

“CUSTOMER PERCEPTION TOWARDS DIGITAL TRANSACTION”

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ABSTRACT

This study explores the aspects that impact customers' perspectives and actions about internet purchases in this dynamic economy. From a comprehensive literature review, this research synthesises crucial themes such as user experience, trust, perceived risk, convenience, socio-demographic factors, regulatory environment, cultural effects, and future developments. Results show that efficiency and convenience, rather than worries about security, are the main motivators for people to use digital transactions. Trust appears to be a crucial component as well, and it is heavily influenced by user experience and the reputation of service providers. Consumer attitudes are made more complicated by a number of socio-demographic criteria, including age, income, and digital literacy. Elements such as social shifts away from cash-based economies, technological advancements, legal frameworks, and cultural norms all have a role. Legislators and practitioners alike can utilize the study's findings to better understand how to increase the reliability, security, and adoption of digital transactions. Digital transactions are characterized by a myriad of ideas and phrases, such as user experience, ease, security, trust, demography, innovation, regulatory environment, cultural effects, and future trends.

Keywords:-Digital, Transactin, Customer , Perception

INTRODUCTION

"With every storm comes opportunity," the old adage goes, and on November 8, 2016, Prime Minister Narendra Modi announced demonetization, despite the disruption. Companies in India that offered digital wallets took use of the chances demonetization gave them to expand their share of the country's digital transactions. After demonetization, digital payment systems have replaced cash as the preferred method of payment for Indian customers. With the rise of digital transactions, physical currency will be less necessary in a cashless transaction economy, which will determine the future of money. Instead of using cash, digital transactions are utilized to settle payments. Electronic funds transfers are now standard in most financial dealings. The

researcher is curious in what online shoppers anticipate, so she has chosen this subject to investigate. Digital wallet providers benefit in the long term from enhanced digital transactions, which increases customer loyalty and attracts new customers. Customer perception is "the degree to which an individual is aware of, or has an impression of, a company or its goods or services," as stated in the Business Dictionary. There are a lot of things that can affect how people see a business, including personal interactions, reviews, ads, PR, and social media. "A seamless system involving one or more participants, where transactions are effected without the need for cash," says the Business Dictionary, describing an electronic transaction. Many parties, including large financial institutions and other economic sectors, must work together to finalize a digital transaction. The fundamental goal of this study is to ascertain how the intended participants view online purchases. According to a large body of literature on the subject, mobile payment apps often offer customer support. Digital wallets' reliability, expressiveness, and ease of use are elements that contribute to their success as a payment option.

A Primer on Online Shopping

Online banking and mobile phone usage have both seen dramatic increases in India in the past few years. A "digital transaction" occurs whenever monetary funds are transferred electronically. The exchange of money in a digital transaction takes place entirely through electronic means. Electronic payment is another term for it.

What Is the Process of Transferring Data?

A "digital transaction" occurs when the money is not physically exchanged but the contract is finalized through some other technical means. Digital transactions must meet the high expectations of today's tech-savvy consumers, which requires collaboration between several industries and financial technology (fintech) companies. Instead of exchanging physical money, a "digital transaction" takes place. • A digital transaction requires the cooperation of many diverse parties, including large financial institutions and other economic sectors. There are further examples of this, including when you use a debit card at a brick-and-mortar store or when you pay for anything on an app.

LITERATURE REVIEW

The convenience and speed of internet shopping have been the subject of numerous studies. Customers really value being able to shop at their convenience. The ease and widespread use of digital payment

methods has led to their meteoric rise in popularity. It would be widely used if security wasn't an issue, but people are afraid to do so. Concerns about fraud and identity theft, as well as the security of customers' financial data, are paramount. Common study subjects include enhancing security measures and gaining clients' confidence. As they evaluate security risks, buyers also consider the potential dangers of making purchases online. Consumers' perceptions of risk can be impacted by various factors. Factors like as technological complexity, uncertain transactional results, and potential technical breakdowns are among these. Because they trust the service provider, customers have a positive impression of the digital payment method. The best way to encourage adoption is to build trust through honest communication, dependable service, and positive experiences. Digital payment systems are greatly affected by the user experience and interface design in terms of how customers perceive them. Research often focuses on the interface's usability, the transparency of the payment process, and the ease of navigating. Your client satisfaction and loyalty will skyrocket if they love navigating your site. Consumers' views on online shopping are impacted by several socio-demographic aspects, such as their age, income, education level, and geography. Those who are younger and more tech-savvy may be more willing to accept digital payments than those who are older and less financially stable. How novel concepts and technology impact public perception is another area of study. New developments in biometric identification, contactless payment options, and alternative payment mechanisms may influence customer opinion and the rate of digital transaction acceptance. In the event that regulations change, the public's view of online purchasing might change. New studies are focusing on consumer protection laws, data privacy regulations, financial surveillance, and the safety of internet payment systems. Opinions are shaped by a multitude of social influences, such as personal recommendations and cultural conventions. Societal expectations on payment methods, cultural perspectives on a cashless society, and Adoption rates and social networks are two potential study topics. Several studies have examined the potential benefits and drawbacks of digital transactions in the future. The rise of blockchain technology and digital currencies, the tastes of the so-called "digital native" generation, and the effects of artificial intelligence on the banking sector are all relevant considerations. The attitudes and behaviors of people towards internet purchasing are complicated for many reasons. A synopsis of the relevant literature is provided by these subjects.

OBJECTIVE

- In order to gauge the level of satisfaction that consumers have while interacting with the company online. Looking for information about the factors that influence people's decision to pay online. Get to know the most common customer-reported issue with digital transaction services.

- Our primary objective is to identify the features of digital transactions that customers find most valuable.
- By improving digital transactions and finding ways to retain current consumers, we hope to increase customer loyalty and attract new ones.
- Figure out how well-versed the intended users are in the ins and outs of the different online payment options.
- Consider the following factors when you consider the pros and cons of online shopping based on evaluations written by actual customers: accessibility, speed, ease, and security.
- Customers' income, level of education, and age are some of the demographic variables that impact their adoption and utilization of digital transaction channels. Pay close attention to the various digital payment options that your customers use.
- alternatives, such as digital wallets, internet banking, mobile banking, and peer-to-peer platforms, to pick the one that works best for them.

RESEARCH METHODOLOGY

We employed the following research approaches to better understand customers' feelings about digital transactions:

Objective of the Study:

Figure out precisely what you want to achieve by conducting this research.

Do we have any way of knowing how satisfied people are with digital transactions generally?

Qualified Data Analysis:

Extensive discussions: Interviewing a smaller subset of people one-on-one can help provide light on their digital transactional experiences, motivations, and concerns.

Neighboring communities: Gather information about digital payment methods' shared assumptions, viewpoints, and worries by facilitating group discussions.

Sampling Techniques:

Prediction horizons By using a random sample method, every member of the population of interest has an equal chance of being selected.

To achieve a more precise representation, stratified sampling is used. This method divides the population into subgroups according to factors such as age and location, and then samples are taken at random within

each segment.

Ignorance of Chance Scientific Methodology: For the sake of simplicity: If you want to introduce prejudice, choose persons who are simple to contact.

Setting quotas for specific populations allows quota sampling to ensure a representative sample while staying within restrictions.

Data Analysis:

Quantitative Information: Statistical programs like SPSS or R can be used to examine survey data.

Descriptive statistics, such as means, medians, and frequencies, can help you understand larger trends.

Test the hypothesis that there is a statistically significant relationship between the variables by looking for possible links between things like age and digital wallet preference.

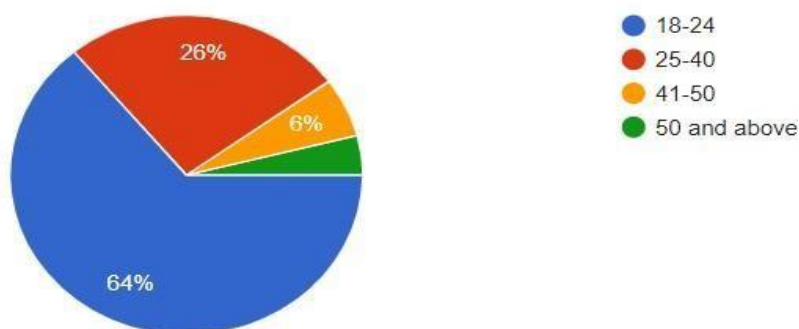
Qualified Data Analysis:

Subject analysis: Analyze the transcripts of focus groups and interviews for patterns and similarities.

DATA ANALYSIS

Age

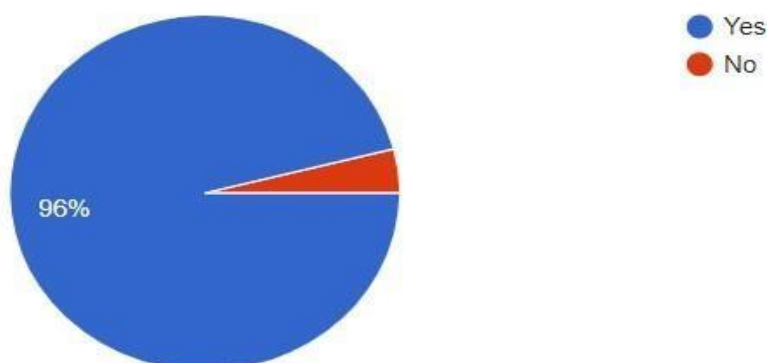
50 responses



- 64% out of 50 respondents were of the age of 18-24
- 26% out of 50 respondents were of the age of 25-40
- 6% out of 50 respondents were of the age of 41-50
- 4% out of 50 respondents were of the age of 50 and above

Are you aware of digital payments?

50 responses



FINDINGS

- 96% out of 50 respondents was aware of digital payments.

- ☐ 4% out of 50 respondents was not aware of digital payments.

FINDINGS

Principal Driver: Many people cite the ease of digital transactions as their primary motivation for utilizing them, and contactless payments are no exception due to their speed and ease.

When compared to the traditional techniques, customers really appreciate the option to complete transactions quickly and efficiently.

Long-Lived Worries Regarding Security: Despite security measures, some clients still worry about data breaches, fraud, and unauthorized access, which could delay adoption.

Users prioritize trusted digital payment systems with solid security features and reliable methods for resolving disputes.

Mobile Wallets' Rapid Ascent: Mobile wallets are rapidly replacing traditional payment methods, especially among younger demographics, due to their many useful features, mobility, and ease of use.

One reason UPI's (Unified Payments Interface) popularity has skyrocketed in nations like India is its ability to facilitate rapid transfers between banks.

Distinct Generational Differences: Online shopping is more common among Millennials and Gen Z than it is among older generations.

Greater urban areas with better access to technology may have a bigger digital payment acceptance gap than less developed rural areas.

Pros and Cons: Customers are more likely to use digital payment methods that provide incentives, such as discounts, cashback, or loyalty rewards programs.

Users that are concerned about their financial situation may find digital transactions appealing due to the fact that they provide convenient budgeting tools and transparent records of activities.

Challenges and Unease: Especially in more remote areas, unstable internet connectivity can slow down the adoption of digital transactions.

Users may run into problems when attempting to fix technical application faults or navigate unfamiliar user interfaces.

The rates of digital adoption can be significantly affected by government regulations that promote cashless transactions.

Financial System Inclusion: Even those without bank accounts can participate in the formal economy through the use of digital payment systems.

The way consumers perceive and prefer digital transactions is influenced by the ever-changing landscape of new technology and platforms.

CONCLUSION

Consumers' familiarity with, and thoughts about, the prospect of using their smartphones as digital wallets was the driving force for the study's design. The study specifically looked at how well participants knew, how actively they participated, and whether or not they were likely to utilize their smartphones to complete financial transactions. With the rise of smartphones and internet connectivity, more and more consumers are opting to use digital payment methods. The use of digital payment methods is on the rise. The survey indicated that the demographic most likely to utilize digital payment methods was young adults, specifically those aged 18 to 24. The survey also considered the most popular digital payment gateway companies. Google Pay is the most popular wallet service, according to the report. Many factors influence respondents' experiences with M-wallets and their use for online payment processing. The study's authors concluded that convenience, safety, ease, time, loyalty points, and discounts were the most relevant considerations. Customers can save a lot of time, energy, and money by paying via digital means. Customers' apprehension about the possible exposure of personal information due to security concerns is a big barrier. Therefore, it is crucial for digital payment providers to understand their clients' expectations about trust and meet those expectations. In addition to addressing privacy and security issues, this involves safeguarding the backup mechanism in case the phone is stolen or lost. Perception and the aforementioned criteria—security, necessity, time, and service satisfaction—have a significant impact on consumers' attitudes towards digital payments, according to the study. The digital payment business in India is booming due to the increasing number of digital natives who are both familiar with and enthusiastic about using digital payment methods.

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