

# CUSTOMERS ATTITUDE TOWARDS E-PAYMENT SYSTEM

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*Abstract :*

*E-Payment system is used for making payment by the customers for availing products and services. It provides the convenience of payment anytime from one's home or work, without having to incur some of the costs like going to shop and waiting on lines.*

*This paper thus studies the attitude and impact of E-payment system from customer's point of view. The findings reveal that customers are agreed with the E- payment system, saves their time and efforts besides the system being cost effective.*

**Keywords:** E-Payment, Customer Attitude, customer convenient .

## 1. INTRODUCTION

Electronic Payment system is a financial exchange that takes place online between buyer and seller. This exchange is in the form of digital financial mechanism (encrypted credit card numbers, electronic cheques or digital cash) that is backed by a bank or an intermediary or by a legal trader. It is a system which helps the customer or user to make online payment for their shopping.

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According to **Schiffman and Kanuk** "An attitude is a learned predisposition to behave in a consistently favorable or unfavorable way with respect to given object". This study aims to find the attitude of customers towards E-payment system whether the system is favourable or unfavourable for making payment of their products and services on the basis of number of necessities like security, acceptability, convenience, cost, anonymity, control, traceability and control of encryption.

## 2. REVIEW OF LITRATURE:

According to **Aw Yoke Cheng** et al, the study used to discover young adult's attitudes of e-payment risk and many payment methods. The results showed significance difference in perceived risk between cash and E-payment but less important in terms of volume of purchase. College students from private university in a urban city in Malaysia were chosen as respondents for this study. They found the successful implementation of e-payment system depends on how the risk dimensions perceived by customers as well as sellers are properly managed, in turn would improve the market confidence in the system.

According to **Josephine Lourdes de** (2017) the main reason of the study is to analyses the various favorite factors which affect their purchase decision during the first choice of factors of the user to make e-payment. The progress of technology revolution have open the door of new mode of delivery and processing channels and more innovative products and services in the market. The analysis suggest that e-payment is very suitable compared to conventional payment method of cash. It provide more privacy, ease and payment without delay in bills and users to keep updated on financial activities.

According to **Zlatko Bezhovski (2016)**, assess the present state and growth of mobile payments and other electronic payment systems in markets and look at the future of this business. The increase of internet and e-commerce foster digitalization in the payment method of mobile wallets increases worldwide. There is some difficulty conventional to the acceptance of this method. The findings reveals that online payment is more and more becoming stylish suitable to a huge user base of mobile phones.

### OBJECTIVES:

As clear from the above reviews, researchers found the necessities of e-payment system and difficulties in accessing e-payment system in their studies. Thus keeping in view of the above researches, the main objective of the present paper is to measure the attitude of customers towards e-payment system by using various types of e-payment applications.

### RESEARCH METHODOLOGY:

Pilot study was conducted by the researcher to visit the area for previewing the possibility and feasibility of the study in Tirupattur town. It was carried out with well-structured tool by testing reliability. The data for the present study were obtained from both the sources viz. secondary and primary sources. The secondary sources were obtained from journals, books, internet etc. The primary data were collected through a structured questionnaire from 150 respondents who were using e-payment system for their purchasing under non-random sampling method.

The data collection includes open ended, multiple choice questionnaire and 4 point scale to measure the attitude of customers. To examine the collected data SPSS 20 version was used by the researcher.

### ANALYSIS AND FINDINGS:

#### PROFILE OF THE RESPONDENTS:

PROFILE OF THE RESPONDENTS		Frequency	Percentage
Age group	Below 20 years	10	6.7%
	21 – 30 years	71	47.3%
	31 – 40 years	44	29.3%
	Above 40 years	25	16.6%
Gender	Male	80	53.3%
	Female	70	46.7%
Educational status	Upto SSLC	19	12.7%
	HSC	33	22%
	Degree/diploma	72	48%
	Professional course	26	17.3%
Occupation	Government employees	18	12%
	Private employees	62	41.3%
	Professionals	16	10.7%
	Home maker	13	8.7%
	Self employed	16	10.7%
	Students	25	16.7%
Types of applications	Pay tm	47	31.3%
	Mobiwik	33	22%
	M pesa	11	7.3%
	Pi pay	5	3.3%
	Phone pe	16	10.7%
	Others	38	25.3%

The proportion of age group between 21-30 years came to 47.3%. More than half of the respondents were male (53.3%). 48% of the respondents were degree and diploma holders. 41.3% of the respondents were working in private sector. 31.3% of the respondents were using pay tm application for making e-payment.

#### **ATTITUDE TOWARDS E-PAYMENT SYSTEM:**

65.3% of the respondents were strongly agreed that e-payment system saves time. 58% of the respondents were strongly agreed that e-payment reduces stress. 50% of the respondents felt that it is possible for payment in all time 24/7. 40% of the respondents agreed that e-payment provide a chance to purchase unlimited product. 39.3% of the respondents said that e-payment helps to shop worldwide without caring paper money. 38.7% of the respondents strongly agreed that it provides privacy status. 71.38% of the respondents felt that e-payment avoid the long queue to make payment.

#### **RISK INVOLVED IN E-PAYMENT SYSTEM:**

48.7% of the respondents strongly agreed that internet connectivity problem faced during e-payment. 38% of the respondents were strongly agreed that payment made through e-payment is relatively high cost than conventional method.

#### **TESTING OF HYPOTHESIS:**

$H_0$  : There is no significance association between Age of the respondents and attitude towards e-payment system.

$H_1$  : There is a significance association between Age of the respondents and Attitude towards e-payment system.

#### **AGE AND ATTITUDE TOWARDS E-PAYMENT;**

Pearson Chi-Square	Degree of Freedom	Level of Significance
17.384	12	0.136

The Chi-square significant level 0.136 is more than 0.05 level of significance. Hence, the null hypothesis is accepted. It could be stated that, there is significance association between Age and Attitude towards E-payment system.

$H_0$  : There is no significance association between Gender of the respondents and attitude towards e-payment system.

$H_1$  : There is a significance association between Gender of the respondents and Attitude towards e-payment system.

<b>GENDER AND ATTITUDE TOWARDS E-PAYMENT</b>		
Pearson Chi-Square	Degree of Freedom	Level of Significance
16.701	12	0.161

The Chi-square significant level 0.161 is more than 0.05 level of significance. Hence, the null hypothesis is accepted. It could be stated that, there is significance association between Gender and Attitude towards E-payment system.

**CONCLUSION:**

This study provides a better understanding of customer's insights, motivating and encouraging factors that result in user willing to do electronic payment. Mobile application based e-payment system could create awareness of new marketing strategy of using e-payment system by using mobile applications. The attitude of customers/users may vary from time to time and various factors like convenience, availability, purchasing of unlimited products, privacy status determining the attitude towards e-payment system.

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