Exploring the Impact of Online Payment on Consumer Behaviour: A Case Study of Nepal

Dharmaraj Rijal[1]

[1]UG Scholar, Liberty College Affiliated to Pokhara University

Anamnagar, Kathmandu.

ABSTRACT

Consumer purchasing behavior in Nepal has been greatly impacted by the growth of online payment systems and rising internet penetration. This study looks into how online payment options affect customer experiences in the Nepalese market. The study uses theories including the Technology Acceptance Model (TAM), Theory of Planned Behavior (TBP), and Innovation Diffusion Theory (IDT) to analyze the relationship between technology usage and consumer behavior, with a focus on important issues like security, privacy, trust, and regulatory frameworks.

Through the use of SPSS for data analysis, the research findings reveal that, although perceived danger has a smaller influence, perceived utility and trust favorably influence payment and buying experiences. Although using an online payment greatly increases the speed of purchases, issues with security and dependability still exist.

Keywords: Online Payment, Consumer Behavior, Privacy, Security, Trust, Nepal

INTRODUCTION

1.1 Background of the study

The emergence of online payment has completely changed how consumers and businesses interact on a global scale. Online payment refers to payment that are made for goods or services that are ordered online or offline and are initiated using internet. Understanding how digital financial services affect consumer decision-making is becoming more and more crucial, especially in developing nations like Nepal. In Nepal, Nepal Rastra Bank (NRB) is dedicated to the security and effectiveness of Nepal's National Payments System (NPS) in recognition that payment systems are an essential component of every nation's financial system and are essential for its soundness, as well as for the execution of monetary policy and the growth of capital markets.

The rise in e-commerce and mobile commerce activities in recent years can be attributed to the widespread use of mobile devices and internet connectivity. Research has indicated that the incorporation of electronic payment systems might have a noteworthy impact on consumer conduct, providing convenience and effectiveness during transactions (Jakhiya et al., 2020). Given the dynamic nature of Nepal's digital infrastructure, analyzing the differences in the adoption of these technologies and the ensuing shifts in customer behaviour might yield insightful information.

The Nepalese payment system began in 1990 when digital payments were introduced, and Nabil Bank was the first to offer card banking services to the general public. The digital banking scene was further advanced by further technologies like internet banking in 2002 and SMS banking by Kumari Bank and Laxmi Bank in 2004. In 1995,

Himalayan Bank installed the first ATM in the country. The goal of the 2016 Smart Choice Technology (SCT) was to standardize card banking services between financial organizations. But in 2009, e-sewa upended banks' control over the payment system, allowing for peer-to-peer smartphone transactions devoid of conventional banking middlemen. In order to update cheque-clearing services, Nepal Clearing House Ltd. (NCHL) was founded in 2008. The National Payments System Development Strategy was created in 2014 as a result of the central bank giving modernizing the payment system top priority due to the growth of mobile wallets and greater international financial integration. This approach created regulatory control, encouraged the development of payment infrastructure, and gave non-bank institutions the ability to participate in payment operations. Online payment system is the best system for financial transactions. In Nepal many online payment systems have been raise such as eSewa Nepal, Khalti, IME Pay, MyPay, Sulav Pay, Namaste Pay, banking app and so on. As a result, the payment landscape is experiencing a significant transformation, with mobile banking and electronic wallets positioning themselves as indispensable tools for contemporary financial transactions (Al-Sabaawi et al., 2021; Alkhowaiter, 2022; Bagla & Sancheti, 2018; Teoh et al., 2013).

The 21st century has witnessed such diversification in trade and commerce that multichannel has emerged and internet purchasing has increased significantly globally (Johnson, Gustavsson, Andreassen, Lervik, & Cha, 2001). Global e-commerce was valued at 2.29 trillion dollars in 2018 (John, 2018), and it is projected to grow to four trillion dollars by 2020 (eMarketer, 2016). This growth is attributed to double-digit increases in sales (15%) and orders (13%) across all e-commerce categories, including business-to-business (B2B) and business-to-consumer (B2C) (Zuroni & Goh, 2012).

The convenience of single transactions is not the only benefit of online payment system integration. It affects how companies operate across several industries, which could result in higher economic growth and market expansion. Studies conducted in other areas, for example, have shown how internet shopping encourages consumers to change their purchasing habit since it saves time and offers a greater selection of products (Rahman et al., 2018). Similar to this, adoption of e-payment in Thailand is heavily influenced by variables including perceived utility and privacy threats; these findings may apply to the Nepalese market as well (Ladkoom & Thanasopon, 2018).

Currently, the use of electronic payment (e-payment) is widespread in Nepal. The use of electronic means for transactions has seen significant increase over the recent years, especially fuelled by the COVID-19 pandemic. As per Nepal Financial Inclusion Report 2023, the number of electronic payment transactions as of mid-July 2020 was 29.07 million which increased to 71.42 million in mid-July 2022. Similarly, electronic payments worth of NPR 2.77 trillion (USD 22.92 billion) were transferred as of mid-July 2020, which increased to NPR 6.22 trillion (USD 51.5 billion) as of mid-July 2022. Thus, the ability of technology-based innovations to provide concrete advantages and simplicity of use is critical to their success; this is a notion that aligns with the principles of consumer acceptability and adoption (Pikkarainen et al., 2004).

With the emergence of modern financial services, the use of mobile payments, has grown in popularity in today's cashless society. These days, it's increasingly popular to sell goods and services using smartphone applications. Everyone can now experience this phenomenon thanks to quick and safe online payment options. Thus, the goal of this research is to explore how online payments affect Nepalese consumer behavior.

1.2 Statement of Problem

The global expansion of e-commerce in recent years has completely changed how customers engage with the market, moving many traditional retail transactions online. In Nepal, online payment systems are still not widely used, despite the world's trend toward digital transactions. This could be due to a number of socioeconomic issues, cultural preferences, and infrastructure limitations. It is critical to understand how online payment systems affect consumer behavior in this particular environment, as Nepalese consumers grow more integrated into the digital economy.

Despite the growing use of online payments, there are still concerns around internet security, trust in online transactions, and low digital literacy among certain populations (Thapa & Manandhar, 2021). The e-commerce industry is unable to realize its full potential due to this ignorance of the online payment habits of Nepali consumers.

Even though internet payment methods are becoming more and more common in Nepal, there is a lack of research on the impact of these systems on consumer behavior. A few studies have been conducted, however they have only gathered a little amount of information in one place about the impact of online payments on Nepalese consumers' behavior. Due to limited research businesses and governments find it difficult to comprehend and successfully serve the demands and preferences of Nepali internet consumers due to this knowledge gap. Furthermore, the unique characteristics of the Nepalese market and its regulatory environment add complexity to consumer behavior in the context of online payments.

Understanding these factors is crucial for businesses, policymakers, and financial institutions aiming to promote digital payment systems and enhance consumer confidence in online transactions. The findings from this research will provide valuable insights for e-commerce stakeholders in Nepal and similar emerging economies to develop strategies that align with consumer preferences and behaviours. This has inspired me to explore the impact of online payment on consumer behaviour.

Based on the above statement of the problem, this study will try to answer the following research questions:

i. How does perceived ease of use of online payment systems influence consumers' buying experience?

ii. How does perceived ease of use of online payment systems affect consumers' payment experiences?

iii. What specific aspects of the buying experience are most affected by consumers' perceptions of risk in online payment?

iv. What is the relationship between perceived risk associated with online payment and consumers' payment experience?

v. How does trust in online payment systems impact consumers' buying experience?

vi. What role does trust in online payment systems play in shaping consumers' payment experiences?

1.3 Objectives of the Study

The main objective of the study is to explore the impact of online payment on consumers in Nepal. Other objectives are stated below:

i. To know the influence of perceived ease of use of online payment systems on consumer's buying experience?

ii. To know the effect of perceived ease of use of online payment systems on consumers' payment experiences?

iii. To identify specific aspects of the buying experience are most affected by consumers' perceptions of risk in online payment?

iv. To find the relationship between perceived risk associated with online payment and consumers' payment experience?

v. To know the impact of trust in online payment systems on consumers' buying experience?

vi. To define the role of trust in online payment systems play in shaping consumers' payment experiences?

1.4 Hypothesis of the study

Following hypotheses were formulated on basis of the objectives:

i. There is significant relationship between Perceived usefulness of online payment systems and consumer's payment experience.

ii. There is significant relationship between Perceived risk of online payment systems and consumer's payment experience.

iii. There is significant relationship between trust of online payment systems and consumer's payment experience.

iv. There is significant relationship between Perceived usefulness of online payment systems and consumers' buying experience.

v. There is significant relationship between Perceived risk of online payment systems and consumers' buying experience.

vi. There is significant relationship between trust of online payment systems and consumers' buying experience.

1.5 Significance of the Study

The significance of the study exploring the impact of online payment on consumer behaviour, specifically in the context of Nepal, holds several important implications both academically and practically. The study provides insights

into consumer preferences, concerns, and behaviours related to online payments. It can help companies and e-commerce platforms tailor their offerings and marketing strategies to meet Nepalese consumer needs. The data can aid policymakers in creating safe, effective, and user-friendly online payment systems. This study helps to understand consumer behaviour variables can guide the creation of user-focused payment solutions. It provides benefits for academic fields in consumer behaviour, e-commerce, and financial technology. The results can provide comparative insights for similar economies facing digital payment adoption challenges, aiding in global digital payment sector development.

1.6 Limitations of the Study

Everybody knows that studies and subjects have limitations, which renders them inaccurate. Due to a lack of prior expertise, time constraints, research fund, and appropriate instruments, researchers may find it challenging to uncover new aspects. The following are a few more restrictions that can be mentioned:

i. The findings of a research on Nepal may not be applicable to other countries with diverse economic, cultural, and technological landscapes.

ii. The research's findings may be limited by the sample size and diversity.

iii. The study may only capture consumer behaviour and online payment effects at a specific moment, neglecting the development of payment technologies and potential long-term behavioural changes.

iv. Consumers may provide socially acceptable answers instead of their actual actions or thoughts, potentially leading to bias in responses to surveys and interviews.

v. The study's findings may not be reliable over time due to Nepal's e-commerce platforms' rapid technological changes and customer behaviour changes.

1.7 Literature Review

A literature review is an analysis of previous research studies that recognized academics and researchers have written on a subject. This allows for the identification of research gaps and conclusions, as well as the planning of future investigations. The literature review is a written work that needs to be defined by a guiding subject, arranged in a way that is directly relevant to the thesis or research question, identify the areas of controversy, and determine what needs to be done.

1.7.1 Data According to Central Bank of Nepal on Online Payment.

At 11th June, 2024 Nepal Rastra Bank, a central bank of Nepal published the data of the payment systems used in Nepal. It has published the data till mid-May 2024. The data published is classified as follows:

A. Usage of Payment Systems on the basis of No. of Transactions

Table 1

No. of Transactions

S.N		2079 Asar (Mid Jun 2022-Mid Jul 2022)	2080 Baisakh (Mid Apr 2023-Mid May 2023)	2080 Asar (Mid Jun 2023-Mid Jul 2023)	2080 Chaitra (Mid Mar 2024-Mid Apr 2024)	2081 Baisakh (Mid Apr 2024-Mid May 2024)
1	RTGS	81,817	64,973	76,307	71,802	70,692
2	ATM-Cash Withdrawal	10,169,331	10,615,164	11,042,117	10,975,001	11,465,373
3	ECC	1,486,551	1,001,761	1,336,586	1,017,042	1,027,048
4	IPS	1,322,174	1,088,846	1,808,046	2,265,932	3,404,756
5	connectIPS	4,270,099	4,210,480	5,571,691	6,099,490	6,314,996
6	Debit Cards	11,127,683	11,432,893	11,838,532	11,752,608	12,264,152
7	Credit Cards	227,920	262,877	262,057	266,249	282,790
8	Prepaid Cards**	57,942	60,746	73,017	94,496	101,598
9	Internet Banking	318,598	276,985	315,202	281,536	307,316
10	Mobile Banking	20,564,308	27,424,732	28,903,872	35,165,212	42,444,517
11	Branchless Banking	69,465	90,063	73,215	71,271	88,047
12	Wallet	16,206,356	19,264,085	20,822,861	24,484,072	27,856,329
13	QR-Based Payments	4,281,994	8,587,224	9,766,216	16,103,164	17,639,565
14	Point of Sales (POS)	1,173,548	1,057,927	1,035,206	1,012,815	1,045,993

15	E-Commerce***	68,944	81,286	94,509	124,497	135,972

Source: Nepal Rastra Bank, 2024

The number of transactions for each of the four payment systems is shown in the table for the months of June 2022, May 2024, and June 2022. By mid-2024, there were only 70,692 RTGS transactions, down from 81,817 in mid-2022. The number of ATM cash withdrawals rose from 10,169,331 to 11,465,373. Before leveling off at 1,027,048 transactions, ECC transactions had fluctuations, peaking at 1,017,042. There were 3,304,756 IPS transactions, up from 1,322,174. ConnectIPS saw an increase in transactions from 4,270,099 to 6,314,996. Credit card transactions climbed from 227,902 to 282,790, while debit card transactions went from 11,127,683 to 12,264,152. The number of prepaid card transactions increased slightly to 531,598 but remained low. Transactions through mobile banking jumped from 20,564,308 to 42,457,456, while transactions through internet banking climbed from 318,598 to 357,916.

Moreover, there was a notable increase in wallet transactions from 16,206,946 to 27,831,282. The amount of money paid by QR codes increased from 4,281,994 to 11,374,473. E-commerce transactions climbed significantly from 68,944 to 135,972, while point of sales (POS) transactions increased from 1,173,548 to 1,093,993. Overall, the data shows that during the studied periods, there was a general increase tendency in the quantity of transactions made using different payment systems.

B. Usage of Payment Systems on the basis of Total Amount (NPR in Million)

Table 2

Total Amount (NPR in Million)

S.N		2079 Asar (Mid Jun 2022-Mid Jul 2022)	2080 Baisakh (Mid Apr 2023-Mid May 2023)	2080 Asar (Mid Jun 2023-Mid Jul 2023)	2080 Chaitra (Mid Mar 2024-Mid Apr 2024)	2081 Baisakh (Mid Apr 2024-Mid May 2024)
1	RTGS	4,349,056	2,429,910	2,983,930	3,467,335	3,579,782
2	ATM-Cash Withdrawal	79,458	83,873	86,964	89,874	93,404
3	ECC	850,649	469,870	718,755	511,757	492,516
4	IPS	275,752	173,748	323,816	211,124	238,113
5	connectIPS	369,223	359,528	498,453	513,128	522,704
6	Debit Cards	83,200	87,385	90,541	93,557	97,128
7	Credit Cards	1,490	1,591	1,830	1,889	1,899
8	Prepaid Cards**	458	391	447	583	656
9	Internet Banking	15,638	13,451	15,502	14,398	14,679

10	Mobile Banking	163,255	210,010	233,446	298,971	336,058
11	Branchless Banking	1,503	1,764	1,433	1,571	1,809
12	Wallet	17,752	19,255	20,326	26,547	28,439
13	QR-Based Payments	14,526	26,051	30,148	45,678	52,757
14	Point of Sales (POS)	5,183	4,968	5,244	5,490	5,524
15	E-Commerce***	504	521	605	662	752

Source: Nepal Rastra Bank, 2024

Based on the total transaction value in NPR million, the table shows information about the use of different payment systems during certain timeframes between mid-June 2022 and mid-May 2024. By the middle of 2024, there were 3,579,782 million RTGS transactions, up from 4,349,056 million at the beginning of the year. Cash withdrawals from ATMs increased to 93,280 million from 79,458 million. The amount of ECC transactions varied, reaching a peak of 511,757 million before leveling off at 492,516 million. From 275,792 million to 323,556 million, IPS transactions increased. Whereas credit card transactions went from 1,490 million to 1,899 million, debit card transactions increased from 83,200 million to 116,653 million as of this writing. 567 million prepaid card transactions was still a modest number.

The number of people using internet banking increased to 19,965 million, while the number of transactions made through mobile banking increased to 300,678 million from 163,255 million. There was a rise in wallet transactions from 17,752 million to 23,717 million. Payments using QR codes increased from 14,526 million to 52,751 million, more than tripling. E-commerce transactions surged from 504 million to 752 million, while point of sale (POS) transactions jumped from 5,183 million to 5,427 million. Overall, over the course of the analysis period, the data shows a notable rising trend in both usage and transaction volumes across different payment systems.

C. Access on Payment Systems

Table 3

Access on Payment Systems

S.N.	Particulars	Numbers				
		2079 Asar (Mid-July 2022)	2080 Baisakh (Mid-May 2023)	2080 Asar (Mid-July 2023)	2080 Chaitra (Mid-April 2024)	2081 Baisakh (Mid-May 2024)
1	Payment System Operators (PSO) *	10	10	10	10	10
2	Payment Service Providers (PSP) *	27	27	27	27	26

3	PSP Agents	12,685	13,744	14,123	15,339	16,525
4	Wallet Users	13,675,993	18,229,125	18,941,793	22,277,423	22,615,122
5	ATM Machines (Terminals)	4,602	4,716	4,855	5,096	5,163
6	Debit Cards	10,856,357	11,760,594	12,245,485	12,714,861	12,789,656
7	Credit Cards	238,794	274,690	283,772	284,672	286,253
8	Prepaid Cards**	108,641	133,060	139,777	166,965	171,418
9	Mobile Banking Customers	18,307,255	20,763,346	21,363,989	24,053,629	23,797,680
10	Internet Banking Customers	1,684,310	1,803,065	1,856,195	1,904,773	1,938,888
11	Branch Less Banking Centers	1,548	1,355	1,319	1,195	1,170
12	RTGS Participants	49	45	44	44	44
13	connectIPS Users	896,341	1,064,549	1,108,436	1,240,666	1,251,440
14	ECC Members	59	54	53	54	54
15	IPS Members	111	116	115	126	126

* Other than BFIs

** Also includes card issued by PSPs

Source: Nepal Rastra Bank, 2024

The growth and accessibility of different payment systems between fiscal years 2079 and 2082 are shown in the table, which also shows a notable increase in a number of categories. The Payment System Operator (PSO) count stayed steady at ten during that time. In 2082, there were 34 Payment Service Providers (PSPs), up from 27 in 2079, and 16,525 PSP agents. The number of wallet users increased significantly from 13,675,993 to 22,610,133. There are now 5,127 ATMs instead of the previous 4,602 count. Credit card users increased from 286,794 to 376,021, while debit card users increased from 10,854,571 to 12,789,656. There were 121,044 prepaid cards, up from 108,641. Customers using internet and mobile banking climbed from 1,604,310 to 1,973,900, and from 18,307,255 to 23,797,688. In addition to RTGS participants, connectIPS users, ECC members, and IPS members, branchless banking centers increased from 1,454 to 1,770. This data shows a consistent upward trend in the availability and utilization of different payment methods and banking services throughout time.

1.7.2 Theoretical Review

1.7.2.1 Theory of Planned Behavior

The theory of planned behavior (Ajzen, 1991) holds that attitudes, subjective standards, and perceived behavioral control are the three components that determine intents, which in turn drive behaviors. Depending on the extent to which a behavior is truly under the individual's control and the degree to which perceived behavioral control is a reliable indicator of actual behavioral control, external factors may also directly force or prevent behaviors, regardless of the intention.

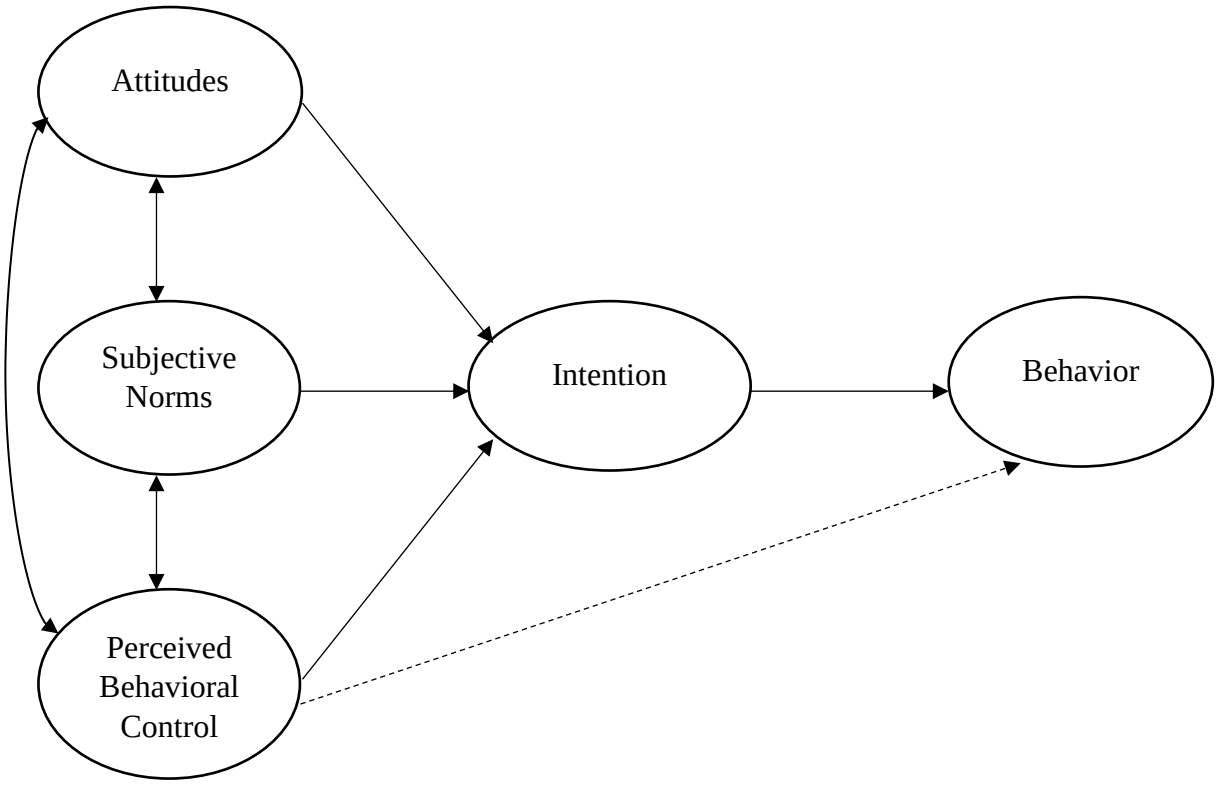


Fig.1: *Theory of Planned Behaviour*

In this setting, **attitudes** toward both learning and using are crucial. Social pressures can be defined as **subjective norms**, which encompass an individual's perception of others' expectations as well as the degree to which they are valued by others. How capable a person feels to carry out a particular activity in their situation is known as **perceived behavioural control**.

In this research it explains how this theory could be valid for the intents of Nepalese consumers to use online payment methods (Su & Huang, 2010).

1.7.2.2 Technology Acceptance Model (TAM)

At the organizational and individual levels, information technology adoption and use can have both short- and long-term advantages, including enhanced productivity, cost and time savings, and convenience (Foley Curley, 1984; Sharda, Barr & McDonnell, 1988). For a considerable time, IS management research has been driven by the potential benefits that technology can offer to investigate people's readiness to adopt new technologies (Davis, 1989). TAM was intended to serve as a framework for analyzing a broad spectrum of technological user behaviors while sticking to a modest methodology (Davis, 1989).

TAM's main goal was to shed light on the mechanisms that support technology adoption in order to forecast technological behavior and offer a theoretical justification for its effective use. Several actions were taken in order to meet the theory's goals (Davis, 1989; Davis, 1993). 1989; Davis, 1993).

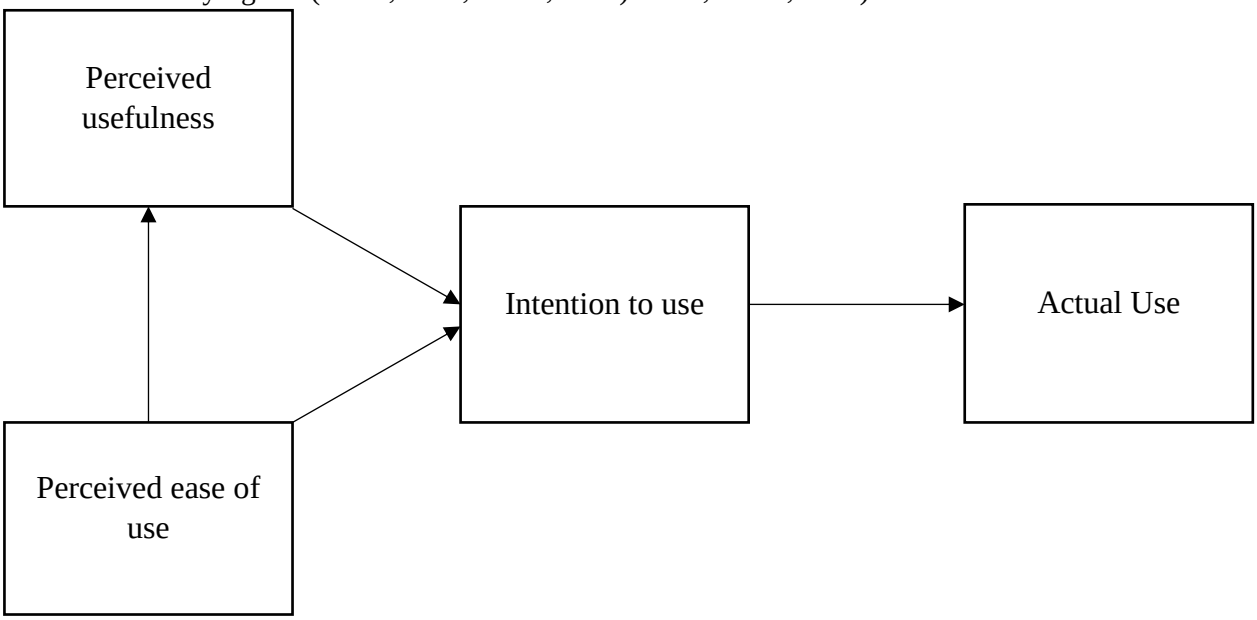
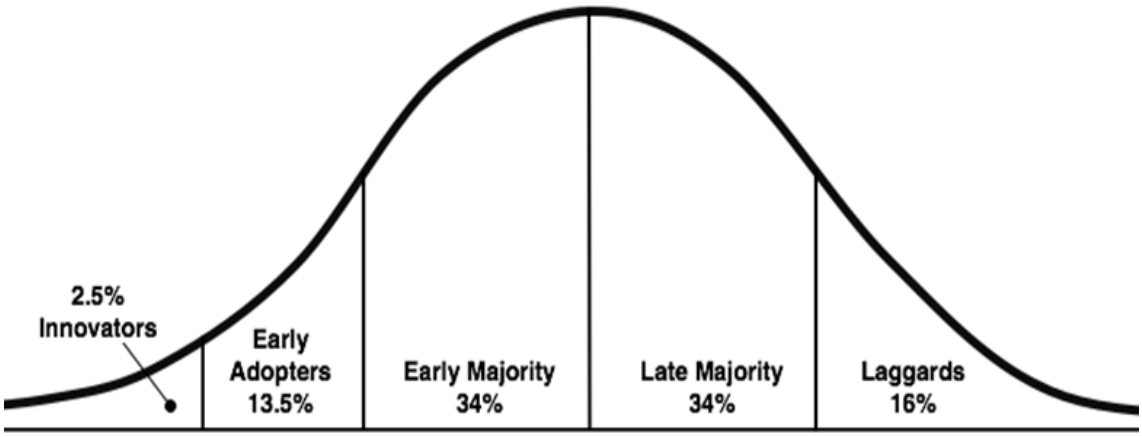


Fig.2: Technology Acceptance Model

In this research Technology Acceptance Model is used to understand how perceived ease of use and usefulness affect the adoption of online payment in Nepal.

1.7.2.3 Innovation Diffusion Theory

E.M. Rogers, a communication theorist at the University of New Mexico, created the diffusion of innovations hypothesis in 1962. The theory explains how various people who engage with or start adopting a new idea go through distinct stages of adoption.



Source: http://blog.leanmonitor.com/early-adopters-allies-launching-product/

Fig.3: *Innovation Diffusion Theory*

The main people in the diffusion of innovations theory are:

1. **Innovators**: People who are willing to try new things, take chances, and create original concepts are frequently the first to adopt new technology, thus it takes little to attract their attention.
2. **Early Adopters**: Opinion leaders are represented by these individuals. They welcome chances for change and take pleasure in leadership jobs. Since they already understand that change is necessary, they have little trouble embracing novel concepts.
3. **Early Majority** - Although they don't always take the lead, these individuals do embrace new concepts before the general public.
4. **The Late Majority** - This group of people is resistant to change and won't accept an invention until the majority has given it a go.
5. **Laggards:** These group of people are extremely conservative and constrained by tradition. They are the hardest group to convince to accept change since they are highly resistant to it.

Hence it analysis how new payment technologies spread among consumers in Nepal.

1.7.3 Advantages of Online Payment

The following are the advantages of online payment, according Kumar (2020).

1. **Convenience:** Making payments online is incredibly convenient because it can be done whenever and from any location with internet access.
2. **Speed:** The payment process is accelerated by the rapid, frequently real-time processing of transactions.
3. **Record Keeping**: Digital records are automatically created by online payments, which helps with money management.
4. **Security:** Users' financial information is safeguarded by sophisticated encryption and security protocols.
5. **Global Reach:** By enabling cross-border transactions, online payment systems increase their market reach.

1.7.4 Disadvantages of Online Payment

The following are the advantages of online payment, according Brown (2020).

1. **Security Risks**: Financial risks might arise from online payment systems' continued susceptibility to cyberattacks and hacking.
2. **Technical Problems**: Users may have connectivity issues and website failures, which would prevent the payment process from proceeding.
3. **Transaction costs**: There are costs associated with many online payment systems that can mount up over time.
4. **Limited Accessibility**: Some customers are unable to use online payments because they do not own digital devices or internet access.
5. **Privacy Issues**: Privacy concerns arise from internet payment systems collecting and storing personal data.

1.7.5 Conceptual Framework

According to Kivunja, the conceptual framework is the umbrella word for all the ideas and hypotheses that cross a researcher's mind during the course of a research activity, from conception to completion. Identification of the research topic, research questions, relevant literature, techniques, data analysis procedures, and interpretation of findings are all included (Kivunja, 2018).

Establishing a strong conceptual framework is crucial for conducting a methodical investigation and understanding the elements impacting the acceptance of online payments and the consequent purchasing patterns in Nepal. The theoretical foundations of the Theory of Planned Behavior and the Technology Acceptance Model, which have been crucial in predicting and explaining behavioral intents and technology usage, serve as the foundation for this framework (Bell et al., 2020). In order to better understand the nuances of e-transaction interaction in the Nepalese

market and to offer insights that could spur strategic development in this emerging digital economy arena, this framework is intended to direct empirical study.

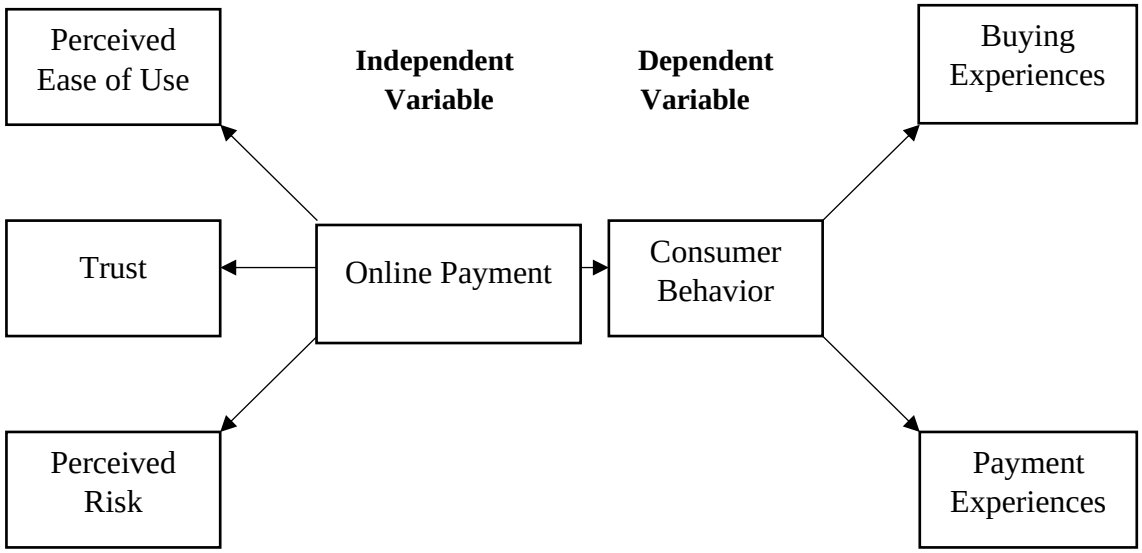


Fig.4: *Conceptual Framework*

1.7.5.1 Dependent Variable

A dependent variable is one whose value depends on and is determined by the value of an independent variable, which is another type of variable. Consumer Behaviour will be the dependent variable in this study. Where Consumer Behaviour includes Payment Experiences and Buying Experiences.

Consumer Behavior

Consumer behavior includes all of the preferences, actions, and decision-making processes people use to make purchases of products or services. It is vital to investigate how online payment methods affect customer behavior as they become more and more commonplace globally. This study looks at the nuances of how customers react to online payment systems using a case study that is centered on Nepal. In order to provide insight on the variables driving Nepalese consumers' purchase decisions and the ramifications for firms operating in this market, this study will examine how Nepalese customers interact with online payment platforms. (Pradhan, Shrestha, and Lama, 2020).

Payment Experience

The payment experience is made up of a number of components, such as convenience, speed, security, and ease of use, all of which have a big impact on how customers feel and act. Examining how the payment process affects customer behavior is crucial as online payment options spread and change more. The purpose of this study is to examine how online payment systems affect customer behavior, specifically how the payment procedure affects consumers' attitudes, preferences, and decision-making in the online marketplace. This study looks at the subtleties of the payment experience in an effort to give useful advice to companies looking to streamline their online payment procedures and, in turn, increase customer loyalty and satisfaction (Brown & Smith, 2021).

Buying Experience

Consumer perceptions and actions are shaped by a wide range of aspects that are part of the buying experience, such as product selection, ease of navigation, speed of the checkout process, and post-purchase support. Examining how the purchasing process affects customer behavior in relation to online payment options is essential as online shopping grows in popularity. The purpose of this study is to investigate how online payment methods affect customer behavior, with an emphasis on how the purchasing process affects consumers' attitudes, preferences, and decision-making in the online marketplace. Through an analysis of the nuances of the purchasing process, this research aims

to offer useful information to companies looking to improve customer satisfaction and loyalty by streamlining their online payment systems (Johnson & Brown, 2020).

1.7.5.2 Independent Variables

In a study, independent variables are typically the inputs that are not influenced by other variables under consideration. These variables cause changes in the value of the dependent variable or other related variables. In this study, the independent variables are Online payment. Where online payment includes availability of online payment options, perceived ease of use, trust and perceived risk.

Online Payment

Investigating how online payments affect customer behavior becomes especially important in Nepal, where conventional payment methods predominate. Online payment systems comprise a range of techniques, such as digital banking platforms, mobile wallets, and credit/debit cards, which enable users to conduct transactions and make purchases online. The purpose of this study is to look at how online payment systems acceptance and use affect consumer behavior in Nepal. Specifically, trust, security, usability, and cultural perspectives will be examined. By exploring this subject, the study hopes to shed light on how consumer behavior and internet commerce are changing in Nepal, with important takeaways for decision-makers in the commercial and policy sectors (Sharma & Shrestha, 2021).

Perceived Ease of use

Perceived ease of use describes the degree to which people believe a technology or system is simple to use. Perceived ease of use is a major factor in influencing consumers' attitudes and behaviors around the adoption and use of online payment platforms. If consumers believe that online payment methods are simple to use and intuitive, they are more inclined to accept them. In the context of online payment systems, this study attempts to investigate how consumer behavior is affected by perceived ease of use. Specifically, it will look at how adoption rates, usage trends, and general satisfaction with the payment process are affected (Lee & Kim, 2020).

Trust

Customer behavior can be greatly impacted by the level of trust that consumers have in online payment systems. The use of online payment methods might be impacted by an outdated legal and regulatory framework concerning data protection and electronic transactions, hence affecting confidence (United Nations Conference on Trade and Development, 2017).

Perceived Risk

Perceived risk of use has a significant role in shaping customer behavior, particularly in Nepal where the country is moving toward online payment methods. It expresses consumers' worries about possible drawbacks to utilizing new technologies. The present study investigates the influence of perceived risk on the adoption and usage of online payment systems by Nepalese consumers, providing insights into their inclination towards adopting digital transactions (Thapa & Gurung, 2021).

1.6 Research Methodology

The definition of methodology is the justification for the techniques applied in each investigation. "The entire approach to the research process, from the theoretical foundation to the data collecting and analysis, is referred to as a methodology. Silverman defined pure research technique as follows: "Like theories, methodologies cannot be true or false, it can be only more or less useful" (Hussey & Hussey, 1997).

Research methodology is essential because it offers a precise framework for formulating research questions, picking suitable techniques, and guaranteeing accurate, dependable outcomes. It facilitates effective planning, adherence to

moral standards, and reduction of prejudices. It also makes it possible for other researchers to replicate the findings and helps with answering any remaining queries regarding the research.

1.7 Research Design

The general approach researchers take to logically and cogently combine the various study components, guaranteeing the research problem is successfully addressed, is referred to as research design. It serves as the guide for gathering, calculating, and analyzing data.

To enable the researcher to get accurate and trustworthy results, this comprises the framework for how data is to be collected, from whom, and when. Maximizing the trustworthiness of the data obtained and reducing bias are two benefits of a well-structured research design (Creswell, 2014).

The research has deployed quantitative approach using descriptive research design.

1.7.1 Quantitative approach

In order to identify patterns, correlations, and trends in research, the quantitative approach entails gathering and evaluating numerical data. In order to collect data that can be quantified and statistically analyzed, this approach makes use of instruments like surveys and experiments. It facilitates the testing of theories and the drawing of conclusions about a broader population from the data (Bryman, 2012).

Quantitative Approach help us well for quickly contacting a big number of people. This kind of study helps in prediction-making, examining causal relationships between variables, and projecting results to larger populations.

1.7.2 Descriptive Design

Descriptive design is a study method that seeks to accurately and methodically describe a population, situation, or phenomena. It focuses on "what" rather than "why" events occur. This method allows researchers to collect data that provides an overview of the current condition of affairs, which is commonly done through surveys, observations, and case studies. Descriptive research is important for learning about the features of a certain population, recognizing trends, and developing suggestions for future research (Kelley et al., 2003).

1.8 Population sample and sampling

1.8.1 Population

Population refers to all the elements that meet certain criteria for inclusion in a given universe. The elements could be people, events, or objects, and the criteria can be based on geographical, time frame, social aspects, or any other characteristic of interest to the researcher (Sudheesh et al., 2016). The population being studied included only of Nepalese individuals who make payments online for goods and services. We informed all participants that their information would be utilized for academic purposes as part of the consent process. Attendance from men and women of all ages was anticipated (Al-Dmour et al., 2021).

1.8.2 Sample size

The number of different groups from the population that a researcher chooses to include in a study is referred to as the sample size in research. It is a portion of the population selected to as nearly as possible represent the total group. For the research results to be dependable, the sample size must be sufficient to draw conclusions about the population with a given degree of confidence (Althubaiti, 2022).

Infinite Sample size is calculated by $SS = [Z^2p\ (1 - p)]/C^2$

Where,

- *SS* = Sample size
- *Z* = Given *Z* value
- *p* = Percentage of population
- *C* = Confidence level
- *Pop* = Population

1.8.3 Sampling procedure

Sampling procedure includes non-probability sampling, probability sampling and convenience sampling that are described as follows:

1.8.3.1 Non-probability sampling

Non-probability sampling is a sampling technique in which samples are collected by a method which does not give equal chance of selecting all the individuals in the population It is characterized by non-randomization, with methods such as convenience sampling, purposive sampling, quota sampling, in the. snowball sampling Not provided, so Statistical reliability limits the ability to generalize results to the general population (Williams & Brown, 2019).

1.8.3.2 Probability sampling

Probability sampling is a sampling method in which each member of the population has a known zero probability of being included in the sample. This approach ensures that each potential sample has an estimable selection, making it easier to obtain samples that are representative of the population. Because of its random nature, the results of probability sampling can be generalized to the entire population with measurable accuracy (Williams & Brown, 2019).

1.8.3.3 Convenience sampling

Convenience sampling is a non-probability sampling method in which a representative sample is drawn from a population that is easily accessible. Participants are chosen for the study based on their availability and willingness to participate. Because it does not systematically reflect the population, this strategy is frequently utilized when speed and ease of use are more important than generalizability (Sholihah, 2023).

1.9 Research Instrument and instrumentation

To gather a quick response from the respondents, a five-point Likert scale, ranging from strongly agree to strongly disagree, was employed. In order to collect data from respondents in Nepal, this study used a convenient non-probability sampling strategy. Convenient sampling is a popular approach in research with better response rates since it is simple to use, affordable, and successful (Eze, Manyeki, Yaw, & Har, 2011; Ritchie, Lewis, Nicholls, McNaughton, & Ormiston, 2014). With 110 respondents—across diverse age groups, students, service providers, businesspeople, and stay-at-home moms—participating in the survey, we achieved a 54% response rate. Accumulated data were analyzed through statistical package for social science (SPSS) v.26 (having no authorized license) and Excel.

An extensive survey is carried out in order to validate the suggested research model. The suggested constructions and demographic information was gathered via a questionnaire. Scales from earlier research will be utilized to measure the constructs. We specifically target Quick Pay customers who make payments online. The distribution of the questions is random.

1.9.1 Instrumentation

The term "instrumentation" describes the devices and procedures used to gather data for a study. These tools are essential for gathering trustworthy and accurate data that may be examined to provide answers to research questions (Althubaiti, 2022). Standardized tests, questionnaires, interviews, surveys, and observations are examples of common instrument types.

Participants' information has been gathered using a standardized questionnaire. The purpose of the questionnaire is to gather comprehensive data regarding the preferences, usage patterns, and satisfaction levels of people who make purchases and make payments online using payment systems.

A link was sent to Email, Facebook, Instagram, WhatsApp to the secure online survey platform and the questionnaire to a sample of our target group. After reading the questions and answering them, respondents submitted the completed questionnaire using the platform. This methodical methodology guaranteed reliable and effective data collecting, offering insightful information about the actions and encounters of users of online payments.

1.10 Data analysis tools and technique

Microsoft Excel and SPSS (Statistical Package for the Social Sciences) were the two main tools used for the data analysis. Complex statistical analyses, including descriptive statistics, correlation, regression, and other sophisticated statistical tests, were carried out using SPSS, a strong and extensively used statistical program. Because of its wide range of statistical capabilities and ability to handle huge datasets with stability, SPSS V.26 having no authorized license was chosen as the tool of choice for in-depth and thorough data analysis.

Furthermore, Microsoft Excel was utilized for basic data analysis, cleaning, and preliminary data arrangement. Excel continued to be a flexible tool for handling data, carrying out simple computations, and creating charts and graphs for visual data representation even without a valid license. The interface was easy to use, making it possible to efficiently enter data, sort it, and begin exploring the dataset.

A comprehensive and accurate analysis of the study data was secured by combining the complex statistical capabilities of SPSS with the user-friendly and adaptable characteristics of Excel. This allowed for the production of trustworthy and perceptive conclusions regarding the usage patterns and experiences of online payment users. For the purpose of analysis descriptive and inferential statistical were used

1.10.1 Descriptive Statistics

The descriptive statistics includes following component.

Mean: By adding up all of the values and dividing by the total number of values, one can find the mean of a set of values. Mertler and Reinhart (2017) state that it offers a core value that the data points are dispersed around.

Standard Deviation (SD): The standard deviation quantifies how much a group of values vary or are dispersed. According to Bulman (2013), a low standard deviation (SD) suggests that the values are generally near the mean, whereas a high SD suggests that the values are dispersed over a larger range.

Minimum (Min): The smallest value in a dataset is called the minimum. It offers a limit for the data range's lower end (Black, 2012).

Maximum (Max): The greatest value in a dataset is called the maximum. It establishes a limit for the data range's top end (Black, 2012).

1.11.2 Inferential Statistics

The inferential statistics includes following component.

Correlation: The linear link between two variables is measured using correlation to determine its strength and direction. According to Field (2018), the correlation coefficient has a range of -1 to 1, with values near -1 or 1 denoting a strong association and values around 0 denoting a weak relationship.

Regression: Modeling the relationship between a dependent variable and one or more independent variables is the goal of regression analysis. According to Cohen, Cohen, West, and Aiken (2013), it enables forecasting and comprehension of how changes in the independent factors affect the dependent variable.

Reliability: The consistency and dependability of a measurement tool are referred to as reliability. Cronbach's alpha, a measure of internal consistency that shows how effectively survey or test questions measure the same underlying construct, is frequently used to evaluate it (Tavakol & Dennick, 2011). For the purpose of measuring reliability Cronbach alpha were used.

2. DESCRIPTIVE ANALYSIS

2.1 Data Analysis, Findings and Discussions

This chapter contains the overall results of the research that was done. The way the acquired data were arranged and interpreted depended on the connection between the independent and dependent variables. The data was computed and organized using Google Sheets and SPSS. The instruments demonstrated remarkable utility in enhancing the understanding of the gathered data in the subsequent segments of this investigation. The data analysis in this section shows the impact and influence of the many elements impacting the results. After a review of the collected responses, this has been further divided into numerous subsections.

2.2 Respondents profile

Gender, Age, Current Occupation and City (they belong to) were demographic data this study gathered. The study's focus on gender, age and current occupation that allowed for a more focused assessment of how these particular elements influence consumer behavior within the designated respondent groups, even though it did not look at a wider range of demographic variables.

2.2.1 Gender of Respondents

It is essential to investigate how gender-specific characteristics affect the study's variables. It draws attention to the important part that gender plays. Therefore, a classification into male and female categories is required by the research. Table 4 shows the respondents' distribution according to gender.

Table 4

Gender of Respondents

Gender	Frequency	Percent
Male	66	60.0
Female	44	40.0

Source: Survey (2024)

Table 4 indicates the gender distribution among respondents, revealing a greater participation of male respondents compared to females within the 110- -sample size. Specifically, the percentage of male respondents was 60%, whereas that of male respondents was 40%. Thus, there were more male respondents than female respondents in the study.

2.2.2 Age of Respondents

It is essential to investigate how age-specific characteristics affect the study's variables. It draws attention to the important part that age plays. Therefore, a classification into categories are Below 20, 20-30, 30-40, 40-50 and 50-60 required by the research. Table 5 shows the respondents' distribution according to age.

Table 5

Age of Respondents

Age	Frequency	Percent
Below 20	9	8.2
20-30	98	89.1
30-40	2	1.8
40-50	0	0.0
50-60	1	0.9

Source: Survey (2024)

Table 5 indicates the age distribution among respondents, revealing a greater participation of respondents were between the age 20-30 as compared to other age group within the 110- -sample size. Specifically, the percentage of below 20 age group was 8.2%, 20-30 age group was 89.1%, 30-40 age group was 1.8%, 40-50 age group was 0%, and 50-60 age group was 0.9%. Thus, there were more 20-30 age group respondents than other respondents in the study.

2.2.3 Current Occupation of Respondents

It is essential to investigate how current occupation characteristics affect the study's variables. It draws attention to the important part that age plays. Therefore, a classification into categories are Employed, Unemployed, Student, Retired and Other required by the research. Table 6 shows the respondents' distribution according to current occupation.

Table 6

Current Occupation of Respondents

	Frequency	Percent
Employed	12	10.9
Unemployed	2	1.8
Student	94	85.5
Retired	1	0.9
Other	1	0.9

Source: Survey (2024)

Table 6 indicates the age distribution among respondents, revealing a greater participation of respondents were student as compared to other occupation group within the 110- -sample size. Specifically, the percentage of employed was 10.9%, unemployed was 1.8%, student was 85.5%, retired was 0.9%, and other was 0.9%. Thus, there were more student respondents than other respondents in the study.

2.2.5 Location (Permanent Address) of Respondents

Location is also included in demographic data. The respondent was asked to fill up their permanent address from where they belong to. Overall data of respondents from 48 different locations was collected. The location are categories as Arghakhanchi, Baglung, Bardibas, Bhaktapur, Bhojpur, Butwal, Chitwan, Dailekh, Damak, Dang, Dhading, Dhangadhi, Gorkha, Illam, Itahari, Janakpur, Jhapa, Jumla, Kailali, Kalikot, Kapilvastu, Kathmandu, Kavre, Kavrepalanchowk, Khotang, Lahan, Lalitpur, Lamjung, Morang, Myagdi, Nawalparasi, Nepalgunj, Okhaldhunga, Pokhara, Pyuthan, Rasuwa, Rautahat, Rupendehi, Sarlahi, Sindhuli, Sindhupalchok, Siraha, Solukhumbhu, Surkhet, syangjha, Tanahu, Taplejung, and Tikapur by research. Table 7 shows the respondents' distribution according to the location of respondents.

Table 7

Location (permanent Address) of Respondents

Location	**Frequency**	**Percentage**
Arghakhanchi	2	1.82
Baglung	1	0.91

Bardibas	1	0.91
Bhaktapur	2	1.82
Bhojpur	2	1.82
Butwal	1	0.91
Chitwan	2	1.82
Dailekh	2	1.82
Damak	1	0.91
Dang	4	3.64
Dhading	1	0.91
Dhangadhi	4	3.64
Gorkha	1	0.91
Illam	1	0.91
Itahari	1	0.91
Janakpur	5	4.55
Jhapa	3	2.73
Jumla	1	0.91
Kailali	1	0.91
Kalikot	1	0.91
Kapilvastu	6	5.45
Kathmandu	25	22.73
Kavre	3	2.73
Kavrepalanchowk	1	0.91
Khotang	1	0.91
Lahan	1	0.91
Lalitpur	4	3.64
Lamjung	1	0.91
Morang	1	0.91
Myagdi	1	0.91
Nawalparasi	1	0.91
Nepalgunj	3	2.73
Okhaldhunga	1	0.91
Pokhara	3	2.73
Pyuthan	3	2.73
RASUWA	1	0.91
Rautahat	2	1.82
Rupendehi	1	0.91
Sarlahi	2	1.82
Sindhuli	2	1.82
Sindhupalchok	1	0.91
Siraha	1	0.91
Solukhumbhu	1	0.91
Surkhet	1	0.91

syangjha	2	1.82
Tanahu	2	1.82
Taplejung	1	0.91
Tikapur	1	0.91

Source: Survey (2024)

Table 7 indicates the age distribution among respondents, revealing a greater participation of respondents were from Kathmandu as compared to other location within the 110- -sample size. Specifically, the percentage of respondent from Kathmandu was 22.72.9%,. Thus, there were more respondents from Kathmandu than other location in the study.

2.3 Descriptive Statistics

This section covers the descriptive analysis of the data gathered during the study via the questionnaires. The study's mean and standard deviation are included in the descriptive statistics. The vast amount of data related to the variables is made easier to understand with the aid of descriptive statistics. There were five grading scales on the questionnaire. Below is a list of them:

Table 8

Likert Scale Descriptors

Grade	Scale
1	Strongly Disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly Agree

Source: Cobern, Nyutu and Pleasants (2020)

The questions (statements) that were presented to the respondents using a "Five Point Likert Scale," with a range of 1 to 5. 1 on the Likert scale denotes strong disagree, 2 disagree, 3 neutral (neither agree nor disagree), 4 agree, and 5 strong agree. After reading the statement, the respondents had to select a figure from 1 to 5 that they thought was appropriate.

2.3.1 Payment Experience

Table 9

Descriptive Statistics of Payment Experience

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

The online payment process in Nepal is user-friendly	6	8	20	45	31
The transaction speed of online payments meets my expectations	3	11	36	40	20
Instructions for making online payments are clear and easy to understand	2	9	20	47	32
I feel that my financial information is secure when I make online payments.	6	9	29	36	30

The table displays the findings of a survey conducted in Nepal on online payment. In general, most participants (69%) expressed agreement or strong agreement that the online payment system in Nepal is easy to use. Furthermore, a comparable majority (71.81%) agreed or strongly agreed that the guidelines for making payments online are understandable.

Regarding transaction speed and security, there is less optimism. Merely 54.54% of participants expressed agreement or strong agreement that the transaction speed of digital payments fulfills their anticipated pace. A significantly smaller percentage, 60%, thought that making payments online would protect their financial information.

Table 10

Descriptive Statistics of Payment Experience

Statements	N	Minimum	Maximum	Mean	Std. Deviation
The online payment process in Nepal is user-friendly	110	1	5	3.79	1.101
The transaction speed of online payments meets my expectations	110	1	5	3.57	0.990
Instructions for making online payments are clear and easy to understand	110	1	5	3.89	0.980
I feel that my financial information is secure when I make online payments.	110	1	5	3.68	1.125

This study looked into how Nepalese consumers felt about making payments online. Participants in the poll were asked to score their agreement on a 5-point Likert scale (strongly disagree) to 1 (strongly agree) regarding user-friendliness, transaction speed, and security.

The findings showed that opinions of online payments' usability (average score: 3.79) and instructions' clarity (average score: 3.89) were largely favorable. This implies that people find the instructions and the procedure itself to be simple to follow. Perceived transaction speed (average score: 3.57) and security (average score: 3.68) both need improvement.

These findings indicate that Nepal might yet do better when it comes to the security and speed of online payments. On the other hand, it seems that most consumers are satisfied with how simple and clear the online payment instructions are.

2.3.2 Buying Experience

Table 11

Descriptive Statistics of Payment Experience

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The convenience of online payments encourages me to make more online purchases	4	9	33	37	27
I am likely to purchase items I did not plan to buy due to the ease of online payment	13	18	25	30	24
The reliability of the online payment process has improved my purchasing behavior	5	13	34	40	18
Overall shopping experience is better when I use online payments	3	11	26	41	29

The agreement ratings of respondents (N = 110) with four statements on online payments are displayed in the table. Regarding whether online payment ease leads to impulsive purchases, participants' attitudes are more divided, with a significant portion agreeing (30) or strongly agreeing (24). However, the majority of participants agree or strongly agree, saying that online payment convenience encourages more purchases. The majority of respondents (70) feel that their overall shopping experience has improved with online payments, and many respondents (58) agree or strongly agree that the reliability of online payments has enhanced their purchasing behavior.

Table 12

Descriptive Statistics of Payment Experience

Statements	N	Minimum	Maximum	Mean	Std. Deviation
The convenience of online payments encourages me to make more online purchases	110	1	5	3.67	1.050

I am likely to purchase items I did not plan to buy due to the ease of online payment	110	1	5	3.31	1.305
The reliability of the online payment process has improved my purchasing behavior	110	1	5	3.48	1.047
Overall shopping experience is better when I use online payments	110	1	5	3.75	1.044

The information shows how respondents feel about making payments online. Using a sample size of 110, the mean ratings on a 5-point rating system show that there is a moderate tendency to buy impulsive items because of the ease of payment (mean = 3.31, SD = 1.305) and that the convenience of online payments stimulates greater purchases (mean = 3.67, SD = 1.050). Purchasing behavior is positively impacted by the online payment process's dependability (mean = 3.48, SD = 1.047), and making online payments is generally thought to improve the buying experience (mean = 3.75, SD = 1.044). These findings imply that important variables influencing the use of online payments include convenience, dependability, and improved purchasing experiences.

2.3.3 Perceived Usefulness

Table 13

Descriptive Statistics of Perceived Usefulness

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Online payment systems make the payment process more efficient.	5	5	22	41	37
The availability of online payments influences my choice of retailers	4	8	28	46	24
Online payments make it easier for me to manage my expenses	10	10	26	40	24
I prefer online payments because they are usually quicker than other methods	9	13	23	35	30

The respondents' opinions about several facets of online payments are summarized in the table. Most respondents (41 + 37) agree or strongly agree that online payment methods improve efficiency, and 46 + 24 say that their choice of stores is influenced by the availability of online payments. Online payments are preferred by many participants due to their speed when compared to other methods (35 + 30) and because they are beneficial in managing spending

(40 + 24). These results emphasize the convenience of managing expenses, impact on shop selection, perceived effectiveness, and time-saving advantages of online payments.

Table 14

Descriptive Statistics of Perceived usefulness

Statements	N	Minimum	Maximum	Mean	Std. Deviation
Online payment systems make the payment process more efficient.	110	1	5	3.91	1.063
The availability of online payments influences my choice of retailers	110	1	5	3.71	1.008
Online payments make it easier for me to manage my expenses	110	1	5	3.53	1.194
I prefer online payments because they are usually quicker than other methods	110	1	5	3.58	1.237

This study looked into how users in Nepal felt about making payments online. On a range of 1 (strongly disagree) to 5 (strongly agree), participants were asked to rate how much they agreed with each of the four statements. Each statement received an average score of about 3.7, with a standard deviation of about 1. This implies that while there were differing views on each of the statements, the majority of respondents only marginally agreed with them. The claim that internet payments improve process efficiency received the highest average score (3.91). This implies that the majority of respondents thought online payments were a quicker option than traditional payment methods.
Making payments online facilitates better expense management was the statement with the lowest average score (3.53). This can be the case since some individuals find it challenging to monitor their expenditure when making purchases online.
Although there is certainly opportunity for improvement, the poll indicates that people in Nepal are generally pleased about online payments.

2.3.4 Perceived Risk

Table 15

Descriptive Statistics of Perceived Risk

Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I worry about unauthorized transactions when using online payment systems	7	14	26	34	29
Worry about data privacy affects my usage of online payment	13	17	30	28	22

using online payment methods makes me feel more vulnerable to fraud compared to traditional payment methods.	8	14	24	39	25
I worry about the possibility of technical issues during online payments that could prevent my purchase from being completed in Nepal.	6	10	27	35	32

The information shows that when using online payments, more participants (34) expressed concern about unauthorized transactions than (28) did about data privacy. Interestingly, compared to 34 participants who were concerned about unauthorized transactions, a slightly greater percentage of participants (39) believed that using online payment methods made them more susceptible to fraud than using traditional means.
It seems that Nepalese consumers of online payments are mostly concerned about security. To be more precise, more research is required to determine the causes of the worry of unlawful transactions.

Table 16

Descriptive Statistics of Perceived risk

Statements	N	Minimum	Maximum	Mean	Std. Deviation
I worry about unauthorized transactions when using online payment systems	110	1	5	3.58	1.192
Worry about data privacy affects my usage of online payment	110	1	5	3.26	1.276
using online payment methods makes me feel more vulnerable to fraud compared to traditional payment methods.	110	1	5	3.54	1.186
I worry about the possibility of technical issues during online payments that could prevent my purchase from being completed in Nepal.	110	1	5	3.70	1.146

The standard deviation was approximately 1.2, and the average ratings varied from 3.26 to 3.70, showing a modest inclination towards agreement but a wide variety of viewpoints.
The potential for technical problems with online payments that would prohibit the completion of the purchase was very concerning (mean: 3.70). In addition, users felt somewhat more susceptible to fraud than with typical payment methods (mean: 3.54) and were concerned about illegal transactions (mean: 3.58). Less worry was shown about data privacy (mean: 3.26).

These results imply that for Nepali consumers of online payments, security and dependability are critical. Concerns like these might be resolved and a greater acceptance of online payments could be fostered by initiatives to fortify fraud prevention protocols and upgrade technical infrastructure.

2.3.5 Trust

Table 17

Descriptive Statistics of Trust

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I trust that online payment systems are trustworthy	7	11	30	46	16
Online payment systems provide truthful information about transactions	4	7	14	47	38
I trust that online payment systems have strong security measures.	4	11	24	41	30
Familiarity with online payment systems increases my trust in using them.	4	12	31	35	28

The findings show that most participants (46 agreed or strongly agreed) and 47 agreed or strongly agreed that online payment systems are trustworthy and that they provide accurate information about transactions.

Less confidence is expressed in security measures, though. Of those using online payment methods, just forty-one agreed or strongly agreed that robust security measures are in place. It's interesting to note that 47 people claim that their level of confidence rises with increased knowledge with these technologies.

These results imply that although Nepalese consumers view online payment systems as generally reliable in terms of business procedures, they have reservations regarding the security precautions taken to safeguard sensitive financial data. These issues could be resolved and user confidence raised by initiatives to raise awareness of online safety procedures and improve transparency surrounding security methods.

Table 18

Descriptive Statistics of Trust

Statements	N	Minimum	Maximum	Mean	Std. Deviation
I trust that online payment systems are trustworthy	110	1	5	3.48	1.064
Online payment systems provide truthful information about transactions	110	1	5	3.98	1.031
I trust that online payment systems have strong security measures.	110	1	5	3.75	1.079
Familiarity with online payment systems increases my trust in using them.	110	1	5	3.65	1.089

The assertion about online payment systems giving accurate transaction information received the highest average score (3.98). This implies that the majority of respondents thought they could trust the information they got while making payments online.

The assertion about overall dependability of online payment systems received the lowest average score (3.48). This may suggest that some individuals have doubts about the reliability of online payment methods in general.

According to the survey's findings overall, Nepal needs to increase public confidence in its online payment systems. Although users seem to believe the information they are given during transactions, there are doubts over the systems' general level of trustworthiness.

2.4 Reliability Test (Cronbach Alpha)

Table 19

Cronbach alpha value and level of reliability

Cronbach Alpha Score	Level of Reliability
0.0 - 0.2	Less Reliable
0.2 - 0.4	Rather Reliable
0.4 - 0.6	Quite Reliable
0.6 - 0.8	Reliable
0.8 - 1.0	Very Reliable

Source: Atina Ahdika (2017)

A reliability test was conducted on all dependent and independent variables and on the overall questionnaire. The table presented above, extracted from the study by Ahdika (2017), displays both the Cronbach's alpha score and the corresponding level of reliability. These metrics are employed to assess the reliability of variables within the context of the current study. The preceding table shows the reliability test of all variables which has been elaborated further below subsequently.

Table 20

Cronbach alpha value of the study variables

S.N	Variables	No. of Items	Cronbach alpha
1	Payment	4	0.733
2	Buying	4	0.555
3	Usefulness	4	0.546
4	Perceived Risk	4	0.684
5	Trust	4	0.780

Source: Survey (2024)

2.5.1 Payment Experience (α = 0.733)

Five questions in all were asked to the respondents in order to evaluate their experiences making payments online. Their answers were rated on a Likert scale from 1 to 5, and Cronbach's Alpha was calculated to assess internal consistency. With regard to the dependent variable payment experience, the Cronbach Alpha value is 0.733. The

value suggests that the questions are reliable. It implies that these questions have a strong internal consistency as well.

2.5.2 Buying Experience (α = 0.555)

In order to assess the dependability of the dependent variable "buying experience" in online payment systems, the respondents were asked four questions. The results and survey data show a Cronbach's Alpha score of 0.555. This score lies between 0.4 and 0.6 on the supplied reliability scale, making it classified as "Quite Reliable." This implies that even while the survey's items evaluating payment experience have a moderate degree of internal consistency, there might still be space for improvement. The survey tool's current level of reliability suggests that it captures users' payment experiences in online contexts fairly consistently, but improving the measuring tool could increase the data's dependability even more.

2.5.3 Perceived Usefulness (α = 0.546)

Based on our survey data, the independent variable "perceived usefulness" in online payment systems has a Cronbach's Alpha score of 0.546. This score is between 0.4 and 0.6 for "Quite Reliable" on the given reliability scale. This suggests that there is a moderate level of internal consistency among the items used to gauge perceived utility. Although the assessment instrument we now use to assess the perceived usefulness of online payment systems is fairly trustworthy, it can yet be improved to increase its consistency. As a result, even though our results are quite reliable, they may be made more reliable by improving the survey tool.

2.5.4 Perceived Risk (α = 0.684)

The Cronbach's Alpha for perceived risk was 0.684, indicating a satisfactory level of reliability. Our criteria place it in the "quite reliable" range, despite not having the strongest internal consistency. This indicates that although there may be space for improvement, the metrics employed to measure perceived risk generally evaluate the construct consistently.

2.5.5 Trust (α = 0.780)

The study also aimed to measure the trust of using online payment for payment experience and buying experience. Out of twenty questions, four questions focused on the trust of using online payment. The Cronbach's Alpha for trust towards online payment was 0.780, indicating strong internal consistency. This implies that the metrics employed to measure trust probably provide a consistent and dependable assessment of the construct. This increases our confidence in the interpretation of the results concerning trust and how it affects online payment behavior.

2.6 Correlation Analysis

Table 21

Relationship interpretation of correlation coefficient value

Value of Correlation	Coefficient Relationship interpretation
0 - 0.199	Very weak
0.2 - 0.399	Weak
0.4 - 0.599	Moderate
0.6 - 0.799	Strong
0.8 - 1	Very Strong

Source: Care, Subagio and Rahman (2018)

To investigate the link between the study's independent and dependent variables, a correlational analysis was carried out. The study by Care, Subagio, and Rahman (2018) produced the table that is shown above, which shows the correlation coefficient and the related explanation. These metrics are used in the context of the current study to evaluate the relationship between the variables.

Table 22

Correlation Coefficient

		Payment	Buying	Useful	Risk	Trust
Payment	Pearson Correlation	1	.475**	.571**	.266**	.465**
	Sig. (2-tailed)		0.000	0.000	0.005	0.000
	N	110	110	110	110	110
Buying	Pearson Correlation	.475**	1	.583**	.292**	.378**
	Sig. (2-tailed)	0.000		0.000	0.002	0.000
	N	110	110	110	110	110
Useful	Pearson Correlation	.571**	.583**	1	.434**	.591**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	110	110	110	110	110
Risk	Pearson Correlation	.266**	.292**	.434**	1	.288**
	Sig. (2-tailed)	0.005	0.002	0.000		0.002
	N	110	110	110	110	110
Trust	Pearson Correlation	.465**	.378**	.591**	.288**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.002	
	N	110	110	110	110	110

**. Correlation is significant at the 0.01 level (2-tailed).

2.6.1 Relationship between Perceived usefulness and Payment experience (0.571)

The correlation coefficient of 0.571 suggests a slight positive relationship between perceived usefulness and payment experience. It can also be interpreted as users' satisfaction with online payment systems tends to increase as they believe them to be more useful. The relationship between the two is not very strong, but it is significant enough to suggest that improving consumers' perceptions of the usefulness of online payment systems may have a relatively positive impact on their overall payment experiences.

2.6.2 Relationship between Perceived Risk and Payment experience (0.266)

With a correlation coefficient of 0.266, the relationship between perceived risk and payment experience is weakly favorable. This indicates that when the payment experience gets somewhat better when the perceived risk of using online payment systems rises. However, the relationship is not very high, suggesting that perceived risk has little bearing on the payment experience.

2.6.3 Relationship between Trust and Payment experience (0.465)

The relationship between trust and payment experience appears to be moderate positive, as indicated by the correlation coefficient of 0.465. People who have better payment experiences tend to be those who have a higher level of trust in the online payment system. The association's moderate strength, however, suggests that factors other than trust also affect how consumers see their payment experience.

2.6.3 Relationship between Perceived usefulness and Buying experience (0.583)

The moderate relationship between perceived usefulness and buying experience through online payment is indicated by the correlation coefficient of 0.583. This indicates that consumers who find these online payments more helpful also typically report having had a better buying experience. It indicates that people's perceptions of their buying experiences are influenced by factors other than perceived usefulness.

2.6.4 Relationship between Perceived Risk and Buying experience (0.292)

With a correlation coefficient of 0.292, the relationship between perceived risk and buying experience is weakly favorable. This suggest that as perceived risk increases, the buying experience slightly improves, but the influence is minor. It's likely that other elements influence the entire purchasing experience more significantly.

2.6.5 Relationship between Trust and Buying experience (0.378)

The correlation coefficient of 0.378 between trust and buying experience indicates a moderate positive relationship. The buying experience improves somewhat as trust rises, demonstrating the important role trust plays in creating satisfying shopping experiences.

2.7 Regression Analysis for Payment Experience

The objective of this study is to know whether variables such as Perceived usefulness, Perceived Risk and Trust affected Payment experience of consumers.

Table 23

Model Summary of Regression for payment experience

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593[a]	0.351	0.333	0.64000

a. Predictors: (Constant), Trust, Perceived Risk, Perceived Usefulness

Source: SPSS, Survey Data (2024)

Table 24

ANOVA for payment experience

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.491	3	7.830	19.117	.000[b]
	Residual	43.418	106	0.410		
	Total	66.910	109			

a. Dependent Variable: Payment

b. Predictors: (Constant), Trust, Risk, Useful

Source: SPSS, Survey Data (2024)

The dependent variable (Payment experience) was regressed on independent variables (Perceived usefulness, Perceived Risk and Trust). The independent variables significantly predict Payment experience, $F = 19.117$, $p < .001$ all of which is an indication that the independent variables have significant impact on payment experience of

consumers. The R square value of 0.351 shows that the model explains 35.1% of the variation in payment experience of the consumers. Total 35.1% variation in Dependent Variable is due to independent variables such as Perceived Usefulness, Perceived Risk and trust which are considered in this study and the remaining 64.9 % can be attributed to other variables that this study has not investigated. In addition, the coefficients were further examined to establish the impacts of individual independent variables on the dependent variable. The detailed hypothesis testing has been elaborated in the next section.

Table 25

Coefficients[a] for payment experience

Model				Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.237	0.357		3.466	0.001
	Perceived Usefulness	0.478	0.110	0.448	4.346	0.000
	Perceived Risk	0.014	0.079	0.015	0.171	0.864
	Trust	0.186	0.092	0.196	2.018	0.046

a. Dependent Variable: Payment Experience

2.8 Regression Analysis for Buying Experience

The objective of this study is to know whether variables such as Perceived usefulness, Perceived Risk and Trust affected Buying experience of consumers.

Table 26

Model Summary of Regression for buying experience

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.586[a]	0.343	0.325	0.60079

a. Predictors: (Constant), Trust, Risk, Useful

Source: SPSS, Survey Data (2024)

Table 27

ANOVA for buying experience

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.001	3	6.667	18.470	.000[b]
	Residual	38.261	106	0.361		

Total	58.262	109

a. Dependent Variable: Buying

b. Predictors: (Constant), Trust, Risk, Useful

Source: SPSS, Survey Data (2024)

The dependent variable (Buying experience) was regressed on independent variables (Perceived usefulness, Perceived Risk and Trust). The independent variables significantly predict Buying experience, $F = 18.470$, $p < .001$ all of which is an indication that the independent variables have significant impact on buying experience of consumers. The R square value of 0.343 shows that the model explains 34.3% of the variation in buying experience of the consumers. Total 34.3% variation in Dependent Variable is due to independent variables such as Perceived Usefulness, Perceived Risk and trust which are considered in this study and the remaining 65.7 % can be attributed to other variables that this study has not investigated. In addition, the coefficients were further examined to establish the impacts of individual independent variables on the dependent variable. The detailed hypothesis testing has been elaborated in the next section.

Table 28

Coefficients[a] for buying experience

Model				Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.298	0.335		3.875	0.000
	Useful	0.532	0.103	0.534	5.147	0.000
	Risk	0.039	0.074	0.046	0.526	0.600
	Trust	0.043	0.086	0.049	0.498	0.620

a. Dependent Variable: Buying

Source: SPSS, Survey Data (2024)

2.9 Hypothesis Testing

The process of using statistics to determine if the hypothesis is true or not is known as hypothesis testing. The hypothesis is tested to check whether observed differences between groups or variables are true or the result of random variation. Analysing the entire population is the best method to find out if a statistical hypothesis is true but because it is generally not feasible, researchers usually examine a sample chosen at random from the population or a purposive sampling is employed like in this study. Every hypothesis is independently examined and analysed through inferential analysis in statistical software - SPSS. The five hypotheses formulated in this study to determine the link between the dependent and independent variables have been tested.

Table 29

Hypothesis testing

Hypothesis	**Sig.**	**Remark**

There is significant relationship between Perceived usefulness of online payment systems and consumer's payment experience. (H1)	<.001	Accepted
There is significant relationship between Perceived risk of online payment systems and consumer's payment experience. (H2)	.864	Rejected
There is significant relationship between trust of online payment systems and consumer's payment experience. (H3)	.046	Accepted
There is significant relationship between Perceived usefulness of online payment systems and consumers' buying experience. (H4)	<.001	Accepted
There is significant relationship between Perceived risk of online payment systems and consumers' buying experience. (H5)	.600	Rejected
There is significant relationship between trust of online payment systems and consumers' buying experience. (H6)	.620	Rejected

Source: SPSS, Survey Data (2024)

H1: There is significant relationship between Perceived usefulness of online payment systems and consumer's payment experience.

Hypothesis 1 evaluates if Perceived usefulness has a significant impact on Payment experience of consumers. The findings show that Perceived usefulness of online payment significantly influenced Payment experience ($B = 0.478$, $t = 4.346$, $p < .001$). Hence, hypothesis 1 has been accepted.

H2: There is significant relationship between Perceived risk of online payment systems and consumer's payment experience.

Hypothesis 2 aims to find if perceived risk has a significant impact on payment experience of consumers. The results show that Perceived risk of online payment significantly influenced payment experience ($B = 0.014$, $t = 0.171$, $p < 0.864$). Therefore, hypothesis 2 has been rejected.

H3: There is significant relationship between trust of online payment systems and consumer's payment experience.

Hypothesis 3 examines if trust has a significant impact on payment experience of consumers. The results show that trust significantly influenced payment experience (B = 0.186, t = 2.018, p = 0.046). Hence, hypothesis 3 has been accepted.

H4: There is significant relationship between Perceived usefulness of online payment systems and consumers' buying experience.

Hypothesis 4 evaluates if Perceived usefulness has a significant impact on buying experience of consumers. The findings show that Perceived usefulness of online payment significantly influenced buying experience (B = 0.532, t = 5.147, p < .001). Hence, hypothesis 4 has been accepted.

H5: There is significant relationship between Perceived risk of online payment systems and consumers' buying experience.

Hypothesis 5 aims to find if perceived risk has a significant impact on buying experience of consumers. The results show that Perceived risk of online payment significantly influenced Buying experience (B = 0.039, t = 0.526, p < 0.600). Therefore, hypothesis 5 has been rejected.

H6: There is significant relationship between trust of online payment systems and consumers' buying experience.

Hypothesis 6 examines if trust has a significant impact on buying experience of consumers. The results show that trust significantly influenced buying experience (B = 0.043, t = 20.498, p = 0.620). Hence, hypothesis 6 has been rejected.

3. SUMMARY AND CONCLUSION

3.1 Findings of the study

The study aimed to evaluate if factors such as perceived usefulness, perceived risk and trust had impact on payment and buying experience of the consumer. Conceptual framework was developed at first using which six hypotheses were formulated. An online questionnaire was also formulated using the dependent and independent variables. The data collected through questionnaire was computed using Statistical Package for Social Sciences (SPSS) for software. Findings of the study have been summarised in this section.

1. The percentage of male respondents was 60%, whereas that of male respondents was 40%. This study consisted of more male respondents than female respondents.
2. The percentage of below 20 age group respondents was 8.2%, 20-30 age group respondent was 89.1%, 30-40 age group respondents was 1.8%, 40-50 age group respondents was 0%, and 50-60 age group respondents was 0.9%. Thus, there were more 20-30 age group respondents than other respondents in the study.
3. The percentage of employed respondents was 10.9%, unemployed respondents was 1.8%, student respondents was 85.5%, retired respondents was 0.9%, and other respondents was 0.9%. Thus, there were more student respondents than other respondents in the study.
4. The findings showed that opinions were collected from 48 different cities of Nepal.
5. The findings showed that opinions of online payments' usability (average score: 3.79) and instructions' clarity (average score: 3.89) were largely favorable.
6. The findings showed that Perceived transaction speed (average score: 3.57) and security (average score: 3.68) both need improvement. These findings indicate that Nepal might yet do better when it comes to the security and speed of online payments.

7. The Findings show that there is a moderate tendency to buy impulsive items because of the ease of payment (mean = 3.31, SD = 1.305) and that the convenience of online payments stimulates greater purchases (mean = 3.67, SD = 1.050).
8. The findings showed that Purchasing behavior is positively impacted by the online payment process's dependability (mean = 3.48, SD = 1.047), and making online payments is generally thought to improve the buying experience (mean = 3.75, SD=1.044). These findings imply that important variables influencing the use of online payments include convenience, dependability, and improved purchasing experiences.
9. The findings showed that The claim that internet payments improve process efficiency received the highest average score (3.91). This implies that the majority of respondents thought online payments were a quicker option than traditional payment methods.
10. The findings showed that making payments online facilitates better expense management was the statement with the lowest average score (3.53). This can be the case since some individuals find it challenging to monitor their expenditure when making purchases online.
11. The findings showed that the potential for technical problems with online payments that would prohibit the completion of the purchase was very concerning (mean: 3.70).
12. The findings showed that users felt somewhat more susceptible to fraud than with typical payment methods (mean: 3.54) and were concerned about illegal transactions (mean: 3.58). Less worry was shown about data privacy (mean: 3.26).
13. The findings showed that the assertion about overall dependability of online payment systems received the lowest average score (3.48). This may suggest that some individuals have doubts about the reliability of online payment methods in general.
14. The findings showed that each statement received an average score of about 3.7, with a standard deviation of about 1. This implies that while there were differing views on each of the statements, the majority of respondents only marginally agreed with them.
15. The correlation coefficient of 0.571 suggests a slight positive relationship between perceived usefulness and payment experience.
16. With a correlation coefficient of 0.266, the relationship between perceived risk and payment experience is weakly favorable.
17. The relationship between trust and payment experience appears to be moderate positive, as indicated by the correlation coefficient of 0.465.
18. The moderate relationship between perceived usefulness and buying experience through online payment is indicated by the correlation coefficient of 0.583.
19. With a correlation coefficient of 0.292, the relationship between perceived risk and buying experience is weakly favorable.
20. The correlation coefficient of 0.378 between trust and buying experience indicates a moderate positive relationship.
21. The independent variables significantly predict Payment experience, $F = 19.117$, $p < .001$ all of which is an indication that the independent variables have significant impact on payment experience of consumers explaining 35.1% of the variation (R square value of 0.351) and the remaining 64.9 % can be attributed to other variables that this study has not investigated.
22. The independent variables significantly predict Buying experience, $F = 18.470$, $p < .001$ all of which is an indication that the independent variables have significant impact on buying experience of consumers explaining 34.3% of the variation (R square value of 0.343) and the remaining 65.7 % can be attributed to other variables that this study has not investigated.
23. The study confirmed that perceived usefulness (H1), and trust (H3) all significantly influence consumers' payment experience, supporting the acceptance of each respective hypothesis.

24. The study confirmed that perceived usefulness (H4) significantly influence consumers' buying experience, supporting the acceptance of hypothesis.

3.2 Conclusion

The variables influencing online payment experiences and customer purchasing experience in Nepal are thoroughly analyzed in this research. Notable demographic patterns were observed, with 89.1% of respondents being in the 20–30 age range and 60% of respondents being male. Furthermore, 85.5% of respondents were students, which could limit how broadly applicable the findings are.

The study shows that people's perceptions of online payments are generally good, with high ratings for usability and instruction clarity. To increase user satisfaction, however, it was determined that security and transaction speed needed to be improved. Online payment convenience has a moderate impact on consumer behavior, leading to larger average purchases, whereas payment procedure dependability enhances the shopping experience. While online payments are seen to improve process efficiency, their effectiveness in controlling expenses is lower. With less concern for data privacy, respondents expressed concerns about technical challenges, fraud, and illegal transactions. Online payment systems' overall reliability received the lowest score, suggesting some doubts regarding their reliability.

According to correlation analyses, perceived usefulness and the buying and payment experiences have a somewhat favorable connection. Additionally, there is a significantly favorable correlation between trust and both the purchasing and payment experiences. On the other hand, there is a weak positive correlation between perceived risk and the buying and payment experiences. Perceived usefulness, perceived risk, and trust are significant variables of both the payment experience and the buying experience, according to regression analyses. These findings corroborate the theories that contend these elements are essential in determining how consumers feel about making payments and buying using online payment.

In conclusion, the study emphasizes that although most people in Nepal have a positive opinion of online payments, security and transaction speed still need to be improved in order to provide better user experiences. In order to fully understand the complexity of online payment systems and their influence on consumer behavior, more variables should be investigated in future research.

3.3 Suggestions

3.3.1 Suggestions for future researchers

1. It is advised to carry out longitudinal research to monitor shifts in customer attitudes and behavior over time.
2. Qualitative Research including focus groups and interviews are advised when delving deeply into the opinions and habits of customers.
3. It is advised to look into how diverse culture affect the uptake of online payments in various parts of Nepal.
4. To comprehend geographical disparities, comparative research between urban and rural areas are advised.
5. In order to ease worries about fraud and data privacy, it is advised to concentrate on investigating practical security methods.

3.3.2 Suggestions for Bank and Financial Institutions

1. It is suggested to increase the perceived transaction speed to make customer more satisfaction.
2. The security towards online payment should be strong and according to findings it is suggested that security need to be improve.
3. It is suggested to conduct awareness program and to provide education on online payment system.
4. It is advised to make customer felt somewhat more susceptible to fraud than with typical payment methods and about illegal transactions.
5. It is suggested to make online payment system more reliable.

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APPENDICES

S.N	Questionnaire	Source
Payment Experience		
1	The online payment process in Nepal is user-friendly	Davis, 1989; Venkatesh & Davis, 2000
2	The transaction speed of online payments meets my expectations	Kim et al., 2010
3	Instructions for making online payments are clear and easy to understand	Gefen et al., 2003
4	I feel that my financial information is secure when I make online payments.	Kim et al., 2008
Buying Experience		
1	The convenience of online payments encourages me to make more online purchases	Liao & Cheung, 2002
2	I am likely to purchase items I did not plan to buy due to the ease of online payment	Lo et al., 2014
3	Overall shopping experience is better when I use online payments	Szymanski & Hise, 2000
4	The reliability of the online payment process has improved my purchasing behavior	Bhattacherjee, 2001
Perceived Usefulness		

2	Online payment systems make the payment process more efficient.	Davis, 1989
3	Online payments make it easier for me to manage my expenses	Kim et al., 2010
4	The availability of online payments influences my choice of retailers	Pavlou, 2003
5	I prefer online payments because they are usually quicker than other methods	Liao & Cheung, 2002

Perceived Risk

2	Worry about data privacy affects my usage of online payment	Pavlou, 2003
3	I worry about unauthorized transactions when using online payment systems	Featherman & Pavlou, 2003
4	using online payment methods in Nepal makes me feel more vulnerable to fraud compared to traditional payment methods.	Igbaria et al., 2001
5	I worry about the possibility of technical issues during online payments that could prevent my purchase from being completed in Nepal.	Anderson & Srinivasan, 2003

Trust

1	I trust that online payment systems are trustworthy	Gefen, 2000
2	Online payment systems provide truthful information about transactions.	McKnight et al., 2002
3	I trust that online payment systems have strong security measures.	Kim et al., 2008
4	Familiarity with online payment systems increases my trust in using them.	Gefen, 2000