

# A Study on Consumer Preference towards Selected Digital Payment Mode

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**Abstract:** *There are different modes of payments methods available for buying and selling of goods and services in the present commercial transactions. Over the periods of time several service provider creates a number of apps and wallets for making the payments to others and accepts the same from the others also. A user or a consumer makes payment instantly from anywhere and anytime without physical presence in the bank branches. The paper is an attempt to identify, which modes have been emerged as top most for making payment of their transactions. The paper has highlighted the many issues of on-going development happened in the market after demonetization of money which has been announced by the Indian Prime Minister, Narendra Modi on 8 November 2016, of all ₹ 500 and ₹ 1000 banknotes. The study has found that Ewallet payment method is more preferred than any other payment methods.*

**Keywords:** Preferences, Cashless payments, Demonetization & Payment Mode