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TECHNOLOGY****STUDY OF THE FACTORS INFLUENCING THE MEDIUM OF DIGITAL
TRANSACTION TECHNIQUES AND CUSTOMER SATISFACTION****Monika Singh Thakur, Dr. Abhishek Pathak and Dr. Pushkar Dubey**

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ABSTRACT

Digital transaction - Basically, is a process that is online or automated transaction between people and an organization. In the nowadays digital transactions have been used in such a way that people have easily accepted. Transformation of payment system, i.e. digital online payment, provides strokes to make transactions very easy, faster, accurate and also saves customers time. There is no doubt that it offers variations for customers. But companies also have many benefits by making digital payments, in today's time, through this research paper, I want to represent various methods, roles and values of digital transactions, as well as those of the organization Also plays an important role.

I. INTRODUCTION

This era of modern development has made everyone in the economic development phase. Every person is engaged in fulfilling their economic needs, due to this they feel the time. Digital transactions is an initiative by which the person sitting at home by meeting the shortage of time can buy things of his own need and can easily pay different types of bills. Digital transactions, which means that you can buy banking and payment facility in your mobile or computer ie you can purchase every essential item and service from your mobile through vegetable, ration. In this process, physical cash is not included and payment is done through electronic technology. In other words A customer looks after the item or service, and then pays it through cash, check or digital technology, whereas the digital payment process is done through electronic means. The digital payment system enables one to integrate integrated hardware and software systems using consumer. Use of this technique depends on trust, utilization, estimated utility and perceived risk.

II. THE DIGITAL PAYMENT SYSTEM HAS FOLLOWING SIGNIFICANCES

1. **Estimated risk** - Risk in adopting digital payments for transactions between customers is less.
2. **Estimated utility** - adopting digital payments for transactions between customers is useful.
3. **Ease of Use** - It is easy to use digital payments for customers' interaction.
4. **Confidence and trust** - the possibility of manipulation of transactions by customers is very low

III. LITERATURE REVIEW

- **According to Cyan[8] (2006): -**

The benefits of Jordanian banks were influenced by digitally banking services, through the internet, in the study, the reasons behind the provision of digital banking services and tried to fully investigate their impact on banking services.

- **According to Graft[9] (2004) and Shultz [9](2008): -**

Digital payment is a strategic business process that is used to develop, execute, and evaluate plans for consumers, customers, prospects and other targeted motivational brand communications programs. The main difference in this definition of digital payment from simple marketing communications is shown in particular with the use of three words 1. Strategic, 2. Assessment, 3. Inductive compression digital payment uses the marketing communication mix in a way that it Strategically designed for some purpose, which is measured on the market to impart a liability and is evaluated over time.

- **According to Schultz, Duncan and Cactus[10] (1996): -**
The concept of digital payment is not new, but the fact is that the first payment communication was not strategically synchronized and the strategy is now considered important, it gives a new look to the concept.
- **According to Perkin[11] (2003) : -**
In the entire society due to the intensity of technological and modernization of society Changes in the behavior of consumers is happening today, what consumers have to watch, therefore, digitally transitions need to prepare the organization campaign keeping in mind the market requirements.
- **According to Duncan and Everett[12] (1993): -**
Studied the factors affecting digital transaction techniques and concluded that through the digital transactions, the benefits of achieving competitive advantage extend. Radio newsletters advertising has now become the dominant factor in the development of digital transactions.
- **According to Dixie et al[1] (1989): -** Studied the usefulness of digital transaction techniques and concluded that digital payments are considered useful for use. Estimated utility defines the concepts of consumers concerning the results.
- **According to Lemuria Carter and France Belgrade[2]: -**
To a limit of consumers it is assuming that the system may improve, estimated .The importance of utility is recognized in the field of utility in the field of e-governance and electronic banking.
- **According to the recommendations[3] (2002): -**
Study of the utility of digital transaction techniques and concluded that the need for utility and affect the intent of potential internet consumers.
- **According to Lai Pi Chin and Channel Arifin Ahmed[4]: -**
Estimated ease of utility is important for making approximate decisions. Utility and the user can use the e-payment system according to the intended use. The user sees this as easy as the e-payment system, because it facilitates easy and time-saving so that the user will be more willing to adopt a digital payment system.
- **According to Nootboom[5] (1997): -**
The risk of experiencing the consumer in adopting digital transaction techniques.Studied and concluded that digital payments are considered to be progressive, but accrued risk reduces the level of confidence of a person.
- **According to Akram Daptan, Came Girler [6](2016): -**
Studied the consumer's confidence in adopting digital transaction techniques and concluded that the belief is the factor influencing the adoption of monbly payments in consumer behavior.
- **According to Kitchen and Shaltz [13](1997): -**
Payment is important for the communications organization, especially reducing costs and communicating. Keeping more control over the program.
- **According to Larich and Linagh[14] (2009): -** Study the alternatives of digital transaction techniques for payment and the findings. Extraction of Digital Transactions involves a plan aimed at stabilizing through the integration of communication through various options.
- **According to Clichko[15] (2005): -** With tactics and responsibilities, it emphasizes communication especially when the audience-centered and channel-centric. Management and coordination of integration of communications of companies in various media and channels is an important aspect of digital payments.

- **According to Kotler and Armstrong[16] (2003): -**
There are five important traditional digital transaction elements in the form of direct payment advertising, personal sales, sales promotion and promotion. Promotes the promotion of media through newspapers, magazines, television, radio digital transactions.
- **According to Jenkins[17] (2006): -**
Concept like convergence has come to bring more versatility in communication media. Convergence leads to a pattern.
- **According to Causelier and Durraganji [7](2005): -**
To measure the intent of adoption, the service items reach the first mobile bank, after reaching the mobile Bank, consumers are expected to use it.
- **According to Punam Panuli and Shalu Rathi [27] (2016): -**
In terms of ease of transaction, the importance of e-wallet is analyzed, "Secure profiles in mobile wallet: An upcoming mode of business transaction" and also concludes that in remote areas of business, such as banking, artisans and retail, The e-wallet is being used for this.
- **According to Dr. Hem Shweta Rathore [28](2016): -**
Studied the challenges faced by consumers in optimizing e-wallet and concluded that buyers want to adopt e-wallet media for transactions.
- **According to Dr. J. Raja M. Senthil Vel Murgan and Setharaman [29](2015): -**
Compared to physical cash, due to the cheap and easy use of electronic cash, transaction intent is more convenient for remote and secure transactions.
- **According to Jean Camp [30](2003): -**
To make a rational decision, trust is needed only with a meeting And they can come to the conclusions based on collected reviews or not, to trust or believe.
- **According to Noor Ryan AB Hamid and O Yo Cheng [31](2013): -** Estimated Risks of Completion of Expected Risks, Information on Completion or Assessment of Impatience and Consequences of Uncontrollability of March, JG Welch, C and Stellen.
- **According to Davis [33](1989): -**
Utility (PU) is defined as the degree for which a person's. It is believed that using a particular system will increase his job efficiency.
- **According to Davis [33](1989): -**
The level of ease of use (PEO) is in the form of a level in which a person's trust. That would be free to use a specific system.
- **According to Anjanjan [34] (1985): -**
Intends as a person's tendency to choose to do any work or not.
- **According to David Kosser [26](1997): -**
Explained the importance of electronic commerce how online business can increase business.
- **According to Bowour [19] (1967): -**
Studied risks in business management and concluded from his study. The customer's purchasing mechanism represents when the transaction of digital traction techniques is a risk.
- **According to Pickmanan [20] (2004): -** Paying through digital transaction techniques is useful for consumers. Studied this and concluded from his study that the usefulness of the consumer motivates the use of digital transactions through technology, and this gives them greater independence in executing financial transactions.

- **According to Chen [18] (2009): -**
Consumers' satisfaction study on the intent of adopting digital transaction techniques done and concluded that the consumer's satisfaction affects the intent of continuity but the estimated utility, the ease of use, directly affects the satisfaction of consumers.
- **According to Wassley [25] (1997) :-** Study the medium of electronic technology for payment and concluded that payment is easy through electronic technology.
- **According to Kosir [26] :-** Study about electronic cameras and concluded that online business through electronic commerce can increase its business.
- **According to Pawalou [24] (2003): -**
There is an estimated risk of paying through digital transactions, which affects the consumer's level of confidence, resulting in a decrease in consumer purchasing by consumers.
- **According to Mayor [23] (1978):-**
Studied the consumer's trust towards the selection of digital transaction techniques for payment and concluded that the estimated risk is affecting the consumer's confidence.
- **Hsin Hassen Chang [22] (2010):-**
Studied the utility of consumer consumption towards digital transaction techniques for payment and concluded that the ease of utility and use affects the behavior of the consumer in the selection of transaction medium

IV. AN OBJECTIVE

- To study the effect of various factors on the intent of adopting the digital turnover of the transactions by customers.
- To study the effect of various factors on customer satisfaction.
- To study the effect of demographic variables on the intent of adopting the digital mode of transactions by customers.

V. RESEARCH METHODOLOGY

My research paper is based on secondary data. In this research paper I have used the study and analysis method for secondary data collection and my research is based on study and analysis method.

In my research paper, I have used various web sites, magazines, articles and books as secondary data.

VI. SUGGESTIONS AND CONCLUSIONS

From the above study it is clear that the digital transactions of technology transactions .A wide and straightforward medium is the means by which the consumer can use anytime.Payment of the goods and services you need easily without any interruption can do. Where many consumers believe that payments from digital transactions ,Due to ease of use, ease of use, reliable and estimated risk, there are various in spite of positive results, there are misconceptions in the minds of some consumers that digital transactions are not safe for transactions, so consumers need trust and awareness on digital transaction services so that each person can take advantage of this service.

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