

CONSUMERS' PREFERENCE FOR DIGITAL MODE OF PAYMENT IN E-RETAILING

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ABSTRACT

E-retailing or Online Shopping is one of the most popular trends of shopping of consumer preference in recent times. It offers several obvious and potential benefits, primarily ease of anywhere and anytime shopping which has made buying products and services easier and faster along with competitive pricing. In the final step of completion of shopping when it comes to payment, e-retailing channels offers several modes of making payments to consumers to pay for the products and services they bought. The present research work is aimed to assess the most preferred mode of payment in e-retailing by the sample population respondents. It is well known that the digital revolution had hit the Indian conventional payment system as well after the Demonetization so there are several banking apps, government app, and other private companies payment apps, internet banking, Credit/ Debit card etc are available for payment including with the most convenient and convention option of payment i.e. Cash on Delivery. The primary research objective of the study is to find out the customer respondents' opinion for the selection of the digital mode of payment and opinion about the different mode payment especially online/ digital modes of payment in e-retailing process. A sample size of 104 respondents of more than 25 years was chosen for the purpose of research work. ANOVA was used for statistical analysis. The results of the study revealed that gender, age, occupation, and Income do not influence respondents' preference for the digital modes of payment, and there is significant relationship between respondents' age, occupation, monthly income, qualification and the preference of digital mode of payment in online commerce/ e-retailing practices and processes.

KEYWORDS: *E-Retailing, Digital Mode, Cash on Delivery, Online Payment, Mobile App/Internet Banking, Credit Card, and Debit Card*

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