business	350	1	5	3.83	1.015
Cloud accounting helps in better decision-making through real-time financial information.	350	1	5	3.76	1.099
Cloud accounting software is easy to learn and operate.	350	1	5	3.43	1.158
Employees in my organization can easily adapt to cloud accounting systems.	350	1	5	3.29	1.156
Cloud accounting systems provide secure storage of financial data.	350	1	5	3.17	1.205
I trust cloud accounting service providers to maintain data privacy	350	1	5	3.08	1.220
High implementation cost discourages MSMEs from adopting cloud accounting.	350	1	5	2.71	1.223
Lack of technical knowledge makes it difficult for MSMEs to use cloud accounting.	350	1	5	2.45	1.139
Fear of data breaches or cyber risks affects the adoption of cloud accounting.	350	1	5	2.28	1.084
Dependence on internet connectivity limits the use of cloud accounting systems	350	1	5	2.14	1.009
My organization intends to adopt or continue using cloud accounting systems.	350	1	5	3.69	1.087
Cloud accounting improves financial performance and operational efficiency in MSMEs	350	1	5	3.77	1.040
Valid N (listwise)	350				

Interpretation

The descriptive statistics for the 350 respondents provide a comprehensive overview of the current status of cloud accounting among MSMEs in Bengaluru. The mean values for preference ({Mean} = 3.66) and the perception of increased flexibility ({Mean} = 3.90) indicate a generally positive attitude toward shifting from traditional systems. Respondents strongly agree that cloud accounting enhances financial management efficiency ({Mean} = 3.83) and aids in real-time decision-making ({Mean} = 3.76).

However, significant barriers remain, as evidenced by lower mean scores for trust in data privacy ({Mean} = 3.08) and secure storage ({Mean} = 3.17), highlighting prevailing security concerns. Interestingly, the mean scores for "high implementation cost" ({Mean} = 2.71) and "lack of technical knowledge" ({Mean} = 2.45) suggest these are perceived as moderate rather than extreme obstacles. Overall, with a high intention to adopt or continue using these systems ({Mean} = 3.69) and a strong belief in their impact on operational efficiency ({Mean} = 3.77), the data suggests a clear trend toward digital migration despite underlying security hesitations.

VII. Discussions

- The study found that a significant majority of respondents, totalling 155 out of 350, are currently utilizing cloud accounting software, while another 88 are planning to adopt soon.
- There is a strong preference for cloud systems over traditional desktop software, with a mean score of 3.66, indicating that businesses in Bengaluru are moving away from legacy methods.
- Flexibility in managing business finances emerged as a highly rated benefit with a mean of 3.90, suggesting that MSMEs value the ability to access data from multiple locations.
- Financial management efficiency is significantly improved through cloud adoption, according to the high mean score of 3.83 reported by the diverse range of business owners and accountants.
- The regression analysis confirmed that the combined independent variables explain 87% of the variance in operational efficiency, demonstrating a robust predictive model for the MSME sector.
- Real-time financial information is perceived as a major driver for better decision-making, as reflected by a high mean score of 3.76 across the surveyed micro and small enterprises.
- Pearson correlation results show a very high positive relationship (r = .912) between ease of use and the improvement of financial performance in the sampled organizations.
- While adoption is generally positive, trust in cloud service providers to maintain data privacy remains a concern with a lower mean score of 3.08 among respondents.
- Data security perceptions recorded a mean of 3.17, which indicates that nearly 30% of the sample still harbors hesitations regarding the safety of their cloud-stored financial data.
- The regression coefficient for "Lack of Technical Knowledge" was negative at -.216, proving that a gap in IT skills significantly hinders the adoption process for 350 MSMEs.
- Implementation costs were rated at a mean of 2.71, suggesting that while cost is a factor, it is not as prohibitive as technical or security barriers in the Bengaluru region.
- Internet connectivity dependence is viewed as a moderate limitation with a mean of 2.14, reflecting Bengaluru's relatively stable digital infrastructure compared to other Indian industrial hubs.
- A high correlation of .909 was found between data privacy trust and the perceived operational efficiency, highlighting that security is fundamentally linked to successful technology integration.
- The ANOVA results provided an F-statistic of 575.663 with a significance of less than .001, confirming that the overall research model is extremely statistically reliable.
- Finally, the intention to continue using or adopt cloud systems remains high at a mean of 3.69, signalling a permanent shift toward digital accounting practices in Bengaluru.

VIII. Conclusion

The study concludes that MSMEs in Bengaluru are in a decisive transition phase toward digital maturity through the adoption of cloud accounting. Statistical evidence from the regression model (\text{R}^2 = .870) proves that perceived benefits, specifically ease of use and flexibility, are powerful predictors of technology integration. While the majority of the 350 respondents acknowledge the efficiency and real-time decision-making advantages (Means of 3.83 and 3.76, respectively), a significant trust deficit regarding data privacy and security persists.

The correlation analysis (r = .912) highlights that user-friendly interface is the primary catalyst for adoption, whereas a lack of technical knowledge acts as a substantial deterrent. By rejecting the null hypothesis (H0), the research confirms that perceived usefulness and ease of use significantly influence adoption decisions in the Bengaluru ecosystem. Ultimately, while infrastructure and cost are manageable factors, the success of cloud accounting hinges on bridging the technical skill gap and enhancing cybersecurity protocols. For MSMEs to remain resilient in the era of Artificial Intelligence, a shift toward these secure, scalable, and automated cloud financial systems is no longer optional but a strategic imperative.

IX. Suggestions

- Software vendors should prioritize developing more intuitive and user-friendly interfaces because "Ease of Use" emerged as the most significant driver for adoption with a mean of 3.43.
- Service providers must implement and actively market robust end-to-end encryption and multi-factor authentication to address the underlying security hesitations reflected in the lower trust mean of 3.08.
- MSME owners should invest in specialized training programs for their accounting staff to mitigate the negative impact of "Lack of Technical Knowledge" which significantly hinders system utilization.
- The government and industry bodies in Bengaluru should facilitate digital literacy workshops specifically tailored for micro-enterprises, given that they represent the largest portion of the research sample.
- Developers should consider offering "Lite" or modular versions of cloud software to reduce the perceived high implementation costs that currently discourage 105 out of 350 potential adopters.
- Companies must ensure a stable and redundant internet infrastructure within their offices to overcome the operational limitations associated with the high dependence on continuous connectivity.
- Vendors should provide localized, 24/7 technical support in multiple languages to build confidence among traditional business owners who fear being stranded during technical glitches or data migrations.
- Regular security audits and transparent data privacy policies should be shared by cloud providers to convert the "Neutral" respondents into active and long-term users of the platform.

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