

Consumer's Usage and Satisfaction Towards Using Digital Payment System.

***Sunita Yadav**

Research Scholar,

Maharaja Agrasen School of Management, Maharaja Agrasen University, Baddi, Himachal Pradesh.

sunitadv53@gmail.com

****Dr. Harvinder Singh**

Professor & Head,

Maharaja Agrasen School of Management, Maharaja Agrasen University, Baddi, Himachal Pradesh.

hsingh_07@hotmail.com

ABSTRACT

The post-demonetization phase in India has triggered more cashless transactions; a shortage of cash in the system had forced consumers to shift themselves from cash to cashless transactions. In the retail space, the thrust has shifted on costs, as banks continued their efforts towards migrating customers to lower-cost electronic and automated channels to reduce human intervention. On the contrary, it is also vital to check the customers' demographic impact on the usage of digital payment services. The objective of the study is to analyse the changing customer dynamics and improve the customer experience from the outcome. This article aims to investigate the impact of demographic factors on consumer usage (CU) of Digital payments during post-demonetization. Further, exploring the impact of demographic factors (gender, age, education, marital status and income) on usage of digital payment systems and feedback form of 445 respondents towards various digital payment methods in Delhi NCR area of India has been collected for the study. The results show a significant impact of age, education, occupation, and income of respondents on the usage of digital payments. The outcomes of the current work revealed useful insights into consumer's usage and satisfaction via demographic factors. This study is significant as it empirically examines the impact of demographic factors on the usage of digital payment systems during the post-demonetization period in India.

Introduction

Today, the world over, money is not only the single method of transaction. Money has changed into paper (cheques/Demand Draft's) at that point plastic and now is in a phase where it is virtual or we can say digital in nature. The advancement of new technology and innovation should be associated with the demonstration of payments worldwide for governments, business and shoppers has made the digital payments increasingly mainstream. There are different techniques for cashless transactions that are habitually utilized, however because of the monetary progressions the requirement for other quicker and solid strategies has inspired all the entrepreneurs and economist to acquaint dependable and simple to utilize various strategies for digital payments. . Now we are in "technology regime" in which individuals and entities are required to adopt the technology for obtaining education, business, research, entertainment, employment, and merchandising related services very quickly and at low cost. The speed in completion of a transaction has been increasing with the use of technology.

The Information Technology revolution is accelerating at very high speed. For many years, the utility of technology in various commercial activities has increased due to the emergence of various new encouraging services such as e-banking, e-payment, e-shopping, etc. in the marketplace. In addition, as we know payment is an integral part of commercial activities, digital payments are a fundamental part of electronic commerce. The use of electronic distribution networks in payment systems, activating a further practice in the commercial sector since the 1960s and especially for the transfer of big amounts of money. The Digital/ electronic payment system's concept has been affected by these changes. Usually, the term electronic payment stands for any payment to a business, bank or public service from residents or businesses, which are processed by a telecommunication or electronic network using modern equipment. Above mention definition clarify that the electronic payments that will be the target of present results are the payments that are executed by the payer himself, whether the later is a customer or business, without the involvement of the other ordinary person.

One more idea of digital payment is accepted is that the remittance is made from a distance, without the actual/visible presence of the payer and needless to mention that it does not include cash. (Bhatia, 2020) Furthermore, an electronic payment system is an arrangement of financial exchange linking buyer and seller in the online domain that is facilitated by digital financial instruments. From above, it is definable that digital payments are a technique of payment, which made through digital modes. In digital payments one and the other parties i.e. payer and payee put to use digital modes to make payment and to receive their levy.

Electronic payment is also recognized as digital payment. These days digital payments are appraised as one of the most simple, immediate and appropriate methods because this system conserves time as when we pay digitally, we need not withdraw cash from bank account and can save ourselves from a long line of ATMs and banks. It does not save time only but a little bit of money as well. (Mishra C., 2019) . For the improvement of the national payment system, the country's central bank plays an ultimate role. RBI is Central Bank of India playing a crucial role and has taken special initiatives for a sound, secure, well-organized and reliable system. The payment system has been controlled, modulated, monitored by the Payment and Settlement Systems Act, (PSS Act) in India. The PSS Act was legislated in December 2007 for introducing and up-gradation of safe payment system in the country. The first move in this field was taken by the central bank of India. The most influential features of the large geographic spread of the country and the extensive network of branches of the Indian banking system necessitate the logistic collection of delivery of paper instruments. (Payment and Settlement Systems, 2007) India has various systems to take care of its growth and development efficiently and effectively, the financial system of any country is one of the most important one consisting of banking and non-banking financial institutions. These institutions are providing various types of financial services to clients. In financial services, the fund transfer service is one of the most important services than all other services. The increasing development of information and communication technologies has brought numerous achievements for human society and greatly influences the life of humankind, their behaviours and social events.

REVIEW LITERATURE

Shivathanu B. (2019) focus his study on adoption of digital payment system in the era of demonetization emphasized on how the digital payment system was used by the people or accepted by the people during demonetization. It was based on a conceptual framework where the sample size was 766 .The data analyzed suggested that behavioral intentions and innovation resistance had an impact on the actual usage. The study focused on great insight on rural mindset and DPS (Digital Payment System). Though it would vary with the geography, the emotion is more or less understood. The study suggested as Pulse Polio Campaign, the Digital India Campaign should be carried out nationwide for digital literacy.

Agarwal, S., Ghosh, P., Li, J., & Ruan, T. (2019) study talks about that in the adoption of digital payments, the 2016 Demonetization in India. This policy, which removed a large portion of currency-in-circulation from legal tender overnight, forced consumers to switch from cash to digital payments. By using a cross-sectional empirical approach, it was found out that consumers who are forced to adopt digital payments increase their spending. It was also focused that income shock, credit supply, supplier's pricing responses, and shifting purchases to the formal market forced consumers to switch to digital payments purchase.

The RBI has notified a dedicated ombudsman scheme for digital transactions (Reserve Bank of India, 2019a). This has been done with a view to provide speedy and cost-free complaint redressal mechanism for issues in digital transactions conducted by non-bank entities regulated by the RBI. The digital payments managed by banks will be under the purview of the Banking Ombudsman scheme governed by the RBI.; RBI has a constituted a high-level committee on Deepening of Digital Payments, under the chairpersonship of Shri Nandan Nilekani, the former chairman of the Unique Identification Authority of India, and consisting of very prominent officials from RBI, the banking sector, the ministry of finance as well as academia. The committee is tasked with reviewing the status of digitization of payments in India, examining issues with the same, ascertaining the financial inclusion benefits of this process, study global best practices, suggest means of strengthening the security and safety of digital payments as well as provide a roadmap to help improve customer confidence in digital payments (Reserve Bank of India, 2019b).

Amarnani, N., & Amarnani, A. (2019) explore if digital payments have made significant progress in India and are now gaining pre-eminence as a mode of payment, by examining multiple sources of secondary data. The government has been pushing digital payments by introducing such as demonetization, as well as pushing direct benefit transfers to banks, implementing path-breaking technical platforms and layers such as IMPS and UPI. But still the relatively slower change

in behavior patterns and limited penetration of Smartphone and internet connectivity may be holding back customers from a more widespread adoption of digital payments in a traditionally cash-driven society. India seems well poised to increase the number of digital payments in the economy if it ensures ease of setting up the payment method and sustenance of its financial inclusion efforts.

Dhruvi Bhagat (2020) explain about paradigm shift was observed when India announced demonetization on 8th November 2016, announcing all five hundred and one thousand rupees banknotes as redundant, effective midnight. An unsolicited push gave birth to the new economy that strives for digital inclusion and sees rapid expansion year on year. As of November 2019, India had over 115.5 crore wireless telephone subscribers resulting in a tele density of 88.90%. (Reserve Bank of India, 2020). This increase in smart phone devices has supported this growth and adoption of various digital means of payment. This paper also talks about the various means of digital payment options available in the market currently and consumer adoption of these options and their expectations regarding the same in the post-pandemic times. Primary data was collected for the purpose of this paper. A Google form was created and circulated across various social media platforms in order to obtain the same. A total of 220 respondents participated in this study.

Sudha. G, Sornaganesh. V, Thangajesu Satish. M, Chellama. A.V, August (2020). discusses the different digital payment mechanisms used in the event of a pandemic based on primary data by gathering data from 220 respondents and the Digital India initiative is an Indian government flagship program whose vision is to turn India into a digital society and an information economy. In this futuristic world, all purchases can be made by contactless cards, smart phone apps and other electronic means. The Reserve Bank of India last year announced that it planned to raise digital transactions to about 15% of gross domestic product by 2021. The government is looking for a billion digital transactions per day as the fastest-growing mobile industry in the world.

OBJECTIVE OF THE STUDY

1. To study the demographic factors towards usage of digital Payment systems.
2. To analyse the satisfaction of digital payments systems.

METHODOLOGY

To measure the usage of digital payments the cross-tabulation and chi-square test has been applied. Total 445 respondents were taken for the study towards various digital payment methods in Delhi NCR area of India. The chi-square test is a statistical tool used to examine the differences between observed and expected frequencies in categorical data. It helps determine whether any deviations from the expected frequencies are due to random chance or if there are underlying relationships between variables. Chi-square is primarily used in tests of independence or goodness-of-fit to determine whether categorical variables are associated or if the observed distribution of a single categorical variable matches an expected distribution (Kothari, 2004).

The following hypotheses have been tested: -

- H_{01} : There is no significant association between Gender and Preference for Using Digital Payment Systems (DPS)
- H_{02} : There is no significant association between Age Group and Years of Using Digital Payment Systems
- H_{03} : There is no significant association between Education Level and awareness of Digital Payment Modes
- H_{04} : There is no significant association between Employment Status and Preferred Digital Payment Mode
- H_{05} : There is no significant association between Annual Income and Mode of Performing Online Banking
- H_{06} : There is no significant association between Age Group and Preferred Device for Digital Payments

ANALYSIS AND FINDING

1. Gender and Preference of Using Net Banking

Table 1.1 shows the cross-tabulation of Gender with the preference for net banking (Always, Never, Often, Rarely, Sometimes). The counts indicate how many males and females selected each category for their net banking preference. Table 1.2 shows the results of the chi-square test.

Table 1.1 Gender * Would you prefer using net banking instead of visiting your bank?

			Would you prefer using net banking instead of visiting your bank?					Total
			Always	Never	Often	Rare	Sometimes	
Gender	Female	Count	72	28	45	4	26	175
		Expected Count	74.7	21.2	37.0	12.6	29.5	175.0
	Male	Count	118	26	49	28	49	270
		Expected Count	115.3	32.8	57.0	19.4	45.5	270.0
Total		Count	190	54	94	32	75	445
		Expected Count	190.0	54.0	94.0	32.0	75.0	445.0

(Source: Researcher's own output)

Table 1.2 Chi-Square Test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	16.925 ^a	4	0.002
Likelihood Ratio	18.471	4	0.001
N of Valid Cases	445		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 12.58.

(Source: Researcher's own output)

- Based on the results, gender plays a role in the preference for net banking usage. Females seem more likely to select "Always" (72) than males (118) when looking at the actual counts, but males dominate other categories such as "Sometimes" and "Rare."
- H_{01} evaluates that there is no significant association between Gender and Preference for Using Digital Payment Systems (DPS). Since the p-value (0.002) is less than 0.05, we reject the null hypothesis. This indicates that there is a significant association between gender and preference for using net banking. This means that gender influences the preference for using net banking (e.g., females and males may have different tendencies in choosing "Always," "Often," "Rarely," etc.).

2. Age Group and Years of Using Digital Payment Systems

Table 2.1 shows the cross-tabulation of Age with the years of using digital payment systems. It displays the observed counts and the expected counts in each age category for different ranges of how long individuals have been using digital payment systems. Table 2.2 shows the results of the chi-square test.

Table 2.1 Age (in years) * How many years you have been using digital modes for payments?

			How many years you have been using digital modes for payments?				Total	
			0-2 years	2-4 years	4-6 years	more than 6 years		
Age (in years)	21-30	Count	42	26	43	14	125	
		Expected Count	50.0	27.5	24.7	22.8	125.0	
	31-40	Count	2	24	17	30	73	
		Expected Count	29.2	16.1	14.4	13.3	73.0	
	41-50	Count	6	5	5	27	43	
		Expected Count	17.2	9.5	8.5	7.8	43.0	
	Above 50	Count	32	4	9	9	54	
		Expected Count	21.6	11.9	10.7	9.8	54.0	
	Upto 20	Count	96	39	14	1	150	
		Expected Count	60.0	33.0	29.7	27.3	150.0	
	Total		Count	178	98	88	81	445
			Expected Count	178.0	98.0	88.0	81.0	445.0

(Source: Researcher's own output)

Table 2.2 Chi-Square Test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	193.648a	12	0.000

Likelihood Ratio	209.187	12	0.000
N of Valid Cases	445		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.83.

(Source: Researcher's own output)

- Based on the results, for the 21-30 age group, more people have been using digital payment systems for 0-2 years (42), which is close to the expected count (50.0). For the 31-40 age group, more respondents are using digital modes for more than 6 years (30) than expected (13.3). For those above 50, there is a larger count (32) for 0-2 years compared to the expected count (21.6).
- H_0 evaluates that there is no significant association between Age and Years of Using Digital Payment Systems. Since the p-value (0.000) is less than 0.05, we reject the null hypothesis. This indicates that there is a statistically significant association between age group and years of using digital payment systems. This means that the length of time someone has been using digital payment systems depends on their age group. Younger and older individuals have different usage patterns, which could be crucial for understanding digital payment adoption.

3. Education Level and Awareness of Digital Payment Modes

Table 3.1 shows the cross-tabulation of Education with the awareness of digital payments. It helps determine if individuals with different levels of education are more or less aware of digital payment systems. Table 3.2 shows the chi-square test.

Table 3.1 Education Level * Are you aware of the availability of various digital payment modes

			Are you aware of the availability of various digital payment modes?		Total
			No	Yes	
Education Level	Diploma	Count	0	17	17
		Expected	0.6	16.4	17.0
	High school	Count	2	58	60
		Expected	2.0	58.0	60.0
	Less than high school	Count	0	22	22
		Expected	0.7	21.3	22.0
	PG	Count	7	95	102
		Expected	3.4	98.6	102.0
	Professional	Count	4	57	61
		Expected	2.1	58.9	61.0
	UG	Count	2	181	183
		Expected			

		Expected Count	6.2	176.8	183.0
Total		Count	15	430	445
		Expected Count	15.0	430.0	445.0

(Source: Researcher’s own output)

Table 3.2 Chi-Square Test

Chi-Square Tests			
Square	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.996a	5	0.075
Likelihood Ratio	11.065	5	0.050
N of Valid Cases	445		

a. 5 cells (41.7%) have expected count less than 5. The minimum expected count is .57.

(Source: Researcher’s own output)

- Across all education levels, most people are aware of digital payment modes. For each education level, the count of those aware of digital payment modes is far greater than those unaware.
- H_{03} evaluates that there is no significant association between Education Level and Awareness of Digital Payment Modes. Since the p-value (0.075) is greater than 0.05, we fail to reject the null hypothesis. This indicates that there is no significant association between Education Level and Awareness of Digital Payment Modes. While there is no strong evidence of a relationship between education and awareness of digital payment modes, the p-value is close to significance, indicating a potential relationship that could be explored further with more data or different methods.

3. Employment Status and Preferred Digital Payment Mode Table 4.1 examines the relationship between Employment Status and the Preferred Mode for Online Banking (either using a bank’s app or the bank’s website). The Chi-Square test results are also provided to determine whether there is a statistically significant association between employment status and the preferred mode for online banking. Table 4.2 shows the chi-square test.

Table 4.1 Employment Status * Which mode you prefer to do online banking?

			Which mode you prefer to do online banking?		Total
			Banks App	Banks Website	
Employment Status	Freelancer	Count	9	4	13
		Expected Count	10.6	2.4	13.0
	Home-maker	Count	43	5	48
		Expected Count	39.2	8.8	48.0

MNCs	Count	20	2	22
	Expected	17.9	4.1	22.0
	Count			
Private Sector	Count	62	7	69
	Expected	56.3	12.7	69.0
	Count			
Professional	Count	16	16	32
	Expected	26.1	5.9	32.0
	Count			
Public Sector	Count	23	16	39
	Expected	31.8	7.2	39.0
	Count			
Self-Employed	Count	22	7	29
	Expected	23.7	5.3	29.0
	Count			
Service Sector	Count	88	17	105
	Expected	85.7	19.3	105.0
	Count			
Student	Count	80	8	88
	Expected	71.8	16.2	88.0
	Count			
Total	Count	363	82	445
	Expected	363.0	82.0	445.0
	Count			

(Source: Researcher's own output)

Table 4.2 Chi-Square Test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	48.344 ^a	8	0.000
Likelihood Ratio	42.593	8	0.000
N of Valid Cases	445		

a. 2 cells (11.1%) have expected count less than 5. The minimum expected count is 2.40.

(Source: Researcher's own output)

Across most employment categories, using a bank's app is the more popular choice compared to the website. Professionals and public sector employees show a higher-than expected preference for the bank's website, while other groups tend to prefer the app.

- Professionals and public sector employees are the main groups showing significant deviation from the expected use of online banking modes, as they prefer the bank's website more than anticipated.
- Other groups, such as students, private sector employees, and those in the service sector, show a strong preference for the app.
- H_{04} evaluates that there is no significant association between Employment Status and Preferred Digital Payment Mode. Since the p-value (0.000) is less than 0.05, we reject the null hypothesis. This means there is a statistically significant association between employment status and the preferred mode of online banking. In other words, the choice between using a bank's app or website depends on employment status.

5. Annual Income and Mode of Performing Online Banking

Table 5.1 shows the relationship between annual income and the preferred mode of online banking (Bank App vs. bank website). It shows how the preferred mode of online banking (Banks App vs. Banks Website) varies with different levels of annual income. Table 5.2 shows the chi-square test.

Table 5.1 Annual Income* Which mode you prefer to do online banking?

			Which mode you prefer to do online banking?		Total
			Banks App	Banks Website	
Annual Income of the Family (in Rs.)	1 Lakh – 3 Lakhs	Count	99	10	109
		Expected Count	88.9	20.1	109.0
		Count	73	15	88
	3 Lakhs – 5 Lakhs	Expected Count	71.8	16.2	88.0
		Count	127	38	165
	Above 5 Lakhs	Expected Count	134.6	30.4	165.0
		Count	64	19	83
	Below 1 Lakh	Expected Count	67.7	15.3	83.0
		Count			
Total		Count	363	82	445
		Expected Count	363.0	82.0	445.0
		Count			

(Source: Researcher's own output)

Table 5.2

Chi-Square Test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.747 ^a	3	0.021
Likelihood Ratio	10.673	3	0.014
N of Valid Cases	445		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 15.29.

(Source: Researcher's own output)

- Higher-income individuals (Above 5 Lakhs) are more inclined to use the Banks App compared to those with lower incomes.
 - Conversely, people with lower incomes might prefer using the Bank's Website more than the app.
- H_{05} evaluates that there is no significant association between Annual Income and Mode of Performing Online Banking. Since the p-value (0.021) is less than 0.05, we reject the null hypothesis. There is a significant relationship between annual income and the mode of online banking preferred. This suggests that individuals with different income levels tend to prefer either the bank app or the bank website differently.

6. Age Group and Preferred Device for Digital Payments

Table 6.1 shows the cross-tabulation of Gender with the preference for net banking (Always, Never, Often, Rarely, Sometimes). The counts indicate how many males and females selected each category for their net banking preference. Table 6.2 shows the chi-square test.

Table 6.1 Age group * Would you prefer using net banking instead of visiting your bank?

			Through which device do you perform digital payments?			Total
			iPads / Tablets	Mobile Phones	Personal Computers / Laptops	
Age (in years)	21-30	Count	6	117	2	125
		Expected Count	3.4	108.1	13.5	125.0
	31-40	Count	5	54	14	73
		Expected Count	2.0	63.2	7.9	73.0
	41-50	Count	0	24	19	43
		Expected Count	1.2	37.2	4.6	43.0

	Above 50	Count	0	47	7	54
		Expected	1.5	46.7	5.8	54.0
		Count				
	Upto 20	Count	1	143	6	150
		Expected	4.0	129.8	16.2	150.0
		Count				
Total		Count	12	385	48	445
		Expected	12.0	385.0	48.0	445.0
		Count				

(Source: Researcher's own output)

Table 6.2 Chi-Square Test

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	85.372 ^a	8	0.000
Likelihood Ratio	74.953	8	0.000
N of Valid Cases	445		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.16.

(Source: Researcher's own output)

People between age group of 21-30 years primarily use mobile phones for digital payments, iPads/Tablets and Personal Computers/Laptops are used less frequently. People between age group of 31-40 years shows similar trend to the 21-30 age group, though less pronounced for Mobile Phones. For age group of 41-50 years Mobile Phones are more prominent, but also Personal Computers/Laptops are significantly used. Above 50 years' people predominantly use Mobile Phones, with a lower frequency of Personal Computers/Laptops usage. Respondents up to 20 years of age use Mobile Phones overwhelmingly, with minimal use of iPads/Tablets and Personal Computers/Laptops.

H_{06} evaluates that there is no significant association between age and device used for digital payments. Since the p-value (0.000) is less than 0.05, we reject the null hypothesis. This indicates that there is a significant association between age and device used for digital payments. This means that the choice of device for digital payments varies significantly by age group. Younger age groups (especially up to 20 and 21-30) predominantly use Mobile Phones, while older age groups have a more varied device usage but still lean towards Mobile Phones.

FINDINGS

H_{01} evaluates that there is no significant association between Gender and Preference for Using Digital Payment Systems (DPS). Since the p-value (0.002) is less than 0.05, we reject the null hypothesis. This indicates that there is a significant association between gender and preference for using net banking. This means that gender influences the preference for using net banking (e.g., females and males may have different tendencies in choosing "Always," "Often," "Rarely," etc.). H_{02} evaluates that there is no significant association between Age and Years of Using Digital Payment Systems. Since the p-value (0.000) is less than 0.05, we reject the null hypothesis. This indicates that there is a statistically significant

association between age group and years of using digital payment systems. this means that the length of time someone has been using digital payment systems depends on their age group. Younger and older individuals have different usage patterns, which could be crucial for understanding digital payment adoption.

H₀₃ evaluates that there is no significant association between Education Level and Awareness of Digital Payment Modes. Since the p-value (0.075) is greater than 0.05, we fail to reject the null hypothesis. This indicates that there is no significant association between Education Level and Awareness of Digital Payment Modes. While there is no strong evidence of a relationship between education and awareness of digital payment modes, the p-value is close to significance, indicating a potential relationship that could be explored further with more data or different methods.

H₀₄ evaluates that there is no significant association between Employment Status and Preferred Digital Payment Mode. Since the p-value (0.000) is less than 0.05, we reject the null hypothesis. This means there is a statistically significant association between employment status and the preferred mode of online banking. In other words, the choice between using a bank's app or website depends on employment status.

H₀₅ evaluates that there is no significant association between Annual Income and Mode of Performing Online Banking. Since the p-value (0.021) is less than 0.05, we reject the null hypothesis. There is a significant relationship between annual income and the mode of online banking preferred. This suggests that individuals with different income levels tend to prefer either the bank app or the bank website differently

H₀₆ evaluates that there is no significant association between age and device used for digital payments. Since the p-value (0.000) is less than 0.05, we reject the null hypothesis. This indicates that there is a significant association between age and device used for digital payments. This means that the choice of device for digital payments varies significantly by age group. Younger age groups (especially up to 20 and 21-30) predominantly use Mobile Phones, while older age groups have a more varied device usage but still lean towards Mobile Phones.

CONCLUSION

By extracting this conclusion, we may say that even though technology is advancing quickly, everyday transactions now include digital payments. Customers can make payments and send money legally using a variety of methods here, including cards, UPI, NEFT, IMPS, RTGS, and many more. Customers now days are content with electronic payments. Finally, the results of the current study show that consumers are accepting and using e-payment choices, and it is now the duty of every consumer who is familiar with e-payment to mentor and educate others who are not using the digital payment systems.

References:

1. M. Banu, N. S. Mohamed, and S. Parayitam, "Online banking and customer satisfaction: evidence from India," *Asia-Pacific Journal of Management Research and Innovation*, vol. 15, no. 1-2, pp. 68–80, 2019.
2. Baghla . A (2018)." A study on the future of digital payments in India", *International journal of research and analytical reviews (ijrar)*, volume 5 issue 4 Oct – Dec 2018.
3. G. Ghosh, "Adoption of digital payment system by consumer: a review of literature," vol. 9, no. 2, pp. 412–418, 2021.
4. Baker, H. K., Kumar, S., & Pandey, N. (2020). A bibliometric analysis of Managerial Finance: A retrospective. *Managerial Finance*, 46(11), 1495–1517.
5. Baker, H. K., Kumar, S., & Pandey, N. (2021). Forty years of the Journal of Futures Markets: A bibliometric overview. *Journal of Futures Markets*. Available at doi: 10.1002/fut.22211 (in press).
6. Baker, H. K., Kumar, S., & Pattnaik, D. (2020). Twenty-five years of the Journal of Corporate Finance: A scientometric analysis. *Journal of Corporate Finance*, 66, Article 101572.
7. Baker, H. K., Pandey, N., Kumar, S., & Haldar, A. (2020a). A bibliometric analysis of board diversity: Current status, development, and future research directions. *Journal of Business Research*, 108(January), 232–246.