# **Consumer Decision Making in the Age of Digital Payments: Evidence from Urban Markets**

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# ABSTRACT

Particularly in urban markets where technology penetration is high, the quick adoption of digital payment systems has had a big impact on consumer behaviour. This study, "Consumer Decision-Making in the Age of Digital Payments: Evidence from Urban Markets," attempts to examine how consumer purchase decisions in both online and offline retail settings are influenced by the availability of digital payment options. Furthermore, it compares the purchasing patterns of customers who prefer traditional payment methods with those who regularly use digital payments.

A structured questionnaire aimed at urban consumers was used to gather primary data. The relationship between the perceived availability of digital payments and the probability of making purchases was investigated using statistical techniques like regression analysis and correlation. The results show a strong positive correlation, suggesting that more digital payment options promote purchase completion and have an impact on consumers' general purchasing decisions. The study also shows that consumers who frequently use digital payments and those who use cash or traditional cards have quite different spending habits.

The findings highlight how crucial it is for retailers to strategically incorporate and advertise a variety of digital payment methods in order to improve customer satisfaction and increase sales. In addition to providing useful insights for companies looking to use payment technology for competitive advantage, this study adds to the expanding corpus of research on consumer behaviour in the digital economy.

Keywords: Consumer decision-making process, Digital Payment, Urban Markets

# 1. INTRODUCTION

The global economy has seen tremendous change as a result of the digital revolution, especially in the financial industry, where payment methods have undergone a significant evolution. Digital payment methods like contactless card transactions, internet banking, mobile wallets, and the Unified Payments Interface (UPI) have become an essential component of consumer transactions in recent years. Urban consumers have been at the forefront of embracing these digital innovations due to rising smartphone penetration, easier access to the internet, and greater technological literacy. The convenience, speed, security, and transparency offered by digital payment platforms have substantially influenced consumer behaviour, altering traditional purchasing patterns and decision-making processes.

Urban markets, characterized by fast-paced lifestyles and a strong inclination toward technology, present an ideal setting to study the influence of digital payment options on consumer purchase decisions. The ease with which consumers can complete transactions using digital means has elevated their expectations from retailers and service providers. Today's consumers demand seamless, quick, and secure payment



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experiences both in online and offline retail environments. The unavailability or inconvenience associated with payment options can often result in consumers abandoning purchases or switching to alternative vendors who offer smoother transaction facilities.

Offering a variety of trustworthy digital payment methods has evolved from a competitive advantage to a strategic necessity from a business standpoint. Businesses are realizing more and more that improving the payment experience has a direct correlation with higher sales conversion rates, customer satisfaction, and loyalty. Additionally, through programs like Digital India and the extensive promotion of UPI-based payments, governments and regulatory agencies in a number of nations, including India, have aggressively promoted cashless transactions. Researchers must look into the deeper effects of these initiatives on consumer behaviour because they have sped up the adoption of digital payment systems.

Although the growth and advantages of digital payments have been widely recognized in the literature, few empirical studies have thoroughly examined their precise influence on consumer purchasing decisions, particularly in urban markets. There is a knowledge gap regarding how the availability of payment options directly affects customer choices at the point of sale because the majority of studies have either concentrated on the technological aspects of digital finance or on e-commerce trends in general. Furthermore, there is still a lack of comparative studies between regular users of digital payments and those who use traditional payments.

In order to close these gaps, the current study focuses on two main goals: first, examining how consumer purchase decisions in online and offline retail contexts are influenced by the availability of digital payment options; and second, comparing the purchasing patterns of urban consumers who regularly use digital payments with those who rely on more conventional payment methods like cash or debit/credit cards. Through the use of quantitative research techniques, particularly regression analysis and correlation, the study aims to determine whether a consumer's propensity to complete a purchase is significantly impacted by the perceived availability of digital payments.

Urban consumers were given a structured questionnaire to complete in order to gather primary data for this study. The purpose of the questionnaire is to gather opinions about how simple it is to locate digital payment options and how much the availability of digital payments affects decisions to buy. The suggested hypotheses can be empirically supported or refuted by measuring the direction and strength of relationships between variables through the use of statistical tools.

It is anticipated that retailers, marketers, payment service providers, and legislators will find great value in the study's conclusions. Businesses and retailers can improve their point-of-sale tactics and technology investments by knowing how payment options affect customer decision-making. The study can help policymakers identify areas that might require additional consumer education or infrastructure development in order to support a fully digital economy.

Understanding the relationships between the availability of digital payments and consumer behaviour is not only of academic interest but also practically necessary in a world where cashless transactions are becoming more and more common. Businesses that don't adjust run the risk of becoming less relevant and competitive as consumers' reliance on digital payments increases. Thus, in addition to adding to the body of knowledge already available on digital consumer behaviour, this study offers stakeholders practical suggestions for thriving in the rapidly changing digital environment.

# 2. LITERATURE REVIEW

Lohana, S., et al., (2023). The findings indicate that respondents' age, education, occupation, and income



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had a significant impact on their usage, but their gender and marital status had no discernible effect. The current study's findings provided valuable information about how consumers use and feel about four popular digital payment methods in relation to demographic characteristics. This study is noteworthy because it investigates empirically how demographic characteristics affect the CU of digital payment systems in India during the post-demonetization era.

**Baghla, A. (2018).** Although the trend toward cashless frugality is undoubtedly positive, it will take some time before I achieve complete cashless frugality. Both the government and private sector businesses are doing well with their e-wallet apps, which are comparable to PayTM, PhonePe, and others. The largest problem facing the government is people's ignorance and lack of awareness, as well as their fear of losing their plutocracy due to the threat of hacking and the use of digital payment methods. The government must address these issues in order to promote cashless thrift and digital payments in order to provide long-term, profitable, and sustainable development for the nation.

**Roli, G. (2025).** The study's conclusion appears that monetary education and online installment selection are altogether connected, which will dispose of the pay hole between urban and country populaces. In arrange to begin joining online installments in underserved zones, the government ought to concentrate on creating approaches and instruction initiatives.

**Raya, A., et al., (2022).** The study's discoveries demonstrate that halfway (person) decision-making is essentially and favorably affected by buyer behavior and high-quality items. When shoppers are choosing DANA (a versatile installment app that acknowledges ATM cards for online buys), the comes about of concurrent testing (collectively) on buyer behavior and item quality have a enormous affect and are acknowledged.

**Faraz, N., et al., (2025).** The intricate relationship between consumer behavior, psychological variables, and digital payment methods was clarified by this study. By confirming the suggested theoretical framework and revealing the moderating effect of gender, we offered a sophisticated insight into how contemporary payment methods affect consumer choices. This research is relevant to a wide range of people, including business professionals and consumer advocates, because the findings not only contribute to the advancement of academic knowledge but also provide practical insights for businesses and policymakers. For both researchers and practitioners, comprehending the psychological and social ramifications of digital payment systems will continue to be a crucial area of study as they develop.

# 3. RESEARCH METHODOLOGY

The present study adopts a quantitative research approach to explore the relationship between digital payment options and consumer purchase decisions among urban consumers. A descriptive and analytical research design was employed to understand consumer behavior patterns and preferences regarding digital transactions in both online and offline retail environments. Quantitative methods were chosen for their ability to provide measurable and comparable results that help in identifying patterns and correlations within the data.

A structured questionnaire made with Google Forms was used to collect primary data. In addition to making sure that crucial data about respondents' payment preferences and purchasing patterns was recorded, the questionnaire was made to be easy, straightforward, and time-efficient for them. Closed-ended questions and a few Likert-scale items measuring consumer perceptions on a scale from strong disagreement to strong agreement were included in the questionnaire. Understanding the perceived availability of digital payment options, how frequently they are used, and how they affect final purchase



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decisions were given special attention. The questionnaire's digital format also made it possible to distribute and gather responses from a geographically diverse urban audience more quickly.

Using a non-probability convenience sampling technique, 60 urban consumers made up the study's sample. Given the time constraints and the requirement to promptly contact participants who are conversant with digital payment technologies, this approach was judged suitable. Convenience sampling has useful benefits in exploratory research like this study, but it restricts the ability to extrapolate the findings to the whole urban population. To increase the sample's diversity, an attempt was made to include respondents from a range of demographic backgrounds, including age groups, genders, income levels, and educational backgrounds.

Following data collection, SPSS (Statistical Package for the Social Sciences) was used to code and analyze the responses. The demographic profile of the respondents and their fundamental payment practices were summed up using descriptive statistics like means, standard deviations, and frequencies. To visually depict customer preferences regarding payment methods, frequency of digital payment use, and general satisfaction with payment availability during their shopping experiences, visualization tools like pie charts and histograms were employed.

The degree and direction of the relationship between the availability of digital payment options and consumer purchasing behavior were assessed using correlation techniques for inferential analysis. The predictive influence of digital payment availability on consumer purchase decisions was also evaluated using regression analysis. A better understanding of how much digital payment options affect customers' propensity to make purchases and whether greater availability results in higher purchase rates was made possible by the application of correlation and regression analysis.

Because urban areas tend to have higher penetration rates of digital infrastructure than rural areas, the study's scope was restricted to consumers living in urban areas. Instead of examining the viewpoints of retailers or service providers, the study focused on the unique experiences of consumers. Furthermore, because consumer behavior can vary between online and offline channels, the study focused on transactions in both contexts.

However, the approach used in this study offers a solid basis for comprehending important relationships between the availability of digital payments and urban shoppers' purchase decisions. Retailers, marketers, and legislators looking to improve customer engagement through digital transaction platforms should find great value in the conclusions drawn from this methodical approach.

# **3.1. OBJECTIVES**

- 1. To analyze the relationship between the availability of digital payment options and consumer purchase decisions in online and offline retail.
- 2. To compare the purchase behavior of urban consumers who use digital payments frequently with those who rely on traditional payment methods (cash, credit/debit cards).

# **3.2. HYPOTHESIS**

Null Hypothesis (H0): There is no significant relationship between the availability of digital payment options and consumer purchase decisions in online and offline retail.

Alternative Hypothesis (H1): There is a significant relationship between the availability of digital payment options and consumer purchase decisions in online and offline retail.



# 4. LIMITATIONS OF THE STUDY

#### 1. Small Sample Size

Only 60 respondents made up the study's sample, which might not accurately reflect the greater number of urban consumers.

#### 2. Convenience Sampling

Convenience sampling was used to choose the respondents, which may introduce bias into the sample and restrict how broadly the findings can be applied.

#### 3. Urban-Only Focus

Rural and semi-urban populations, who might have different opinions about digital payments, are not included in the study because it is limited to urban consumers.

#### 4. Self-Reported Data

All of the data is based on respondents' self-reporting, which is subject to social desirability bias and memory errors.

#### 5. Single Point of Time (Cross-Sectional Study)

The study records customer behavior at a single moment in time, disregarding any dynamic shifts or developing patterns in the use of digital payments.

#### 6. Limited Scope of Factors

The availability of digital payment options is the primary focus of the study; other significant influencing factors like discounts, security concerns, internet access, and digital literacy are not examined.

#### 7. Potential Non-Response Bias

Some customers might have omitted or misinterpreted questions, resulting in biased or insufficient answers that could have an impact on the final results.

#### 8. Technological Bias

Customers who lacked reliable internet connections, smartphones, or experience with digital platforms were unintentionally left out.

#### 9. Lack of Longitudinal Data

Deeper insights into shifting digital payment-related purchase patterns would have been possible if the study had tracked consumer behavior over time.

#### 10. Platform-Specific Behavior Not Analyzed

Different digital payment platforms (such as UPI, wallets, and online credit cards) that may have varying effects on consumer behavior are not distinguished in the study.

#### 5. RESULTS AND FINDINGS

#### 5.1. DATA ANALYSIS AND INERPRETATION

#### 5.1.1. Correlation Analysis

#### Table 5.1 Correlation Analysis

How often is it to find	
digital payment	To what extent does
options (like UPI,	the availability of
wallets, cards) in the	digital payments
stores or websites you	encourage you to
usually shop from?	complete a purchase?



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Spearman's	How often is it to find	Correlation	1.000	.468**	
rho	digital payment options	Coefficient			
	(like UPI, wallets, cards)	Sig. (2-		<.001	
	in the stores or websites	tailed)			
	you usually shop from?	Ν	60	60	
	To what extent does the	Correlation	.468**	1.000	
	availability of digital	Coefficient			
	payments encourage you	Sig. (2-	<.001	•	
	to complete a purchase?	tailed)			
		Ν	60	60	
**. Correlation is significant at the 0.01 level (2-tailed).					

# Interpretation of Spearman's Correlation

The relationship between the perceived availability of digital payment options and the degree to which the availability of digital payment options encourages purchase completion was evaluated using Spearman's rho correlation analysis. The findings indicate a statistically significant positive correlation coefficient of 0.468 at the 0.01 level (p < 0.001). Thus, positive relationship. In other words, customers are more likely to be persuaded to finish a purchase when it becomes easier to locate digital payment options in stores or online. A true correlation between the availability of digital payments and consumer purchase encouragement is implied by the significance value (< 0.001), which further demonstrates how unlikely it is that the observed correlation happened by accident.

# Conclusion based on Spearman's Correlation

The results of the Spearman's correlation analysis lend credence to the idea that urban consumers' purchasing decisions are significantly influenced by the availability of digital payment options. Customers who believe digital payment methods are easily accessible are more likely to complete purchases, according to a moderately positive relationship. Thus, increasing the availability and prominence of digital payment methods in retail settings, both online and off, can influence customer purchasing decisions in a favorable way. These findings empirically support the study's hypothesis that the expanding digital payment infrastructure plays a significant role in urban markets' consumer decision-making process in addition to being a convenience factor.

# 5.1.2. Regression Analysis

Table 5.1.2 Model Summary						
Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
.381 <sup>a</sup> .145 .131 1.064						
a. Predictors: (Constant). How often is it to find digital payment options (like UPI, wallets, cards)						

in the stores or websites you usually shop from?

# Table 5.1.2 ANOVA

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.177	1	11.177	9.871	.003 <sup>b</sup>



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	Residual	65.673	58	1.132		
	Total	76.850	59			
a. Dependent Variable: To what extent does the availability of digital payments encourage you to						
complete a purchase?						
b. Predictors: (Constant), How often is it to find digital payment options (like UPI, wallets, cards)						
in the stores or websites you usually shop from?						

# Model Summary and ANOVA Table Interpretation

Indicates a moderately positive relationship (R = 0.381) between the dependent variable (the degree to which the availability of digital payment options promotes purchase completion) and the predictor variable (the ease of finding digital payment options like UPI, wallets, or cards). The R Square value of 0.145 indicates that the ease of access to digital payment options accounts for about 14.5% of the variation in purchasing behavior. Taking into consideration the number of predictors in the model, the adjusted R Square, which is marginally lower at 0.131, shows a comparable explanatory power. The average deviation of observed responses from the expected values is displayed by the standard error of the estimate (1.064). The F-statistic value of 9.871 and the associated significance level (p-value) of 0.003 both point to the regression model's statistical significance.

# Conclusion

In conclusion, the regression analysis shows a statistically significant correlation between the likelihood that customers will complete purchases and how simple it is to locate digital payment options. Even though the model only accounts for a small percentage of the total variance, the significance level demonstrates that consumer purchasing behavior is significantly influenced by how simple it is to access digital payment methods. To fully comprehend and forecast this behavior, more factors might need to be taken into account.

# 5.1.3. Histogram Analysis

Table 5.1.3 Statistics					
Statistics					
How frequently do you use d	igital payments for shopping (onlin	ne/offline)?			
Ν	Valid	60			
	Missing	1			

How frequently do you use digital payments for shopping (online/offline)?								
Frequency Percent Valid Percent Cumulative Per								
Valid	1	14	23.0	23.3	23.3			
	2	13	21.3	21.7	45.0			
	3	12	19.7	20.0	65.0			
	4	18	29.5	30.0	95.0			
	5	3	4.9	5.0	100.0			
	Total	60	98.4	100.0				

**Table 5.1.4 Frequency** 



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Missing	System	1	1.6	
Total		61	100.0	

# Interpretation of the Frequency Table:

An overview of how frequently respondents use digital payments for both online and offline retail purchases is given in the frequency table. Data from 60 valid responses—one missing case—were analyzed out of 61 participants. According to the findings, 21.7% of respondents (13 people) said they use digital payments somewhat more frequently (scale point 2), while 23.3% of respondents (14 people) said they use them very infrequently (scale point 1). Only 5% (3 respondents) reported very frequent usage (scale point 5), while 20% (12 respondents) reported moderate usage (scale point 3). Additionally, 30% (18 respondents) reported high usage (scale point 4). While a sizable portion of urban consumers use digital payments moderately to frequently, this distribution indicates that a notable percentage still uses them less frequently, highlighting a diversity of adoption levels among urban consumers.



How frequently do you use digital payments for shopping (online/offline)?

# Interpretation of the Histogram

The frequency distribution of how frequently respondents use digital payments for shopping is graphically represented by the histogram. Although slightly skewed towards lower usage frequencies, the histogram shows a distribution that is somewhat normal. The average value of 2.72 indicates that consumers typically fall into the "sometimes" to "often" range when it comes to using digital payments. The spread around the men is moderate, since the standard deviation is 1.263. This indicates that there are significant behavioral variances even though many respondents fall into the average frequency range. The curve's shape suggests that even though adoption is increasing, a sizable portion of consumers do not yet regularly use digital payment methods for their purchases.

# 6. CONCLUSION

With an emphasis on urban consumers who shop both online and offline, the current study aims to analyze the relationship between the availability of digital payment options and consumer purchase decisions. The



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study's two main goals were to: first, examine how consumer purchasing decisions are impacted by the availability of digital payment options; and second, compare the purchasing patterns of regular digital payment users with those who rely more on conventional payment methods like cash or debit/credit cards. The results of the Spearman's correlation analysis showed a moderately positive relationship ( $\rho = 0.468$ ) between the likelihood that customers will complete a purchase and how easy it is to find digital payment options. Increased accessibility and visibility of digital payment methods significantly encourage customers to complete their purchases, according to this correlation, which was statistically significant at the 0.01 level (p < 0.001). In summary, customers' confidence and willingness to make purchases are greatly increased when they believe that digital payment options are simple to use. These conclusions were further supported by the model summary, which showed that the predictor variable—the simplicity of locating digital payment options—has a moderately positive relationship (R =(0.381). The ease of accessing digital payments alone can account for about 14.5% of the variation in consumer purchasing behavior, according to the R Square value of 0.145. It is crucial to remember that consumer behavior is complicated and influenced by a variety of factors, even though this percentage suggests a modest level of explanatory power. However, the analysis makes it abundantly evident that the availability of digital payments plays a significant role as a predictor.

With a p-value of 0.003 and an F-statistic value of 9.871, the ANOVA results further supported the significance of the regression model. The robustness of the model is validated by the low p-value, which shows that there is very little chance that the observed relationship would have happened by chance. This satisfies the requirements for rejecting the null hypothesis and accepting the alternative hypothesis put forth in the study, confirming the conclusion that the availability of digital payments does, in fact, significantly influence consumer purchase decisions.

The frequency distribution analysis also allowed for a deeper understanding of consumer trends in digital payment usage. Even though a significant percentage of urban consumers were found to be moderate to high users of digital payment methods, a sizeable portion still showed lower levels of adoption. These results suggest that, even though digital payments are becoming more and more popular, there are still disparities in their usage, which could be brought on by variations in customer preferences, problems with trust, or a lack of technological familiarity.

All things considered, the study offers strong empirical support for the idea that consumer purchasing behavior is greatly influenced by the accessibility and availability of digital payment options. Retailers, legislators, and financial service providers can all benefit from the findings. The smooth integration and promotion of digital payment methods must be a top priority for retailers, both online and offline, in order to increase customer satisfaction and boost conversion rates. In order to further speed up the adoption of digital payments, efforts should also be made to address the obstacles encountered by less frequent users. The study concludes by demonstrating that digital payment infrastructure is a strategic component that can impact purchasing decisions rather than just being a convenience feature. Future research could include more variables like perceived security, transaction speed, demographics, or brand loyalty to gain a more thorough understanding of consumer behavior, even though the current model only partially explains it. However, this study effectively emphasizes how important digital payment methods are to contemporary retail, especially in markets that are becoming more urbanized and technologically connected.



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# 7. SUGGESTIONS AND RECOMMENDATIONS

#### 1. Enhance Visibility of Digital Payment Options

To promote customer trust and convenience, retailers should prominently display the digital payment options that are available in both physical stores and online.

#### 2. Improve Payment Process Simplicity

To reduce cart abandonment and increase purchase completion rates, businesses must make sure that the digital payment process is quick, easy to use, and error-free.

# **3. Strengthen Digital Payment Security**

To increase customer confidence, particularly among new or reluctant users, payment service providers should constantly improve their security systems.

# 4. Educate Consumers About Digital Payment Benefits

Campaigns to raise awareness of the benefits, ease, and security of digital payments can encourage nonusers and infrequent users to switch to digital payment methods.

#### 5. Offer Incentives for Digital Payment Users

To promote greater adoption and recurring use, retailers and payment platforms can implement loyalty points, discounts, or cashback offers.

#### 6. Target Low-Usage Segments

Urban consumers who still prefer cash or cards should be targeted with special strategies that address their concerns and foster trust.

#### 7. Provide Multiple Payment Options

Providing a range of digital payment options, including wallets, UPI, QR codes, and credit/debit card integration, accommodates a range of customer preferences and raises satisfaction levels.

# 8. Enhance Mobile Payment Infrastructure

To guarantee seamless offline transaction experiences, retailers should make investments in dependable mobile point-of-sale systems and fast internet access.

#### 9. Encourage Financial Literacy Programs

Particularly for less tech-savvy consumers, policymakers and institutions should support financial literacy workshops that emphasize the benefits, fraud prevention, and safety of digital transactions.

# 10. Conduct Continuous Consumer Feedback Surveys

Retailers and service providers can find pain points and quickly adjust to changing customer expectations by conducting regular surveys and gathering feedback on payment experiences.

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