



A Study on Growth of E-Commerce with Digital Payments System and Its Impact on Digital Consumer Behaviour

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ARTICLE DETAILS

Research Paper

Keywords:

Digital Consumer Behavior, E-Commerce, Digital Payments System

ABSTRACT

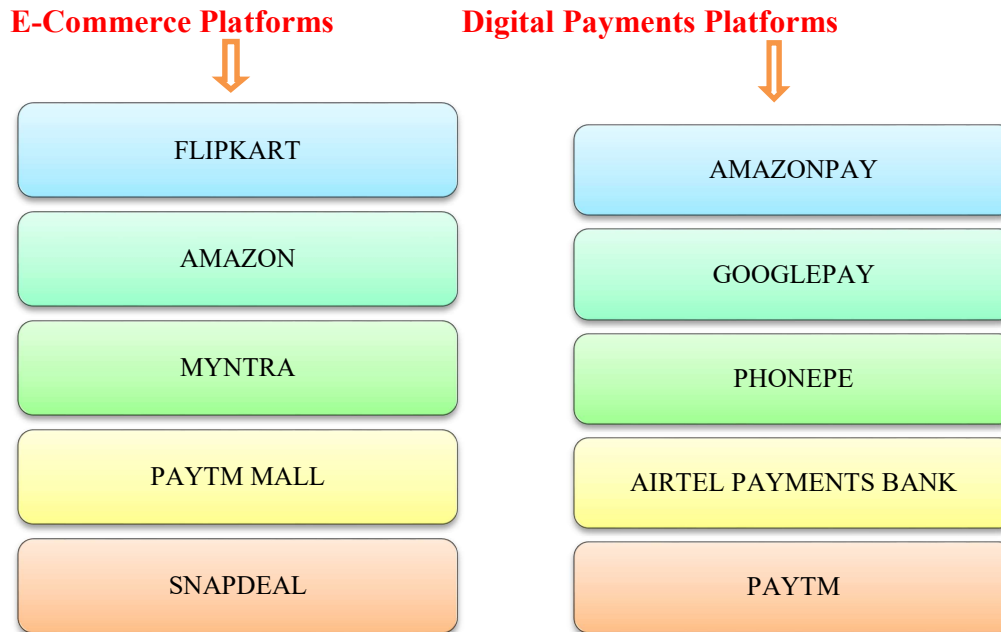
A Digital Consumer Behavior may be defined as a person or consumer using mobile device with internet & purchasing products & services from market digitally. In very simple sense a digital consumer always prefers internet & electronic device for purchasing products from market. Digital Consumer Behavior is closely related with E-commerce. The aim of this paper is to present the idea of digital consumer, to highlight the important consideration related to “Digital Consumer Behavior” to measuring the growth of E-commerce with Digital Payments System and describe the trends of Modern Consumer Behavior and its challenges with Modern E-Commerce Business. The conclusion lists the main factors that are directly related with the “Digital Consumer Behavior when developing business models to target Digital Consumer.

INTRODUCTION

In this digital era of technological environment, the various factors like information functioning, environment & technology are playing a very important role for making business decision by the Digital Consumers. Consumer inhabiting a virtual environment becomes more demanding & transfer their

expectation to the real world, which forces the enterprises to adopt the emerging trends & challenges related with the “Digital Consumer Behavior”

The Various Modes of Electronic Payments System (Researcher Concept



Consumer inhabiting a virtual environment becomes more demanding & transfer their expectation to the real world, which forces the enterprises to adopt the emerging trends & challenges related with the “Digital Consumer Behavior for E-commerce & digital payments are playing a very important role for developing a great setup for satisfaction of “Digital Consumer” for the growth of E-commerce with the Digital Payments System.

LITERATURE REVIEW ON DIGITAL CONSUMER BEHAVIOR

Parmar & Machhar (2022)¹

The Researcher has stated that in their research study buying behavior of a consumer are very common today & the consumer actively is driven by impulses.

Farawan (2020)²

The Researcher has mentioned about the impact of Short Message Service(SMS) advertising on consumer attitude and purchase intensions. The Digital Consumer Behavior advertising tools has good relationship for creating intension for purchase.

Ozkan, Bindusara & Hackney (2016)³

The Researchers have discussed in his paper the impact of online & conventional advertisement on Consumer Buying Behavior of branded garments results revealed the quality, design, advertisement content, consumer loyalty towards brand are significant factors which influence Consumer Buying Behavior.

Vyas & Vyas (2023)⁴

The Researchers have described about the Digital Consumer Behavior as; it is purchase the specific product category or fulfill a specific need. In other words, satisfaction of consumer for a particular product or service it depends upon the need satisfaction & its depends upon the analysis of Digital Consumer Behavior.

Ghaith (2022)⁵

The Researcher has described the Digital Consumer Behavior in their study as online consumptions allows the consumers to learn about the latest trends, sellers offers, discount offers & others promotional schemes to consumers & making the interaction with the other consumers & provides high level of entertainment during the digital & online shopping.

RESEARCH GAPS

1. In this research study not a single researcher has discussed about the safety & security of users during digital payments for E-commerce business transactions.
2. In this research review any of the researcher has not be focused on Rural Consumer Behavior related with the Digital Transactions to perform E-commerce business in rural areas of India.

RESEARCH PROBLEM

- The researcher will focus on Consumer Behavior aspects of both urban as well as rural consumers with respect to Digital Payments System during the E-commerce business activity.
- Researcher will also analysis the Consumer Learning aspects with respect to Digital Payments System for the E-commerce business activity.

RESEARCH OBJECTIVES

- To study the awareness level of consumers related with the Digital Payments System for safe & secure transactions during the settlement of transactions of E-commerce business activities.
- To establish the reasons for the adoption of Digital Payment System ofr the settlement of transactions of E-commerce business activities.
- To ascertain the safety & security aspects related to Digital Payment System for the settlement of transactions of e-commerce business activities.
- To Enumerate the Consumer Satisfaction of Digital Payment System users for the for the settlement of transactions of of E-commerce business activity.

HYPOTHESIS

H0: Consumer learning system do not impact on the adoption of Digital Payments System for the settlement of transactions of E-commerce business activity.

H1: Consumer learning system impact on the adoption of Digital Payments System for the settlement of transactions of E-commerce business activity.

H02: Settlement of payment system do not impact the quality of Digital Payments System for the settlement of transactions of E-commerce business activity.

H2: Settlement of payments system impact the quality of Digital Payments System for the settlement of transactions of E-commerce business activity.

METHODOLOGY OF THIS STUDY

variables without knowing why they are studied. Researcher has also adopted the Descriptive Research Design for study about the Consumer Buying Behaviour for Digital Payments System.

4.6.2 SAMPLING METHOD

In this study Researcher has adopted Simple Random Sampling. In this method, an equal probability of selection is assigned to each unit of population at the first draw.

DATA CLASIFICATION

Classification of Data of Users of Digital Payments System of Different Areas of Jabalpur City

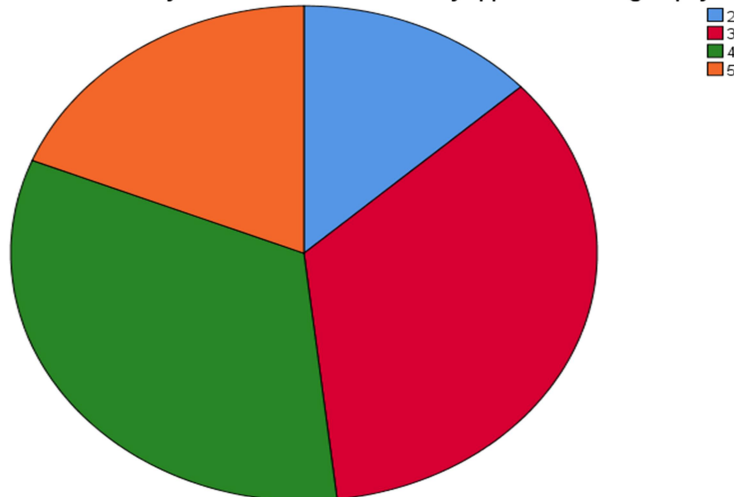
In this research study, The Researcher has classified total numbers of respondents to measure the response of users of Electronic Payments System to study the Consumer Buying Behaviour. The Researcher has classified the respondents according to different-different area into three different categories, Respondents of Urban Area, Respondents of Semi Urban Area and Respondents of Rural Areas of Jabalpur city of Madhya Pradesh State.

Frequency Table

How much are you satisfied with ‘digital payment system’?

	Frequency	Valid Percent	Cumulative Percent
Valid 2	42	16.9	16.9
3	79	31.7	48.6
4	77	30.9	79.5
5	51	20.5	100.0
Total	249	100.0	

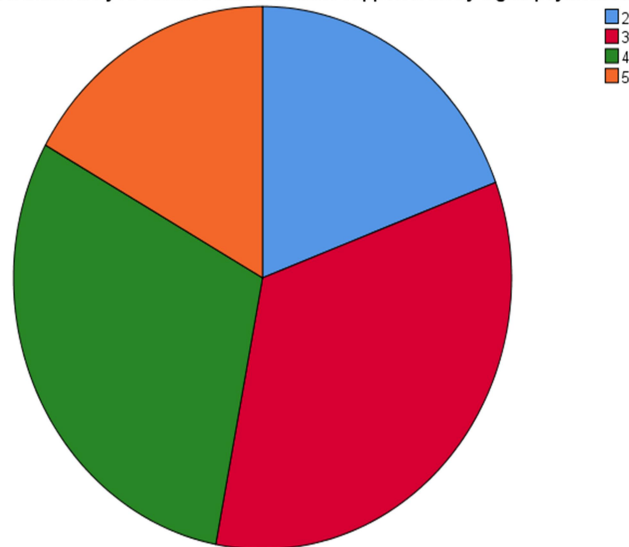
How much are you satisfied with user friendly approach with digital payment system?



How much are you satisfied with service quality with digital payment system?

	Frequency	Percent	Valid Percent	Cumulative Percent
2	43	17.3	17.3	17.3
3	84	33.7	33.7	51.0
4	80	32.1	32.1	83.1
5	42	16.9	16.9	100.0
Total	249	100.0	100.0	

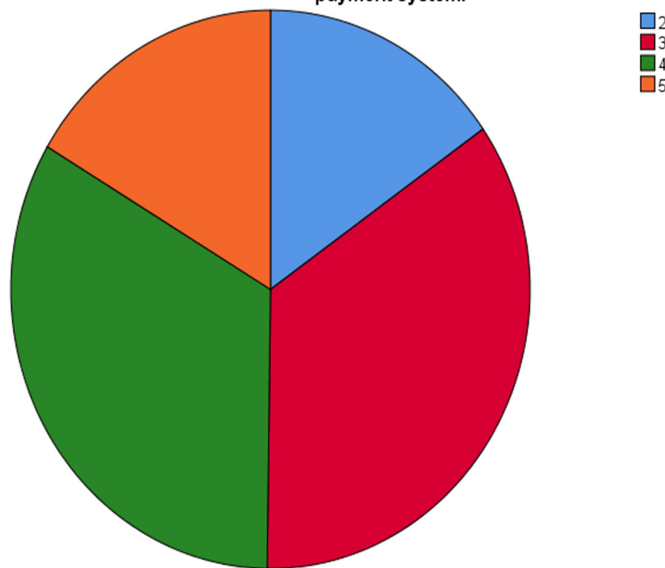
How much are you satisfied with consumer support team by digital payment service providers?



How much are you satisfied with user friendly approach with digital payment system?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 2	33	13.3	13.3	13.3
3	87	34.9	34.9	48.2
4	82	32.9	32.9	81.1
5	47	18.9	18.9	100.0
Total	249	100.0	100.0	

Does digital payment system is responsible for improving consumer learning approaches for adopting digital payment system.



FINDINGS

In this research study, the researcher has find out various aspects of Digital Payments System that is playing such a great role about the study of consumer satisfaction level and consumer buying behaviour. Digital Payments System providing the various tools for all Digital Payments Systems with the help of various mobile and internet based apps likes mobile wallets, uniform payments interface (UPI) based e-payments, barcodes, account to account transfers and internet based mobile banking likes Real Time Gross Settlements (RTGS), National Electronic Fund Transfer (NEFT), Immediate Payments System

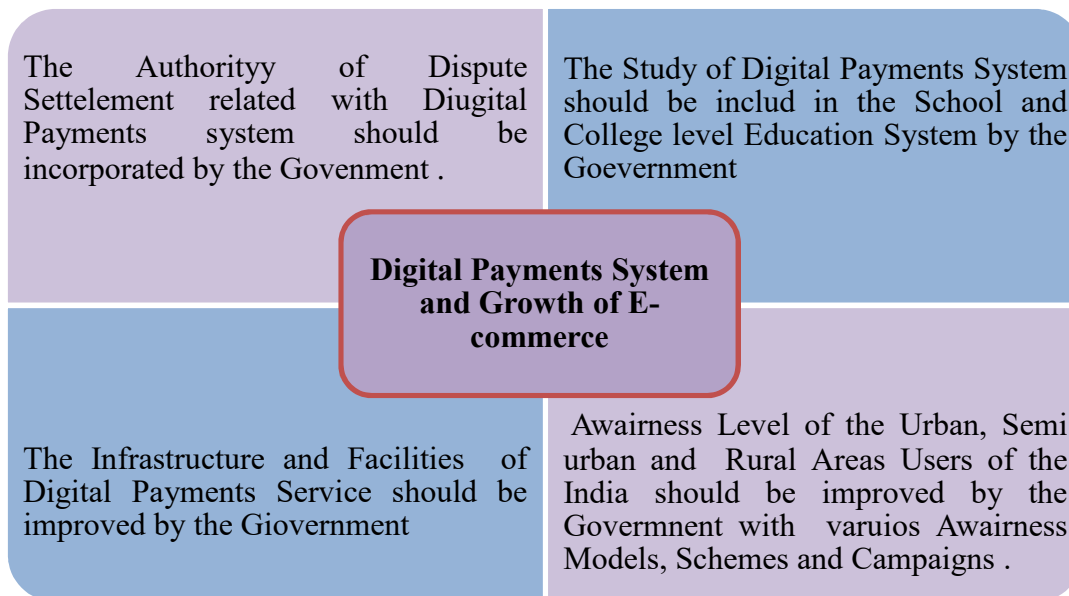
(IMPS) Aadhaar Payments System (AePS) and also the uses of plastic money like ATM cards, debit cards and credit cards for all types of Digital transactions during the settlement of all E-commerce business transactions.

CONCLUSION

In the research study ‘A Study On Growth of E-Commerce With Digital Payments System And Its Impact On Digital Consumer Behaviour, the researcher has find out the various aspects likes- research objectives, research methodology, data analysis and interpretation of primary and secondary data, variable analysis- digital payments system, online payments system and consumer buying behaviour, the main points of considerations are income level, age, education and qualification, marital status of respondents directly or indirectly influence the for adoption of electronic payments system in India.

SUGGESTIONS

The Major Suggestions for Improvements in the Adoption Level of Digital Payments System for the growth of E-commerce.



REFFERANCES

Parmar & Machhar (2022)¹/A Study on the Adoption of E-Payments System in India: A Literature Review/ SJFFLS/Volume:/ Issue:/ DOI June 2022

Farawan (2020)² / Secured E-Payments System based on automated authentication data and iterated salted hash algorithm/Home> Volume18, No.1> Farwawn

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