

A study on Usability of Digital Payment Transaction Modes on Festive E-commerce Sale in India

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ABSTRACT

The study seeks to pay attention towards the attractiveness of digital payment transactions, particularly on the occasion of festive season. The efforts were made to know the dependency of demographics of the customers towards the choice of payments whether cash on delivery (COD), Credit Card payment, Debit Card payment, Net banking or through e- wallet payment. With the help of questionnaire study made attempt to know the opinions of male and female respondents as well as the impact of level of income on the choice of payment transactions. The simple random convenient sampling technique was used to collect 133 responses. Chi-square test was applied to know the dependency and opinions of the respondents.

Keywords: Digital Payment transactions, E-Commerce, cash on delivery (COD), Credit Card payment, Debit Card payment, Net banking, wallet payment, Chi-Square test.

INTRODUCTION

E-commerce giants are celebrating festivals in India by offering supreme deals and offers for the consumers. The festival season in India is war between the e-commerce players. The two leading e-commerce giants - Flipkart and Amazon, starts their annual festival sale - Amazon Great Indian Festival Sale and The Flipkart Big Billion Days. Both the players are spending heavily across different advertising media to connect with their audiences and ensure that people get the best deals for products across categories. As per the statistics, both the platforms in past managed to great large number of visits that turned into huge sales during this sale. Diwali festival is one of them where E-commerce giants offer prime offers and deals to customer to fill shopping cart. On the celebration of festival customer have extensive variety of product & services with bank offers, no cost EMI choice, cash back not only flat discounts, E-tailers also float Dhamaka Deals, where there are extraordinary discounts on products such as televisions, hard disks, mobiles, home appliances, computer accessories and audio video systems etc. No distrust it is the cheerful time which sees the Indian E-commerce bazaar intense to get customers from malls and markets to the internet platforms and bring in crackling turnovers.

"August month increase has been largely driven by discount offers given by E-tailers for festivals like Independence Day, Raksha Bandhan (Rakhi) and Ganesh Chaturthi,". "The numbers illustrate a huge jump also because July month was a slow moving month due to the commencement of GST, which made E-tailers go a bit slow." IMPS (Immediate Payments System) for direct transfer of money between bank accounts has reached the maximum since demonetization, clocking 75.7 million transactions beside last month's record of 69 million.

E-commerce sites particular set to gain a lot by offering customers at ease with the scheme of paying for products and services through digital transfers. E-commerce site offers deals at competitive prices throughout the year which create product and services more affordable than offline stores. However the festive time do bring in a bigger wave of keenness for all the retailers including E-commerce E-tailers. Worldwide trends in

different parts of the world, month of December is a key month for US and UK retailers and in India October & November months are the mainly critical months where get through sales are generally witnessed. In general there are a not many good times in the year when there are good sales, offers, discounts etc. Fashion products pick time become trendy for customers to buy during the summer, cheerful season i.e. August, September onwards customer begin looking to shop some new trend and deal.

Typically it is found that raise in conditions of both visits as well as transactions during festive period, there is a strong incline towards a large amount of popular products such as mobile, TV, kitchenware, appliances, computer, laptops, cameras, home decor, fashion, gold coins, perfumes, and toys. Various key reasons for the same can be credited to the expediency of shopping from their home, anytime they want. It also helps them to keep away from crowded marketplace areas, overcome parking issues and save fuel. In fact, recent Mobile Commerce festive study also shows a raise in the usage of mobiles and gadgets to buy online. The study highlighted that about 78% consumers choose online buying on mobiles to catch great deals on purchases and about 60% consumers said they buy on mobile to save fuel. Over 61% consumers said buying on mobile also saves them from parking time consuming queues.

Conventionally customers in India wait for the festive season to shop. Due to this delayed purchase, that's why we notice increase in shopping during festive season. During the festive season a healthy rise in figure of visits on online sites through identified as well as non-identified marketing channels. Also rise in consumer visits due to offers on digital payment option such as e-wallets offers, credit and debit card offers. Segment like home decor, lighting, wall paintings, crockery, men and women's fashions, footwear and jewellery there is rise in sales during festivals specially Durga Puja and Diwali. E-commerce is one of the reliable and convenient medium for the consumers, and sales through it reflect the buying patterns of the consumers in India. The key reason for selecting online buying during festive season could be to avoid battling traffic, vast mixture to choose from, parking issues and long queue for bill payment and to top that there are various offers that the E-commerce sites offer. The study is focused on impact of E-commerce festive season on digital payment like e-wallets, credit card, debit card etc. Also does consumer choose type of digital payment according to the various offers given by E-tailers.

LITERATURE REVIEW

Preeti Khanna, B. S. (2015), in this study it is concluded that the Indian retail segment is witnessing an impressive amend because of shifting way of thinking of the rural customers. There are lots of reasons behind this shift as internet usage benefits, affordable cost of technology, variety of products, low price, fast shipping and reliable online players. The Indian retail segment is now transforming very fast from traditional system to internet based system. The study examines the development and opportunities in Indian e-tailing sector. The study focusing on current and future trends between two major players of Indian e-tailing market namely Amazon and Flipkart. The study describes the different strategies used by Amazon and Flipkart during the Diwali festive season in India from consumer's perspective. The study also help to understand the factors which influence customers to buy online products during the festive seasons.

Fatemeh Soleimani Roozbahani, S. N. (2015) it is concluded that banks are the backbone of any country. With the help of information technology, banks are approaching to customers very fast. Information technology provides rapid, effective and secure medium for banking services. Bank provides lots of service to fulfill the desires of customer. The study is focusing on facilities provided by banks such as electronic payment and electronic banking to satisfy the customer need. The study also help to identify the factors which help to fulfill the customer needs.

Dr. Ruby Jain, M. K. (2015) study show that the information technology changing the consumer buying behavior in India. It helps in growth and development of Indian ecommerce market. Online shopping is popular in metros but now it is new popular trends in non-metro tier-II and III cities. The study is focusing on the relationship between the accessibility of technological growth in pan India. It also help to understand other factors of speedilygrowing online consumer from tier II & III cities. Growing electronic market, internet litracy and availability of technology making approachable online shopping to rural consumer in India. The economic growth also contribute towards popularity of online shopping in small cities and rural areas.

Karamjeet Kaur, D. A. (2015) in this research work it is concluded that E-commerce provides electronic network or internet platform for individual and firms to buying and selling product and services. E-payment is integral part of e-commerce. Electronically consumer can pay or transfer their money to others fast and securly. The study is focusing on comparison of different ways of opnline payment. It also discuss the advantages of e-payment and preference of consumer towards online payment.

Ms. Dipti Jain, M. S. (2014) the study is exploring and identify the different factors that may affectonline shopping behavior of consumers in delhi. The study describe the growth of information technology is India creating tremendous opportunities for online retailers and consumers. In this research work author talk about four dimensions of e-commerce which affect the online buying behaviour of consumer. These are Perceived Risk, Perceived enjoyment, Perceived usefulness and Perceived ease of use. And impact of these factors on online buying behavior of customers. Out of these four factors one factor Perceived Risk significantly affect online buying behavior of customers in Delhi. And other three factors has not negative impact on customer behaviour towards online buying.

M, N. (2014) the study shows that comparison of different online payment methods. Payment gateway is a secure and reliable application of e-commerce. PayPal payment gateway is globally used method for online payment and money transfer by merchant and consumers. The study is focusing on payment gateway PayPal which is widely used method of online payment. It also help to understand the security system used while electronic transaction. The study explore fuctioning of PayPal and its advantages and disadvantages.

Parmar, C. (2015) it is concluded that e-commerce industry is rapidly growing in India. Also number of onsumer who are buying online product and services are increasing yearly. The main focus of study is to find out the widly used payment type while buying anything online by consumers. There are different ways of payment such as e-wallets, credit card, gift vouchers, debit card, cash on delivery, netbanking etc. Cash on delivery (COD) payment type is mostly preferd by small city consumers and other types such as debit card, netbanking and credit card also started to use in recharge, bill payment and online shopping.

OBJECTIVES

1. To study the gender differences on usability of digital payment transactions on the event of E-commerce festive sale.
2. To study the impact of level of income on online payment mode on the event of E-commerce festive sale.

RESEARCH METHODOLOGY

Respondents were asked to give their responses on the usability of digital transaction payment methods. The responses were taken with the help of questionnaire. The reliability of the questionnaire was tested with the help of Guttman Split-Half Coefficient and it was found 0.774. The value of the statistic was found sufficient to apply further tests to prove the hypothesis. Chi-Square test was applied on categorical variables to check the statistical relationships.

DATA ANALYSIS AND INTERPRETATION

With the help of questionnaire responses were taken from 133 respondents. The following table depicts the demographics of the respondents.

Table 1 Gender Wise Responses

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	75	56.4	56.4	56.4
	Female	58	43.6	43.6	100.0
	Total	133	100.0	100.0	

Chart 1 Gender Wise Responses

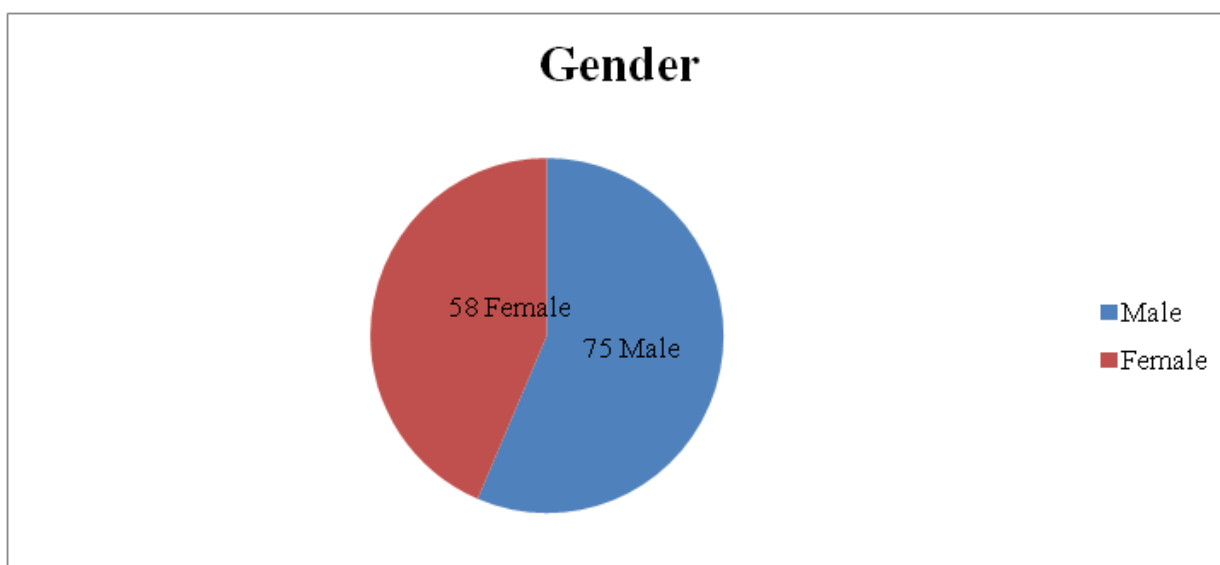
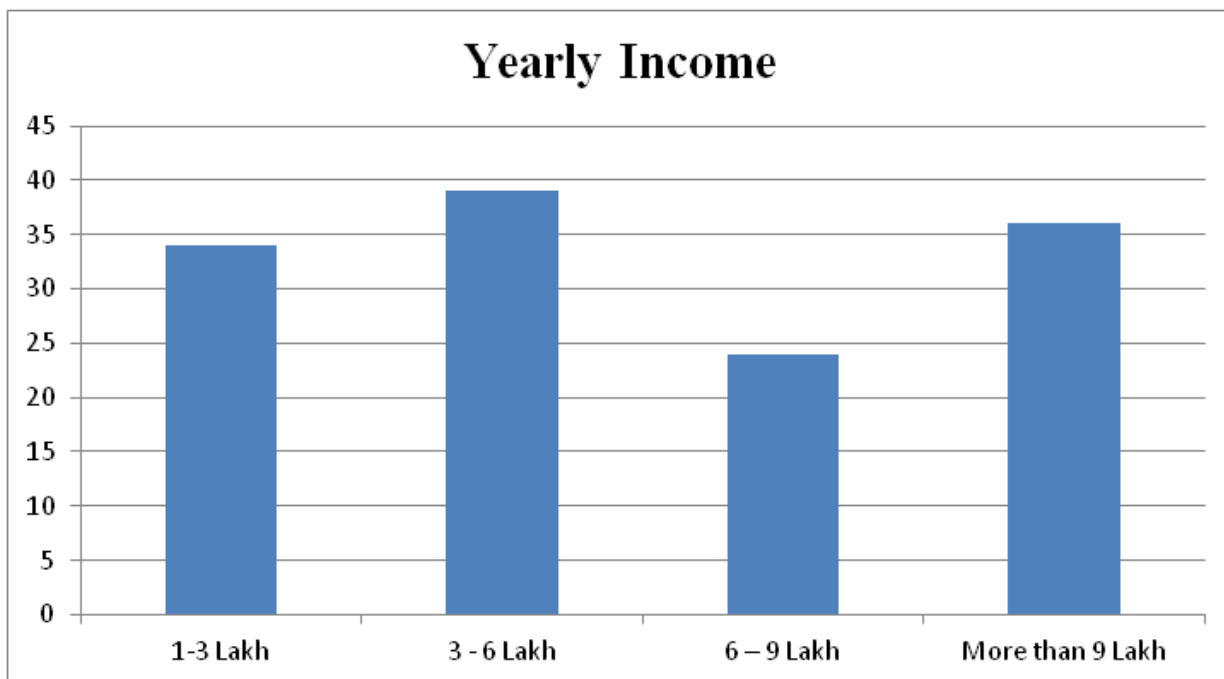


Table 2 Distribution of Yearly Income

Yearly Income	Frequency	Percent	Valid Percent	Cumulative Percent
1-3 Lakh	34	25.6	25.6	25.6
3 - 6 Lakh	39	29.3	29.3	54.9
7 - 9 Lakh	24	18.0	18.0	72.9
More than 9 Lakh	36	27.1	27.1	100.0
Total	133	100.0	100.0	

Chart 2 Distribution of Yearly Income



HYPOTHESIS

H₀= There is no significant gender differences on digital transaction usability while E-commerce festive sale.

H₁= There is significant gender differences on digital transaction usability while E-commerce festive sale.

Chi-Square test is applied to test the dependency of gender differences on the usability of digital payment transactions.

Table 3 Cross Tabulation Gender and Usability of Digital Payment Transaction

Gender		E-Wallets	Credit Cards	Debit Cards	Net Banking	Cash on Delivery (COD)	Total
Male	Count	3	6	15	3	48	75
	% within Gender	4.0%	8.0%	20.0%	4.0%	64.0%	100.0%
Female	Count	1	3	7	5	42	58
	% within Gender	1.7%	5.2%	12.1%	8.6%	72.4%	100.0%
Total	Count	4	9	22	8	90	133
	% within Gender	3.0%	6.8%	16.5%	6.0%	67.7%	100.0%

Table 4 Chi-Square Test

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.697	4	.449
Likelihood Ratio	3.769	4	.438
Linear-by-Linear Association	2.072	1	.150
N of Valid Cases	133		

The value of chi-square found 3.697 and the level of significance at 5% found 0.449 which is greater than the alpha value 0.05, which accepts our null hypothesis i.e. there is no significant gender differences on usability of digital payment transaction. Thus we can infer that there is no dependency of gender on the mode of payment.

HYPOTHESIS

H₀= There is no significant impact of level of income on digital transaction usability while E-commerce festive sale.

H₁= There is significant impact of level of income on digital transaction usability while E-commerce festive sale.

Chi-Square test is applied to test the dependency of level of income on the usability of digital payment transactions.

Table 5 Cross Tabulation Level of Income and Usability of Digital Payment Transaction.

Level of Income		E-Wallets	Credit Cards	Debit Cards	Net Banking	Cash on Delivery (COD)	Total
1-3 Lakh	Count	0	2	3	2	27	34
	% within Family Income Yearly	.0%	5.9%	8.8%	5.9%	79.4%	100.0 %
3-6 Lakh	Count	1	1	6	1	30	39
	% within Family Income Yearly	2.6%	2.6%	15.4%	2.6%	76.9%	100.0 %
6-9 Lakh	Count	2	1	9	3	9	24
	% within Family Income Yearly	8.3%	4.2%	37.5%	12.5%	37.5%	100.0 %
More than 9 Lakh	Count	1	5	4	2	24	36
	% within Family Income Yearly	2.8%	13.9%	11.1%	5.6%	66.7%	100.0 %
Total	Count	4	9	22	8	90	133
	% within Family Income Yearly	3.0%	6.8%	16.5%	6.0%	67.7%	100.0 %

Table 6 Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.468	12	.033
Likelihood Ratio	21.493	12	.044
Linear-by-Linear Association	4.430	1	.035
N of Valid Cases	133		

The value of chi-square found 22.468 and the level of significance at 5% found 0.033 which is less than the alpha value 0.05, which rejects our null hypothesis and we can generalize that there is significant impact of level of income on digital transaction usability while E-commerce festive sale. Thus we can infer that there is dependency of level of income on the mode of payment.

CONCLUSION

The study aimed to analyze the dependency of gender and income on the usability of digital payment transaction mode. The dependency was tested on the mode of payment like e-wallets, credit cards, net banking, debit cards and cash on delivery (COD). The study found no gender differences on the usability of digital transaction payment mode. With the help of post hoc analysis it was found that females were more preferring cash on delivery and net banking payment mode than males and males preferred the e-wallets, credit cards and debit cards. Further the dependency of level of income was tested on the usability of digital transaction payment mode and it was found that there is dependency of level of income on the usability of digital transaction payment model. With the help of post hoc analysis it was found that cash on delivery (COD) options are mostly used by the 1-3 lakh category respondents, net banking, debit cards and e-wallets 3-6 Lakh category respondents and at last more than 9 lakhs category respondents were using credit cards.

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APPENDICES

Case Processing Summary			
		N	%
Cases	Valid	133	100.0
	Excluded ^a	0	.0
	Total	133	100.0
a. Listwise deletion based on all variables in the procedure.			

Reliability Statistics			
Cronbach's Alpha	Part 1	Value	.312
		N of Items	12 ^a
	Part 2	Value	.010
		N of Items	12 ^b
	Total N of Items		24
Correlation Between Forms			.612
Spearman-Brown Coefficient	Equal Length		.777
	Unequal Length		.777
Guttman Split-Half Coefficient			.774