

# IDENTIFYING DETERMINANTS THAT INFLUENCE THE CUSTOMER'S CHOICE OF USING PAYMENT APPLICATIONS

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## ABSTRACT

Mobile payment is one of the most critical drivers for successful mobile commerce. Mobile payment refers to payments for goods, services, and bills using a mobile device using wireless and other communication technologies. Given the widespread use of mobile devices and users' needs for convenient and timely payment, mobile payment is expected to become an important channel for conducting financial transactions. The applications have been created and today it is additionally workable for organizations, affiliations and different associations to get instalments from their clients or individuals. Everything necessary to have the option to utilize the application is a cell phone and a portable financial recognizable proof, which the clients can arrange from their bank's page. Throughout the long term, these portable applications have arisen the prevailing versatile instalment framework and it is encountering fast reception and development by retailers and clients.

## THEORETICAL BACKGROUND

### SERVICE QUALITY -

Consumers judge the quality of services based on their perceptions of the technical outcome provided, the process by which that outcome was delivered, and the quality of the physical surroundings where the service is delivered.

### SERVICE QUALITY DIMENSIONS/ RATER MODEL -

- **Reliability** – Ability to perform the promised service dependably and accurately.
- **Assurance** - Employees' knowledge and courtesy and their ability to inspire trust and confidence.
- **Tangibles** – Appearance of physical facilities, equipment, personnel, and written materials.

- **Empathy** - Caring, individualized attention given to customers.
- **Responsiveness** – Willingness to help customers and provide prompt service.

There are certain additional dimensions through which consumers evaluate service quality on the web:

- **Efficiency** – The ease and speed of accessing and using the site.
- **Fulfilment** – The extent to which the site's promises about order delivery and item availability are fulfilled.
- **Reliability** – The correct technical functioning of the site.
- **Privacy** – The degree to which the site is safe and protects customer information.
- **Responsiveness** – Handling of problems and returns through the site.
- **Compensation** – The degree to which customers are compensated for problems.
- **Contact** – The degree to which help can be accessed by telephone or online representatives.

### **THE CONSUMER - ADOPTION PROCESS -**

Adoption is a person's choice to turn into a customary client of an item and is trailed by the buyer unwaveringness measure. New-item advertisers ordinarily focus on early adopters and utilize the hypothesis of advancement dissemination and customer reception to distinguish them.

### **STAGES IN THE ADOPTION PROCESS -**

A development is any acceptable, administration, or thought that somebody sees as new, regardless of how long it is set of experiences. Everett Rogers characterizes the development dissemination measure as "the spread of a novel thought from its wellspring of innovation or creation to its definitive clients or adopters." The customer appropriation measure is the psychological strides through which an individual passes from first finding out about an advancement to conclusive reception. They are:

1. **Awareness:** The consumer becomes aware of the transformation but lacks knowledge about it.
2. **Interest:** The consumer is stimulated to seek knowledge about the transformation.
3. **Evaluation:** The consumer considers whether to try the transformation.
4. **Trial:** The consumer tries the transformation to improve his/her estimate of its value.
5. **Adoption:** The consumer decides to make full and regular use of the transformation.

## FACTORS INFLUENCING THE ADOPTION PROCESS -

The five adopter groups differ in their value orientations and their motives for adopting or resisting the new product. They are:

1. **Innovators** are innovation aficionados; they are bold and appreciate fiddling with new items and dominating their complexities. As a trade-off at low costs, they are glad to lead alpha and beta testing and report on early shortcomings.
2. **Early adopters** are assessment pioneers who cautiously look for new advancements that may give them a sensational upper hand. They are less value delicate and will embrace the item whenever given customized arrangements and great help support.
3. **Early majority** are purposeful logical thinkers who embrace the new innovation when its advantages have been demonstrated and a great deal of reception has effectively occurred. They make up the standard market.
4. **Late majority** are doubtful preservationists who are hazard disinclined, innovation bashful, and value delicate.
5. **Laggards** are custom bound and oppose advancement until the norm is not, at this point solid.

## Characteristics of the Innovation -

Five characteristics influence an innovation's rate of adoption:

1. **Relative advantage:** The degree to which the innovation appears superior to existing products.
2. **Compatibility:** The degree to which the innovation matches consumers' values and experiences.
3. **Complexity:** The degree to which the innovation is difficult to understand or use.
4. **Divisibility:** The degree to which the innovation can be tried on a limited basis.
5. **Communicability:** The degree to which the benefits of use are observable or describable to others.

## TECHNOLOGY ACCEPTANCE MODEL -

The hypothetical foundation of this investigation is essentially drawn from the Technology Acceptance Model (TAM). This model is predominantly used to foresee clients' acknowledgment of data frameworks and comprehend the intentions and likely issues confronting clients of the framework. It is a model that joins the Theory of Reasoned Action (TRA) and Theory of Planned Behaviour (TPB) by fostering a summed up system (Davis, 1989). That impacts adherents who study singular selection of advancement. Analysts ordinarily assemble broadened models by adding factors and changing the develops of the first model as indicated by the particular circumstance and normal for research issues. That is viewed as a model that clarifies use aim better compared to other people. As indicated by Davis (1989), among the numerous factors that

may impact framework use, past research recommends two determinants that are particularly significant. First individuals will in general utilize or not utilize an application. This variable is alluded to as seen helpfulness. i.e., how much an individual accepts that utilizing a specific framework would upgrade their work execution. This infers that portable instalment frameworks need to enjoy a serious benefit for it to be acknowledged. Furthermore, regardless of whether potential clients accept that a given application is helpful, they may simultaneously accept that the framework is too difficult to even think about utilizing and the presentation benefits are exceeded by the exertion of utilizing the application. This variable is alluded to as seen usability. for example, how much an individual accepts that utilizing a specific framework would be liberated from exertion. This suggests that the less exertion needed to utilize a portable instalment application, the higher the probability of its selection. Despite the fact that the underlying goal of the TAM model was worked for the working environment, numerous specialists (Gefen et al, 2003; Moon and Kim, 2001 and Venkatesh and Davis, 2000) have applied TAM to various data frameworks and advances. They discovered that the client's impression of information and usability truly influence the acknowledgment of data innovation. Albeit, the TAM model has different advantages like astounding estimation properties, compactness, nonexclusive to clients' and experimental adequacy yet the impediment of this model as per Assegaff (2015) is that it gives general data about simplicity of value and it has additionally been reprimanded by numerous specialists for its miserliness.

## **LITERATURE REVIEW**

- 1) Beata Swiecka in 2021 went through with the exploration on 'Exchange variables' impact on the decision of instalment by Polish buyers' where the discoveries of the essential review show that, in spite of the improvement of current types of instalments, conventional types of instalments, particularly cash, have a solid position. The autonomous factors were Payment's market, Transaction factors, Cash, Cashless instruments, Consumer instalment decision, Retail instalment, Personal money while the reliant variable was Mobile Payment Intention. The examination was acknowledged utilizing the PC helped individual talking (CAPI) strategy on a gathering of 1005 buyers living in Poland. The exploration is novel as in that, it covers 13 instalment instruments.
- 2) Tiago Oliveria in 2016, conducted a research on 'Mobile Payment' using the theory of Mobile Payment. The findings were that compatibility, performance, social influence had impact on Mobile Payment. The independent variable were compatibility, performance, social influence and dependent variable was Mobile Payment Intention. This study provides a basis for further refinement of individual models of acceptance. The research was conducted taking Structural equation modeling (SEM), 301 samples and Europe.
- 3) Nidhi Singh in 2019, conducted a research on 'Mobile Payment' using technology acceptance model. The findings are Ease of use, usefulness, perceived risk, attitude, to have significant effect on mobile payment. The research model included 206 responses from an online and manual survey in India. The independent variables were Ease of use, usefulness, perceived risk, attitude, to have significant effect on user's intention while the dependent variables is Mobile payment Intention. This study provides a set of recommendations for companies.

- 4) Shiquig Yang in 2011, conducted the research on 'Mobile Payment System' using Structural Equation Modeling. The independent variables were Behavioural beliefs, social influences, and personal traits and dependent variable was Mobile Payment Intention. The research model included 483 responses from an online and manual survey in China. The results yield interesting implications for managing mobile payments adoption and use.
- 5) Sanghita Roy in 2014 conducted a research on 'Electronic Payment System.' The theory of Technology Acceptance Model was used here. The independent variables includes Customers attitude, Internet connectivity, Perceived usefulness, Perceived ease of use, Perceive risk, Perceived credibility while dependent variables includes Payment System. Questionnaires and those were distributed to randomly select 650 participants. Survey collected by means of a survey conducted in metro city Kolkata, West Bengal. Examining the level of acceptance of electronic payment should overcome these limitations and should include views of non-users, marketing strategy, promotional and communication issues to acquire new users and effectively maintain the existing customers.
- 6) David Lilliecrona in 2017, directed an exploration on 'Adjusting Mobile Payment' taking Value-Based Adoption Model. The discoveries show going past exchanges, making a quick encounter, making it simple, making it solid, adjusting to the cell phone, making paying with the telephone a wonderful encounter, countering the apparent security, changing the propensities, focusing on the right fragment, offering a plenitude of instalment alternatives and making it free or modest. The autonomous factors were Mobile instalment, Adoption, Consumer propensities and the reliant variable was Mobile Payment Intention. For the future exploration Mobile instalment innovation is moderately new and new arrangements are grown every now and again this will keep on being an extremely intriguing region to investigate and new examination prospects will open up routinely.
- 7) Wemimo Ibidunmoye in 2016 conducted a research on 'Identification of Factors Influencing the Adoption of Mobile Payments.' Technology Acceptance Model was used here. The independent variables includes ICT, m-Payment, P2P, qualitative, semi-structured interviews, swish, thematic analysis, UTAUT and the dependent variables includes Mobile payment intention. The qualitative approach was used in this research. The selection of this research approach is based on the fact that this approach provides tools for researchers to study complex phenomena within their contexts. Looking into performing a quantitative study as this will increase the sample size of respondents and give room for quantitative analysis.
- 8) Gia-Shie-Liu in 2016 directed an exploration on 'A Study of Factors Affecting the Intention to Use Mobile Payment Services in Vietnam.' The innovation acknowledgment model was utilized here. The autonomous factors utilized here incorporates Convenience of versatility, similarity, M-instalment information, straightforwardness to utilize, value, trust of protected to utilize, expectation

to utilize portable instalment while the reliant factors incorporate Mobile instalment goal. The specialist had planned polls isolating two sections to gather information. Above all else, the members in this examination are living and working in Da Nang City where they have opportunities to utilize versatile instalment administrations. Besides, the study was conveyed online which offers huge correspondence organization. The discoveries of this examination have significant methods for the improvement and development of versatile installment administrations in Vietnam. Expectation to use by purchasers is fundamental for the development of versatile instalment administration.

9) Shefali Jaiswal in 2020 conducted a research on 'Influence of the Determinants of Online Customer Experience on Online Customer Satisfaction.' Technology acceptance model was used here. The independent variables used here Economic value, customization and post-purchase extension and customer services while dependent variables includes Online Payment Intention. For the purpose, 325 e-shoppers were surveyed through online mode using snow ball sampling technique. To achieve the objective, exploratory factor analysis was used and multiple regressions were applied. The findings suggest that economic value, customization, post-purchase experience and customer services are the major factors on which customers evaluate their overall online experience and satisfaction.

10) Ching, Andrew T in 2010 directed an examination on 'Instalment card rewards projects and buyer instalment decision.' The autonomous factors were Consumer decision, Merchant markdown expenses, Payment techniques, Rewards projects and ward variable was Online Payment Intention. The strategy tests proposed that for the sub-populace who hold both credit and charge cards, eliminating prizes would expand a lot of paper-based instalment strategies (i.e., money and checks), estimated as far as in-store exchanges, by close to 4 rate focuses.

11) Akbar, Skye in 2019 led an exploration on 'The effect of instalments strategy on shopping conduct among low pay buyers.' The autonomous factors incorporate Payment frameworks Consumer conduct, Low-pay purchasers, Debit cards Credit cards while subordinate factors incorporate Online Mobile Payment Intention. Utilizing supermarket deals information, this examination exploits the presentation of a topographically designated Cashless Debit Card for government assistance beneficiaries in Australia to explore the effect of instalments strategies on spending conduct. The discoveries feature to organizations that their present deals and advancements systems might be less compelling after the reception of card instalments by purchasers.

12) Abidi, in 2019 led an exploration on 'Instalment mode affecting buyer conduct: credit only instalment versus traditional instalment framework in India.' The free factors incorporates Buying Behavior, Cashless Payment, Conventional Payment System, Electronic Payment System,

Organized Retail Stores while subordinate factors online instalment applications. The investigation depends on quantitative examination. The example size picked is 500 dependent on standard deviation of the pilot study. SPSS 19.0 is utilized in the current examination for the investigation of quantitative information. The examination assesses factor affecting buy choice considering factors related with instalment mode. The examination assesses the most encouraging variable for instalment alternative as opposed to card and money. End: Based on the discoveries, conceivable strategy proposal would be recommended for empowering the utilization of plastic cash.

13) Schuh, Scott in 2012 conducted a research on 'How Consumers Pay: Adoption and Use of Payments.' The independent variables includes Payment, Consumer behavior Debit cards, Electronic funds transfers Demographic surveys while dependent variables includes Mobile payment Intention. The authors utilize the data from the 2008 Survey of Consumer Payment Choice to estimate the adoption and use of payment methods such as credit cards & debit cards. They state that payment characteristics are found to be more important than consumer demographics in finding out the payment behavior of consumers.

14) Dixit, Ruchi V. in 2017 did a study on 'Adoption of Mobile Wallet for Cashless Economy' with the help of Theory of Consumer Choice. Independent variables were Brick & click, Brick and mortar, Mobile Ecosystem, Demonetization and Mobile-Wallet. The dependable variables was Mobile Wallet for cashless Transaction. The results show that there is significant difference between the different age groups, education level and pre and post demonetization users with the e-wallet usage viewpoints. This study explores the factors leading to user's adoption of Mobile-wallet specifically and assesses the level of acceptance among people. To make it more meaningful, a quantitative data analysis is done through a well-structured questionnaire with a sample of 170 respondents of different age groups and education level. It is a descriptive study where relevant Kruskal Wallis test is applied to critically analyse the data.

15) Sinha, Kunjal in 2017 conducted a research on 'Consumers' Attitude and Perception towards Doing Cashless Transactions: An Empirical Study in Vadodara.' Technology Acceptance model was used here. The independent variables include Cashless Transaction. Consumer Attitude Consumer Perception while the dependent variables include Cashless Transaction, Consumer Attitude, Consumer Perception. The current study has used survey method for collecting primary data of 150 respondents using non-probabilistic convenience sampling technique for the empirical analysis of consumers' attitude and perception towards doing cashless transactions. Factor analysis gave four factors which are named as: Prestigious Insecurity, Moving Cashless, Convenience but challenging and Technology-savvy consumers.

16) Ninna Mallat in 2007, the paper presents a subjective report on customer appropriation of versatile instalments. The discoveries recommend that the general benefit of portable installments is unique

in relation to that predefined in appropriation speculations and incorporate freedom of time and spot, accessibility, opportunities for far off instalments, and line evasion. Besides, the reception of versatile instalments was discovered to be dynamic, contingent upon certain situational factors like an absence of other instalment techniques or criticalness. A few different boundaries to reception were likewise distinguished, including premium evaluating, intricacy, an absence of minimum amount, and saw hazards. The discoveries give establishment to an improved hypothesis on versatile instalment reception and for the reasonable advancement of portable instalment administrations.

17) Francisco Liebana, in 2014 made an investigation which was proposed and test an integrative hypothetical model that permits one to decide the general significance of specific components (for example outside impacts, convenience, demeanour, helpfulness, trust, hazard) for the selection of another portable instalment framework publicized on new electronic conditions, just as to investigate the possible directing impact of the age of the purchaser in the utilization of this device. The exact outcomes show that the proposed conduct model was suitably changed, hence demonstrating that the age of the client presents huge contrasts in the proposed connections between impacts from outsiders and usability of the instalment framework, between the apparent trust in the framework and its convenience, just as among trust and a good demeanour towards its utilization.

18) Vess L. Johnson in 2018, M-instalment administrations offer numerous benefits over customary instalment administrations and examiners have anticipated their hazardous development for quite a long time. Nonetheless, regardless of promoted benefits, reception has been moderate. Ongoing declarations of m-instalment administrations by high-profile suppliers like Apple, Google, and PayPal, alongside expanded seller support, may start restored interest. In any case, it is hazy whether this will be sufficient to trigger the since quite a while ago expected huge scope appropriation. We present an examination dependent on dissemination of development hypothesis to research the effect of variables impacting m-instalment administration reception. Also, we investigate the effect of apparent universality, security, and protection hazard. An example of 270 study reactions were gathered utilizing publicly supporting and broke down utilizing SmartPLS. Consequences of the investigation demonstrated that convenience, relative benefit, perceivability and saw security emphatically impact the person's expectation to utilize m-instalment administrations. Furthermore, omnipresence and trialability emphatically impact the person's view of safety while worries over protection chances adversely impacts impression of safety. We likewise found that more than 46% of those reacting to the study recognize as being current clients of m-instalment administrations which may recommend a re-established revenue with respect to the customer.

19) F-Liebana Cabanillas in 2017, Business exercises have advanced during the previous decade from a solitary channel spotlight and point of view on business freedoms to a various channel approach, with cell phones assuming a significant part in the latest and most recent business openings. Regardless of whether portable instalment frameworks are as yet a work in progress and consistently

opening up around the world, numerous specialists have effectively highlighted them as the potential instalment arrangement of decision considering its high infiltration level inside our general public, its openness and usability. This paper investigates the appropriation of portable instalment frameworks according to the perspective and point of view of the traders. To give an exhaustive examination, this exploration widely audited existing writing and decided the principal factors affecting the selection of portable instalment frameworks moving toward an approach including both a strategic relapse displaying and a neural organization investigation. Aftereffects of these various examinations show that the neural organization investigation is the most exact apparatus in this exploration while foreseeing the utilization of versatile instalment frameworks in certain business. As indicated by these outcomes, a few ideas are proposed to impetus and urge the aim to utilization of these portable instalment frameworks with respect to every member in the selection cycle. At last, this paper examines a few variables with respect to future examination openings.

20) Jungkun Park in 2019, Despite the fact that there has been a consistent expansion in the contribution and advancing of portable instalment benefits, a sluggish take-up in selection has been accounted for. This current examination proposes an exploration model, grounded in mental bookkeeping hypothesis, researching the goal to embrace versatile instalment administrations by underscoring the job of various advantages. A sum of 361 legitimate reactions were gathered from likely U.S. versatile instalment clients through an online review. Primary condition displaying was performed to test speculated connections. Social impact and innovation tension effects on numerous advantages of portable instalment administrations, while the way connection between innovation nervousness, data security, and monetary advantage are not critical. Comfort, satisfaction, and financial advantages decidedly sway mentalities, while experiential advantage has an adverse consequence. Generally speaking, perspectives emphatically impact the expectation to embrace portable instalment administrations. The discoveries advise versatile instalment specialist co-ops about the significant part of advantages in deciding portable instalment administrations.



## **HYPOTHESES FORMULATION**

- **Mobility:** Mobility is the factor used to measure the level to which an individual perceives received benefits in the context of time, space, and services access.

**H1a:** Mobility certainly affects proficiency to use of m-payment apps.

**H1b:** Mobility certainly affects the utility of m-payment in apps.

- **Convenience:** It is the simplicity and the solace of utilization just as the fulfilment of substantial advantages through the utilization driven from versatility and prompt openness.

**H2a:** Convenience certainly affects proficiency to use of m- payment apps.

**H2b:** Convenience certainly affects the utility of m-payment apps.

- **Compatibility:** It is characterized as the arrangement and operational adequacy of another assistance contrasted with customary benefits of existing administrations

**H3a:** Compatibility certainly affects proficiency to use of mobile payment apps.

**H3b:** Compatibility certainly affects the utility of mobile payment apps.

- **Mobile Payment Knowledge:** It assists the shoppers with exchanging items or administrations without any problem. Contrasted with clients who have a low degree of information, clients with an undeniable degree of understanding will utilize benefits better, more proficiently and have the option to stay away from the dangers. Information on administrations can assist clients with recognizing the development, the longing from new advancements, along these lines applying the help quicker and simpler.

**H4:** M-payment knowledge certainly affects proficiency to use of mobile payment apps.

- **Trust:** Trust is characterized as a readiness to utilize the new assistance with a feeling of solace, security, and hazard acknowledgment. Trust is the eagerness of people to face challenges with want that their necessities will be met.

**H5:** Trust certainly affects secure use of mobile payment apps.

- **Risk:** For m-payment instalment frameworks, the examination materials before have focused on the significance of hazard insight; this is the worry of shoppers when utilizing another help, and is a deterrent for the advancement of versatile instalment administrations.

**H6:** Risk certainly affects secure use of mobile payment apps.

- **Ease to Use:** For the contemporary help as portable instalment, one thing that clients will positively address is whether it is not difficult to utilize; this is an altogether significant factor influencing the aim to utilize versatile instalment administrations of clients.

**H7a:** Ease to use certainly affects reason to use mobile payment apps.

**H7b:** Ease to use certainly affects the utility of mobile payment apps.

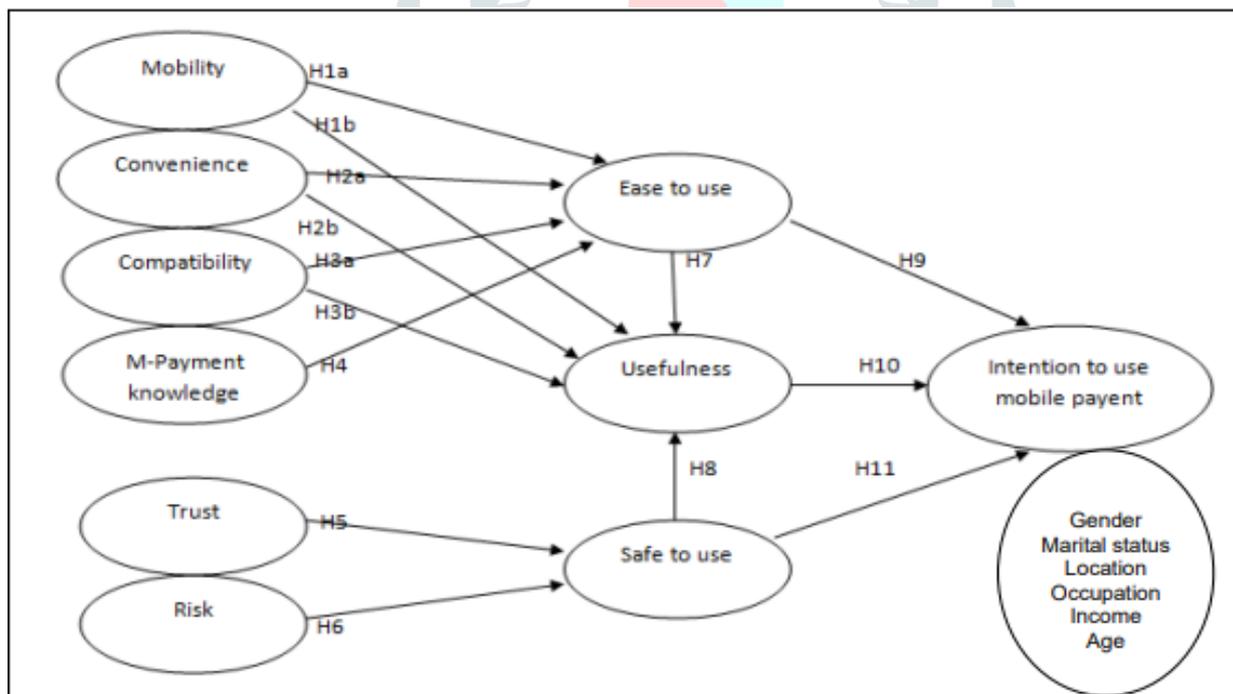
- **Usefulness:** Other than the usability, clients will be worried about the value of the new administrations which is additionally a significant factor in deciding the clients' adaption to the change, consequently handiness is one of the determinants of the aim to utilize new administrations as versatile instalment administrations by clients.

**H8:** Usefulness certainly affects reason to use mobile payment apps.

- **Safe to Use:** Other than usability and saw handiness, with new administrations, for example, portable instalment administrations, clients will be worried about the wellbeing issues when they have expectation to utilize the assistance; it turns into a basic component for the accomplishment of versatile instalment administrations.

**H9:** Safe to use certainly affects the utility of mobile payment apps.

**H10:** Safe to use certainly affects reason to use mobile payment apps.



**Determinants with proposed hypothesis model**

## METHODOLOGY

### **DATA COLLECTION METHOD -**

The examination in this investigation has included a subjective strategy for information assortment; the utilization of logical articles. In this examination essential information and auxiliary information have been utilized. Essential information is delegated information that have been gathered explicitly for this examination, for example, the online poll led in this paper. Optional information is information gathered by another person not basically connected to this exploration, like logical articles, reviews and books. In this investigation essential information will be gathered through our self-finish online poll while the auxiliary information will be assembled from past examinations, articles and books, predominantly pointed towards determinants affecting client's instalment applications.

### **SAMPLE CHARACTERISTICS -**

To identify characteristics of a sample in the questionnaire, there are many factors to consider the samples. The first four characteristics we focused on are gender, age, income level, and education level. Finally, two more important characteristics of the survey is the sample size and to generate information relating to the experience of the customer while using mobile payment services.

### **SAMPLE SIZE DETERMINATION -**

Participants were mainly from the Education sector. Others were from Banking, Government services, IT professionals, students, retired persons or even housewives. The respondents were asked beforehand whether they had knowledge about online banking and Electronic Payment services. Only those who answered in affirmative were given the questions to complete in presence of the researcher. The respondents choose by themselves to participate in the survey by a general invitation on social media.

### **MEASURING INSTRUMENTS -**

A cross sectional field study was directed to look at the exploration model and it's relating theories. To guarantee the legitimacy of the instrument, things used to gauge the develops were adjusted from the surviving writing by altering the phrasing of the survey to fit the portable instalment setting. The online survey permitted the respondents to address the inquiries of a period and spot based on their personal preference. Furthermore the review was totally unknown. This limited the chance of impacting the appropriate responses by prevailing difficulty. A disadvantage was that there was no assistance to be given if an inquiry was mistaking for the respondent. Thusly to limit this, the inquiries in the survey were shut finished inquiries, dichotomous inquiries and scaled inquiries were intended to be extremely straightforward with effectively done answers in type of "positioning" or "pick one" answers. Another impediment is that we can't test or incite the respondents to get more intricate answers. As we needed to reach whatever number individuals as could be expected under the circumstances it was intended to be short with a restricted measure

of inquiries and simple and quick to reply to impede any respondent weariness. The poll comprises of two areas. Area A was intended to gather segment data like age, sex, occupation, instructive capability and segment B was intended to produce data identifying with the experience of the client while utilizing portable instalment administrations.

### **SAMPLE GEOGRAPHIC AREA -**

The sample geographic area is India. We focused on literate people as they were our focus group to answer the questionnaire. Due to this reason, we circulated the questionnaire on social media and targeted people from cities.

## **STATEMENT OF PURPOSE**

Mobile instalments have not extended as quickly as anticipated and the lethargic selection of versatile instalment by customers brings up issues about what drives the purchaser acknowledgment and their conduct. Versatile innovation is an undeniably huge piece of shopper's life today, anyway m-instalment isn't perhaps the most utilized portable administrations despite the fact that the innovation and instalment arrangements exist. It very well may be that there is as yet an absence of acknowledgment of m-instalment among purchasers today. This makes an unsure market since merchants will be hesitant to adjust to versatile instalment when the purchaser appropriation of their administration is dubious and simultaneously the shoppers will have minimal motivation to embrace portable instalment administrations in the event that it isn't broadly acknowledged by brokers.

Because of this, the buyer's goal to utilize portable instalment administrations is of high interest for scientists, m-instalment specialist co-ops and organizations as they can acquire from a more noteworthy comprehension of the primary variables fundamental the customer's expectations to utilize versatile instalment. To get the most advantage from carrying out versatile instalment organizations should improve information on the significant components to consider to prevail in powerful variation. This should be possible by giving a quick, consistent and intriguing experience to their clients. The achievement/disappointment of versatile instalment reception has extraordinary ramifications for some organizations as they may acquire upper hands by offering portable instalment administrations or by falling behind available.

It is significant that this examination work is done all together for the M-Payment suppliers like banks and vendors to comprehend the requests of their shoppers and furthermore increment the interest of the framework. This study provides an integrated framework for academicians to measure the moderating effect of psychological, social and risk factors on technology acceptance whereas for practitioners, understanding the key constructs is crucial to design, refine, and implement mobile payment services, applications, and products that achieve high consumer acceptance, value, and high rates of positive recommendations in social networks.

## **RESEARCH GAP**

- To study and understand the determinants influencing user's recommendation on use of m-payment applications.
- To study the helpful components to consider for organizations when adjusting to portable instalment to build the purchaser selection of versatile instalment administrations.
- To understand how we think consumers' interactions with these apps will affect their buying habits and experiences.

## **RESEARCH OBJECTIVES**

- To examine consumer adoption of mobile payment applications and to identify the main determinants of mobile payment adoption and the intention to recommend this technology.
- Study the level of awareness and usage of E-Payment techniques among different age groups, different income groups with their educational level by demographic analysis.
- Finding the reasons of unpopularity or constraints and providing suggestions for further improvements for E-Payment acceptance.

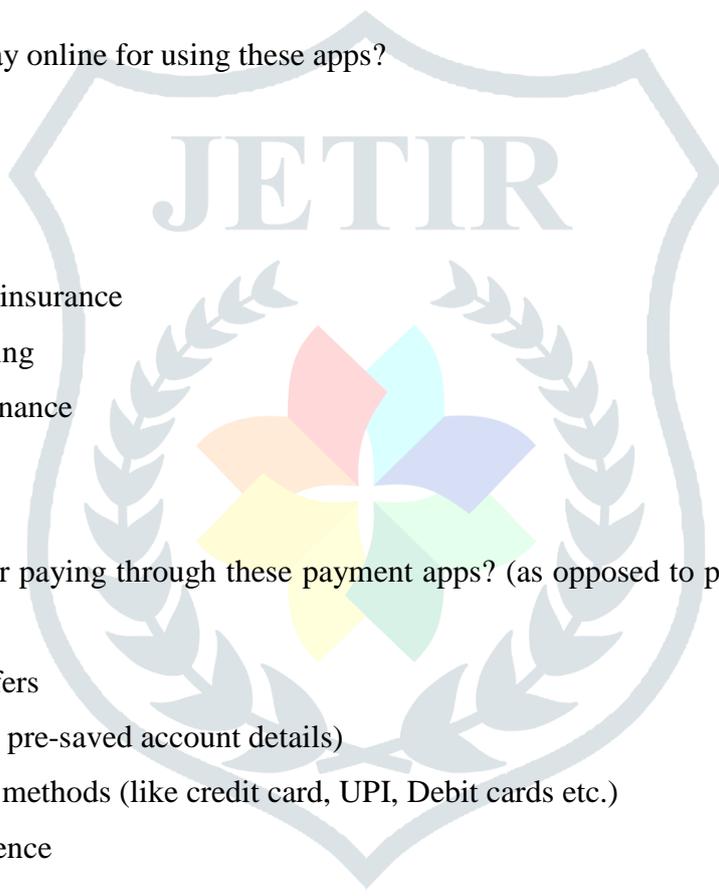
## **RESEARCH QUESTIONS**

- What are the helpful variables to consider for organizations when adjusting to versatile instalment to build the shopper selection of portable instalment administrations?
- What are the determinants that influence the choice of using these payment applications?

## QUESTIONNAIRE

- 1) Name –
  
- 2) Age (years) –
  - a) 18 – 30
  - b) 31 – 40
  - c) 41 – 50
  - d) >50
  
- 3) Gender –
  - a) Male
  - b) Female
  - c) Transgender
  
- 4) Occupation –
  - a) Professional
  - b) Govt. Servant
  - c) Private Employee
  - d) Entrepreneur
  - e) Others
  
- 5) Academic Certificate –
  - a) Graduate
  - b) Post Graduate
  - c) Phd
  - d) Others
  
- 6) Do you have a smartphone?
  - a) Yes
  - b) No



- 7) Do you prefer using online payment applications?
- Yes
  - No
- 8) Which Mobile Payment app do you prefer?
- Google Pay
  - Paytm
  - BHIM
  - PhonePe
  - Other –
- 9) Services that you pay online for using these apps?
- Electricity Bill
  - Mobile payments
  - Food delivery
  - Mutual funds and insurance
  - Hotels and travelling
  - Apartment maintenance
  - Others –
- 10) Why do you prefer paying through these payment apps? (as opposed to paying their corresponding websites)
- Cashbacks and offers
  - Convenience (like pre-saved account details)
  - Multiple payment methods (like credit card, UPI, Debit cards etc.)
  - Better user experience
  - Others -
- 
- A large, semi-transparent watermark of the JETIR logo is centered on the page. It features a shield-shaped border containing the word 'JETIR' in a bold, serif font. Below the text is a stylized flower with five petals in red, cyan, purple, yellow, and green, surrounded by a laurel wreath.

11) Please rate the below factors from 1-5. (1- Highly agree, 2- Agree, 3- Neutral, 4- Disagree, 5- Highly Disagree)

Factors	Convenience	Compatibility	Mobility	Trust	Risk	M-Payment Knowledge
Payment Apps						
Google Pay						
Paytm						
Phone Pe						
BHIM						

12) Reason for using online payment apps?

- a) It is inconvenient to visit the ATM
- b) Not liking to carry cash
- a) It is easy to pay exact amount/exchange
- b) Earning rewards & Cashback

13) How likely will you recommend online payment apps to someone you know?

- a) Extremely likely
- b) Very likely
- c) Moderately likely
- d) Slightly likely
- e) Not at all likely

14) Do you perceive online mobile payment as secure?

- a) Highly perceivable
- b) Perceivable
- c) Imperceptible
- d) Highly imperceptible

15) Overall analysis of M-payment apps?

Agree _____	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Factors					
M-payment apps saves you time and money					
M-payment apps are better than cash					
M-payment apps can be easily understood and readily adopted					
A digital customer has to be alert to security issues when using M-payment apps					

16) What is the biggest concern around cashless payments?

- a) Security
- b) Poor internet connectivity
- c) Merchant acceptance
- d) Cost
- e) Lack of technology know-how

17) What can be safely shared when making cashless transactions?

- a) Aadhar
- b) PAN
- c) Bank account number
- d) Credit/Debit card number
- e) All of these
- f) None of these

18) Do you transfer money among friends, family or others using the payment apps?

- a) Yes
- b) No

19) When doing local purchases how do traders and retailers respond when you want to make an electronic/digital payment?

- a) Most accept it readily without any excuses
- b) Most accept it readily with few transaction charges

- c) Only some accept it readily
- d) Most still clearly demand cash

20) Any experience you would like to share on adoption of online payment apps in India?

## RESULTS

### Linear Regression -

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.507	.201		-2.518	.012
	Risk	-.246	.035	-.225	-6.964	.000
	Compatibility	.225	.038	.194	5.923	.000
	Mobility	.519	.036	.506	14.421	.000
	Knowledge	.099	.043	.075	2.306	.022
	Convenience	-.048	.040	-.042	-1.190	.235
	Trust	.283	.037	.250	7.696	.000

a. Dependent Variable: Choice of brand

### Interpretation:

H1: There is a significant influence/relationship/impact of Risk with  $\beta = -.246$ ,  $t$ -statistics = -6.964,  $\rho < 0.05$  Choice of brand.

H2: There is a significant influence/relationship/impact of Compatibility with  $\beta = .225$ ,  $t$ -statistics = 5.923,  $\rho < 0.05$  Choice of brand.

H3: There is a significant influence/relationship/impact of Mobility with  $\beta = .519$ ,  $t$ -statistics = 14.421,  $\rho < 0.05$  Choice of brand.

H4: There is no significant influence/relationship/impact of Knowledge with  $\beta = .099$ ,  $t$ -statistics = 2.306,  $\rho > 0.05$  Choice of brand.

H5: There is a significant influence/relationship/impact of Convenience with  $\beta = -.048$ ,  $t$ -statistics = -1.190,  $\rho > 0.05$  Choice of brand.

H6: There is a significant influence/relationship/impact of Risk with  $\beta=.283$ ,  $t\text{-statistics}=7.696$ ,  $\rho=<0.05$

Choice of brand.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778 <sup>a</sup>	.606	.600	.83116
a. Predictors: (Constant), Risk, Compatibility, Mobility, Knowledge, Convenience, and Trust				

### Interpretation:

The model summary shows the R-square (Coefficient of determination) value = 0.606 which indicates that the model is having medium effect on dependent variable. As per Hair et al (2012) the R-square value ranging from 0.25-0.49 is considered as weak, 0.50-0.74 is considered as medium and  $> 0.75$  is considered as strong effect on dependent variable.

### ANOVA analysis -

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Risk	Between Groups	8.207	3	2.736	1.919	.126
	Within Groups	605.987	425	1.426		
	Total	614.195	428			
Compatibility	Between Groups	6.614	3	2.205	1.710	.164
	Within Groups	547.871	425	1.289		
	Total	554.485	428			
Mobility	Between Groups	24.962	3	8.321	5.197	.002
	Within Groups	680.516	425	1.601		
	Total	705.478	428			
Knowledge	Between Groups	5.317	3	1.772	1.779	.151
	Within Groups					

	Within Groups	423.494	425	.996		
	Total	428.811	428			
Convenience	Between Groups	16.259	3	5.420	4.273	.005
	Within Groups	539.065	425	1.268		
	Total	555.324	428			
Trust	Between Groups	4.280	3	1.427	1.061	.366
	Within Groups	571.647	425	1.345		
	Total	575.927	428			

### Interpretation:

H7A: There is no difference in brand choice in terms of risk with significance  $\rho \Rightarrow 0.05$ .

H7B: There is no difference in brand choice in terms of Compatibility  $\rho \Rightarrow 0.05$ .

H7C: There is a difference in brand choice in terms of Mobility  $\rho < 0.05$ .

H7D: There is no difference in brand choice in terms of Knowledge  $\rho \Rightarrow 0.05$ .

H7E: There is a difference in brand choice in terms of Convenience  $\rho < 0.05$ .

H7F: There is no difference in brand choice in terms of Trust  $\rho \Rightarrow 0.05$ .

Mobility				
			Subset for alpha = 0.05	
	INC	N	1	2
Tukey HSD <sup>a,b</sup>	Others	36	2.8333	
	Paytm	111	3.1441	3.1441
	PhonePe	66	3.2879	3.2879
	BHIM	116		3.5694
	Google Pay	100		3.895
	Sig.			.143
Means for groups in homogeneous subsets are displayed.				
a. Uses Harmonic Mean Sample Size = 70.711.				
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.				

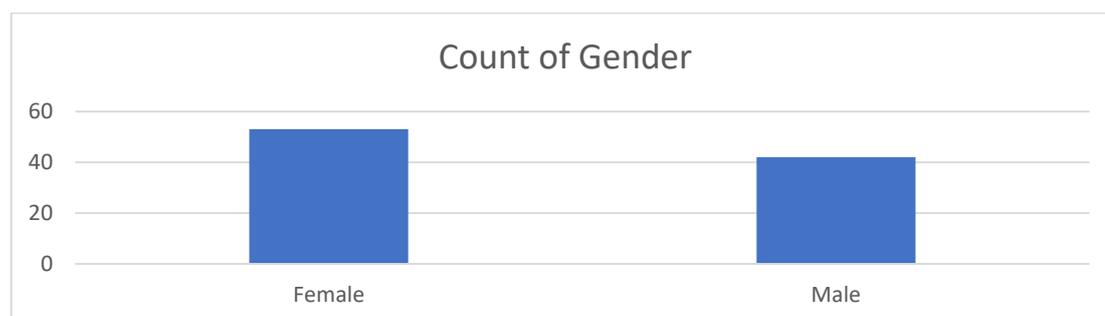
**Interpretation:**

The Google Pay has the highest preference in terms of mobility.

Convenience				
	INC	N	Subset for alpha = 0.05	
			1	2
Tukey HSD <sup>a,b</sup>	Google Pay	111	2.9676	
	Paytm	66	3.0500	
	Others	116	3.2097	
	BHIM	36		3.7083
	PhonePe	100		3.897
	Sig.			.577
Means for groups in homogeneous subsets are displayed.				
a. Uses Harmonic Mean Sample Size = 70.711.				
b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.				

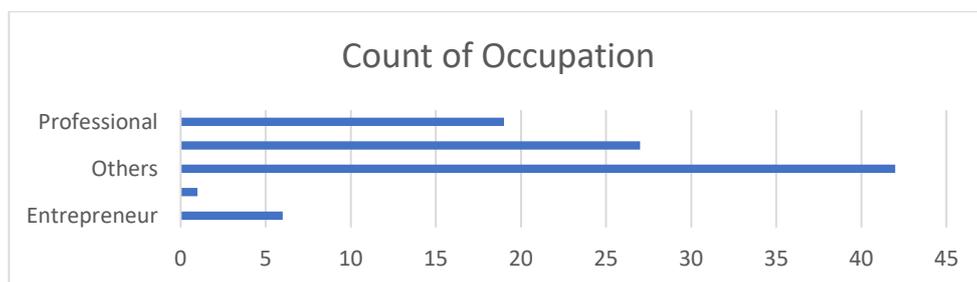
**Interpretation:**

The PhonePe has the highest preference in terms of convenience.

**Bar Chart:****1. Count of Gender****Interpretation:**

In terms of Gender, there are 42 Males and 53 Females.

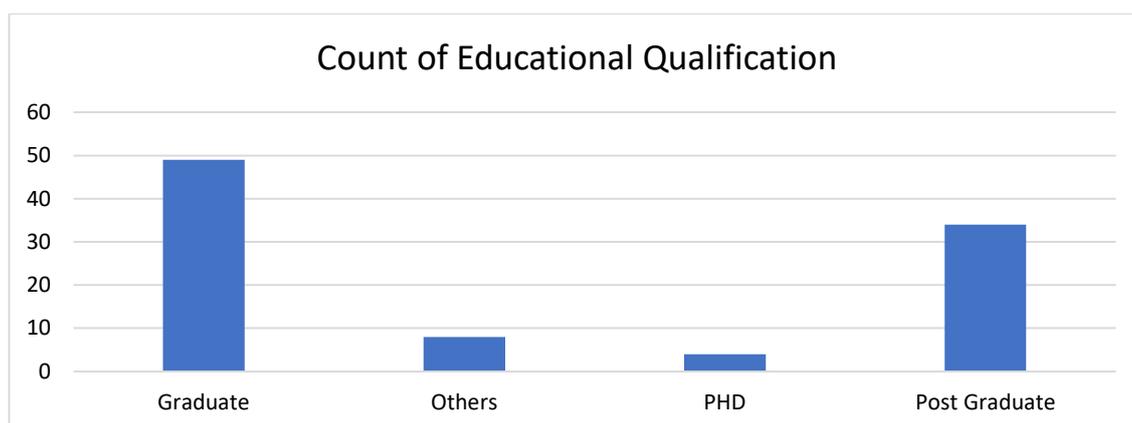
## 2. Occupation



### Interpretation:

In terms of Count of Occupation, there are 6 Entrepreneur, 1 Govt Employee, 27 Private Employee, 19 Professionals and 42 belong to other profession

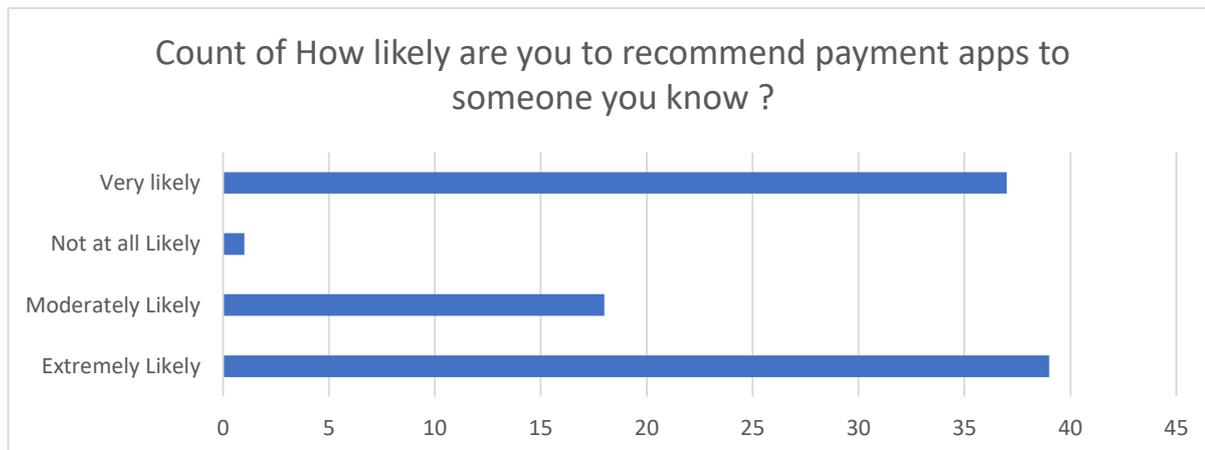
## 3. Educational Qualifications



### Interpretation:

In terms of Educational Qualifications, there are **49 Graduates, 34 Post Graduates, 4 Phd** and **8 others**.

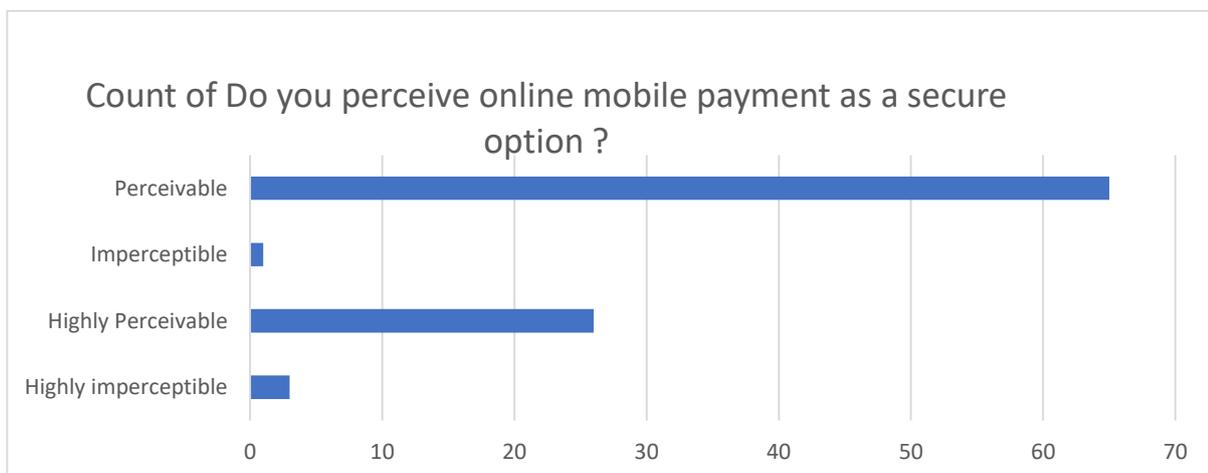
#### 4. Recommend to use Payment apps



#### **Interpretation:**

In the Survey, 39 people would likely **recommend to others** to use online payment apps like Gpay, Paytm, PhonePe etc.

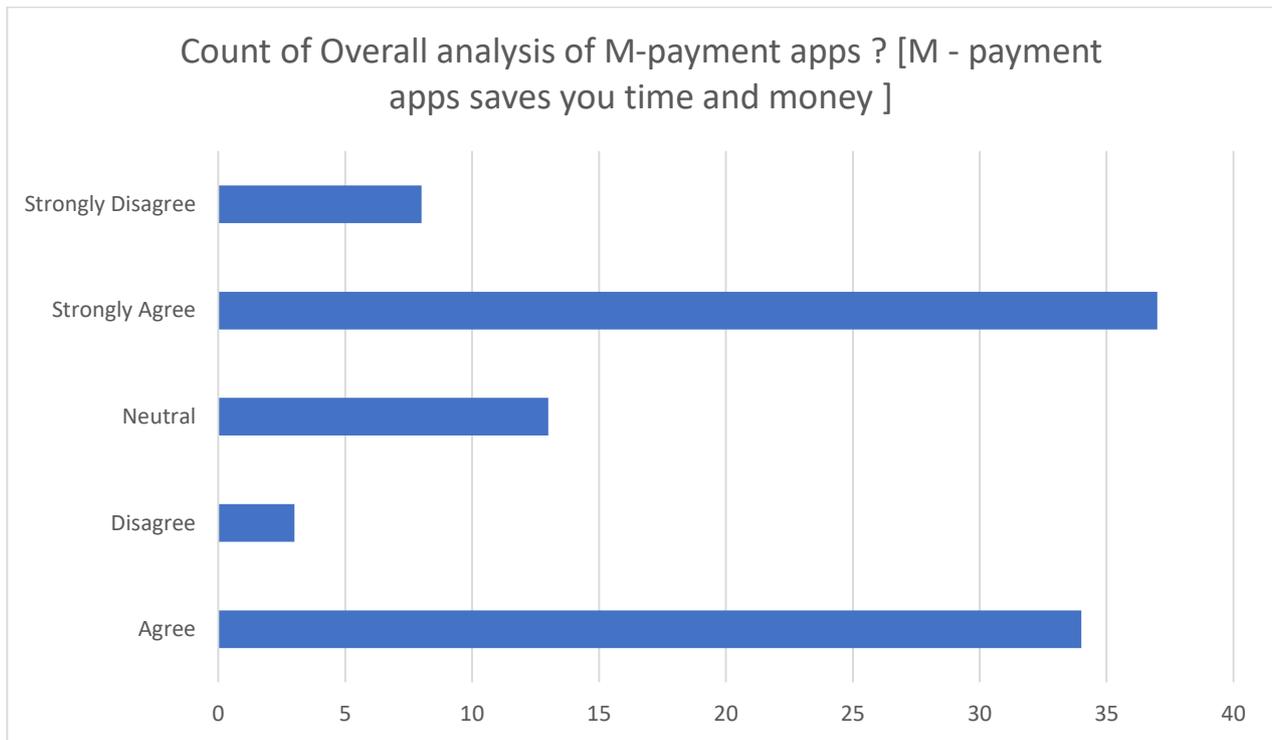
#### 5. Mobile Payment as a secure option:



#### **Interpretation:**

In the Survey, 65 people **Perceive** Mobile payment as a secure option while 3 people **Highly Perceive** to be a secure option.

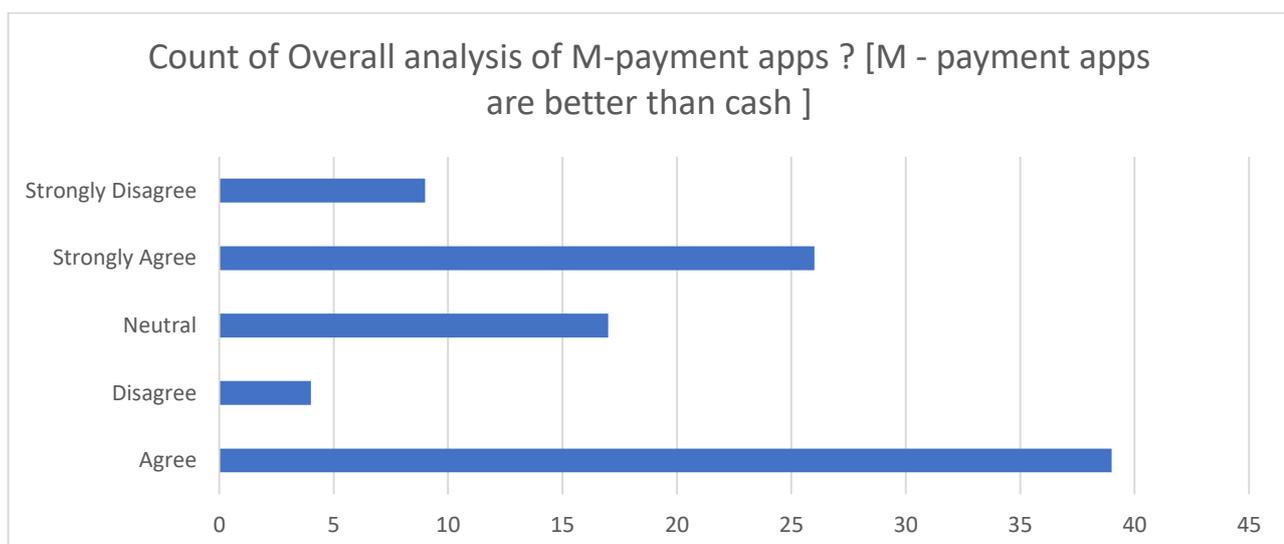
## 6. M-Payment saves Time and Money



### Interpretation:

In the Survey, 37 people **Strongly Agree** M-payment saves time and money while 8 people **Highly Disagree** that it does not save time and money.

## 7. M-Payment apps are better than cash



### Interpretation:

In the Survey, 39 people **Agree** that M-payment are better than cash while 17 people are **Neutral** in terms of M-payment being better than cash.

## **CONCLUSION**

In the survey of 95 responses there were 42 females and 53 males which consisted of government employees, private employees, professionals and others. Considering the educational qualifications, the maximum respondents were graduates. Around 39 people would be more likely to use online payment apps while more than 80% people consider this as a secure option. We see around 40% of the respondents agree that online payments saves time and money whereas around 50% of the people agree that online payments is better than cash payments. We concluded from the sample that there is no significant influence/relationship/impact of knowledge with the payment apps. There is a difference in terms of brand choice based on convenience and mobility. In terms of mobility people prefer Google Pay whereas for convenience they prefer Phone Pe. Overall, this gave us an overview on how the payment transactions have changed from the past.

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