**Abstract**

The digital economy is the new productivity platform that some experts regard as the third industrial revolution. Digital revolution, also known as ‘The Internet Economy’ or Internet o Everything (IoE), is expected to generate new market growth opportunities, jobs and become the biggest business opportunity of mankind in the next 30 to 40 years. The current study on usage of digital modes for financial transactions – with special reference towards women students in Coimbatore has made an attempt to study the usage of digital modes and to know about the difficulties faced in such usage by the respondents. Primary data have been collected from 100 women students who are pursuing commerce degree at various colleges in Coimbatore. Data have been collected during February 2017. Descriptive statistical tool, percentage analysis and inferential statistical tools have been employed to analyze the primary data collected for study purpose. Sample for the study has been chosen by using convenience sampling technique. It has been found that majority of the students have not yet started using digital modes other than debit/credit card for financial transaction.