

# Determinants of Digital Payment Services and Behavioral Loyalty among Generation Y

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## Abstract

With exponential growth of the digital payments services in India in recent years, this study is made with a specific intent of proposing the factors responsible for awareness and perception towards digital payments (e-payments). The study shows that factors such as trust, usefulness, ease of use, perceived risk and security & satisfaction impacts consumers' perception towards digital payment services. The study affirms various factors for surveying customer's perception towards digital payments. The usage of digital payments by the majority of our respondents establishes the fact that there is huge potential for expansion of such payment service apps & platforms. The significant factors identified are helpful for policy makers for addressing policy making and regulatory issues, banking institutions and digital payment (e-payment) app services providers.

**Keywords** - Digital payments, Digital India, Mobile banking, Trust, Ease of use, Usefulness, Perceived risk, Security, Convenience, Customer's perception, Customer satisfaction.

## Introduction

In the year 2015, Indian government initiated the “Digital India” program with the mission to empower the country with digitalization of data. “Faceless, Paperless, Cashless” payments is one of the major aim to be achieved with the help of this program. Digital payment system has gained importance nowadays, especially after demonetization. The government is taking many steps to encourage the public to use payment gateway platforms. It has also introduced Unified Payments Interface (UPI) which is an app based transaction across different banks. Another improved version is set to be unveiled by the government, which makes banking transactions through mobile phones without internet by platform known as Unstructured Supplementary Service Data (USSD). This research is conducted to determine the attitude of people towards adoption of Digital Payments services.

The rise of online shopping has added another dimension to the issue of trust in businesses and their brands. In the physical world, many consumers can choose to be anonymous, trading cash for goods and moving on with no trace of their identity left behind. But this is not possible in cyberspace, anonymity is not an option. They need to

specify who they are, how to get back to them and much more information. The customer gives personal information only when they are confident that their personal details will be secure. So, it's important for the e-businesses to understand privacy needs of the online customer.

Consumer sensitivity towards online activity for behavioral advertising is an important area of research. Consumers are reluctant to share their personal information with advertisers. They are concerned for security of data as it is being transferred back and forth over wireless networks.

The demonetization move has tremendously affected different sectors of Indian economy and has essentially affected the manner in which individuals execute transactions in day to day life. This period truly gave a booster to transfer of money through digital mode since everybody was suffering from cash shortage at that point of time.

Thus, this study critically evaluates the role of digital payments and factors that shape consumers' behavior towards online payment. The purpose of this study is to uncover the effects of digital payment on Generation Y customers. In order to determine the more prominent reasoning amongst a sample size, the following objectives are being observed: (i) to find out the factors affecting the usage of digital payment services in India (ii) to study how these factors affect the intention to use digital payment services.

This research draws and builds on findings from an extensive primary survey and also from the various empirical and conceptual studies subject to secondary analysis. As this study explicitly examines interrelationships between online payment services and behavioral loyalty in the Indian context, it is definite that this study will contribute to the existing body of knowledge towards digital marketing and its influence on consumer behavior. The organization of the paper is as follows. Section 2 provides a brief literature review. The research methodology used in the paper is discussed in Section 3. The research findings are provided in Section 4, followed by the concluding remarks are provided in Section 5.

## Review of Literature

Laukkanen, Sinkkonen, Kivijarvi, & Laukkanen, (2007) observed that, security is not an issue perceived by customers as a major obstacle in digital payment transactions and that, in fact, there are many customers who think that a mobile network connection via personal mobile device is very much secure. This shows that risk

factor is unimportant in digital payment services.

Sulaiman et al., (2007) observed that early adopters of innovativeness in information technology ought to have positive perception towards innovation in relation to compatibility and ease of use.

Gu, Lee, & Suh, (2009) observed that the inherent risks in digital payments, especially issues related to security and privacy cause the unwillingness in customers to join the growing digital payments market without first developing confidence in the services and the services providers.

Crabbe, Standing, Standing, & Karjaluoto, (2009); Kazi & Mannan, (2013); Shaikh & Karjaluoto, (2015); observed that compatibility has a significant effect on customers' usage intention, it is an important predictor of technology adoption, the individuals believe that using such a particular system should be free of effort.

Koo & Wati, (2010) observed that the former trust issues with the banking sector fails to carry over or extend to the usage of digital payment services. Potential clients of e-payment services may perceive higher risks in wireless Internet network.

Luo, Li, Zhang, & Shim, (2010) observed that unusual customers focus more on specific risk sub- dimensions than common users to energize their lack of trust in brand awareness and brand image. What should be kept in mind by banks is that the modes of digital payments are safe and secure. They also observed that digital payments or online transactions generally raise security and privacy concern among users. They also observed that the risk factors include financial, psychological, privacy, time & overall risk.

Kazi, A. K., & Mannan, M. A. (2013) observed the possible risk of illegal activities & fraud has been a major concern for customers as well as service providers.

Shaikh & Karjaluoto, (2015) observed most users who decline to provide sensitive information to digital payment systems for banking transaction purposes report they do not trust those collecting the data.

Bhatt, S. Bhatt, (2016) observed infrequent users are more concerned about physical risk & frequent users are concerned about the psychological risk. They observed females are more concerned about security rather than the males. Males pay more attention to effectiveness of consumer adoption of digital payments. Most of the people who don't use digital payments are those who have a fear of hacking or getting their phone lost.

Dr.M. Kavitha, Dr.K. Sampath Kumar (2018) witnessed that the spread of technology for digital payments have

enhanced the performance of banks & financial institutions and thus can enable us to achieve upon a cashless economy.

Sindhu Singh (2019) found there are three factor solutions to e-payments and quality of internet banking, those are responsiveness, efficiency and perceived credibility which mainly influence service quality.

### Research Methodology

Research methodology is a systematic way to find out the solution of any research problem. It includes all the steps which will be adopted by the researcher in his/her study. In research methodology, we are discussing about the tools and techniques that will be implemented to achieve upon desired research objectives. Research design refers to set of technique and methods that will be followed by the researcher to give direction to his study. This study under consideration will be analytical and descriptive in nature and quantitative research methods will be used. This research will be dependent upon analytical methods by statistically analyzing the significance or influence of independent variables over the dependent variable and the degree of such influence.

The sample size we have taken for the study is 305 selected through random sampling method. Primary data is collected through self-administered questionnaire with closed-ended questions only. The respondents targeted are based upon their awareness and usage of digital payments services.

Exhaustive literature review was done before the conduct of research and through existing measurement scales research variables are identified. In order to conduct research on perceived values of digital payments, the following factors namely Trust, Perceived Usefulness, Security, Information Quality, Perceived Risk, System Quality, Satisfaction and Compatibility are taken into consideration. The structured questionnaire contains close ended questions belonging to these eight groups which are

further sub divided into sub groups.

### Research Hypotheses

Based on the observations of the respondents, the study also wanted to confirm whether these responses are true for all the online Generation Z customers. The following hypotheses have been formulated to evaluate the applicability of these observations:

H1: there is significant impact of trust on usage of digital payments.

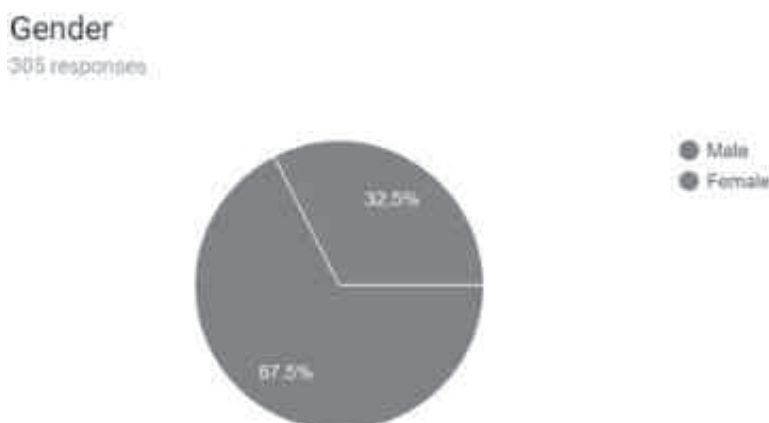
H2: there is significant impact of Satisfaction on usage of digital payments

H3: there is significant impact of Compatibility on usage of digital payments.

### Data Analysis & Findings

The responses from the users of digital payment services are first analyzed and depicted through pie and bar charts. Then descriptive statistics on data like mean, mode, median and standard deviation are derived using SPSS software package. Further, pearson correlation values are calculated for the independent variables undertaken vis-à-vis dependent variable. Then Analysis of Variance (ANOVA) tests were conducted to derive regression and residual values. Then tests of significance are conducted to find out whether this regression model predicts the dependent variable significantly well or not. If the p value (Sig.) is less than our chosen significance level of 0.01, then the inference can be made that the association between the dependent and the independent variables is statistically significant. The regression coefficients table reflects on the intercept and the significance of all the coefficients given in the model. And finally, we derive a regression equation for dependent variable vis-à-vis all independent variables undertaken with coefficient values as calculated in the table.

### Data Findings and Interpretation

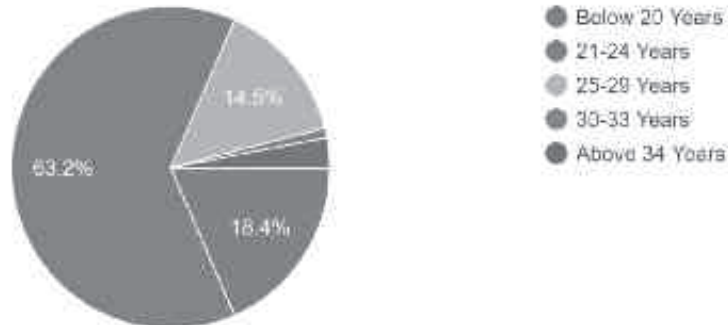


**Interpretation:**

The above data shows that 67.5% male are using digital payments as compared to 32.5% females. So it can be

concluded that males are using more digital payment applications as compared to females.

**Age Group**  
504 responses

**Interpretation:**

Age group with 21 -24 years use maximum digital payments mode, i.e 63.2% which shows the interest, awareness and employment among youth. Age group in the

range of 25 - 29 years use 14.5% of total digital payments group. Interestingly, 18.4% people below 20 years use digital mode of payment as they may be students or part time jobseekers.

**Education Qualification**

308

**Interpretation:**

51.2% people having post graduation qualification use digital payment services, the reason being awareness knowledge of digitalization.

41.3% people with graduation use digital payments.

10th+2 and below qualification people use less as they mostly rely on cash mode of payment, might be reluctant to use digital services due to lack of awareness and knowledge.

### Whether the respondent uses the following digital payment services?

(n=500)



#### Interpretation:

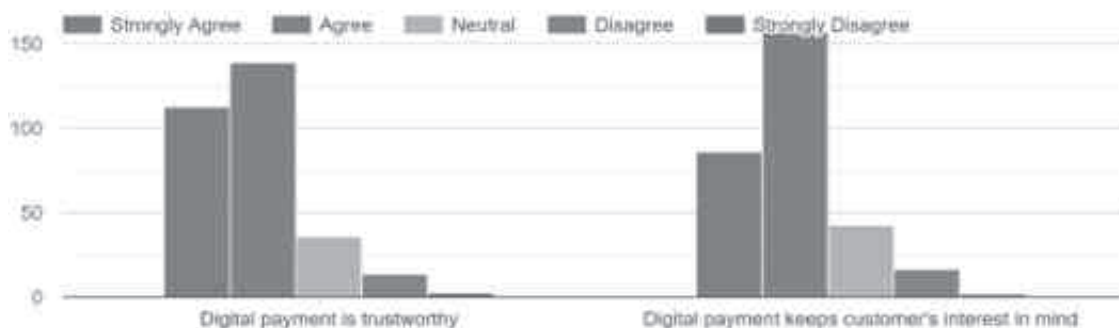
The above data shows that “Paytm” has been the most favorite app for digital payments.

51.5% persons use Paytm for their payments.

29.5% persons use google pay.

14.1% persons use online banking.

### Trust

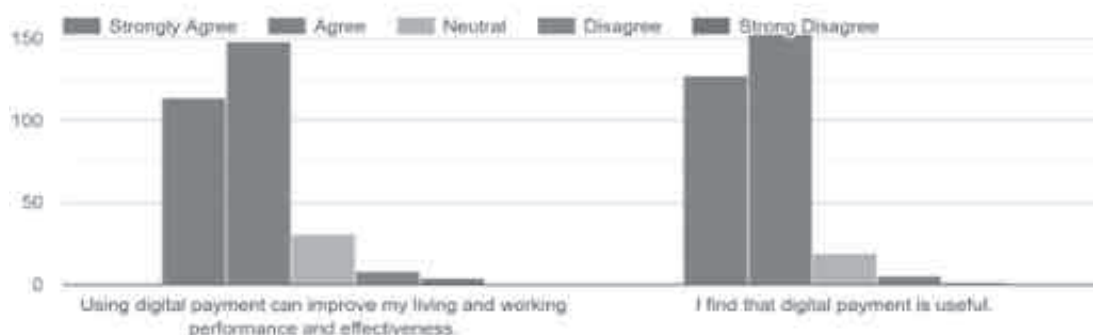


#### Interpretation:

Above graph shows that 115 respondents strongly agree with trustworthiness of digital payments and 80 people strongly agree that digital payments keep costumers' interest in mind. Another 140 respondents of total sample agree with trustworthiness of digital payments and 150

people agree with digital payments keep the customers' interest in mind. 30 are neutral with trustworthiness of digital payments and keeping costumers' interest in mind. Only 15 people disagree with the trustworthiness of digital payments and 40 people strongly disagree that digital payments keep customers' interest in mind.

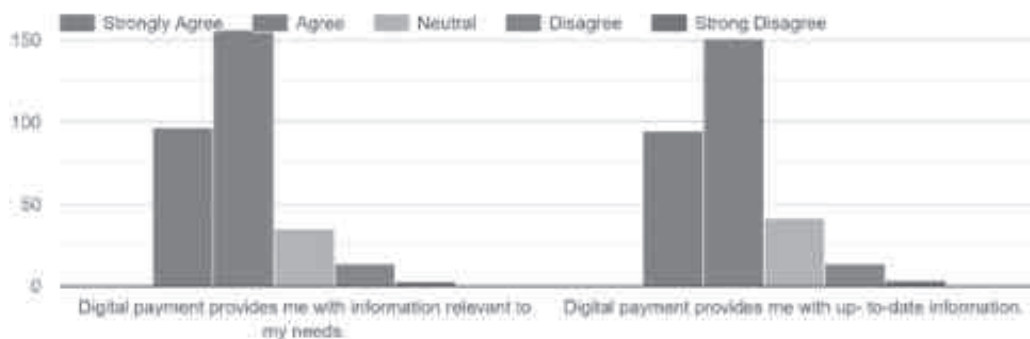
### Perceived Usefulness



**Interpretation:**

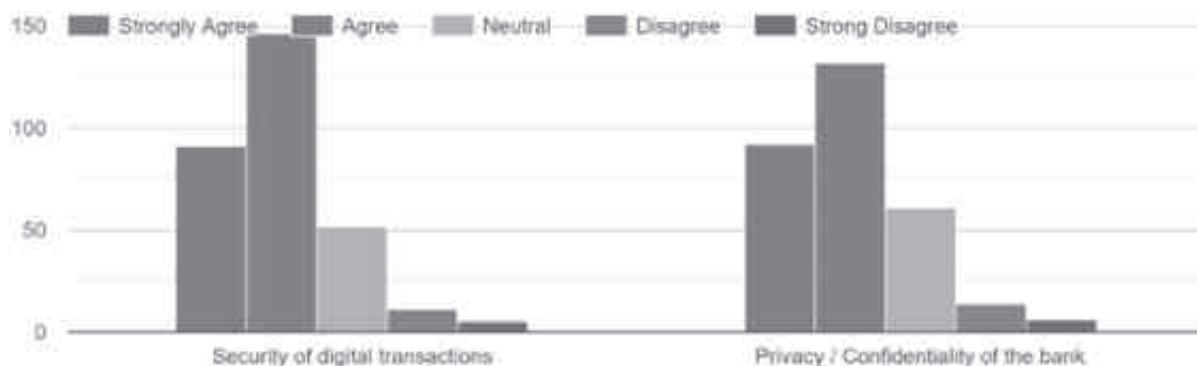
Above graphical representation shows that 120 respondents strongly agree that digital payments improve upon their standard of living, working performance and effectiveness whereas 125 people find digital payments to be very useful. On the other hand, 150 people agree that

digital payments improve their standard of living, working performance and effectiveness and 150 respondents find it to be useful. Whereas approximately 35 are neutral and consider both as using digital payments may improve standard of living and working performance and find it useful.

**Information Quality****Interpretation:**

Above graph shows that only 38% of sample size strongly agree that digital payments provide relevant information to their needs and up-to-date information. whereas 50% agree with access to the information relevant to their needs

as well as up to date information. The graph also mentions that around 15% to 20% of respondents are neutral. On the other hand only 2% to 3% of surveyed sample disagree with the informational contents provided relevant to their needs and up to date information.

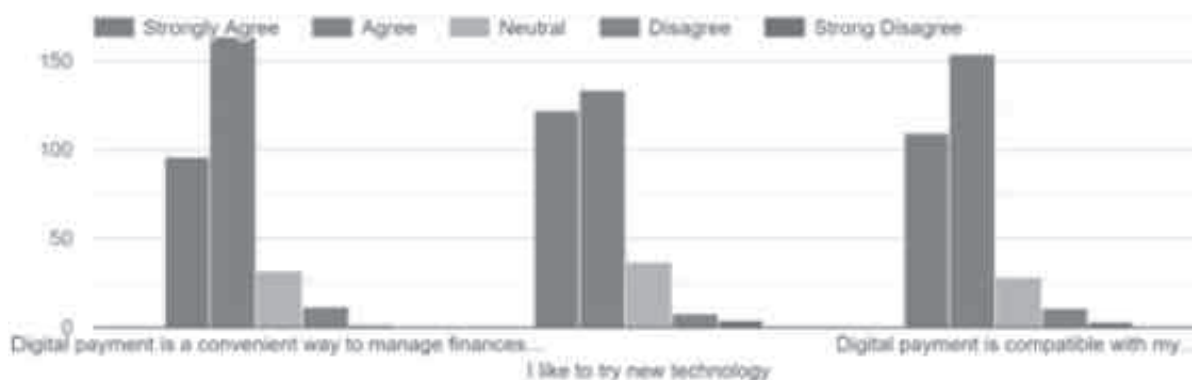
**Security****Interpretation:**

Security and privacy are major concerns when a person initiates any transaction As shown in the above graph only 30% of sample strongly agree with the security features of digital transactions and around 50% agree with the security

features. On the other hand, 30% strongly agree with the privacy and confidentiality of the bank and another 45% agree to the statement. Whereas 17% of respondents are neutral about security feature and 20% in case of privacy and confidentially.



### Compatibility

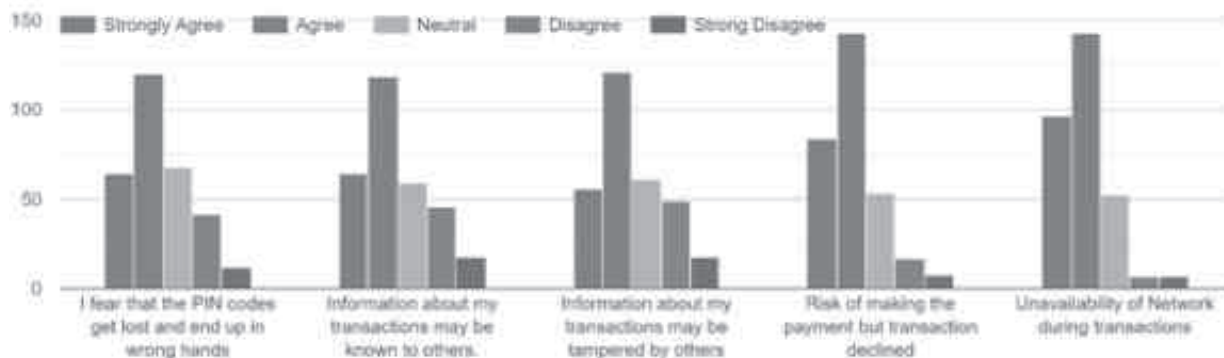


#### Interpretation:

Above graph represents 90 respondents strongly agree with the usage of digital payments as a convenient mode to manage finances, 120 strongly agree to try new technology and 110 respondents are fully compatible with new technology. Another 170 people agree with the usage of

digital payments as a convenient way of managing finances, 135 agree to try new technology and 150 respondents agree with compatibility. Only 35 people are neutral with usage of digital payments as a convenient way of managing finances, 40 are neutral to try new technology and 25 people are compatible with the usage of digital payments.

### Perceived Risk

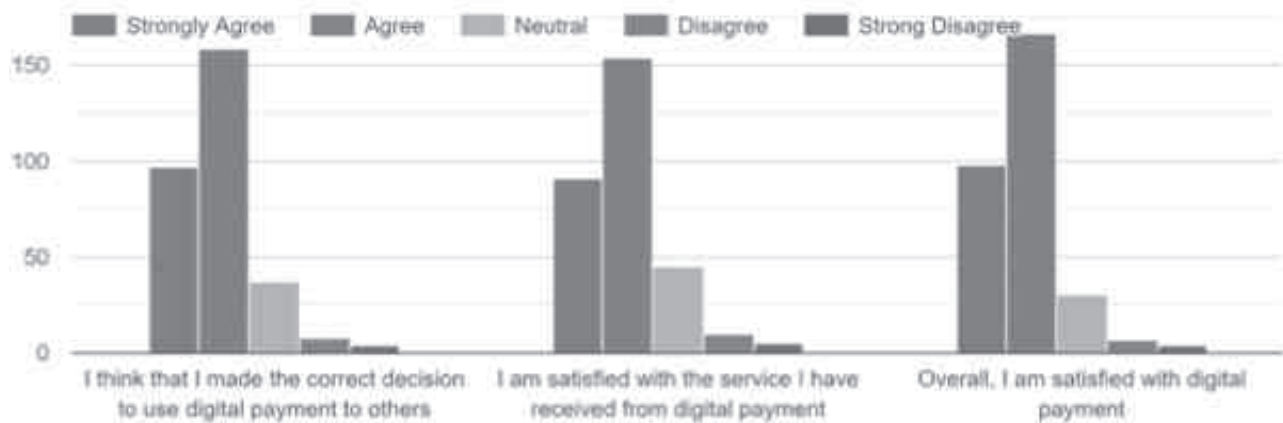


#### Interpretation :

Above graph shows the perceived risk like fear of loss of PIN code, leakage of transactions, transaction declined, unavailability of network during transactions and information tempering. It is seen that almost or even more

than 60% of sample strongly agree or agree with presence of every possible risk factors in mobile transactions. Around 20% are risk neutral and only 15% to 20% perceive these transactions are relatively risk free.

## Satisfaction



Above graph shows the satisfaction level of people using digital payment system in which around 85% strongly agree or agree with the satisfaction level parameters like decision to use digital payments, service they receive and

overall satisfaction level. Only 15% are either neutral in stance or dissatisfied lot. This shows the level of satisfaction and happiness among consumers with the usage of digital payment services and its benefits.

**Table1: Factors effecting digital payment**

| Factors  | N   | Mean | Median | Mode | Variance | Standard Deviation |
|--|-----|------|--------|------|----------|--------------------|
| Trust [Digital payment is trustworthy]   | 305 | 2    | 2      | 2    | 0.75     | 0.86               |
| Trust [Digital payment keeps customer's interest in mind]  | 305 | 1.99 | 2.00   | 2.00 | 0.71     | 0.84               |
| Trust  | 305 | 1.93 | 2.00   | 2.00 | 0.59     | 0.77               |
| Perceived Usefulness [Using digital payment can improve my living and working performance and effectiveness.]                                  | 305 | 1.81 | 2.00   | 2.00 | 0.66     | 0.81               |
| Perceived Usefulness [I find that digital payment is useful.]  | 305 | 1.69 | 2.00   | 2.00 | 0.47     | 0.69               |
| Perceived Usefulness   | 305 | 1.75 | 1.50   | 2.00 | 0.44     | 0.66               |
| System Quality [Digital payment is easy to use and navigate]   | 305 | 1.81 | 2.00   | 2.00 | 0.57     | 0.75               |
| System Quality   | 305 | 1.81 | 2.00   | 2.00 | 0.57     | 0.75               |
| Security [Security of digital transactions]  | 305 | 1.99 | 2.00   | 2.00 | 0.77     | 0.88               |
| Security [Privacy / Confidentiality of the bank]   | 305 | 2.05 | 2.00   | 2.00 | 0.87     | 0.93               |
| Security   | 305 | 2.02 | 2.00   | 2.00 | 0.70     | 0.84               |
| Compatibility [Digital payment is a convenient way to manage finances / budget expenses /future expensesPrivacy / Confidentiality of the bank] | 305 | 1.87 | 2.00   | 2.00 | 0.59     | 0.77               |
| Compatibility [I like to try new technology]   | 305 | 1.81 | 2.00   | 2.00 | 0.71     | 0.84               |



|  |     |      |      |      |      |      |
|--|-----|------|------|------|------|------|
| Compatibility [Digital payment is compatible with my Lifestyle]                          | 305 | 1.83 | 2.00 | 2.00 | 0.66 | 0.81 |
| Compatibility  | 305 | 1.84 | 1.67 | 2.00 | 0.44 | 0.67 |
| Perceived Risk [Risk of making the payment but transaction declined]                     | 305 | 2.08 | 2.00 | 2.00 | 0.90 | 0.95 |
| Perceived Risk [Unavailability of Network during transactions]                           | 305 | 1.96 | 2.00 | 2.00 | 0.78 | 0.89 |
| Perceived Risk   | 305 | 2.28 | 2.00 | 2.00 | 0.69 | 0.83 |
| Satisfaction [I think that I made the correct decision to use digital payment to others] | 305 | 1.89 | 2.00 | 2.00 | 0.65 | 0.81 |
| Satisfaction [I am satisfied with the service I have received from digital payment]      | 305 | 1.94 | 2.00 | 2.00 | 0.64 | 0.80 |
| Satisfaction [Overall, I am satisfied with digital payment]                              | 305 | 1.86 | 2.00 | 2.00 | 0.61 | 0.78 |
| Satisfaction   | 305 | 1.90 | 2.00 | 2.00 | 0.46 | 0.68 |

1 =Strongly Agree    2 =Agree    3 =Neutral    4 =Disagree    5 = Strongly Disagree

## Hypothesis Testing

*H1: there is significant impact of trust on usage of digital payments.*

**Table2: Correlations**

|                     |   | Trust_Digital_payment_keeps_customer_interest_in_mind | System_Quality_Easy_to_use_and_navigate | Security_of_digital_transactions | Privacy and Confidentiality_of bank |
|---------------------|---|---|---|----------------------------------|-------------------------------------|
| Pearson Correlation | Trust_Digital_payment_keeps_customer_interest_in_mind | 1.000   |   |                                  |                                     |
|                     | System_Quality_easy_to_use_and_navigate               | .303  | 1.000                                   |                                  |                                     |
|                     | Security_of_digital_transactions                      | .476  | .463                                    | 1.000                            |                                     |
|                     | Privacy and Confidentiality_of bank                   | .423  | .442                                    | .722                             | 1.000                               |

In table2 of Correlation, we can see that Trust of Digital payments keeps customer interest in mind has correlation with the other three independent variables who has the value of 0.303, 0.476 and 0.423 respectively. So, we can

deduce that there is significant association with Trust Digital payment keeps customer interest in mind and the other independent variables.

**Table3: ANOVA**

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 54.373         | 3   | 18.124      | 31.779 | .000 <sup>a</sup> |
|       | Residual   | 171.097        | 300 | .570        |        |                   |
|       | Total      | 225.470        | 303 |             |        |                   |

- a. Predictors: (Constant) : Privacy and Confidentiality of bank, System Quality easy to use and navigate, Security of digital transactions  
 b. Dependent Variable: Trust : Digital payments is trustworthy

This table3 shows that whether this regression model predicts the dependent variable significantly well or not. If we look at the p value (Sig.) in the table, it's value is 0.000 which is lesser than 0.05, this indicates that it is less than 0.01 (but not exactly 0), which, in turn, means that it is less

than our chosen significance level of 0.01. A common way to state this is to say that the association between the dependent and the independent variables is statistically significant.

**Table4 : Coefficients**

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
|       |   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)                              | .802                        | .128       |                           | 6.242 | .000 |
|       | System Quality easy to use and navigate | .053                        | .066       | .046                      | .803  | .422 |
|       | Security of digital transactions        | .335                        | .074       | .340                      | 4.552 | .000 |
|       | Privacy and Confidentiality of bank     | .146                        | .068       | .158                      | 2.134 | .034 |

This Regression Coefficient table4 reflects on the intercept and the significance of all the coefficients in the model. Here, we can find out our regression equation as.

$$Y = 0.802 + 0.053*a + 0.335*b + 0.146*c$$

Where Y = Trust : Digital payments is trustworthy

a = System Quality easy to use and navigate

b = Security of digital transactions

c = Privacy and Confidentiality of the bank

Here, if we look at the p values (Sig.), it is less than 0.05 for all the variables.

## Histogram

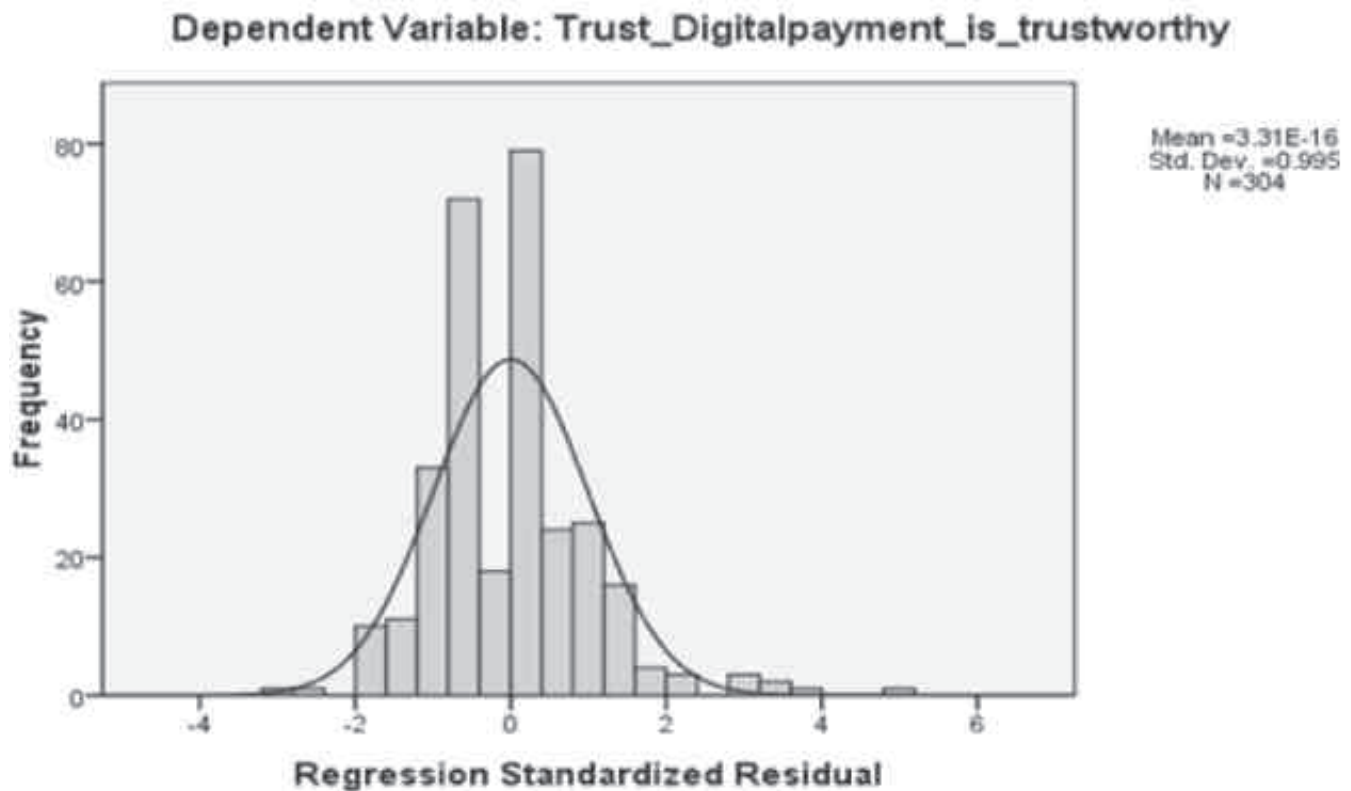


Figure1

*H2: there is significant impact of Satisfaction on usage of digital payments.*

Table5 Correlations :

|                        |   | Satisfaction_O<br>verall_<br>I_am_satisfied<br>_with_<br>digital_payme<br>nt | made_correct_<br>decision_to_us<br>e_<br>_digital_paym<br>ent | Satisfied_wit<br>h_the_service<br>_received | Perceived<br>_Usefulness_i<br>mprove_perfo<br>rmance_effect<br>iveness | Perceive<br>d_Usefulnes<br>s_digital_pa<br>yment_is_us<br>eful | Informatio<br>n_Quality_<br>information_<br>_relevant_t<br>o_my_<br>needs | Information_<br>Quality_provi<br>des_with_up<br>_to_date_info<br>rmatio n |
|------------------------|---|--|---|---|--|--|---|---|
| Pearson<br>Correlation | Satisfaction_Ov<br>erall_I_am_sati<br>sfied_with_digi<br>tal_paymen t | 1.000  |   |   |  |  |   |   |
|                        | Made_correct_<br>decision_to_us<br>e_digital_paym<br>ent              | .593   | 1.000   |   |  |  |   |   |

|  |  |      |      |       |       |       |       |       |
|--|--|------|------|-------|-------|-------|-------|-------|
|  | Satisfied_with<br>_the_services_<br>received                             | .624 | .571 | 1.000 |       |       |       |       |
|  | Perceived_Usef<br>ulnes_improve_<br>performance_ef<br>fectiveness        | .446 | .456 | .464  | 1.000 |       |       |       |
|  | Perceived_Usef<br>ulness_digital_<br>payment_is_use<br>ful               | .463 | .413 | .402  | .548  | 1.000 |       |       |
|  | Information_Q<br>uality_informa<br>tion_relevant_t<br>o_my_needs         | .446 | .461 | .397  | .436  | .406  | 1.000 |       |
|  | Information_Q<br>uality_provides<br>_with_up_to_d<br>ate_informat<br>ion | .479 | .508 | .486  | .497  | .412  | .707  | 1.000 |

In table5 of Correlation, we can see that Compatibility keeps customers' interest in mind has very strong correlation with the other five independent variables which have values of 0.593, 0.624, 0.446, 0.463 and 0.479.

**Table 6:ANOVA**

| Model |            | Sum<br>Squares | df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 94.447         | 6   | 15.741      | 51.675 | .000 <sup>a</sup> |
|       | Residual   | 90.471         | 297 | .305        |        |                   |
|       | Total      | 184.918        | 303 |             |        |                   |

Dependent Variable: Satisfaction\_Overall\_I\_am\_satisfied\_with\_digital\_payment

The table6 shows whether this regression model predicts the dependent variable significantly well or not. If we look at the p value (Sig.) in the table, its value is 0.000 which is lesser than 0.05, this indicates that it is less than 0.01 (but

not exactly 0), which, in turn, means that it is less than our chosen significance level of 0.01. A common way to state this is to say that the association between the dependent and the independent variables is statistically significant.

**Table7: Coefficients**

| Model |  | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|--|-----------------------------|------------|---------------------------|-------|------|
|       |  | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)   | .171                        | .105       |                           | 1.632 | .004 |
|       | Made_correct_decision_to_use_digital_payment             | .251                        | .052       | .259                      | 4.831 | .000 |
|       | Satisfied_with_the_services_received                     | .337                        | .051       | .350                      | 6.622 | .000 |
|       | Perceived_Usefulness_improve_performance_effectiveness   | .024                        | .051       | .025                      | .465  | .642 |
|       | Perceived_Usefulness_digital_payment_is_useful           | .169                        | .057       | .149                      | 2.942 | .004 |
|       | Information_Quality_information_relevant_to_my_needs     | .082                        | .055       | .087                      | 1.486 | .138 |
|       | Information_Quality_provides_with_up_to_date_information | .037                        | .056       | .041                      | .661  | .509 |

a. Dependent Variable: Satisfaction\_Overall\_I\_am\_satisfied\_with\_digital\_payment

This Regression Coefficients table7 reflects on the intercept and the significance of all the coefficients given in the model. Here, we can find out our regression equation i.e.

$$Y = 0.171 + 0.251 * a + 0.337 * b + 0.024 * c + 0.169 * d + 0.082 * e + 0.037 * f$$

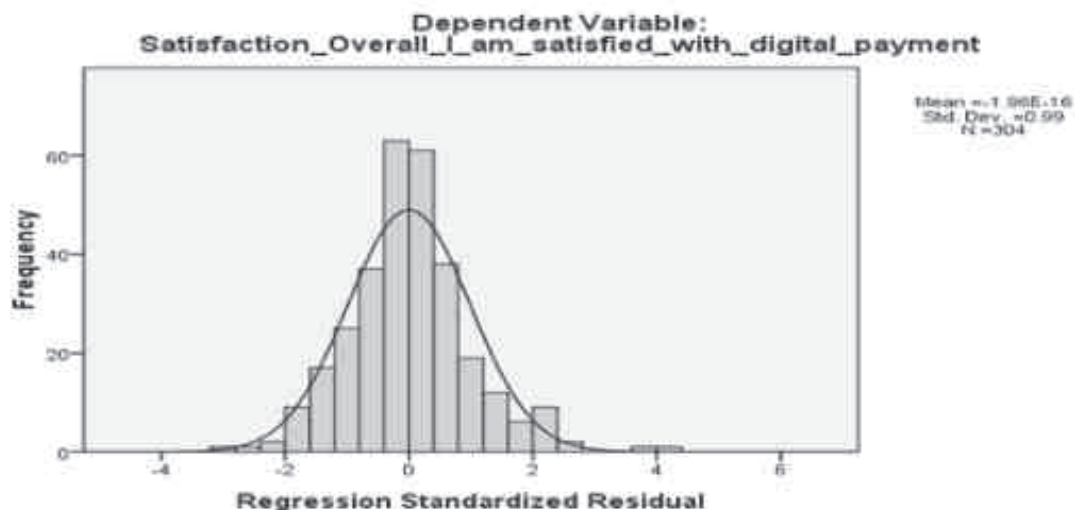
Where, a=Made\_correct\_decision\_to\_use\_digital\_payment b=Satisfied\_with\_the\_services\_received

d=Perceived\_Usefulness\_improve\_performance\_effectiveness

d=Perceived\_Usefulness\_digital\_payment\_is\_useful

e= Information\_Quality\_information\_relevant\_to\_my\_needs

f= Information\_Quality\_provides\_with\_up\_to\_date\_information Here, if we look at the p values (Sig.), it is less than 0.05 for all the variables except for Perceived\_Usefulness\_improve\_performance\_effectiveness, Information\_Quality\_information\_relevant\_to\_my\_needs, Information\_Quality\_provides\_with\_up\_to\_date\_information

**Histogram**

***H03: there is significant impact of Compatibility on usage of digital payments.***

Table8: Correlations

|                            |   | Compatibility_<br>Digital_payment_is_compatible<br>_with_my_Lifestyle | Compatibility_<br>manage_finances_budget_expens<br>ses_future_expenses | Compatibility<br>_I_like_to_try_new_technol<br>ogy |
|----------------------------|---|---|--|--|
| Pearson<br>Correlat<br>Ion | Compatibility<br>_Digital_pay<br>ment_is_comp<br>atible_with_m<br>y_Lifestyle | 1.000   | .510   | .600   |
|                            | Compatibility<br>_manage_fina<br>nces_budget_e<br>xpenses_futur<br>e_expenses | .510  | 1.000  | .446   |
|                            | Compatibility<br>_I_like_to_try<br>_new_technol<br>ogy                        | .600  | .446   | 1.000  |

In this table8 of Correlation, we can see that Compatibility keeps customer interest in mind has very strong correlation

with the other two independent variables that has the value of 0.510 and 0.600.

**Table 9: ANOVA**

| Model |            | Sum<br>Squares | of<br>df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----------|-------------|--------|-------------------|
| 1     | Regression | 99.242         | 5        | 19.848      | 58.834 | .000 <sup>a</sup> |
|       | Residual   | 100.534        | 298      | .337        |        |                   |
|       | Total      | 199.776        | 303      |             |        |                   |

a. Dependent Variable :Compatibility\_Digital\_payment\_is\_compatible\_with\_my\_Lifestyle

The above table9 shows that whether this regression model predicts the dependent variable significantly well or not. If we look at the p value (Sig.) in the table, its value is 0.000 which is lesser than 0.05, means that it is less than our

chosen significance level of 0.01. Thus, it can be stated that the association between the dependent and the independent variables is statistically significant.



Table10 : Coefficients

| Model |   | Unstandardized Coefficients |            | Standardized Coefficients | T     | Sig. |
|-------|---|-----------------------------|------------|---------------------------|-------|------|
|       |   | B                           | Std. Error | Beta                      |       |      |
| 1     | (Constant)  | .120                        | .111       |                           | 1.081 | .281 |
|       | Compatibility_manage_finances_budget_expenses_futurere_expenses | .233                        | .051       | .222                      | 4.585 | .000 |
|       | Compatibility_I_like_to_try_new_technology                      | .330                        | .048       | .343                      | 6.846 | .000 |

a. Dependent Variable: Compatibility\_Digital\_payment\_is\_compatible\_with\_my\_Lifestyle

This Regression Coefficients table reflects on the intercept and the significance of all the coefficients in the model. Here, we can find out our regression equation i.e.

$$Y = 0.120 + 0.233 * a + 0.330 * b$$

Where, a = Compatibility\_manage\_finances\_budget\_expenses\_future\_expenses b = Compatibility\_I\_like\_to\_try\_new\_technology

Here, if we look at the p values (Sig.), it is less than 0.05 for all the variables.

### Concluding Remarks:

India is at the cusp of technological change as we embark upon the new era of banking and monetary transactions. New technological innovations have empowered lives of people through immense flood of digital products and services. On the other hand, government put substantial priority on digital transactions during period of demonetization and even thereafter. Even then lion's share of transactions is settled through cash. Consequently accomplishing a 100% cashless society won't be possible in short term, yet it is possible to move to a less cash society and afterwards move towards cashless. According to research, people are still hesitant to completely adopt to digital payment services because of the inherent risks associated, lack of trust & confidence in digital transactions. Still those who are learned about mobile operations, feel satisfied and compatible with digital transactions because of the inherent benefits associated with it. Even then, money keeps on assuming a significant job for discrete exchanges, particularly in the remote territories and hinterland and for a lot of transactions in urban area too.

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