# **INTRODUCTION**

# The emergence of online shopping as we know today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions.

# The term e-commerce is widely used today. It is an upcoming, fast spreading way of doing business and extending to a larger audience base than traditional retail. E-commerce is the exchange of goods and services enabled through an electronic method. E-Commerce, comprises of various categories such as Business to Business, Business to Consumer, Consumer to Business and Consumer to Consumer.

# E-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product’s availability and pricing at different e-retailers.

Consumers may choose different ways to pay for their ecommerce transactions based on their preference. This may be driven by convenience, availability, security or for other reasons. There are various ways of making payments through electronic modes such as electronic wallets, smart cards, software wallets, credit cards, debit cards, net banking and more. This mode of payment, without using cash or cheque, is called an e-commerce payment system and is also known as online or electronic payment systems. The growing use of internet-based banking and shopping has seen the growth of various e-commerce. Payment systems and technology has been developed to increase, improve and provide secure e-payment transactions. Paperless e-commerce payments have revolutionized the payment processing by reducing paper work, transaction costs, and personnel cost The systems are user-friendly and consume less time than manual processing and help businesses extend their market reach.

* 1. **STATEMENT OF THE PROBLEM**

The current scenario of Indian economy shows the tendency of movement from cash to cashless transactions. Many of the people buy goods and services through online because it’s more convenient for shopping and payment. Many of the. Online market providers introduced their own payment systems for the customers benefit. Example Amazon pay and flipkart introduced debit card EMI facilities and many mobile wallet, UPI payment systems are available to the customers. This study is concerned with the customer’s awareness towards new payment options while in online shopping and in finding out the major factors which influence the payment options preference of customers and find out the most preferred payment options in e shopping.

* 1. **SCOPE OF THE STUDY**

The study focus on customer’s preference and awareness towards e-shopping. The scope of study is limited to Thanniam Gramapanchayath.

**1.4 SIGNIFICANCE OF THE STUDY**

This study is forces on the customer awareness and preference towards online payment models. This study is designed to gain a better understanding of the factors. Which influence the online payment behavior of the customers. This study also analyses the awareness of the customers towards the new payment options available in e shopping. This study is help fi out the customer’s acceptance and adoption towards the new payment models available in online shopping. “Effective and efficient payment systems are vital for the economic development of emerging countries to promote the development of commerce, enhance economic policy oversight, reduce the financial capital and human resources devoted to the transfer of payments and control the risk inherent in moving large value”. Innovations in modes of payment may influence the buying behavior of the customers and it increase the convince, confidence and safety of payment in e shopping. The present study is tried to find out customers awareness and preference towards the recent payment modes and factor mainly influence their preference. So in the lights of this study innovation and changes can be made in the payment modes to attract more customers there by enhance their satisfaction.

# **1.5 OBJECTIVES OF THE STUDY**

* + - To study the level of awareness of customers towards recent payment options.
    - To find the most popular payment option preferred by customers while making online shopping.
    - To study the factors influencing the preferred mode of payment.

# **RESEARCH METHODOLOGY**

Research means to search new knowledge for conducting survey it includes the specification of research design, source of data method of primary data collection and secondary data collection.

**1.6.1 Source of data**

* + - * **Primary data**

A questionnaire is prepared and the primary data was collected through survey Method.

* + - * **Secondary data**

Secondary data is collected from website, journals, publication etc.

* + 1. **Types of research method**

Research Methodology is the descriptive is undertaken in this project as to study the preference and awareness of people towards recent modes of payment in online shopping.

**1.6.3 Sampling**

Sampling is the process of taking samples of something for analysis

* **Population**

The population of the study is people of Thanniam Gramapanchayath.

## **Sample technique**

The sample technique of our study is in convenience sampling. Convenience sampling is a type of non-probability sampling that involves the sampling being drawn from the part of the population that is close to hand.

## **Sample size**

The researcher has selected a sample of 50 for the purpose of stud**y**

# **TOOL FOR DATA COLLECTION**

# Questionnaire is used for data collection.

# **TOOL FOR DATA ANALYSIS**

# Percentage analysis is used as a data analysis tool.

# **PERIOD OF STUDY**

# The duration to complete this study will be 3 weeks

# **LIMITATION**

# Time factor

# Delay in response of respondents

* 1. **EMPIRICAL LITERATURE**

In the above chapter we focus on introduction, objectives, statement of problem, research methodology, scope, limitation, industry profile and product profile. This chapter includes conceptual and empirical literature.

Review of literature is the strong pillar to support the research study. In this chapter an attempt is made to review the literature available on grievance handling mechanism. The review of literature classified into two; conceptual and empirical literature. The conceptual literature deals with the various concepts and theories relating to the study whereas empirical literature consists of studies made earlier, which as similar to the proposed study.

**Radhakrishnan** **(1996)** “DEBIT CARDS” The study state that the debit cards also have found wide acceptability than credit cards because of assurance of payments to retailers, switching of cared holders to debit card because of using interest free period to avoid high interest cost, annual charges as compared to debit cards etc.

**Dr. K.A. Rajanna** **(2000)** "Perception and awareness of customers towards cashless transaction" In this study, results showed that awareness, digital literacy, proper infrastructure and rate of participation of the customers in cashless transaction were found to have strong significant relation with cash less transaction. The objective of the study is to find the response towards cashless economy in Chikmangaluru district of Karnataka.the study reveals that majority of them are aware and agree that cashless transactions will help to fight against corruption black money and reduce the risk of carrying cash and can also faster economic growth.

**A suriya** **(2007)** "A study on internet banking and online shopping awareness among public in Tirunelveli City", This paper is focus to study the awareness of youngsters in internet banking, their preference in internet banking and the major factors which influencing them i buy product in online.

**Dr. M. Sumathy and Vipin K.P.** **(2010)** "Digital payment Perception and concerns among urban consumers. This study is focused on urban consumers' attitude, perception towards digital payment systems this study finds that Mobile wallets usage crosses the boundaries of big cities and gains popularity in villages also. The development in digital payments system makers a new spending behavior of persons in these areas.

**BabitaSinglal, Manish Bansa12 (2015)** "Consumers behavior towards debit card payment mode while shopping- retail stores". This paper attempts to identify different factors affecting consumers on adoption of debit card payment with reference to shopping at retail stores. Find that debit card payment behavior among consumers varied. Study also concludes that most significant factor influencing their debit card payment behavior was perceived ease of use and usefulness of card. Finally, it is believed that the outcomers of this research will have an impact on society to understand changing behavior of people towards making payment that can help different marketers who want to create value to the consumers by providing them different payments options in the market. Studies focusing on how different payment methods induce different spending behavior of the consumers have been one of the main streams of payment related research for in particular marketing and consumer research,. Credit cards are among the most studied payment model.

**Ikram Dastan CemGurier** **(2015)** "Factors affecting the Adoption of Mobile Payment Systems: An Empirical Analysis "This study is to investigate the factors effecting adoption of mobile payment systems by the consumer. A research model was developed and proposed relationships were tested using structural equation modeling. The empirical findings point out that perceived trust, perceived mobility and attitudes positively affect the adoption of Mobile Payment Systems (MPS) the study finds that perceived usefulness and perceived case of use have no effect on adoption of MPS. Furthermore, perceived reputation is positively related to perceived trust and finally environmental risk is negatively related to perceived trust.

**Dr. M. Sadikasultan, Mr. K. Sasikumar** **(2016)** "A study on customer payment behavior in organized retail outlet at Coimbatore district". This study was mainly focus to find out how easy consumers found plastic money use to be, whether they liked using it and in particular how they compared it to using cash. This study examine the payment behavior of consumers whiles they purchase some products.

**Dr. B. Mathivanan, Skavitha** **(2017)** "A study on consumer perception towards E-banking. Services of ICICI Bank". This study is to know the consumer perception regarding e-banking services provided by ICICI Bank, identify the problems involved in e-banking transactions. To analyze the impact on various e-banking services provided to the customers and suggest the suitable measures for the problems faced by the customers. This study finds that there is significant relationship between the occupation and usage of electronic fund transfer.

**Al-Laham** **(2018)** “Development of Electronic Money and its Impact on the Central, Bank Roll and Monetary policy”. This paper argues that electronic money, as a net work goods, could become an important form of currency in the future. Such a development would influence the effectiveness and implementation of monetary policy. Author feels that, if an increased use of e-money substantially limits demand for central bank reserves, it would require changes in the operational target of the central bank and a closer co-ordination of monetary and fiscal policies.

**Sanghita Roy Dr. IndrajitSinbha** **(2018)** “Determinants of Customers Acceptance of Electronic Payment System in Indian Banking Sector”. This paper presentsa empirical review on the electronic payment. From the finding it is clear that customer have to use more and more this online payment system. Moreover we use the new technology more it will be friendlier with us.

**Warwick and Mansfield** **(2019)** “Credit card consumer: College student’s knowledge and attitude”. The exploratory study takes a look at the credit card activity of college students at Midwestern campus. The majority of students surveyed did not report knowledge of their credit card interest rate students appear to have a realistic attitude toward using credit cards, although not knowledgeable about the details of their card.. This study raise the question of whether universities and business schools are doing a better job of preparing their students to be knowledgeable consumers in the market place or not.

**Dr Shilpa Bhimrao Gaonkar** **(2019)** “To explore various payment instruments available to the people,and its benefits.” Study revealed that various new instruments are emerging. Benefits of going cashless increased transparency, efficiency and convenience, easier tracking etc.

**Dr N Rakesh** **(2019)** “To examine the present scenario of electronic payments and to study the range of service facilities that UPI-BHIM technologies offer.”Electronic transactions have increased. This could happen only with extensive recognition and acceptance of popular instruments such as debit and credit cards, net banking and E-wallets by the indian population. But surprisingly, UPI came out to be the real distinct advantage.

**Bappaditya Mukhopadhya Y** **(2020)** “To estimate the impact of demographic profile on usage of digital payment system.” The study reveald that an extremely small correlation exists between cashless payment and education level as well as between cashless payment and income earned. It also revealed that a very high positive correlation exist between the people who collect the payments in their bank accounts and if those who are engaged in cashless payments. Prepaid cards and mobile payments showed maximum growth.

**Lei-da Chen and Ravi Nath** **(2020)** “To identify factors that influence consumer E-payment adoption.” The result suggested that higher transaction speed, transaction convenience, and compatibility perceptions would lead to high propensity to adopt e-payment while greater security and privacy concerns would lead to lower propensity to adopt e-payment among all constructs, compatibility has the highest correlation with intention to adopt.

The study shows that the growth of service industry in the country, electronic fund transfer, point of services offer a large potential for banks to cutting down cost associated with the paper based clearing and payment services. The introduction of debit cards can take place subsequently and the objective should be to attain a critical mass in issuing number of such cards so that the operation becomes cost effective

* 1. **CONCEPTUAL LITERATURE**

**Digital payment**

It has been said that every disruption creates opportunities and one such disruption was the announcement of demonetization by Prime Minister Mr. Narender-Modi on 08 November 2016. Demonetization created huge growth opportunity for digital payment in India and the digital wallet companies garbed the opportunities with both the hands to expand their market share. Demonetization has presented a unique platform for adoption of digital payment, as an alternative to cash for Indian consumers.

Adoption of cashless transaction has been significantly pushed by Prime Minister Mr. NarenderaModi as part of government reforms after demonetization of high value currency of Rs. 500 and 1000 (86% of cash circulation). The demonetization resulted in unprecedented growth in digital payment. By February this year, digital wallet companies had shown a growth of 271 percent for a total value of US$2.8 billion (Rs. 191 crores), Indian government and private sector companies such as Paytm, Freecharge and Mobikwik had been aggressively pushing several digital payment applications, including the Aadhaar Payment app, the UPI app, and the National Payments Corporation of India (NPCI) developed the Bharat Interface for Money (BHIM) app. Digital transfers using apps has brought behavioral change and helped in the adoption of digital payment. This has resulted in ease of transfer of money in rural areas which was not touched earlier. By the digital payment method. Now many foreign investors want to invest in. digital payment industry which is tremendous expansion in India. New attractive destinations because of scope of tremendous expansion in India.

There are number of facilitators which are leading to the growth of digital payment and transition from cash economy to less cash economy. These facilitators include penetration of internet connectivity on smart phones, non-banking financial institution facilitating digital payment, one touch payment, rise of financial technology sector and push by government either by giving incentives or tax breaks. These all factors are creating positive atmosphere for growth of digital payment in India.

As per Ministry of Finance Report (December 2016) on Digital payment, financial inclusion is one of the foremost challenge facing India. 53 percent of India population had access to formal financial services. In this context, digital payment can act as accelerator to financial inclusion. Increasing availability of mobile phone, availability of data network infrastructure, rollout of 3G and 4G networks and large mer chant eco system are the critical enablers of digital payment in India: It is further supported by the coordinated efforts of industry, regulator and government. As per RBI’s report ‘Vision 2018’ four pronged strategy focusing on regulation, robust in frastructure, effective supervisory mechanism and customer centricity has been adopted to push adoption of digital payment in India.

The percentage of cash for transactions has seen a rapid decline in the past few years in India. In 2010, the percentage of cash in all payments was 89% compared with 78% in 2015. This rapid decline is a result of an increased adoption of non cash instruments such as cards and digital payments such as mobile wallets, electronic transfers, etc. Stored value instruments like mobile wallets (Paytm, Mo bikwik, Citrus, etc.) and prepaid and gift cards have made payments though internet devices convenient and easy. India represents one of the largest market opportunities for digital payments. With a population of 1.25 billion, India accounts. For roughly 18% of the global population. The two key drivers of digital payments. mobile phones and internet users are already well established in India. To date,, India has about 1.0 billion mobile phone subscribers and 300 million internet users, ranking 2nd on both metrics globally.

**Digital Payment Modes in India**

There is a lot of buzz around the digital payment. The government and private sector. Both are riding on the digital payment wave. The people who use the digital payment Mode are considered more advanced. In this post, I would tell you about the digital Payment methods and its advantage.

Digital payment is a way of payment which is made through digital modes. In digital payments, payer and payee both use digital modes to send and receive money. It is also called electronic payment. No hard cash is involved in digital payments. All the transactions in digital payments are completed online. It is an instant and convenient way to make payments.

If we talk about cash payments, you have to first withdraw cash from your account. Then you use this cash to pay at shops. Shopkeeper goes to the bank to deposit the cash which he got from you. This process is time-consuming for you and also for the shopkeeper. But in digital payments, the money transfers from your account to the shopkeeper's account immediately. This process is automatic and neither you nor the shopkeeper is required to visit the bank.

Digital payments save you from long queues of ATMs and banks. Because, if you pay digitally, you won't need to withdraw cash from your account. It also lots of time and a little bit money as well.

Digital payments in India have been experiencing exponential growth and with growth of internet and mobile penetration, in coming years the country is ready to witness a huge rush in the adoption of digital payments. According to Ratan Watal, principal advisor NitiAayog and former finance secretary, digital payments grew 55% by volume and 24.2% by value in 2016- 17 over the previous year. Data from the Reserve Bank of India (RBI) indicates that the rate of adoption of digital-pay ments had accelerated following demonetization last year but has slowed in recent months of 2017. Total digital transactions in April 2017 of Rs 109.58 trillion are 26.78 lower from Rs149.58 trillion in March 2017

The volume of digital transaction has witnessed exponential growth in vo lume and value whether it is digital wallet, interbank transfer or transaction by debit or credit card. At merchant places the number of card transaction at point of sale (PoS) terminal have witnessed a huge serge which reflects that people have started making payment by debit card instead of withdrawing cash from ATM to make pay ment. In January 2017 the number of transaction of debit card increased to one billion from 817 million in previous year. It has been observed that ATM transaction are more or less same at 700 million, the transaction at POS terminal has increased three times from 109million in January 2016 to 328 million in Jan 2017.

According to Lokvir Kapoor, chief executive officer at PineLabs “the card transaction post demonization saw huge growth because of infrastructure for the acceptance of card at different merchant location.” PineLabs has helped this growth by deploying a significant number of Pos at retailers across the country. Also the number of initiative such as cash back, no transaction charge up to certain limit with further help in growth of digital transactions. The government pût pressure on banks.

to deploy one million addition Pos terminal in three months boost the availability of PoS and by January 2017, their number rose to 2.52 million.

India is heading on the path of a major digital revolution. The future economy will be driven by cashless transaction which will be possible only though digitaliza-tion of payment mechanism at different location such as smart phone, internet banking, card transaction etc. The focus of present study is to find how respondents are adopting digital payment.

**Advantages of Digital Payments**

* **Easy and convenient:** Digital payments are easy and convenient. You do not need to take loads of cash with you. All you need is your mobile phone or Aadhaar number or a card to pay. UPI apps and E-Wallets made digital payments easier.
* **Pay or send money from anywhere:** With digital payment modes, you can pay from anywhere anytime. Suppose your close friend's mother fell ill at night. He called you at midnight and asked some money. Don't worry, you can send money to your friend using digital payment modes such as UPI apps, USSD or E-Wallets.
* **Discounts from taxes:** Government has announced many discounts to en courage digital payments. If you use digital modes to make a payment up to Rs. 2000, you get full exemption from service tax. You also get 0.75% discounts on fuels and 10% discount on insurance premiums of government insurers.
* **Written record:** You often forget to note down your cash spendings. O even if you note, it takes a lot of time. But you do not need to note your spendings every time with digital payments. These are automatically recorded in your passbook or inside your E-Wallet app. This helps to maintain your record, track your spendings and budget planning
* **Less Risk:** Digital payments have less risk if you use them wisely. If you lose your mobile phone or debit credit card or Aadhar card you don’t have to worry a lot. No one can use your money without MPIN, PIN or your fingerprint in the case of Aadhar. But it is advised that you should get your card blocked if you lost it. Also call the helpline of your E-wallet to suspend the wallet account to prevent anyone from using your wallet money.
* **Seameless Transaction:** Since digital payments have been around for quite sometimes now, the process has become easier than ever ,especially for seniors. Showrooms malls and even small shops have now started accepting digital payments. The whole transactions process has also become seamless as buyers can now make payments using their mobile banking apps or other digital wallets
* **Different options:** right from debit cards and credit cards to digital wallets like google pay and phone pay seniors can now choose from a wide range of options for their preferred mode of digital payments. This give the elderly an opportunity to conduct financial transaction without the fear of falling short of liquid cash
* **Physical Distancing:** One of the benefits of digital payments is that it promotes safe and contactless transaction with the covid 19 crisis still looming over our heads avoiding physical contact is utmost important. Elders are known to be at a higher risk during this crisis. Opting for digital payment is therefore one of the best way for seniors to stay safe during the covid 19 pandemic.
* **Track your spending:** The first step towards financial independence is maintained regular weekly or monthly budget. This is even more important for seniors who depend on their pension and other life savings. Digital payments allow the elderly to set stay on top of their overall spending with easy to assess bank statements and records of all transactions.
* **Save time and money:** One of the main benefits of going cashless is that it can save the elderly a lot of time and money as well. The various payment options available ensure that seniors can make faster payments Elders can also save money by opting for digital platforms that do not charge any transaction fees. Not only will this be helpful in saving money, but it can also prove to be beneficial for their overall budget
* **Budget discipline:** Going cashless is one of the best ways for seniors to understand their spending habits, as they can use different apps to track and analyse their transaction patterns as well. This will help them to understand their expenses and will also allow them to plan their budget in a much better way. Developing a budgeting discipline also plays a key role in achieving financial independence
* **No Forged Currency:**Forged currency values will be declared worthless. People who involve in social evil practices generally tend to accumulate their wealth in cash. With the process of a cashless economy coming into effect, this accumulated cash will be useless due to the note ban. If people invest money in the bank, the government will question them about that income source
* **Transparent System:**Computerized payments will improve transparency and culpability. The progress of the economy with liabilities can solely take place in a cashless economy.
* **Limited Cash Fraud:**Theft or fraudulent acts concerning cash will be reduced to the bare minimum. Following the note ban, nobody would dare to steal money, which will promptly hinder the theft since the banks won’t accept that money anywhere.
* **Effortless Payment:**The cashless transaction guarantees more manageable payment across the nation. For instance, people who desire to transfer money to areas across India can effortlessly do it via the NEFT procedure. With the initiation of digitization, every individual ought to receive digital literacy at some time, therefore easing their troubles in the transfer of money and make transactions more honest.
* **Easy International Pay:**Exchange of currency is a monotonous job for many individuals who usually reach for international travel. Cashless payment is an excellent option for those people. There is no need to worry about exchange rates. Citizens only need to possess a valid mobile device with their bank account linked to it.

**Disadvantage of digital payments**

* **Service Fees**: Many a time while using e-payment services we are liable to pay service fees or a convenience fee which adds to our expense.
* **Risk of Theft**: There have been many incidents in which cybercriminals have manipulated people and money has been looted.
* **Technical Problems**: As it is an online service, it may go down due to technical issues and people who get 100% reliable on this service for their payments may face an issue.
* **Remote Areas**: Remote areas still rely on cash. You might find it difficult in making payments on the go while traveling to some remote areas.
* **Inconvenient for offline sales:** Online payment methods are inconvenient for offline sales.
* **Vulnerability to cybercriminals:** It can disable online payment methods or exploit them to steal people’s money or information. Visit the Australian Cybercrime Reporting Network’s Learn about cybercrime page to learn more about cybercrime.
* Reliance on telecommunication infrastructure Internet and server problems can disable online payment methods.
* **Technical Hitches:** Online payment methods can go down due to technical problems.

1. **Banking cards**

Banking Cards offer consumer more security, convenience, and control than any other payment method. The wide variety of cards available – including credit, debit and prepared- offers enormous flexibility, as well. These cards provide 2 factor authentication for secure payments eg. Secure PIN and OTGP. RuPay, Visa. Master Card are some of the example of card payment systems. Payment cards give people the Power to purchase items in stores, on the Internet, through mail-order catalogues and over the telephone. They save both customers and merchants” time and money, and thus enable them for ease of transaction.

1. **Debit Card EMI**

According to data released by the Reserve Bank of India, there are 79.38 Crore debit cardholders while credit cardholders account for only 3.14. crore customers. A large number of online shoppers are not credit card users. In fact, not only do they not own a credit card, they are wary of using credit cards for shopping, particularly for online purchasers. Flipkart has designed Debit Card EMI specifically to enable such customers to shop confidently without worrying about denting their monthly cash flow.

1. **Online or mobile Wallets**

They are used via the internet and through smartphone applications. Money can be stored on the app via recharge by debit or credit cards or net Banking. Consumer wallet limit isRs.20,000per month and the merchant wallet limit is Rs. 50,000 per month after self- declaration and Rs. 100,000after KYC verification.

1. **Debit/Rupay card**

These are linked to an individual's bank account. Can be used at shops, ATMs, online wallets, micro-ATMs, and for e-commerce purchases. Debit cards have overtaken credit cards in India. The number of debit cards in December 2015 increased to 630 million compared to 22.75 in 2014.

1. **Mobile Wallet**

A mobile wallet is a way to carry cash in digital format. You can link you credit card or debit cared information in mobile device to mobile wallet. application or you can transfer money online to mobile wallet. Instead of using your physical plastic card to make purchases, you can pay with your smartphone, tablet, or smart watch. An individual's account is required to be linked to the digital wallet to load money in it. Most banks have their e-wallets land some private companies eg. Paytm, Freecharge, Mobikwik, Oxigen, mRupee, Airtel Money, Jio Money, SBI Buddy, itz Cash, Citrus Pay, Vodafone M-Pesa, Axis Bank Lime, ICICI Pockets, Speed Pay etc.

1. **Internet banking**

Internet banking, also known as online banking, e-banking or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution’s website.

1. **Electronic Clearing System (ECS)**

ECS is an alternative method for effecting payment transactions in respect of the utility-bill- payments such as telephone bills, electricity bills, insurance premia, card payments and loan repayments, etc., which would obviate the need for issuing and handling paper instruments and thereby facilitate improved customer service by banks/companies/ corporations/ government departments, etc., collecting/receiving the payments.

1. **Immediate Payment Service (IMPS)**

IMPS offers an instant, 24X7, interbank electronic fund transfer service through mobile phones. IMPS is an emphatic tool to transfer money instantly within banks across India through mobile, internet and ATM which is not only safe but also economical both in financial and non-financial perspectives.

**ELECTRONIC COMMERCE (e-commerce)**

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money land data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transactions that is facilitated through the internet.

E-commerce, which can be conducted over computers, tablets, or smartphones, may be thought of as a modernized version of mail-order catalog shopping. Nearly every imaginable product and service is available through e commerce transactions, including books, music, plane tickets, and financial services such as stock investing and online banking. E-commerce has helped businesses establish a wider market presence by providing cheaper and more efficient distribution channels for their products or services. For example, the mass retailer Target has supplemented its brick-and-mortar presence with an online store that lets customers purchase everything from clothes to coffee makers to toothpaste to action figures. Modern electronic commerce typically uses the World Wide Web at least one point in the transaction life cycle although it may encompasses a wider range of technologies such as email, mobile devices and telephone as well. Electronic commerce is generally considered to be sales aspect of e business it also consist of exchanging of data to facilitate the financing and payment aspects of business transactions.

**History of e-commerce**

The beginnings of e-commerce can be traced to the 1960s, when businesses started using Electronic Data Interchange (EDI) to share business documents with other companies. In 1979, the American National Standards Institute developed ASC X12 as a universal standard for businesses to share documents through electronic networks.

After the number of individual users sharing electronic documents with each other grew in the 1980s, the rise of eBay and Amazon in the 1990s revolutionized the e-commerce industry. Consumers can now purchase endless amounts of items online, from e-tailers, typical brick- and-mortar stores with e commerce capabilities and one another.

**Industry Overview: e-Commerce**

The e-Commerce Industry is comprised of companies that produce land sell software to businesses and corporations of all sizes. The wide range of products and services offered work to improve and expand customers information technology (IT) capabilities, by enhancing such internal tasks as inventory management, tracking purchases, and operations management.

**The Economy**

Although many industries struggle during weak economic periods, e Commerce companies, fare relatively well Typically, during lackluster economic times, most corporations aggressively seek cost-cutting strategies. As such, they are often eager to upgrade their IT capabilities, which usually leads to improved operations and expense reduction. Thus, e-Commerce companies can receive large orders during lean economic times, and a few may even post record revenue and profits. In addition, several companies within this group derive e a good percentage of their profits from outside the U.S., which can help them weather domestic challenges.

**Competition**

Industry players often offer similar products land services, leading to an aggressive fight for customers and market share. In addition, most in the e Commerce space must directly compete with IBM, Microsoft, Cisco, and other IT giants, who can often offer customers more services at lower prices. Thus, it is difficult to determine which e-Commerce corporations will become, and remain, successful from one quarter to the next. This competitive dynamic can lead to inconsistent revenue and profit streams from year to year. Not surprisingly, then, a number of stocks within this group carry low scores for Earnings Predictability. To repeat, e- Commerce companies should invest heavily in R&D, targeting new software offerings at customers' needs in order to better compete with larger competitors.

This industry also possesses low barriers to entry. Indeed, new companies offering a quality suite that is well received can take a sizable bite out of another firm's existing business. This industry continues to grow at a rapid rate. With more and more corporations focused on improving their IT capabilities and bolstering their presence on the Internet, this group should continue to achieve record revenue and profits over the next several years. However, discovering which companies will perform well over that time frame has become very difficult.

**Type of e-commerce**

**Business-to-business (B2B):** e-commerce refers to the electronic exchange of products, services or information between businesses rather than between businesses and consumers. Examples include online directories and product land supply exchange websites that allow businesses to search for products, services and information and to initiate transactions through e-procurement interfaces. In 2017, Forrester Research predicted that the B2B e-commerce market will top $1.1 trillion in the US by 2021, accounting for 13% of all B2B sales in the nation.

**Business-to-consumer (B2C):** is the retail part of e-commerce on the internet. It is when businesses sell products, services or information directly to consumers. The term was popular during the dot-corm boom of the late 1990s, when online. retailers land sellers of goods were a novelty.

**Consumer- to consumer (C2C):** is a type of e-commerce in which consumers trade products, services and information with each other online. These transactions are generally conducted through a third party that provides an online platform on which the transactions are carried out.

**Consumer-to-business (C2B):** is a type of e-commerce in which consumers make their products and services available online for companies to bid on and purchase. A popular example of a C2B platform is a market that sells royalty-free photographs, images, media and design eleiments, such as iStock.

**Business-to-administration (B2A):** refers to transactions conducted online. Between companies and public administration or government bodies. Many branches of government are dependent on e-services or products in one way or another, especially when it comes to legal documents, registers, social security, fiscals and employment. Businesses can supply these electronically.

**Consumer-to-administration (C2A):** refers to transactions conducted online between individual consumers and public administration or government bodies.

**E-shopping**

E-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e retailers.

**INTRODUCTION**

The present chapter deals with the analysis and interpretation of data collected from 50 respondents in Thanniam Gramapanchayat. The primary data was collected with the help of structured questionnaire and also through google form. The tool is used to collect data from the respondents comprises of 3 parts. The first part of questionnaire reveals the demographic details of the respondents, while the second part to know their awareness towards recent modes of payment and third part of the questionnaire deals with the factors which influence their payment preference while making online shopping. The last part of the questionnaire employees five point Likert’s Scale to elicit Reponses.

**DATA ANALYSIS**

Data analysis is a process of inspecting, cleansing, transforming and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision making

**INTERPRETATION**

Interpretation is the act of explaining, reframing or otherwise showing your own understanding of something. A person who translates one language into another is called interpreter because they are explaining what a person is saying to some one who doesn’t understand. Interpretation requires you to first understand the piece of music, text, language, or idea and then give your explanation of it. A computer may produce masses of data, but it will require your interpretation of the data for people to understand it.

**TABLE 4.1**

**TABLE SHOWING GENDER OF RESPONDENTS TOWARDS ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| Gender | Frequency | Percentage |
| Male | 26 | 52% |
| Female | 24 | 48% |
| Total | 50 | 100% |

(Source: primary data)

**CHART 4.1**

**CHART SHOWING GENDER OF RESPONDENTS TOWARDS ONLINE SHOPPING**

**Interpretation :**

It is clearly evident from the table that 52% of the respondents male and 48% of the respondents are female.

**TABLE 4.2**

**TABLE SHOWING AGE WISE CLASSIFICATION OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| Age | Frequency | Percentage |
| Below 18 | 5 | 10% |
| 18-30 | 35 | 70% |
| 30-40 | 8 | 16% |
| 40-50 | 2 | 4% |
| Above 50 | 0 | 0 |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.2**

**CHART SHOWING AGE WISE CLASSIFICATION OF RESPONDENTS**

**Interpretation :**

70% of the respondents belongs to 18-30 age group, 16% belongs to 30-40, 10% belongs to below 18 and 4% belongs to 40-50

**TABLE 4.3**

**TABLE SHOWING AREA OF RESIDENCE OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| Residence | Frequency | Percentage |
| Rural | 30 | 60% |
| Urban | 20 | 40% |
| Total | 50 | 100 |

(source: primary data)

**CHART 4.3**

**CHART SHOWING AREA OF RESIDENCE OF RESPONDENTS**

**Interpretation:**

60% of respondents are in rural area and 40% are in urban area.

**TABLE 4.4**

**TABLE SHOWING EDUCATIONAL QUALIFICATION OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| Qualification | Frequency | Percentage |
| SSLC or plus two | 5 | 10% |
| Under graduate | 33 | 66% |
| Post graduate | 12 | 24% |
| Other | 0 | 0 |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.4**

**CHART SHOWING EDUCATIONAL QUALIFICATION OF RESPONDENTS**

**Interpretation:**

It is clear that 66% of the respondents are Under Graduate, 24% are Post Graduate and 10% are SSLC/plus two.

**TABLE 4.5**

**TABLE SHOWING YEARLY INCOME OF RESPONDENTS**

|  |  |  |
| --- | --- | --- |
| Income | Frequency | Percentage |
| Less than 20000 | 14 | 28% |
| 20000-40000 | 12 | 24% |
| 40000-60000 | 10 | 20% |
| 60000-80000 | 8 | 16% |
| Above 80000 | 6 | 12% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.5**

**CHART SHOWING YEARLY INCOME OF RESPONDENTS**

**Interpretation:**

28% of the respondents belongs to less than 20000, 24% of the respondents belongs to the income group 20000-40000, 20% belongs to 40000-60000, 16% belongs to 60000-80000, 12% belongs to above 80000.

**TABLE 4.6**

**TABLE SHOWING ONLINE SHOPPING**

|  |  |  |
| --- | --- | --- |
| Online shopping | Frequency | Percentage |
| Yes | 50 | 100% |
| No | 0 | 0% |
| Total | 50 | 100 |

(source : primary data)

**CHART 4.6**

**CHART SHOWING ONLINE SHOPPING**

**Interpretation:**

Full of our respondents are purchasing products through online.

**TABLE 4.7**

**TABLE SHOWING FREQENCY OF PURCHASE THROUGH ONLINE**

|  |  |  |
| --- | --- | --- |
| Purchase | Frequency | Percentage |
| Daily | 4 | 8% |
| Weekly | 12 | 24% |
| Monthly | 26 | 52% |
| Yearly | 8 | 16% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.7**

**CHART SHOWING FREQENCY OF PURCHASE THROUGH ONLINE**

**Interpretation:**

Majority (52% ) of the respondent makes online shopping monthly, 24% of the respondents make online shopping weekly, 8% and 16% of the respondents makes online shopping daily and yearly.

**TABLE 4.8**

**TABLE SHOWING INFLUENCE TO ONLINE PURCHASE**

|  |  |  |
| --- | --- | --- |
| Influence | Frequency | Percentage |
| Friends | 26 | 52% |
| Relatives | 8 | 16% |
| Parents | 5 | 10% |
| Others | 11 | 22% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.8**

**CHART SHOWING INFLUENCE TO ONLINE PURCHASE**

**Interpretation:**

Majority (52% ) of the respondent are influenced by friends to make online purchase, 22% are influenced by others, 16% are influenced by relative’s and 10% are influenced by parents.

**TABLE 4.9**

**TABLE SHOWING AWARENESS OF MODES OF PAYMENT**

|  |  |  |
| --- | --- | --- |
| Awareness | Frequency | Percentage |
| Yes | 44 | 88% |
| No | 6 | 12% |
| Total | 50 | 100 |

(source : primary data)

**CHART 4.9**

**CHART SHOWING AWARENESS OF MODES OF PAYMENT**

**Interpretation:**

Most of the respondents (88%) are aware about recent modes of payment’s, only 12% of them are not aware.

**TABLE 4.10**

**TABLE SHOWING SOURCE OF AWARENESS**

|  |  |  |
| --- | --- | --- |
| Source of awareness | Frequency | Percentage |
| Friends | 37 | 74% |
| News paper | 2 | 4% |
| Magazine | 0 | 0% |
| TV commercial | 11 | 22% |
| Total | 50 | 100 |

(source: primary data)

**CHART 4.10**

**CHART SHOWING SOURCE OF AWARENESS**

**Interpretation:**

Among 50 respondents 37 respondents known about the recent payment modes E-shopping through their friends and 11 through TV commercials and 2 through newspapers.

**TABLE 4.11**

**TABLE SHOWING MOST AWARE MODE OF PAYMENT**

|  |  |  |
| --- | --- | --- |
| Modes of payment | Frequency | Percentage |
| Debit card EMI | 8 | 16% |
| E-wallet | 4 | 8% |
| Mobile payment | 24 | 48% |
| Smart card | 14 | 28% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.11**

**CHART SHOWING MOST AWARE MODE OF PAYMENT**

**Interpretation:**

48% of the respondents choose Mobile payment.

**TABLE 4.12**

**TABLE SHOWING MODES OF PAYMENT OPTED**

|  |  |  |
| --- | --- | --- |
| Payment mode | Frequency | Percentage |
| Cash on delivery | 28 | 56% |
| Debit or Credit card | 6 | 12% |
| Net banking | 4 | 8% |
| Mobile payment | 12 | 24% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.12**

**CHART SHOWING MODES OF PAYMENT OPTED**

**Interpretation:**

56% of the respondents choose cash on delivery and 16% of the respondent choose Mobile payment

**TABLE 4.13**

**TABLE SHOWING REASONS FOR CHOOSING E-PAYMENT OPTION**

|  |  |  |
| --- | --- | --- |
| Reasons | Frequency | Percentage |
| Convenience | 25 | 50% |
| Safe and secure | 9 | 18% |
| Low service charge | 7 | 14% |
| Privacy | 9 | 18% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.13**

**CHART SHOWING REASONS FOR CHOOSING E-PAYMENT OPTION**

**Interpretation :**

50% of the respondents choose e-payments because of the convenience of the respondents.

**TABLE 4.14**

**TABLE SHOWING ATTRACTION TOWARDS E-PAYMENT OPTION**

|  |  |  |
| --- | --- | --- |
| Attractions | Frequency | Percentage |
| User friendly | 26 | 52% |
| Better rates | 5 | 10% |
| Easy | 6 | 12% |
| Save time | 13 | 26% |
| Total | 50 | 100& |

(source : primary data)

**CHART 4.14**

**CHART SHOWING ATTRACTION TOWARDS E-PAYMENT OPTION**

**Interpretation:**

52% of the respondents are attracted towards e-payments because is more user friendly. And 26% of the respondents choose e-payments because it save time.

**TABLE 4.15**

**TABLE SHOWING USE OF E-PAYMENT MAKES LIFE EASIER**

|  |  |  |
| --- | --- | --- |
| E-payment Life Easier | Frequency | Percentage |
| Yes | 46 | 92% |
| No | 4 | 8% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.15**

**CHART SHOWING USE OF E-PAYMENT MAKES LIFE EASIER**

**Interpretation;**

Majority (92%) of the respondents life easier by using e-payments method

**TABLE 4.16**

**TABLE SHOWING THE OPINION REGARDING RECENT MODES OF E-PAYMENT**

|  |  |  |
| --- | --- | --- |
| Opinion | Frequency | Percentage |
| Good | 31 | 62% |
| Very Good | 11 | 22% |
| Average | 7 | 14% |
| Poor | 1 | 2% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.16**

**CHART SHOWING THE OPINION REGARDING RECENT MODES OF E-PAYMENT**

**Interpretation:**

Majority (62%) of the respondents says that e-payment is good, 22% of the respondents says it is very good, 14% says it is average and 2% says it is poor.

**TABLE 4.17**

**TABLE SHOWING THE RECOMMENDATION OF E-PAYMENT TO OTHERS**

|  |  |  |
| --- | --- | --- |
| Recommendation | Frequency | Percentage |
| Very Likely | 32 | 64% |
| Some What Likely | 17 | 34% |
| Very Unlikely | 1 | 2% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.17**

**CHART SHOWING THE RECOMMENDATION OF E-PAYMENT TO OTHERS**

**Interpretation:**

64% of the respondents very likely recommend e-payment to others, 34% and 2% of the respondents some what likely and very likely recommend e-payment to others respectively.

**TABLE 4.18**

**TABLE SHOWING THE CONCERN ABOUT ONLINE PAYMENT**

|  |  |  |
| --- | --- | --- |
| Concerns | Frequency | Percentage |
| Breach of personal information | 14 | 28% |
| Breach of payment details | 17 | 34% |
| Poor internet connection | 19 | 38% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.18**

**CHART SHOWING THE CONCERN ABOUT ONLINE PAYMENT**

**Interpretation:**

38% of respondent is concerned about e-payment because of poor internet connection, 34% of the respondents concern is breach of payment details and 28% of the respondents concern is breach of personal information.

**TABLE 4.19**

**TABLE SHOWING ADVANTAGE OF SAVE TIME AND MONEY OF E-PAYMENT**

|  |  |  |
| --- | --- | --- |
| Save time and money | Frequency | Percentage |
| Strongly disagree | 3 | 6% |
| Disagree | 2 | 4% |
| Agree | 39 | 78% |
| Strongly agree | 6 | 12% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.19**

**CHART SHOWING ADVANTAGE OF SAVE TIME AND MONEY OF E-PAYMENT**

**Interpretation:**

78% of the respondent agrees that e-payment save time and money, 12% of the respondents strongly agree and 6% and 4% of the respondents strongly disagree and disagree respectively.

**TABLE 4.20**

**TABLE SHOWING E-PAYMENT SYSTEM ARE BETTER THAN CASH**

|  |  |  |
| --- | --- | --- |
| Opinion | Frequency | Percentage |
| Strongly disagree | 5 | 10% |
| Disagree | 7 | 14% |
| Agree | 36 | 72% |
| Strongly agree | 2 | 4% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.20**

**CHART SHOWING E-PAYMENT SYSTEM ARE BETTER THAN CASH**

**Interpretation:**

72% of the respondent agrees that e-payment is better than cash, 14% disagrees, 10% & 4% strongly disagrees & strongly agrees.

**TABLE 4.21**

**TABLE SHOWING INFLUENCE OF SECURITY ON PAYMENT METHOD**

|  |  |  |
| --- | --- | --- |
| Response | Frequency | Percentage |
| Agree | 15 | 30% |
| Neutral | 18 | 36% |
| Disagree | 17 | 34% |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.21**

**CHART SHOWING INFLUENCE OF SECURITY ON PAYMENT METHOD**

**Interpretation:**

It is clear from the figure that 36% of the respondents are neutral and 34% of them are disagree and 30% of them are agree with the factor.

**TABLE 4.22**

**TABLE SHOWING INFLUENCE OF ATTRACTIVE DISCOUNTS AND CASHBACK ON PAYMENT METHOD**

|  |  |  |
| --- | --- | --- |
| Response | Frequency | Percentage |
| Agree | 47 | 94% |
| Neutral | 3 | 6% |
| Disagree | 0 | 0 |
| Total | 50 | 100% |

(source : primary data)

**CHART 4.22**

**CHART SHOWING INFLUENCE OF ATTRACTIVE DISCOUNTS AND CASHBACK ON PAYMENT METHOD**

**Interpretation:**

94% of the respondents agree with the fact that the attractive discount and cash backs influencing payment and 6% of them are neutral.

**TABLE 4.23**

**TABLE SHOWING INFLUENCE OF SERVICE COST ON PAYMENT METHOD**

|  |  |  |
| --- | --- | --- |
| Response | Frequency | Percentage |
| Agree | 36 | 72% |
| Neutral | 12 | 24% |
| Disagree | 2 | 4% |
| Total | 50 | 100 |

(source : primary data)

**CHART 4.23**

**CHART SHOWING INFLUENCE OF SERVICE COST ON PAYMENT METHOD**

**Interpretation:**

From the above figure 72% of the respondents agree with the fact that the service cost influencing payment and 24% of them are neutral and 4% disagree with this factor.

**5.1 FINDINGS**

* There is no significant difference in the response of male & female.
* The respondents belongs to the age group 18-30 have more strongly agreed upon the factors influence their payment preference.
* The respondents belongs to rural area are highly influenced than the urban area.
* People with UG have more strongly agreed upon the factors influencing payment preference.
* People belongs to the yearly income class less than 20000 have more positive perception towards factors influencing the payment preference.
* Full of our respondents are purchasing product through online(100%).
* 52% of the respondent makes online shopping monthly.
* Majority (52%) of the respondents are influenced by friends to make online shopping.
* Most of the respondents (88%) are aware about recent modes of payment.
* Most of the respondents are known about the recent modes of E-Shopping through friends.
* 48% of the respondents are aware of mobile payment .
* Majority of the respondents choose cash on delivery while online shopping.
* 50% of the respondents choose e-payment because of the convenience.
* Majority of the respondents are attracted towards e- payment because its user friendly.
* 92% of the respondents life gets easier with the help of e-payment options.
* Majority of the respondents opinion is that e-payment is good.
* 64 % of the respondents very likely recommend e-payment to others.
* 38 % of the respondents concern about e-payment is poor internet connection.
* 78% of the respondents agree that e-payment saves time & money.
* 72% of the respondents agrees that e-payment is better than cash.
* 36% of the respondents are neutral with security influencing payment.
* 94% of the respondents agree with the fact that the attractive discount and cash backs influencing payment and 6% of them are neutral.
* 72% of the respondents agree with the fact that the service cost influencing payment and 24% of them are neutral and 4% disagree with this factor.

**5.2 SUGGESTIONS**

* . Online payment platforms should increase their security facility in order to attract more customers.
* . Discounts and more cash back offers will attract more customers to the newly developed payment modes.
* .More awareness programs should be undertake to make aware the Customers about the recent modes of payments.

**5.3 CONCLUSION**

The present study has made an attempt to understand the customer’s awareness and preference of mode of payment while making online shopping it was found that majority of people are aware about the recent modes of payments through friends and online and TV ads. It was found that secured transaction is the most influencing in usage. It was only find that educational level of respondents have significant association with payment preference. It indicates that adoption of mode of payment while making online shopping is influenced by the educational level of the customers. The growth of users of smart phone and internet was leads to the more awareness and usage of the recent modes of payment.

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**QUESTIONNAIRE**

Dear sir/madam,

I am 6th semester BBA student of NIRMALA COLLEGE OF ARTS AND SCIENCE,MELOOR. I am conducting a project work titled “TO STUDY THE CUSTOMERS PREFERENCE AND AWARENESS TOWARDS RECENT MODES OF PAYMENTS IN E-SHOPPING”.I will be thankful if you could fill the questionnaire and help us to complete the questionnaire successfully. I assure you that I will keep the information confidential and use only for my academic purpose.

**PERSONAL PROFILE OF THE RESPONDENTS**

Name: ………………

1.Gender

□ Male

□ Female

2. Age

□ Below 20

□ 21-30

□ 30-40

□ Above 40

3. Region

□ Urban

□ Rural

4. Education Qualification

□ SSLC/+2

□ UG

□ PG

□ Others

5. Yearly Income

□ Below 20000

□ 20000-40000

□ 40000-60000

□ Above 60000

6. Do you purchase through online ?

□ Yes

□ No

7.How often you purchase through online ?

□ Daily

□ Weekly

□ Monthly

□ Yearly

8. Who influenced you to purchase through online?

□ Friends

□ Relatives

□ Parents

□ Others

9. Are you aware about the recent modes of payment in E -Shopping.

□ Yes

□ No

□ May be

10. If yes how did you know about the recent modes of e-payment.

□ Friends

□ Newspapers & Magazines

□ TV Commercials

11. Which of the following recent modes of e-payment are you aware of ?

□ Debit Card EMI

□ UPI Payment

□ E- Wallet

□ Mobile Payment

12. Which of the modes of payment do you most prefer while making online shopping?

□ Cash on delivery

□ Debit/ Credit Card

□ Net Banking

□ Amazon Pay

□ Mobile Payment

13. What is the reason for choosing this e-payment option ?

□ Convenience

□ Safe & Secure

□ Low service charge

□ Privacy

14. What attracted to use the e-payment option?

□ User friendly

□ Better rates

□ Easy

□ Save time

15. Do you think that using e-payment makes your life easier.

□ Yes

□ No

16. What is your opinion regarding recent modes of e-payment ?

□ Good

□ Very good

□ Average

□ Poor

17.How likely you recommend the online payment to others ?

□ Very likely

□ Somewhat likely

□ Very unlikely

18. What is your biggest concern about online payment?

□ Breach of personal information

□ Breach of payment details

□ Poor internet connection

19. E-Payment systems save your time & money

□ Strongly Disagree

□ Disagree

□ Agree

□ Strongly agree

20. E – Payment systems are better than cash

□ Strongly disagree

□ Disagree

□ Agree

□ Strongly agree

21. Security on payment method

□ Agree

□ Neutral

□ Disagree

22. Attractive discounts and cash back on payment method

□ Agree

□ Neutral

□ Disagree

23. Service cost on payment method

□ Agree

□ Neutral

□ Disagree