Consumer perception towards digital payment in Kathmandu valley

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Abstract

This study examines the consumer perception towards digital payment in Kathmandu valley. Consumer perception is a dependent variable. Similarly, the selected independent variables are ease of use, fastest transaction, privacy perception, perceived security, usefulness, accessibility and perceived trust. The study is based on primary data with 168 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and consumer perception towards digital payment in Kathmandu valley.

The study showed that ease of use have a positive impact on consumer perception. It indicates that higher the ease of use, better will be the consumer perception. Likewise, fastest transaction has a positive impact on consumer perception. It indicates that higher the fastest transaction, better will be the consumer perception. Similarly, privacy perception has a positive impact on consumer perception. It indicates that higher the privacy perception, better will be the consumer perception. Moreover, perceived security has a positive impact on consumer perception. It indicates that higher the perceived security, better will be the consumer perception. In addition, usefulness has a positive impact on consumer perception. It indicates that higher the usefulness, better will be the consumer perception. Likewise, accessibility has a positive impact on consumer perception. It indicates that higher the accessibility, better will be the consumer perception. Further, perceived trust has a positive impact on consumer perception. It indicates that higher the perceived trust, better will be the consumer perception.

***Keywords*:** ease of use, fastest transaction, privacy perception, perceived security, usefulness, accessibility, perceived trust

1. Introduction

Digital payment is defined as a mode of payment transaction or transfer of money with the help of internet (Peter and Babatunde, 2012). Moreover, Wu *et al.* (2016) defined digital payment as an electronic service for storing payment instrument data as payment tools, which can also save funds, speed up payments, ease of use, efficiency, effectiveness, transparency, and accessibility. Digital payment can be defined as platform which is used for making monetary transactions for various goods or services purchased over the internet (Roy & Sinha, 2014). According to Briggs and Brooks (2011) digital payment is a form of payment which is supported by banks and interconnected between individuals and banks for making monetary transaction digitally.

Adeoti and Osotimehin (2012) concluded that digital payment as a way of making payment online or in any particular place using the digital means. Similarly, Liébana *et al.* (2014) defined that Mobile payment is a type of individual or business activity involving an electronic device with connection. Similarly, Premchand & Choudhury (2015) revealed that the digitization has forced to change the payment system around the world from paper, coins , people stated to shift towards the digital payment system as it was very fast, convenient, and beneficial for individuals, organization.

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Furthermore, Ondrus & Pigneur (2006) defined mobile payments as new service tools which are provided for micropayments in e-commerce and mobile phones create a certain advantage to customers when they have a need for small transactions.

With the introduction of digital payment systems, the payment system in the world has to shift its method of payment to align with the current or latest payment technology for individuals, organizations, businesses, government, etc.(Odi & Richard, 2013). According to Shin (2009), it shows that in the case of mobile wallets, a sense of security for the installed system is one of the driving factors for adopting a mobile wallet. Similarly, Humbani and Wiese (2019) concluded that mobile payment is one of the modern technological revolutions and it has a dominant market position in both developing and developed countries. Furthermore, Deloitte (2012) defined mobile payment is a form of payment where a mobile device is used to realize monetary information exchanges and complete fund transfers from the payer to the payee by way of accessing communication networks or using short-range communication technologies from a mobile network operator

Husainah *et al.* (2023) analyzed the determining factors of digital wallet actual usage: A new model to identify changes in consumer behavior. The study found that widespread adoption of digital wallets depends on perceived ease of use, trust in security, and consumer intention. Similarly, Ardiansah *et al.* (2020) examined the effect of electronic payments security on e-commerce consumer perception: An extended model of technology acceptance. The study found that perceived security has a positive impact on consumer perception. Likewise, Somasundaram & Litt (2020) examined a study on perception of consumers towards digital payment. The study concluded that the digital payment system should be strengthened to improve safety and security of financial transactions of consumers, and it must be simplified and make it user friendly. Moreover, Tuilan *et al*. (2018) assessed the analyzing consumers' perception of the use of electronic payment in Manado. The study showed that perceived trust, perceived usefulness, perceived ease of use, security and attitude have significant influence on consumers to use e-payment. In addition, Kale *et al*. (2023) determined a critical analysis of consumer perception for e-payment systems. The study found that people who use electronic payment systems are most worried about privacy, simplicity of use, and discounts provided during transactions.

Makhija (2019) assessed consumer adoption of digital payment modes. The study revealed that digital payment modes have positively adopted as it is time saving, convenient and easy to use. Similarly, Liu & Tai (2016) investigated a study factor affecting the intention to use mobile payment services in Vietnam. The study stated that people are more likely to use mobile payment services when they find them easy to use, useful, and trust of safe to use. Moreover, Oney *et al*. (2017) assessed the determinants of electronic payment systems usage from consumers' perspective. The study found that people use electronic payment systems more if they trust them and feel secure. Furthermore, Park *et al.* (2017) investigated understanding mobile payment service continuous use intention: An expectation-confirmation model and inertia. The study revealed that perceived usefulness has a significant effect on satisfaction and continuous use of intention. In addition, Shankar & Datta (2018) analyzed the factors affecting mobile payment adoption intention: An Indian perspective. The study found that the possibility of adopting mobile payments increased by peer influence, perceived value, security confidence, and user-friendliness.

Kulathunga & Ekanayake (2019) examined the antecedents to adoption of electronic payment systems in Sri Lanka. The study revealed that when people use electronic payment systems like digital wallets or mobile wallets, they focus most about benefits, security, trust, self-efficacy because these factors strongly influence about how they feel and what's their opinion about electronic payment systems. Similarly, Vinitha & Vasantha (2020) assessed the determinants of customer intention to use digital payment system. The study revealed that people are more likely to use digital payments when they perceive benefits, trust, and enjoy using them, with perceived benefits being the most important factor. Likewise, Karim *et al.* (2020) examined the factors influencing the use of E-wallet as a payment method among Malaysian young adults. The study concluded Malaysian young adults are more likely to use e-wallets if they find e-wallets as useful, easy to use, and secure. Moreover, Keni *et al.* (2020) analyzed the effect of perceived security, ease of use and perceived usefulness on intention to use towards mobile payment services in Indonesia. The study discovered that people are more likely to use digital payment services when they find them useful and easy to use.

Joshi *et al*. (2021) investigated the explaining the factors influencing consumer perception, adoption readiness, and perceived usefulness toward digital transactions: Online retailing experience of millennials in India. The study concluded that consumer intention to make digital transactions mediates the relationship between factors of digital transactions and digital transaction adaptation behavior. Furthermore, Babu & Narayanamma (2018) examined the consumer perception towards digital payment. The study found that consumer perception has a significant and positive impact on adoption of digital payment. In addition, Muthaiyah *et al*. (2004) analyzed the review of e-commerce issues: consumers' perception on security and privacy. The study revealed that perception and awareness of security from the consumers' standpoint especially in recent e-business processes that facilitate transfer of payment via electronic systems such as e-wallet, credit card and e-cash. Nair & Kannan (2023) analyzed the digital payment methods: Challenges and opportunities. The study found that digital payments are significantly faster than traditional methods where transactions can be completed in seconds which is particularly beneficial for businesses needing quick access to funds. Similarly, Kumar & Sofat (2022) analyzed digital payment and consumer buying behavior – An empirical study on Uttarakhand, India. The study found that consumer behavior towards digital payments is positively influenced by their expectations of improved performance, awareness of digital payment options and the availability of these services.

In the context of Nepal, Poudel & Sapkota (2022) analyzed the consumer perception toward digital payment systems. The study concluded that trust depends on the security and privacy factor, where privacy and security strongly impact customers' trust in the e-payment platform. Moreover, Aryal (2021) assessed the factors influencing the usage of digital mobile wallet in Nepal. The study found that performance expectancy, effort expectancy, facilitation condition and social influence have significant effects on user's behavioral intention to use Digital wallet. However, the impact of facilitating condition and effort expectancy on use behavior was not significant. Similarly, Magar *et al.* (2023) investigated about users' behavioral intention to use e-payment service in Nepal: Based on SEM analysis. The study concluded that people's perception of electronic payment systems is influenced by how useful and easy to use they find the system as well as by social influences. Likewise, Kaur and Pathak(2015) defined that digital payments are payments which are made for e-commerce purposes where money is exchanged through digital mode. Moreover, Poudel *et al.* (2023) analyzed the adoption of digital payment system among the

youths in Pokhara metropolitan city. The study found that more secure digital payments, more accessible and increased youth awareness in Pokhara metropolitan city may lead to a rise in the use of digital payment systems.

The above discussion shows that empirical evidence vary greatly across the studies on the consumer perception towards digital payment. Though there are above mentioned empirical evidence in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the consumer perception towards digital payment in Kathmandu valley. Specifically, it examines the relationship of ease of use, fastest transaction, privacy perception, perceived security, usefulness, accessibility and perceived trust with consumer perception in Kathmandu valley.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 168 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on ease of use, fastest transaction, privacy perception, perceived security, usefulness, accessibility, perceived trust and consumer perception. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that consumer perception depends upon digital payment. The dependent variable selected for the study is consumer perception. Similarly, the independent variables are ease of use, fastest transaction, privacy perception, perceived security, usefulness, accessibility and perceived trust. Therefore, the model to be estimated in this study is stated as follows:

$$CP = \beta_0+\beta_1EU+\beta_2FT+\beta_3PP+\beta_4PS+\beta_5U+\beta_6A+\beta_7PT+e$$

Where,

β_0 = Intercept of the dependent variable
β_1, β_2, β_3, β_4, β_5, $\beta6$, $\beta7$ = Coefficient of the variables
CP = Consumer perception
EU = Ease of use
FT = Fastest transaction
PP = Privacy perception
PS = Perceived security
U = Usefulness
A = Accessibility

PT = Perceived trust
e = error term

Ease of use was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I find digital payment methods easy to use”, “I feel confident in using digital payment methods due to their user-friendly interfaces” and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.727$).

Fastest transactions were measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I prefer digital payment methods over traditional methods due to their faster transaction speed”, “I believe that faster transaction positively influence my perception of digital payment methods”, and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.766$).

Privacy perception was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am concerned about the privacy of my personal information when making digital payments”, “I believe that digital payment platforms adequately protect my privacy” and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.793$).

Perceived security was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am confident that my personal information is protected when I use digital payment platforms”, “The presence of security features, such as two-factor authentication, enhances my trust in digital payment methods” and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.765$).

Usefulness was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I believe understanding consumer perception towards digital payment is crucial for businesses in today’s digital age”, “I believe that using digital payment methods saves my time compared to traditional payment methods” and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.791$).

Accessibility was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I believe that digital payment methods are easily accessible across different devices”, “I perceive digital payment apps/websites as user-friendly and accessible” and so on. The reliability of the items was measured by computing the Cronbach's alpha ($\alpha = 0.803$).

Perceived trust was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I believe that digital payment methods are secure and trustworthy”, “I am confident that digital payment technologies protect my personal data from

unauthorized access" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.731).

Consumer perception was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I prefer using digital payment methods over carrying cash for everyday transactions", "I trust that digital payment methods are becoming an integral part of our modern economy" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α = 0.796).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Ease of use

Perceived ease of use is defined as the individual's perception regarding the simple, easy and effortless operation of a certain technology system (Davis,1989). According to Wu *et al.* (2017), perceived ease of use plays a key role when utilizing a complicated system. Similarly, Roy and Sinha (2017) found that the focus of customers towards the adoption of electronic payment and clearing system will increase when only customers believe that the services of electronic payment system are easy to use. According to Gong *et al.* (2020), when someone has a high level of self-efficacy, they will have a positive impression of the application's ease of use. In addition, Sanghita Roy (2014) concluded that perceived ease of use is the most significant predictor while customer attitude was found to have the least significant effect on adoption of E-payment. Similarly, Tiwari & Singh (2019) showed that ease of use is the most influencing factor when it comes to the use of electronic platforms. Furthermore, Mun and Hwang (2003) revealed that there is a significant relationship between perceived ease of use and behavioral intention to use information system. According to Aditya & Wardhana (2016), perceived ease of use is the convenience associated with the effort and convenience of certain technology users. Based on it, this study develops the following hypothesis:

H_1: There is a positive relationship between ease of use and consumer perception.

Fastest transaction

Mulyani *et al.* (2024) found that faster and more accurate payment process reduces queue barriers and provides a more comfortable shopping experience for consumers which drives increased transaction frequency, creates customer loyalty, and generates recommendations. Similarly, Anjali & Suresh (2019) examined a study on customer satisfaction of Bharat interface for money (BHIM). The study found that the transaction speed of the payment application is a factor that may increase consumers' concerns. Similarly, Hayashi & Bradford (2014) concluded that it is not only advantageous for buyers; traders are accepting e-wallet as a payment method because of its fastest transaction process, efficient cash management and less cost of labor. Moreover, Nair & Kannan (2023) analyzed the digital payment methods: Challenges and opportunities. The study found that digital payments are significantly faster than traditional methods where transactions can be completed in seconds which is particularly beneficial for

businesses needing quick access to funds. According to Puspita (2019), some people are familiar with digital payment as a digital wallet or cell phone money used to pay transactions quickly. Similarly, Dahlberg *et al.* (2015) stated that transaction speed is another important factor for consumers to adopt mobile payment. Based on it, this study develops the following hypothesis:

H_2: There is a positive relationship between fastest transaction and consumer perception.

Privacy perception

Privacy perception can be defined as the willingness of consumers to share information over the Internet that allows purchases to be concluded. Whereas optimum use of privacy features in combination with trustworthiness are seen as main supporting factors to support e-commerce growth (Belanger *et al.,* 2002). Similarly, Siau *et al*. (2003) found that information privacy is one of the crucial components of trust building and privacy concern that maximizes privacy. Moreover, Eid (2010) revealed that the major key success factors for e-shopping were safety threat, and privacy perception to motivate shop online. Likewise, Alalwan *et al.* (2018) examined the factors influencing the adoption of mobile banking services. The study concluded that perceived privacy had a significant positive effect on customers' attitudes and intentions to use mobile banking. Based on it, this study develops the following hypothesis:

H_3: There is a positive relationship between privacy perception and consumer perception.

Perceived security

Perceived security is defined as the subjective probability with which consumers believe that their personal information will not be viewed, stored, and manipulated during transit and storage by inappropriate parties in a manner consistent with their confident expectations (Flavián *et al.*, 2006). Similarly, Qureshi *et al.* (2008) showed that perceived security by the consumers has a direct impact on utilization of EPS due to the sensitive services offered by these systems whereas customer's perspective toward security is an important issue in relying on an information technology for performing a task correctly. Furthermore, Kumala *et al.* (2020) showed that security is the basis for customers to believe that other parties cannot view, store or manipulate their privacy data when transacting online, and the greater the level of system security, the confidence of a person will increase to use a technology. Likewise, Shin (2009) concluded that in the case of mobile wallets, a sense of security for the installed system is one of the driving factors for adopting a mobile wallet. In addition, Umiyati *et al.* (2021) found that perceived security has a positive and significant effect on e-wallet continuance intention. Based on it, this study develops the following hypothesis:

H_4: There is a positive relationship between perceived security and consumer perception.

Usefulness

Perceived usefulness as the degree to which a person believes that using a specific application will enhance his performance experience (Redzuan *et al.,* 2016). Similarly, Davis (1989) found that perceived usefulness as the degree to which a person believes that adopting the system will improve his/her work performance. Furthermore, Kim *et al.* (2010) revealed that when

users find that mobile payment systems are useful for their transaction needs or financial problems, they will use mobile payment systems. In addition, Mallat (2007) concluded that perceived usefulness is the degree to which a person believes that using a particular system would enhance his or her job performance. Moreover, Suyanto and Kurniawan (2019) found that perceived usefulness has a positive relationship with attitude in the use of technology. In addition, Gusni *et al.* (2020) revealed that perceived usefulness has a positive influence on mobile payment users among millennials. Based on it, this study develops the following hypothesis:

H_5: There is a positive relationship between usefulness and consumer perception.

Accessibility

Perceived accessibility means availability and access of digital modes of payments for users, and it was found that it will influence the users' acceptance of electronic transactions and financial inclusion (Ozili, 2018). According to Antwi *et al.* (2015), customers are less likely to use it when it is difficult to find the services of a specific sort of payment system. Similarly, Geo *et al.* (2017) found that technology availability impacts intention about digital payments. Moreover, Alqahtani *et al.* (2014) concluded that the availability of the internet and commerce has led to the widespread availability of digital payments. Furthermore, Tripathi (2020) revealed that the trend of digital payments has been increased rapidly in recent years with the development of the Internet due to the easy accessibility of Internet usage where easy access to the Internet has driven consumers to use mobile payment applications for digital payment. In addition, Siby (2021) stated that due to easy accessibility of internet, it has played a significant role in the revolution of payment methods. Based on it, this study develops the following hypothesis:

H_6: There is a positive relationship between accessibility and consumer perception.

Perceived trust

Consumers perceived trust in EPS is defined as consumers belief that e-payment transactions will be processed in accordance with their expectations (Tsiakis and Sthephanides, 2005). Moreover, Duane *et al.* (2014) found that trust is the most powerful factor influencing consumers willingness to use Smart Phones to make M-Payments. According to Fajarratri (2010), trust refers to the customer's belief that the promises made by the company to customers can be trusted and provides mutually beneficial actions for the company. Meanwhile, Fahmi (2018) concluded that trust is related to a person's willingness to believe that they can rely on others. Similarly, Kim *et al.* (2010) found that consumers perceived trust has a positive impact on EPS use. Furthermore, Phonthanukitithaworn *et al.* (2016) concluded that perceived trust is a critical factor for consumer adoption of mobile payment services in Thailand. Similarly, Maqableh (2015) concluded that perceived trust in the payment system has a positive effect on the usage of digital modes of payment. Based on it, this study develops the following hypothesis:

H_7: There is a positive relationship between perceived trust and consumer perception.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 168 observations. The dependent variable is CP (Consumer Perception). The independent variables are EU (Ease of Use), FT (Fastest Transaction), PP (Privacy perception), PS (Perceived Security), U (Usefulness), A (Accessibility) and PT (Perceived Trust).

Variables	Mean	S.D.	CP	EU	FT	PP	PS	U	A	PT
CP	4.036	0.556	1							
EU	4.086	0.559	0.705**	1						
FT	4.022	0.618	0.677**	0.763**	1					
PP	3.876	0.604	0.514**	0.505**	0.546**	1				
PS	4.002	0.611	0.730**	0.675**	0.690**	0.628**	1			
U	4.033	0.550	0.714**	0.688**	0.719**	0.559**	0.762**	1		
A	3.922	0.687	0.691**	0.599**	0.622**	0.452**	0.624**	0.700**	1	
PT	4.033	0.563	0.759**	0.732**	0.730**	0.587**	0.763**	0.715**	0.695**	1

Notes: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.

Table 1 shows that ease of use is positively correlated to consumer perception. It indicates that higher the ease of use, better will be the consumer perception. Similarly, fastest transaction is positively correlated to consumer perception. It indicates that higher the fastest transaction , better will be the consumer perception. Likewise, privacy perception is positively correlated to consumer perception. It indicates that higher the privacy perception, better will be the consumer perception. Further, perceived security is positively correlated to consumer perception. It indicates that higher the perceived security, better will be the consumer perception. Moreover, usefulness is positively correlated to consumer perception. It indicates that higher the usefulness, better will be the consumer perception. Additionally, accessibility is positively correlated to consumer perception. It indicates that higher the accessibility, better will be the consumer perception. Likewise, perceived trust is positively correlated to consumer perception. It indicates that higher the perceived trust, better will be the consumer perception.

Regression analysis

Regression analysis is a statistical process for estimating the relationships among variables. The regression results were estimated where ease of use, fastest transaction, privacy perception, perceived security, usefulness, accessibility and perceived trust are used as independent variables and dependent variables used as consumer perception.

Table 2 shows the estimated regression results of where ease of use, fastest transaction, privacy perception, perceived security, usefulness, accessibility and perceived trust on consumer perception in Kathmandu valley.

Table 2

Estimated regression results of for ease of use, fastest transaction, privacy perception, perceived security, usefulness, accessibility and perceived trust on consumer perception in Kathmandu Valley

The results are based on 168 observations by using linear regression model. The model is CP = β0+β1EU+β2FT+β3PP+β4PS+β5U+β6A+β7PT+e where, the dependent variable is CP (Consumer perception). The independent variables are EU (Ease of use), FT (Fastest transaction), PP (Privacy perception), PS (Perceived security), U (Usefulness), A (Accessibility) and PT (Perceived trust).

Model	Intercept	Regression coefficients of							Adj. R_{bar}^2	SEE	F-value
		EU	FT	PP	PS	U	A	PT			
1	0.490 (3.160)**	0.868 (23.086)**							0.761	0.27184	532.963
2	1.110 (6.638)**		0.728 (17.712)**						0.652	0.32814	313.701
3	1.644 (7.924)**			0.617 (11.677)**					0.448	0.41331	136.360
4	0.960 (6.294)**				0.769 (20.392)**				0.713	0.29795	415.845
5	0.414 (2.824)**					0.898 (24.948)**			0.788	0.25595	622.420
6	2.095 (10.607)**						0.495 (9.978)**		0.371	0.44103	99.551
7	0.465 (3.363)**							0.886 (26.062)**	0.802	0.24720	679.231
8	0.458 (3.028)**	0.674 (9.503)**	0.205 (3.197)**						0.774	0.26459	286.396
9	0.372 (2.401)*	0.645 (9.046)**	0.155 (2.300)*	0.104 (2.157)*					0.779	0.26171	196.707
10	0.342 (2.424)*	0.487 (6.911)*	0.082 (1.302)	0.003 (0.059)	0.341 (5.862)**				0.816	0.23856	186.137
11	0.193 (1.445)	0.336 (4.722)**	0.008 (0.128)	-0.007 (-0.166)	0.220 (3.754)**	0.394 (5.329)**			0.842	0.22073	179.625
12	0.129 (0.958)	0.360 (5.093)**	-0.037 (-0.602)	-0.008 (-0.188)	0.224 (3.894)**	0.349 (4.642)**	0.080 (2.424)*		0.847	0.21748	155.171
13	0.123 (0.963)	0.243 (3.3650)**	-0.071 (-1.207)	-0.046 (-1.095)	0.173 (3.105)	0.280 (3.840)**	0.051 (1.591)*	0.338 (4.385)**	0.863	0.20613	150.809

Notes:

i. Figures in parentheses are t-values.
ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
iii. consumer perception is dependent variable.

Table 2 shows the beta coefficients for ease of use are positive with consumer perception. It indicates that ease of use has a positive impact on consumer perception. This finding is consistent with the findings of Tiwari & Singh (2019). Similarly, the beta coefficients for fastest transaction are positive with consumer perception. It indicates that fastest transaction has a positive impact on consumer perception. This finding is consistent with the findings of Nair & Kannan (2023). Likewise, the beta coefficients for privacy perception are positive with consumer perception. It indicates that privacy perception has a positive impact on consumer perception. This finding is consistent with the findings of Piao *et al*. (2012). Similarly, the beta coefficients for perceived security are positive with consumer perception. It indicates that perceived security has a positive impact on consumer perception. This finding is consistent with the findings of Qureshi *et al.* (2008). Additionally, the beta coefficients for usefulness are positive with consumer perception. This indicates that usefulness has a positive impact on consumer perception. This finding is

consistent with the findings of Suyanto and Kurniawan (2019). Moreover, the beta coefficients for accessibility are positive with consumer perception. This indicates that accessibility has a positive impact on consumer perception. This finding is consistent with the findings of Siby (2021). Likewise, the beta coefficients for perceived trust are positive with consumer perception. This indicates that perceived trust has a positive impact on consumer perception. This finding is consistent with the findings of Kim *et al.* (2010).

4. Summary and conclusion

This study provides insightful information regarding the perceptions of people as well as consumers in the Kathmandu valley towards digital payments. The study analyzes various significant variables that could impact consumer perception and decision regarding the use of digital payments. These variables include how easy the payment systems are to use, how quickly transactions can be completed, and how confident customers feel that their personal details are secured. Along with customer trust, it also takes consideration how useful and easily available certain payment methods are.

This study attempts to examine the consumer perception towards digital payment. The study is based on primary data of 168 respondents.

The major conclusion of the study is that ease of use, fastest transaction, privacy perception, perceived security, usefulness, accessibility and perceived trust have positive impact on consumer perception. The study also concludes that accessibility followed by privacy perception is the most significant factor that explain about digital payment on consumer perception in Kathmandu valley.

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