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# Article

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# **GLOBAL BUSINESS & FINANCE REVIEW**

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# Consumer's Attitude towards Digital Payments: A Demographic Analysis

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#### ABSTRACT

Purpose: The purpose of the study is to assess the knowledge and attitude of consumers towards various payment modes with special reference to digital payment methods in Nagaland State, India.

**Design/methodology/approach:** The study is based on primary data from students, scholars, government employees, and self-employed private employees of the Nagaland state of India. The data were collected through a questionnaire. The questionnaire was standardised by using the item analysis and the items generating unfavourable t-statistics were removed. The basic data were analysed by using descriptive statistics followed by interpretation of the results. In addition to that, inferential statistics was also used for hypothesis testing.

Findings: The majority of consumers were satisfied with the electronic payment option, according to the study's findings, which is encouraging for the country's lawmakers. However, consumers also make use of cash on a regular basis. Debit or credit cards are used by almost half of consumers for both in-person and online purchases. Consumers of both sexes and varying socioeconomic backgrounds have quite different sentiments about e-payments. Regarding e-payments, people with different educational backgrounds, marital statuses, management styles, and work statuses have the same attitudes.

**Research limitations/implications:** The study was conducted in Nagaland state of India and confined to only two districts. Convenience sampling technique was used in the study. This study considered only perception towards E-Payments. Similar study may be conducted by using some other variables. Furthermore, research that are cross-sectional and longitudinal can be conducted to delve deeper into the topic.

**Originality/value:** This study fills the apparent gap in the existing payment gateway system. It contributes to the body of research on adoption of new technologies, and specifically E- payment services. It provides with a better understanding of Consumer's attitude towards E-Payments.

Keywords: E-payment, Consumers, Attitude, Unified Payment Interface (UPI)

## I. Introduction

Digital payments are transactions that occur via

digital or online modes, with no physical exchange of money involved. This means both the payer and the payee use electronic mediums to exchange money. The Government of India has taken several measures to promote and encourage digital payments. As part of the 'Digital India' campaign, the government aims to create a 'digitally empowered' economy that is 'Faceless, Paperless, Cashless.' The last decade has

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seen tremendous growth in the use of the Internet and mobile phones in India. Increasing use of the Internet, mobile penetration, and government initiatives such as Digital India are catalysts for exponential growth in digital payment. Electronics Consumer transactions made at the point of sale (POS) for services and products either through Internet banking or mobile banking using smartphone or card payment are called digital payment (Singh & Rana, 2017). In this article, the terms digital payments and e-payments which are synonymous are used interchangeably.

In today's digital era, the internet has become part and parcel of a person's life. People, regardless of their demographic variable, mostly use smartphones for their day-to-day activities. With the increase in internet usage among the population, digital payments or E-payment transactions are also increasing substantially. Reserve Bank of India's annual report 2020-21 highlighted that the share of digital transactions in the total volume of non-cash retail payments increased to 98.5 percent during 2020- 21, up from 97.0 percent in the previous year (RBI, 2020-21). The increase in digital payment transactions over the years can be viewed from the following events that occurred in India over the last decade. The use of E-payment and e-commerce services provides many benefits to MSMEs (Kilay, A.L et al 2022).

Some of the important reasons for an increase in E-payment are:

- i) There has been an unprecedented rise in the number of smartphones in India over the last few years. India had a total of 1.2 billion mobile subscribers till by end of 2021 out of which 750 million are smartphone users (Press Trust of India, 2022). According to a Delloitte study of 2022, India will have 1 billion smartphone users by 2026 with rural areas driving the sale of internet-enabled phones (Press Trust of India, 2022).
- ii) The usage of various e-retail websites such as Amazon, Flipkart, yatra, etc has increased tremendously. From the author's personal experiences with the e-commerce websites, the increase in their usage is mainly attributed

to the competitive pricing, discounts, and convenience in receiving and returning the products. Similar findings can also be inferred from the study conducted by Aeron et al (2019).

- iii) The introduction of the 4G technology in the Indian telecom industry and almost all the telecom operators offering daily internet data packs.
- iv) After the demonetization exercise of the Govt of India in the year 2016, people were compelled to use digital payments. According to a study by Supriya Rai (2018), Paytm became India's first payment app to cross over 100 million app downloads. After demonetization, Paytm integrated the BHIM UPI to increase its user base. Shortly after that, Paytm touched a new record of 70 lakh transactions.

## II. Literature Reviews

Ahmad Mujahid Mat Rasid et al (2023) findings show that, the average user desires a more transparent system, both the vendor and the buyer are satisfied with the purchasing and selling transactions, which is an Islamic legal system. Rianmahardhika Sahid Budiharseno et al (2023) findings highlighted the complex nature of privacy risks in the context of mobile payments and the significant surge in adoption rates during the COVID-19 pandemic. Shelly Gupta et al (2023) results found that the all the variables that are significant in impacting behavioral intention to use mobile wallets, the task-technology fit is the most important factor, followed by price value, perceived trust, performance expectancy, social influence, and facilitating conditions. Alduais, Fahd et al (2022) research findings show that performance, effort expectancies, and social influence were significant and positive predictors of the intention to accept e-payments. However, facilitation conditions are significant and negative because they indicate that

consumers are dissatisfied with the infrastructure of Yemen's Internet. The main statistical results of the study confirmed the predictive validity of the research model. Furthermore, they explain  $(R^2: 0.757)$  the variance in the intention to use e-payment systems. Kilay, A.L et al (2022) results demonstrate a positive and significant influence of both e-payment and e-commerce service variables on the performance of MSME supply chains in Indonesia. They determined ten search indicators (Human Resources, Business, Technology Resources, Governance, Success of Development, Cost Saving, Marketplace Performance, Adaptability, Alignment, and Process Integration) with low values, which thus pose an obstacle to the digitization of MSMEs, and their implications, in order of open innovation and solutions, were presented to assist MSME actors, the government, and related institutions in accelerating the digitalization of MSMEs in Indonesia. In their study, Możdżyński, D., & Cellary, W (2022) explored the behavioral intentions of e-merchants to adopt and deploy an m-payment system. Per their study, the perceived risk was not a significant factor influencing the merchant's choice to adopt an m-payment system. Al-Dmour et al (2021) aimed to identify the main factors influencing the adoption of E-payment system by the Jordanian consumers. They found that among the elements, perceived usefulness and ease of use were the most vital factors that resulted in adopting the e-payment system. Al-Sabaawi et al. (2021) extensively reviewed the research on the e-payment system in the Middle East in their study. They found that the e-payment system is prevalent in Arab countries. The findings of the study indicate that performance expectancy, effort expectancy, social influence, facilitating conditions and price saving orientation influence Intention to accept the e-payment system. Chmielarz, Witold et al (2021) results indicate the undoubted fact of increased interest in the use of m-payments in e-commerce and e-banking, and even more importantly, differences concerning 40% of the criteria/attributes applied to assess the use of m-payments in both countries. Seung-Bum Ha et al (2021) results indicates that the use of m-payment is a convenient payment method

for consumers and that the benefits (e.g., earning points) of using m-payment are superior compared to other payment methods. Ghana Shyam Kafley and M. Chandrasekaran (2021) tried to discover the adoption of the E-payment system in India. The study was conducted in Madurai in the Tamil Nadu state. They found that trust, perceived usefulness, and perceived ease of use are statistically significant factors that are the main determinants of adopting an E-payment system in India. Saha (2021), in his study done at Guwahati City of Assam. India. found that during the COVID-19 pandemic, there was a considerable increase in e-wallet usage among consumers. Kevin K.W. Ho et al. (2020) determined the notional monetary value of the extra privacy risk whenever a consumer provides their personal information to the merchant. This exciting and unique finding may incentivize consumers to use the E-payment facilities. Yaokumah et al. (2017), in their study, attempted to find out the customers' preferences for the payment system and the influence of demography on customers' attitudes towards the e-payment system. They found that the male and female populations have no significant difference in satisfaction levels in their attitudes toward the e-payment system. However, there is a substantial difference regarding their volume of usage. Tella and Isah (2015) attempted to find out about the adoption of E-payments among the staff of the University of Ilorin, Nigeria. In the same study, they used "perceived security," "speed of E-payment," "perceived Ease of payment," "E-payment convenience," "E-Payment anonymity," "E-payment traceability" and "satisfaction with E-payment system" as the various dimensions to assess the satisfaction of the staff. They found that the university staff are moderately satisfied with the e-payment system.

The keywords "E-payment" and "Nagaland" did not result any study done in the state of Nagaland, India on the adoption of E-payment system. The increase in the smart phone usages and merchants as well as consumers prerring to go for hassle free and faster payment mechanism has given rise to increase in digital payments in the state of Nagaland. The term perception in grammatical sense means the way in which something is regarded, understood, or interpreted. The authors have personally observed the adoption of various E-payment facilities in Kohima and Dimapur by various business establishments. However, how the consumers perceive the adoption of E-payments needs to be evaluated. Therefore a need was felt to make a study to assess the consumer's attitude towards E-payments in the state of Nagaland.

The following research questions will be answered in this study:

- i) What is the most popular E-payment methods among the consumers in the state of Nagaland?
- ii) What are the most popular and common security measures, the people of Nagaland adopt to remain safe from online cyber-attacks?
- iii) What is the satisfaction level of the consumers of Nagaland regarding the E-payment system?

The objective of the study are as follows:

- i) To find the most popular E-payment methods among the consumers in the state of Nagaland.
- ii) To find the most popular and common security measures, the people of Nagaland adopt to remain safe from online cyber-attacks.
- iii) To assess the consumer attitude towards Epayment with reference to different demographic variables.

Based upon the objectives the following hypothesis will be answered in this study:

- There is no significant difference in the attitudes towards E-payment system among the demographic variable Gender.
- There is no significant difference in the attitudes towards E-payment system among the demographic variable Marital Status.
- There is no significant difference in the attitudes towards E-payment system among the demographic variable Type of Employment.
- There is no significant difference in the attitudes towards E-payment system among the demographic variable Age.
- 5) There is no significant difference in the attitudes

towards E-payment system among the demographic variable Educational Qualifications.

6) There is no significant difference in the attitudes towards E-payment system among the demographic variable Annual Income.

## III. Methods

A quantitative method using survey design was adopted for the study. There are 70 colleges in the state of Nagaland which are affiliated to Nagaland University. There are a total of 140 bank branches in Nagaland. The population of the study comprised the Students, Scholars, Govt. Employees, Self Employed, Private Employees of the Nagaland state of India and 224 samples were selected by using a nonprobabilistic convenience sampling technique.

A modified questionnaire was used for the collection of data. Items in the questionnaire were adopted from questionnaire of Tella & Isah, 2015 and Singh & Bhowal, 2011. A few modifications were done by rewording some of the contents to suit the purpose of this study. The questionnaire was divided into two parts. Part A comprises of the respondents' socio-demographic data while part B contained the statements. Part B comprised of total 35 statements to measure the attitude of the respondents regarding the E-payments. The responses were recorded in a five-point likert scale starting from strongly disagree (1) to strongly agree (5). The 35 statements were constructed by considering "general overview", "perceived security", "speed of e-payment", "perceived Ease of payment" "E-payment convenience" "E-Payment anonymity", "E-payment traceability" and "satisfaction with E-payment system". The data for the study was collected during May 01-31, 2022.

The item analyses of the 35 statements are summarized in the following Table 1.

The item analysis as shown in Table 1 of the 35 statements used in the questionnaire shows that, out of the 35 statements, three statements bearing

Table	1.	The	item	analysis
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S.No	Statement	t value	Level of significance	Remarks
1	E-Payment systems save you time and money	9.74	Significant	Supported
2	E-Payment systems are better than cash	9.77	Significant	Supported
3	A digital customer has to be alert to security issues when using E-Payment systems	9.35	Significant	Supported
4	E-Payment offers a greater choice for consumer and merchant in the way they send and receive payment.	10.46	Significant	Supported
5	E-Payment transaction costs are hidden from users	3.76	Significant	Supported
6	Problems will not arise if your debit card is lost or stolen	0.99	Not Significant	Rejected
7	E-Payment systems can be easily understood and readily adopted.	8.04	Significant	Supported
8	The most secure payment mechanism is the electronic payment system: Invoice payment	8.09	Significant	Supported
9	With the E-payment system, there is risk that a hacker could hack a bank's website.	2.67	Significant	Supported
10	For salary payments and other transactions, E-payment provides excellent security.	10.32	Significant	Supported
11	My personal information's privacy and integrity may be impacted.	1.85	Not Significant	Rejected
12	E-payment allows prompt salary payment for employees.	11.10	Significant	Supported
13	It is now quite easy to receive a monthly salary.	9.15	Significant	Supported
14	The instant confirmation that your salary has been paid is excellent.	10.05	Significant	Supported
15	Overall, I appreciate being notified of an early salary deposit.	10.14	Significant	Supported
16	E-payment makes salary payment easier than before	9.79	Significant	Supported
17	The use of an electronic payment system has reduced salary payment errors to a minimal level.	11.46	Significant	Supported
18	E-payment is rigid and inflexible	0.09	Not Significant	Rejected
19	Overall, the E-payment method is a convenient way to pay your salary.	8.97	Significant	Supported
20	Using E-payment system is stress free	7.47	Significant	Supported
21	I don't need to appear in the bank physically before instructing transfer	7.71	Significant	Supported
22	It provides convenience of access as it is available 24 X 7	7.27	Significant	Supported
23	Access to E-payments is simple for persons with disabilities	3.18	Significant	Supported
24	I will continue using E-payment because of identity revelation during payment.	7.04	Significant	Supported
25	Would like that their purchases be recorded to avoid misunderstandings.	9.56	Significant	Supported
26	Need of registration of purchases for a better service	10.85	Significant	Supported
27	It is feared that suppliers would be able to register their transactions	11.02	Significant	Supported
28	Would not like to reveal information about source of income	8.11	Significant	Supported
29	E-payment system lacks standard format for remittance	2.23	Significant	Supported
30	With E-payments, tracing errors could be extremely difficult.	5.07	Significant	Supported
31	There's no way to make sure I'm dealing with the right people	2.41	Significant	Supported
32	The electronic payment mechanism is fantastic.	6.19	Significant	Supported
33	The current electronic payment method is encouraging.	7.88	Significant	Supported
34	I am satisfied with this system because it's free from error	3.07	Significant	Supported
35	Overall, I am extremely satisfied receiving salary through E-payment system	7.62	Significant	Supported

Source: Tella & Isah, 2015 and Singh & Bhowal, 2011 and Authors

Variable	Kolm	ogorov-Smi	rnov <sup>a</sup>	Shapiro-Wilk			
variable	Statistic	df	Sig.	Statistic	df	Sig.	
Consumer's attitude towards E-Payments	0.150	224	0.000	0.919	224	0.000	

#### Table 2. Test of normality

Source: Compiled from the questionnaire using SPSS output

serial numbers 6 (Problems will not arise if your debit card is lost or stolen), 11 (My personal information's privacy and integrity may be impacted) and 18 (E-payment is rigid and inflexible) are not statistically significant as per the t-statistics and therefore they may be discarded from the main study. Item No. 17 (The use of an electronic payment system has reduced salary payment errors to a minimal level) resulted a t-value 11.46 followed by item no. 12 (E-payment allows prompt salary payment for employees) with a t-value 11.10 and item no. 27 (It is feared that suppliers would be able to register their transactions). Overall, it can be concluded that, out of 35 statements, 32 statements are statistically significant and the results provided by them can be relied upon.

The questionnaire was modified and reworded based on the suggestions by the experts. Cronbach Alpha and the reliability coefficient returned  $\alpha = 0.919$  for the overall questionnaire (35 Statements) and Spearman-Brown Coefficient(r):0.862 and Guttman split-half Coefficient(r):0.856. The data was not normally distributed due to p<0.05 for both the Kolmogorov-Smirnov and Shapiro-Wilk tests shown in the Table 2.

## IV. Results

Collected data were analyzed using descriptive statistics including mean, percentages, and frequency, and some non-parametric statistics like Mann Whitney U Test and Kruskal Wallis Test were also performed to determine which of the factors best determine users' satisfaction with the E-payment system. Percentages and frequency count were used to be able to determine the distribution of respondents and overall satisfaction of respondents with the E-payment systems. Descriptive statistics were used to identify the dimension of E-payment users mostly satisfied.

The demographic variables information of respondents who took part in the study revealed that 44.6% were male while 55.4% were female. The respondents' age reveals that 23.2% of respondents represent have their age fall below 29 years of age; 48.2% of respondents have their age fall between 30 years and 39 years of age group; 19.6% of respondents have their age fall between 40 years to 49 years of age group and 8.9% of respondents have their age fall 50 years and above age group. The respondents' marital status, reveals that 53.6% were married while 46.4% were unmarried. In terms of educational qualifications, 1.8% was Undergraduate (U.G.)., 60.7% were Postgraduate (P.G)., 30.4% were Ph.D. holders, and 7.1% were other. On the Type of Employee variable, it reveals that 35.7% were government employees while 64.3% were private management employees. The annual income of respondents' families reveals that 10.7% fall into the below 1 Lakh income group, 16.2% fall into the 1 to 2 Lakh income group, 19.6% fall into the 2 to 3 Lakh income group, 10.7% fall into the 3 to 4 Lakh income group, and 42.9% fall into the 4 Lakhs and Above category group, respectively.

From the above Table 4, it was found that 94.6% of the respondents were aware of the usage of internet banking access, whereas 5.4% were not aware of the usage of internet banking access. Overall, it was found that 94.6% were accessing internet banking.

In order to find out the overall satisfaction of the respondents, the responses were analyzed and tabulated

Demo	graphic Variable	Sample	Percentage
	Male	100	44.6
Gender	Female	124	55.4
	Total	224	100.0
	Below 29 Years	52	23.2
	Between 30 Years to 39 Years	108	48.2
Age	Between 40 Years to 49 Years	44	19.6
	50 Years and Above	20	8.9
	Total	224	100.0
	Married	120	53.6
Marital Status	Unmarried	104	46.4
	Total	224	100.0
	Undergraduate (U.G.)	4	1.8
	Postgraduate (P.G.)	136	60.7
Educational Qualification	Ph.D.	68	30.4
	Others	16	7.1
	Total	224	100.0
	Government	80	35.7
Type of Employee	Private	144	64.3
	Total	224	100.0
	Below 1 Lakh	24	10.7
	Between 1 Lakh to 2 Lakhs	36	16.1
A 1 T	Between 2 Lakhs to 3 Lakhs	44	19.6
Annual Income	Between 3 Lakh to 4 Lakhs	24	10.7
	4 Lakhs and Above	96	42.9
	Total	224	100.0

Table 3. Demographic variables information of the respondents (N = 224)

Source: Compiled by authors

**Table 4.** Usage of internet banking (N = 224)

Statement	Response	Frequency	Percentage (%)
	Yes	212	94.6
Do you use Internet Banking	No	12	5.4
	Total	224	100.0

Source: Compiled by authors

## as incorporated in Table 5.

From Table 5, it was found that 8.93% of the respondents were highly satisfied, 46.43% of respondents were satisfied and 5.36% of respondents were moderately satisfied with the E-payments system. However, a considerable percentage of the respondents

Table 5. Overall level of E-payment satisfaction (N = 224)

Level of satisfaction	Number of Responses	Percentage (%)
Highly Satisfied	20	8.93
Satisfied	104	46.43
Moderately Satisfied	12	5.36
Less Satisfied	64	28.57
Dissatisfied	24	10.71
Total	224	100.00

Source: Compiled from the questionnaire

expressed their dissatisfaction with the E-payments system. 28.57% of respondents were less satisfied

whereas 10.71% of the respondents were dissatisfied with the E-payments system. The majority of the respondents were satisfied with the E-payment system and which is a very encouraging sign for the policy makers of the country.

According to the Table 6, it was found that the 51.8% respondents of were regularly using direct cash, 37.5% were using Credit/Debit card in store, 50.9% were using Credit/Debit card in online, 41.14% were using Electronic bank transfer, 21.4% were using

Direct debit (e.g.Standing order.), 55.4% were using Mobile payment (Android pay, Apple pay, Google wallet), 5.4% were using a prepaid card and whereas none of the respondents were using cheques. From the results, it was found that the 42.9% of respondents were occasionally using direct cash, 42.9 % were using Credit/Debit card in store, 43.8% were using Credit/Debit card in online, 37.5% were using Electronic bank transfers, 21.4% were using Direct debit (e.g.Standing order.), 32.1% were using Mobile

Statement	Response	Frequency	Percentage
	Never	0	0.0
	Rarely	12	5.4
1. Cash	Occasionally	96	42.9
	Regularly	116	51.8
	Total	224	100.0
	Never	16	7.1
	Rarely	28	12.5
2. Credit/Debit card in store	Occasionally	96	42.9
	Regularly	84	37.5
	Total	224	100.0
	Never	4	1.8
	Rarely	8	3.6
3. Credit/Debit card online	Occasionally	98	43.8
	Regularly	114	50.9
	Total	224	100.0
	Never	16	7.1
	Rarely	32	14.3
4. Electronic bank transfer	Occasionally	84	37.5
	Regularly	92	41.1
	Total	224	100.0
	Never	56	25.0
	Rarely	72	32.1
5. Direct debit (e.g.Standing order.)	Occasionally	48	21.4
	Regularly	48	21.4
	Total	224	100.0
	Never	16	7.1
	Rarely	12	5.4
6. Mobile payment (Android pay, Apple pay Google wallet)	Occasionally	72	32.1
TPP-0 pay, Google manor,	Regularly	124	55.4
	Total	224	100.0

Table 6.	Usage of	payment	methods	(How	often	do	you	use	the	following	payment	methods?)	(N	= 3	224)
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Statement	Response	Frequency	Percentage
	Never	80	35.7
	Rarely	108	48.2
7. Cheques	Occasionally	36	16.1
	Regularly	0	0.0
	Total	224	100.0
	Never	120	53.6
	Rarely	60	26.8
8. Prepaid Card	Occasionally	32	14.3
	Regularly	12	5.4
	Total	224	100.0

#### Table 6. Continued

Source: Compiled by authors

Table 7. Security measures and online banking attacks (What are the security measures that could secure you against various kinds of online banking attacks?) (N = 224)

Statement	Frequency	Percentage
Self-awareness in security	36	16.1
Installing anti-malicious software	8	3.6
Limiting online activities	12	5.4
User education	44	19.6
Increasing/ updating level of online banking security	124	55.4
Total	224	100.0

Source: Compiled by authors

payment (Android pay, Apple pay, Google wallet), 16.1 were using cheques and 14.3% were using prepaid card. From the results, it was found that the 5.4% of respondents were Rarely using direct cash, 12.5% were using Credit/Debit card in store, 3.6% were using Credit/Debit card in online, 14.3% were using Electronic bank transfers, 32.1% were using Direct debit ( e.g.Standing order.), 5.4% were using Mobile payment (Android pay, Apple pay, Google wallet), 48.2 were using cheques and 26.8% were using the prepaid card. And also from the results, it was found that the 7.1% of respondents were never using Credit/Debit card in store, 1.8% were never using Credit/Debit card in online, 7.1% were never using electronic bank transfers, 25.0 % were never using Direct debit (e.g. Standing order.), 7.1% were never using Mobile payment (Android pay, Apple pay, Google wallet), 35.7 were never using cheques and 53.6% were never using a prepaid card whereas none of the respondents using the direct cash method

From the above Table 7, with regard to the above statement, from overall results, it was found that 55.4% responded that the increasing/ updating level of online banking security. 19.6% responded that User education. The data also reveals that 16.1% responded that Self-awareness in security and 5.4% responded that limiting online activities. Only 3.6% responded that installing anti-malicious software.

In order to find out the differences among the various categories of respondents based on their socioeconomic demographic variables regarding their attitudes about E-payments, the data were analyzed using non-parametric statistical tests such as Mann Whitney U Test and Kruskal Wallis Test. The test results are summarized as incorporated in Table 8.

From the Table 8, it can be concluded that, among

Demographic Variables	Test Statistics (p-value)	Final Interpretation
Gender (Male & Female)	P<0.05 as per Mann-Whitney U Test	There is a significant difference between male and female respondents regarding their attitude towards E-payments
Marital Status (Married and Unmarried)	P>0.05 as per Mann-Whitney U Test	There is no significant difference between married and unmarried respondents regarding their attitude towards E-payments.
Type of Employment (Government and Private)	P>0.05 as per Mann-Whitney U Test	There is no significant difference between the government and private employee respondents regarding their attitude towards E-payments.
Age (Below 29 Years, Between 30-39 Years, Between 40-49 years)	P>0.05 as per Kruskal-Wallis Test	There is no significant difference among the respondents of different age groups regarding their attitude towards E-payments.
Educational Qualifications (UG, PG, PhD and others)	P>0.05 as per Kruskal-Wallis Test	There is no significant difference among the respondents of different educational qualification backgrounds regarding their attitude towards E-payments
Annual Income (Below 1 Lakh, between 1 Lakh to 2 Lakh, Between 2 Lakh to 3 Lakh, Between 3 Lakh to 4 Lakh, 4 Lakh and above)	P<0.05 as per Kruskal-Wallis Test	There is significant difference between the respondents of various income groups regarding their attitude on E-payments

Table 8. Difference in attitudes among the respondents based upon their demographic variables

Source: Compiled from the questionnaire using SPSS output

the different groups of the demographic variables Gender and Annual Income, there is significant difference in their attitude towards E-payment system. It can also be concluded that, among the different groups of the demographic variables marital status, type of employment, age and educational qualifications, there is no significant difference in their attitude towards the E-payment system.

## V. Conclusion and Discussion

This study intended to assess the knowledge and attitude of consumers towards various payment modes with special reference to E-payment methods in the Nagaland State, India. Saha (2021) has reported that during the COVID-19 pandemic, there was a considerable increase in e-wallet usage among consumers. Tella and Isah (2015) found that the university staff are moderately satisfied with the e-payment system. Yaokumah et al. (2017) found that the male and female populations have no significant difference in satisfaction levels in their attitudes toward the e-payment system. Kevin K.W. Ho et al. (2020) found that service providers incentivize consumers to use the E-payment facilities. Al-Sabaawi et al. (2021) found that the e-payment system is prevalent in Arab countries. However, in Iraq, the usage of the E-payment system could be much higher.

The factors of low usage of e-payment systems in Iraq were identified in the study, and they proposed a model by which the use of E-payments in Iraq might increase. Możdżyński, D., & Cellary, W (2022) found that the perceived risk was not a significant factor in their study, influencing the merchant's intentions to adopt an m-payment system. Ghana Shyam Kafley and M. Chandrasekaran (2021) found that trust, perceived usefulness, and perceived ease of use are statistically significant factors that are the main determinants of adopting an E-payment system in India. The present study found that 94.6% accessed Internet banking, and 60.72% of the respondents were

satisfied with the e-payments system. Most respondents were happy with the e-payment system, which is encouraging for the country's policymakers. It was found that 51.8% of respondents were regularly using direct cash, 37.5% were using Credit/Debit card stores, 50.9% were using Credit/Debit cards online, 41.14% were using electronic bank transfer, 21.4% were using Direct debit (e.g., Standing order.), 55.4% were using Mobile payment (Android pay, Apple pay, Google wallet), and 5.4% were using a prepaid card. It was found that 55.4% responded to the increasing/ updating level of online banking security. 19.6% responded that User education. The data also reveals that 16.1% responded that Self-awareness in security and 5.4% responded that limiting online activities. Only 3.6% responded that installing antimalicious software. There is a significant difference between male and female respondents regarding their attitude towards e-payments and among the respondents of various income groups. There is no significant difference concerning marital status, type of employee, type of management, different age groups, and different educational qualification backgrounds regarding their attitude toward E-payments.

The study was only confined to the Nagaland state and mostly the respondents were from the economically developed areas of Kohima and Dimapur. Therefore, in order to have an overall picture of the entire state, a full-fledged survey of the entire state can be carried out. In addition to this, longitudinal and crosssectional studies also can be carried out to go deeper into the subject matter.

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The scope of the study will be good support for the RBI, banks, and state Government to understand the problems hindering them and the attitude of one community towards digital payment usage, which could be helpful while implementing different policy implications.

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### Declaration of Conflicts

The author(s) report no potential conflicts of interest regarding the publication of this article.

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