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FACTORS AFFECTING DIGITAL PAYMENT AND BEHAVIOR OF CUSTOMERS IN DEVELOPING COUNTRY: AN EMPIRICAL STUDY

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Abstract

This research study aims to evaluate the factors that influence digital payment methods and customers' behaviour in the age of e-commerce, with a focus on mobile payment. The study used non-probability sampling methods and created a new conceptual model based on constructs from literature, which was then empirically evaluated using statistical techniques. The findings of the research indicate that perceived usefulness, perceived Ease of use, perceived trustworthiness, subjective norms, attitude, and intention are the factors that influence the decision to adopt digital payment methods. The study focuses primarily on mobile payment, but its findings can also be applied to other payment options. This study is vital for academicians and researchers as it provides empirical evidence of the factors influencing customers' adoption of digital payment methods. It also gives Communications Corporation a foundation to build mobile payment methods and improve customer adoption.

Keywords: Customer acceptance, Digital payment method. E-commerce, Mobile payment.

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1. Introduction

Digital payment methods have gained significant traction in India, driven by technological advancements and government initiatives promoting a cashless economy. However, the adoption and behaviour of customers towards digital payment systems are influenced by various factors. Understanding these factors is crucial for businesses and policymakers to devise effective strategies for promoting digital payments in India.

- One crucial factor that affects digital payment adoption is the technological infrastructure available in the country. The accessibility and reliability of internet connectivity, mobile devices, and point-of-sale systems are crucial in facilitating digital payment. A robust technological ecosystem is essential for seamless transactions and the widespread adoption of digital payment systems.

- Trust and security concerns also influence customer behaviour in adopting digital payment methods. Customers are wary of data breaches, unauthorized transactions, and identity theft. Establishing trust through secure technology platforms and transparent communication is vital to encourage customers to embrace digital payments and alleviate their security concerns.

- Another critical aspect is the level of financial literacy among customers. Many individuals, particularly in rural areas, lack awareness and understanding of digital payment methods and their benefits. Educating customers about the advantages, risks, and proper usage of digital payment systems can significantly contribute to their adoption and usage.

- Convenience and user experience are key drivers that shape customer behaviour towards digital payments. Factors such as Ease of use, transaction speed, availability of multiple payment options, and seamless integration across different devices and channels greatly influence the adoption of digital payment methods. A positive and user-friendly experience encourages customers to embrace digital payments as a preferred mode of transaction.

- Government initiatives and policies are pivotal in promoting digital payment adoption in India. Initiatives like the Unified Payments Interface (UPI), Aadhaar-enabled Payment System (AePS), and financial inclusion programs have significantly expanded digital payment systems nationwide. Government regulations and policies create an enabling environment and shape customer behaviour towards embracing digital payment methods. By understanding the factors influencing digital payment adoption and customer behaviour, businesses and policymakers can design targeted interventions and strategies to promote the usage of digital payment systems in India.

Many people's lives have been drastically changed because of the entrance of mobile commerce. It has enormous potential, given the high rate of mobile penetration and the changed lifestyles of the Indian population. According to a **Nielsen survey** (**Soat, 2018**), customers in the Asia- Pacific region had the highest degree of trust and enthusiasm for utilizing mobile devices for e-transactions. Businesses have significantly benefited from digital payment methods, while consumers have increased their use of mobile devices for daily activities in recent years (**Petter et al., 2013; Su et al., 2017; Zhong & Nieminen, 2015**). As per (**Pal et al., 2019**), customers use smartphones for various financial services in developing economies such as India, including mobile payments, internet shopping, electronic fund transfers, and

other bill payments. The widespread use and adoption of mobile payment systems is one topic of great attention worldwide. As a result, the primary objective of this study is to assess the factors that influence digital payment and customers' behaviour in developing countries. Since India is one of the world's fastest-growing economies, its adoption of mobile payment systems has skyrocketed in recent years (**Yadav&Madan, 2016; Pal et al., 2020**). High internet connectivity, mobile data accessibility, a robust wireless network, an inclination toward new and innovative technology, the digital India policy, and different financial inclusion initiatives are just a few of the significant factors driving the increased use of mobile payments in India (**Sinha et al., 2019; Kapoor et al., 2013; Patil et al., 2017**). We developed a conceptual model through the prior literature to investigate the factors influencing mobile payment methods in India. Previous studies have employed TAM, TRA, and UTAUT models; however, this work presents TAM models.

We proposed the following ideas in this study: (1) The perceived usefulness of mobile payment services is influenced by perceived Ease of use; (2) the perceived usefulness of the services, subjective norms, Attitude toward mobile payment, and perceived trustworthiness, influence potential customers' intention to adopt mobile payment system. The researchers claim that this study adds to the existing literature on mobile payment services by investing the relationships between several vital constructs (such as perceived Ease of use, perceived usefulness, perceived trustworthiness, subjective norms, and Attitude toward mobile payment) and the intention to use mobile payment services in an emerging market (i.e., India). We have divided it into six sections. The first portion describes the introduction (Indian mobile payment system), and the second section covers the literature review. The third section highlights the adoption of mobile payment services using a conceptual model. The fourth section covers the research methodology. The fifth section explains the study's findings and discussions. The conclusion, practical implications, and scope for future research were all discussed in section six.

2. Literature Review

Numerous studies have examined the various factors influencing customers' digital payment methods and behaviour. Many researchers employed statistical analysis and significant factors to explain the intention to use (**Shaw, 2014) (Shin, 2009**). They investigated the factors influencing user intention to adopt mobile payment systems, finding that perceived trustworthiness, usefulness, and risk are crucial aspects of mobile payment adoption (**Shaw, 2014) (Shin, 2009**). Several studies on mobile payment systems were conducted by (**Liebana-Cabanillas et al.2014**). A prior study found that perceived usefulness and Ease of use were significant drivers of behavioural intentions. Only a few studies have assessed the relationship between subjective norms and attitudes towards mobile payment to accept new technology in the international environment. But subjective norms have not been used so far in the Indian context. Therefore, we have tried in this direction.

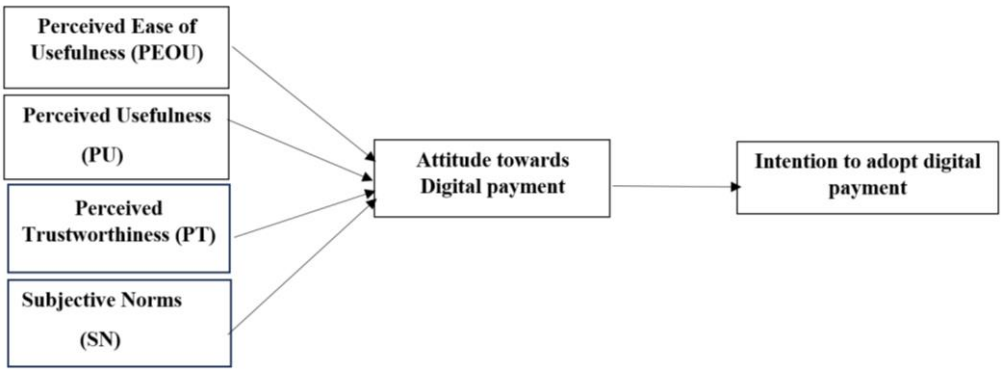
- Technological Infrastructure: The availability and reliability of technology infrastructure are crucial for digital payment adoption. According to a study by **Raghavendra et al. (2019)**, the quality of internet connectivity, mobile penetration, and secure payment gateways influence customer behaviour towards digital payments in India. The study emphasizes the need for continuous investment in infrastructure to overcome technological barriers and enhance the adoption of digital payment methods.

- Trust and Security: Trust and security concerns significantly impact the adoption of digital payment methods. A study by Ramachandran et al. (2018) explores the factors influencing consumer trust and adoption of digital payment systems in India. The research highlights the importance of security features, such as two-factor authentication and encryption, in building customer trust and encouraging participation in digital transactions.
- Financial Literacy: Financial literacy is critical in shaping customer behaviour towards digital payments. A study by Kumar and Bhattacharya (2020) investigates the relationship between financial literacy and the adoption of digital payment methods among Indian consumers. The research underscores the need for educational campaigns and awareness programs to enhance financial literacy and enable customers to make informed decisions regarding digital payment adoption.
- Convenience and User Experience: The convenience and user experience of digital payment platforms are critical drivers of customer behaviour. According to a study by Singh and Dutta (2019), factors such as Ease of use, transaction speed, availability of multiple payment options, and user-friendly interfaces significantly influence the adoption and usage of digital payment systems in India. The research suggests that enhancing convenience and user experience can encourage greater acceptance of digital payments among customers.
- Government Initiatives and Policies: Government initiatives and policies are vital in promoting digital payment adoption in India. A study by Sood and Dhir (2021) examines the impact of government initiatives such as demonetization and the introduction of UPI on customer behaviour towards digital payments. The research highlights the significant role of government support, policy frameworks, and regulatory measures in driving digital payment adoption and fostering a digital ecosystem in India.

Despite all the efforts, consumer acceptability of mobile payment systems is still relatively low (**Madan & Yadav, 2016; Sharma et al., 2018**). The previous researcher claimed that people in India reject change and are anxious when utilizing new and innovative technology because they believe it is destructive and unsafe (**Selvakumar, 2015; Shankar & Datta, 2018**). Most of these studies either examined user or system-related models in general or used any of the standard technology adoption models (e.g., TRA, TPB, TAM) to assess consumers' willingness to use mobile payment services.' As a result, the present study adds to the literature by examining unique user-related aspects that we have contributed to this direction. PEOU, PU, SN, PT, Attitude, and intention to adopt digital payment. Therefore, the present study contributes to the literature by evaluating specific user-related factors not discussed in the Indian context. So, we have taken a new factor as subjective norms (i.e., Attitude toward mobile payment and intention to adopt digital payment).

Variables	**Country**	**Field**	**Author**
perceive trust, Perceived ease of use, environmental risks, Reputation, Perceived usefulness, and mobility.	Indonesia	Mobile Payments	(Chandra, Y. U., Kristin, D.M., Suhartono, J., Sutarto, F. S., & Sung, M. (2018).
Self-efficacy, perceived Ease of use, privacy, new technology anxiety, and Perceived usefulness.	The US	Mobile payments	(Bailey et al., 2017)
facilitating conditions, perceived Ease of use, Perceived usefulness, Trust, lifestyle compatibility, and security.	India	Mobile wallet	(Chawla et al., 2019)
Security, Perceived usefulness, perceived Ease of use, trust, innovativeness, critical mass, flexibility, consumer privacy and anonymity, cost of the transaction, availability of alternatives and transaction speed,	Singapore	Mobile wallet	(Seetharaman et al., 2017)
perceived compatibility, Perceived usefulness, Perceived risk, perceived cost, perceived ubiquity, perceived personal innovativeness, perceived Ease of use, and perceived social influence.	Europe	Mobile payments	(Schmidthuber et al., 2020)
perceived risk, Perceived usefulness, perceived Ease of use, and .	Malaysia	Mobile wallet	(Alaeddin et al., 2018)
Trust, perceived Ease of use, security, privacy concerns, and related advantages.	South Africa	Mobile wallet	(Matemba et al., 2018)
Perceived risk, perceived Ease of use, compatibility, Perceived usefulness, perceived complementarity, and m-payment knowledge.	China	Mobile payments	(Li et al., 2014)
perceived cost, Perceived usefulness, perceived compatibility, Awareness and perceived customer value addition.	India	Mobile wallet	(Singh et al., 2020)

3. Conceptual Model and Hypothesis



The TAM models identify the key factors influencing mobile payment adoption. The six factors identified are as follows: Perceived usefulness, Ease of use, Perceived trustworthiness, Subjective norms (SN), Attitude, and intention. Subjective norms have not been used in the Indian context so far. Therefore, this study tried to contribute something new (SN) in India.

Perceived Ease of use *(PEOU)*: -As per **Madan and Yadav (2016),** Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) are two key factors that influence users' attitudes and intentions towards adopting new technologies, mainly mobile payment services. PEOU refers to the perception of users regarding the simplicity and Ease of using a particular technology or service. When users find a technology convenient, helpful, and accompanied by clear usage instructions, they are more likely to adopt it. Several studies have confirmed that consumers prefer simple, easy-to-use technologies like mobile payment applications. The positive association between PEOU and users' attitudes towards mobile payment indicates that when users perceive technology as easy to use, it positively influences their behavioural intention to adopt it (**Thakur & Srivastava, 2014 et al**.)

Perceived usefulness: -Perceived usefulness refers to the extent to which users believe that using a specific technology will enhance their job performance or provide other benefits (**Davis, 1989**). In the context of mobile payment, PU refers to the belief that using mobile payment services will improve users' financial transactions and overall payment experience. Numerous studies have demonstrated that PU positively impacts user acceptance of mobile payment **(Chawla et al., 2020**). When users perceive mobile payment as beneficial, it contributes to their positive attitude towards adopting and using the technology.

It is worth noting that PEOU and PU have been widely studied in the context of technology adoption. Previous research has shown that PEOU can indirectly affect technology acceptance through its influence on perceived usefulness. In other words, when a technology is easy to use, users are more likely to perceive it as applicable, further strengthening their intention to adopt it. Similarly, PU directly influences users' attitudes towards mobile payment, indicating that the perceived benefits and improvements offered by the technology significantly impact their acceptance and willingness to use it.

PEOU and PU are crucial factors in shaping users' attitudes and intentions towards mobile payment services. A technology perceived as easy to use and helpful is more likely to be adopted by users, highlighting the importance of designing user-friendly and beneficial mobile payment solutions.

Perceived trustworthiness in mobile payment system: - Perceived trustworthiness plays a crucial role in users'

attitudes towards using a payment system, particularly in electronic financial transactions. When users perceive a payment system as trustworthy, they are more likely to have positive attitudes towards its use. Several studies, such as those conducted by **Liébana-Cabanillas et al. (2014) and Lu et al. (2011),** have emphasized the importance of trust in shaping user perceptions and behaviours.

Perceived trustworthiness refers to the belief that a party, in this case, a mobile payment service provider, will fulfil its responsibilities and obligations. Trust becomes imperative in electronic financial transactions where users face increased risks and potential loss of control. Users must be confident in the payment system's security, reliability, and integrity. Users who perceive the payment system as trustworthy feel more secure and comfortable using it, leading to positive attitudes and intentions towards its use.

Trust is significant in electronic financial transactions and in building relationships and partnerships between individuals and businesses. Perceived trust is vital in determining future actions and fostering trust-based interactions. Studies by **McKnight and Chervany (2001), Sharma and Sharma (2019),** and **Waseem et al. (2018)** highlight the importance of trust in creating successful interpersonal and business partnerships.

In mobile payment services, perceived trustworthiness becomes a personal guarantee for customers that the service provider possesses the necessary expertise, honesty, and goodwill. When users trust the mobile payment service provider, they are more likely to perceive the service as reliable, secure, and transparent, positively influencing their attitudes and acceptance of the technology.

To summarize, perceived trustworthiness is critical in shaping users' attitudes towards using a mobile payment system. When users trust the payment system and perceive it as reliable and secure, they are more inclined to have positive attitudes and intentions towards adopting and using the technology. Establishing trustworthiness should be a priority for mobile payment service providers to encourage user acceptance and usage of their services.

Subjective Norms: It is defined by **Ajzen (1991)** as referring to the perceived social pressure or influence that individuals perceive regarding whether they should or should not engage in a particular behaviour. In mobile payments, subjective norms shape users' intentions and behaviours.

Park (2000) highlighted the significance of critical individuals in consumers' lives, such as friends, relatives, and colleagues, who have positive subjective norms towards a specific behaviour. When individuals observe that people they care about, trust, or consider influential engage in a behaviour, they are likelier to adopt that behaviour. This influence from significant others can shape users' attitudes and intentions towards mobile payment adoption.

Several studies have demonstrated the importance of subjective norms in predicting individuals' intentions and behaviours. Research by **Taylor and Todd (1995), Han, Hsu, and Sheu (2010), Baker, Al-Gahtani, and Hubona (2007), Dean, Raats, and Shepherd (2012), Ha and Janda (2012), and Kumar (2012)** has confirmed the role of subjective norms in shaping individuals' behavioural intentions and actual behaviour. When consumers know that people they care about, such as friends and family, are using digital payment methods, they are more likely to perceive it as socially acceptable and desirable. Positive subjective norms create a social pressure that encourages individuals to adopt the behaviour themselves, in this case, making digital payments. Therefore, the perception of positive subjective norms towards mobile payment adoption can influence individuals' intentions and increase the likelihood of their engagement in digital

payment behaviours. The influence of significant others and the social aspect of adopting mobile payment methods should be considered in understanding and promoting user acceptance and usage of mobile payment services.

Attitude towards Using mobile payment system: -Attitude, as defined by **Ajzen (1991**), refers to the extent to which individuals hold a positive or negative opinion or evaluation of a particular behaviour. In the context of technology acceptance, including mobile payment services, attitude plays a significant role in shaping users' behavioural intentions.

The Technology Acceptance Model **(TAM),** proposed by **Davis et al. (1989**), has been widely used to study users' attitudes and behavioural intentions towards adopting new technologies. Attitude is one of the critical factors in the TAM, along with perceived usefulness and perceived Ease of use. Several studies conducted in the mobile payment environment have found a significant association between attitude and behavioural intention. Researchers such as **Schierz et al. (2010) and Wulandari (2017)** have examined the relationship between attitude and intention to use mobile payment services.

Schierz et al. (2010) conducted a study in Germany and found a strong and positive association between consumer attitude and intention to use mobile payment services. This suggests that when consumers have a positive attitude towards mobile payment, they are more likely to express an intention to adopt and use the service.

The influence of attitude on behavioural intention is consistent with the underlying premise of the TAM, which posits that users' positive evaluations and beliefs about technology will lead to a greater likelihood of intention to adopt and use it. Attitude is vital in understanding users' intentions and behaviours towards mobile payment services. A positive attitude towards mobile payment will likely foster users' intentions to adopt and use the service, highlighting the importance of shaping positive attitudes through effective marketing, user experience design, and addressing users' concerns and perceptions about the technology.

Based on the literature review, we have framed the following hypothesis:

H1: Perceived Ease of use positively impacts the Attitude toward mobile payment.

H2: PU positively impacts user attitude toward mobile payment methods.

H3: Perceived trustworthiness in mobile payment will positively and significantly impact customers' attitudes.

H4: Subjective norms positively impact customers' behaviour towards digital payment methods in India.

H5. Attitude towards using the mobile payment method will positively and significantly influence customers' intention to use it.

4. Research Methodology

This exploratory study investigates how factors affecting digital payment adoption and customer behavior in India influence mobile payment methods and customer behaviour. We carried out using the online Google questionnaire method. We administered the pre-testing questionnaire to 40 respondents from three different educational backgrounds (**Undergraduate and postgraduate students and Scholars studying in other universitie**s in Bihar). We tested the reliability and validity of the items in the questionnaire for the pilot study and the actual study. We have taken questionnaires using secondary sources such as published papers, journal articles, and books. The final questionnaire was self-administered on a non-random sample of 294 out of 350 in March 2023. We chose the convenience sampling method because of its proximity.

The Tools for Data Collection:

For this study, we used six factors PEOU, PU, PT, SN, Attitude, and Intention to adopt mobile payment. We used a standardized questionnaire with 17 questions to collect data. A standardized questionnaire with a five-point Likert scale represents strongly disagrees, and five indicates strongly agree; respondents were asked to score their feelings.

The Tools for Data Analysis: We analyzed quantitative data by using SPSS software version 20.0 and the factor analysis technique, Structural equation modelling (SEM), which had previously been applied in research on user acceptability of new technology (**Alotaibi et al. 2017), (Tounekti et al. 2020), and (Rahman et al. 2017**). We surveyed between March 2nd,2023 and March 30th, 2023.

Measurement Model: Reliability and Validity*:*

The evaluation involved assessing the measurement model's internal consistency (reliability) and content validity to ensure the survey accurately measured the factors. Cronbach's alpha is a commonly used measure of internal consistency, which indicates how closely related a set of items are as a group. We tested each factor for reliability and content validity. The acceptable suggested value for Cronbach's alpha test scores should be above 0.70, indicating good internal consistency. All the Cronbach's alpha scores in this study reached approximately 0.90, as shown in Table 2 and Table 6, indicating strong internal consistency. We have adopted the factors of this study from the existing literature (**Chawla et al., 2019**), which indicates strong content validity. The information provided states that the structural model shows correlations between the six factors, indicating discriminant validity.

Table 1

Descriptive Statistics of the Respondents (N = 294)

Demographic		Frequency	Percentage
Gender	Male	177	60.20 %
	Female	117	39.79 %
Age	Under 20	21	7.14%
	20-25	53	18.02%
	26-30	111	37.75%
	31-35	64	21.76%
	Above 36	45	15.30%
Qualification	Bachelor's	164	55.78%
	Master's	77	26.19%
	Doctorate	53	18.02%

The descriptive statistics of the respondents are from **Table 1**—the total number of respondents: 294 out of 350. About 60% of the respondents are males, while 40% are females. Most respondents fall into two age groups: 26-30(37.75%) and 31-35 (21.76%). In addition, most of the respondents are bachelor's degree holders (55.78%), master's (26.19%) and Doctorate (18.02%). These statistics provide an overview of the demographic characteristics of the respondents in terms of gender, age, and educational background.

Table 2 Reliability of the six factors: -

Factor	Cronbach's Alpha	Item
PU	0.941	3
PEOU	0.917	3
PT	0.903	3
SN	0.921	3
ATTOP	0.795	3
INTOP	0.840	3

Table III (MODEL FIT INDICES)

Measurement model fit index: -

Male	**CMIN/DF**	**GFI**	**NFI**	**IFI**	**TLI**	**CFI**	**RMSEA**
Measurement model	2.41	0.910	0.921	0.951	0.940	0.950	0.070
Structural model	2.588	0.902	0.910	0.941	0.930	0.941	0.072

Table IV

Correlation Matrix of the Six Factors

Factor	**PU**	**PT**	**SN**	**PEOU**	**ATTOP**	**INTOP**
PU	0.883					
PT	0.263***	0.873				
SN	0.080	0.056	0.890			
PEOU	0.211**	0.156*	0.052	0.887		
ATTOP	0.291***	0.442***	0.168*	0.288***	0.733	
INTOP	0.243***	0.311***	0.158*	0.244***	0.403***	0.810

* =p less than 0.050

** = p less than 0.010

*** = p less than 0.001

Table V

Evaluation of the Conceptual model where P≤ 0.001

Hypothesis	**Path/Relationship**	**B**	**T value**	**p-value**	**Result**
H1	PU →ATTOP	0.18	2.750	0.006	Supported
H2	PEOU→ATTOP	0.22	3.591	0.000	Supported
H3	PT→ ATTOP	0.41	6.191	0.000	Supported
H4	SN→ATTOP	0.13	2.246	0.014	Supported
H5	ATTOP→INTOP	0.43	6.307	0.000	Supported

Table V1

Measurement of the Validity: -

Factor	CR	AVE	MSV
PU	0.916	0.781	0.083
PT	0.906	0.763	0.197
SN	0.921	0.793	0.027
PEOU	0.918	0.785	0.081
ATTOP	0.772	0.535	0.195
INTOP	0.849	0.651	0.171

5. Results and Discussion

The study applied structural equation modelling **(SEM)** to examine the relationships between factors and evaluate the strength of these relationships. Table 5 in the study presents the relationships between the factors and their significance, providing insights into the strength of the relationship effects.

H1: Regarding perceived usefulness (PU), the results indicate a significant and positive influence of PU on attitude toward mobile payment adoption (PU → ATTOP, $\beta = 0.18$, $p \leq 0.001$). This finding supports and confirms Hypothesis 1 (H1), which states that PU has a positive relationship with attitude towards digital payment. This result aligns with previous studies **(Chawla et al., 2019; Lew et al., 2020; Alqahtani et al., 2014; Bailey et al., 2017; Alaeddin et al., 2018)** that have found a significant and positive effect of PU on user attitude. Additionally, several studies have identified PU as a critical predictor of attitude **(Chawla et al., 2019; Shin, 2009; Davis, 1989).**

H2: Furthermore, the findings of the present study demonstrate a positive and significant relationship between perceived Ease of use (PEOU) and attitude towards adopting digital payment (PEOU → ATTOP, $\beta = 0.22$, $p \leq 0.001$). This result supports Hypothesis 2 (H2) and is consistent with previous research by **Alqahtani et al. (2014), Lew et al. (2020), Alabdan et al. (2020), Bailey et al. (2017), Alaeddin et al. (2018), and Davis (1989)**.

This study's findings suggest that perceived usefulness and Ease of use have significant positive relationships with users' attitudes towards adopting digital payment. The positive effects of PU and PEOU on attitude are consistent with previous research, highlighting the importance of these factors in shaping users' attitudes and intentions towards digital payment adoption.

H3: suggests a significant and positive relationship between perceived trustworthiness (PT) and attitude towards digital payment (PT → ATTOP, $\beta = 0.41$, $p \leq 0.001$). This result is in line with previous studies conducted by **Shaw (2014), Alqahtani et al. (2014), Chawla et al. (2019), and Shin (2009)**, which also found a significant positive effect of perceived trustworthiness on attitude.

(**H4**): proposes a positive and significant relationship between subjective norms (SN) and attitude towards digital payment (SN → ATTOP, $\beta = 0.13$, $p \leq 0.001$). This finding is supported by studies conducted

by **Giao (2020), Pavlou and Dimoka (2008), Ghose (2009), and Mavlanova and Benbunan-Fich (2010)**, which confirmed the positive impact of subjective norms on attitude.

Finally, Hypothesis 5 (**H5**): suggests that attitude towards digital payment (ATTOP) significantly and positively affects the intention to adopt digital payment (ATTOP → INTOP, $\beta = 0.43$, $p \leq 0.001$). This result is consistent with previous studies conducted in different countries such as the US (**Bailey et al., 2017),** India (**Singh et al., 2020),** Malaysia (**Alaeddin et al., 2018),** and **Chawla et al. (2019)**, which all found a significant positive effect of attitude on intention to adopt mobile payment.

Overall, the study's results indicate that all the factors examined, including perceived usefulness, perceived Ease of use, perceived trustworthiness, subjective norms, and attitude, significantly influence customers' intention to adopt digital payment. These findings highlight the importance of these factors in shaping users' attitudes, perceptions, and behavioural intentions towards adopting mobile payment technologies.

6. Conclusion

This study builds a TAM-based intention model of digital payment methods and customers' behaviour to examine its efficacy by structural equation modelling in developing countries. Based on the findings, we have recommended three options: 1. PU and PEOU are still significant factors that positively influence customer digital payment methods; 2. PT has a strong positive influence on digital payment; 3. SN has a robust positive effect on digital payment. Additionally, the Attitude toward digital payment positively impacts the intention to adopt digital payment methods. As a result, behavioural intentions will be influenced, transforming into the actual use of this new technology.

Based on the empirical analysis, the following recommendations are made:

Promote online PU and PEOU: - For university students, it is better first to consider PU, PEOU, SN, and PT, consider whether digital payment is valuable and easy to use, and finally decide whether to pay online after online behavioural intention occurs.

It is worth noting that there was a substantial shift to adopt the mobile payment system in India during the COVID-19 pandemic. Because users will continue to adopt mobile payment systems, these factors are essential for banks, merchants, service providers and application developers. These insights will help academicians, researchers, and practitioners to enhance their adoption strategies and the safety of their mobile payment systems. The study mainly focuses on mobile payments. Other payment options could be considered in India.

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