

Consumer Perception towards Digital Payment System

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Abstract: *The new technologies and the larger global network, notably the internet, are now using the digital economy, electronic commerce, and electronic banking both within and outside. growing usage of electronic devices, the internet, and government initiatives like "Digital India," which aims to convert India into a cashless digital society. In India, the digital payment system took off after demonetization. The payment system has undergone several modifications recently, including the addition of digital wallets, BHIM applications, UPI, AEPS, and QR codes to facilitate the transition to digital payments. The survey looks into how consumers feel about digital payments. A structured questionnaire was employed as a research instrument to ascertain how consumers felt about digital payments. The Primary data was collected by Chennai district.*

Keywords: Consumer Perception, Digital payments, Demonetization and digital wallets, Cashless transaction

