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E-Payment and Online Shopping Behaviour of University of Calabar Students

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ABSTRACT
This study examined e-payment and online shopping behaviour of Unical students. The study adopted a descriptive survey research design. The population of the study was 7226 students in the Faculty of Management Sciences, University of Calabar. The sample size of this study was 379 students of the faculty, determined using the Taro Yamane formula. Data were collected using a structured questionnaire. The collected data were analyzed using descriptive statistics. The hypotheses of the study were tested using Multiple Regression Analysis. The study found that e-wallet significantly affects the online shopping behaviour of Unical Students. Mobile payment system significantly affects the online shopping behaviour of Unical students. Also, net banking significantly affects the online shopping behaviour of Unical Students, and debit card significantly affects the online shopping behaviour of Unical Students. The study concluded that e-payment plays a vital role in student's online shopping behaviour in the University of Calabar. Based on the findings and conclusion, the study recommended that e-wallet providers should implement strong security measures like biometric authentication and encryption to build trust and improve user confidence in online buying behavior. Mobile payment providers should simplify transaction processes with features like one-tap payments and automatic recognition to enhance the appeal of online shopping. Banks should enhance net banking security with secure logins, real-time alerts, and robust encryption to increase user trust and attractiveness for online transactions. Banks should promote debit card use for online shopping by offering rewards, cashback, and discounts to make it more appealing to customers.

Keywords: *E-payment, e-wallet, mobile payment, net banking, debit card, online shopping*

1. INTRODUCTION
In recent years, technology is advancing and rapidly transforming the global retail market, with e-commerce emerging as a dominant force in shaping consumer buying behaviour. The growth of internet-enabled devices and the increasing penetration of digital payment systems are fundamentally altering how consumers engage in shopping activities. Among the key drivers of this transformation are electronic payment (e-payment) methods, which have become integral to the online shopping experience among students of tertiary institutions, including the University of Calabar. According to Kumar, and Ghodeswar (2021), e-payment methods such as e-wallets, mobile payments, net banking, and debit cards have not only enhanced the convenience of online transactions but have also influenced consumer behavior in profound ways.

E-payment systems are increasingly relevant in today's digital economy due to their ability to streamline transactions and enhance financial inclusion (Uford, 2026). According to Chen and Li, (2019), E-payment is convenient and efficient making for both consumers and businesses. E-payments facilitate quick, secure transactions that eliminate the need for physical cash, reducing transaction times and increasing accessibility. They are particularly important in e-commerce, where they provide a seamless payment experience, enabling businesses to reach a global customer base and operate around the clock (Ayo et al., 2020).

Despite the relevance of E-payment systems in online shopping among university students, several challenges can affect the effectiveness of E-payment payment systems. Today, the rise in digital transactions has led to increased threats of cybercrime, including data breaches, identity theft, and unauthorized transactions among youths in Nigeria. These risks, particularly in developing regions or among less tech-savvy users can hinder the adoption of e-payment methods. Technical issues such as network outages, software glitches, and compatibility problems can further complicate the user experience, especially in areas with unreliable internet infrastructure, leading to potential financial losses for both consumers and businesses.

Accessibility challenges can also persist, as not all users have equal access to the necessary technology like smartphones or reliable internet, with the digital divide being more pronounced in dsrural or economically disadvantaged areas. Additionally, varying levels of digital literacy can prevent the effective use of these systems. Cost implications can be seen as another barrier, as the expenses associated with setting up and maintaining e-payment infrastructure can be passed on to consumers, deterring their use, especially among those with limited financial resources.

Despite the growing use of e-wallets, mobile payments, net banking, and debit cards, among university students, there remains a critical gap in understanding how these payment methods individually and collectively influence the online shopping behavior of students, especially in the University of Calabar.

2. LITERATURE REVIEW

The technology acceptance model (TAM)

The technology acceptance model was propounded by Fred Davis in the year 1989. It is one of the most influential models in the field of information systems and technology which provides a framework for understanding how users come to accept and use new technologies. TAM focuses on two key determinants: perceived usefulness (PU) and perceived ease of use (PEOU) of technology. These determinants influence an individual's attitude towards using a technology, which in turn can affect their intention to use it, and ultimately, their actual usage behaviour.

Perceived Usefulness (PU) refers to the degree to which a person believes that using a particular technology will enhance their satisfaction or make their tasks easier. In this context, it is assumed that if students perceive e-wallets, mobile payments, net banking, and debit cards as useful in facilitating their online shopping, they are more likely to adopt these payment methods. On the other hand, perceived ease of use (PEOU) can be regarded as the degree to which a person believes that using a technology will be free of effort. TAM assumes that if students find these e-payment methods easy to use, they are more likely to incorporate them into their online shopping activities.

The model also assumes that a positive attitude towards the technology influenced by PU and PEOU will lead to a higher intention to use it. In addition, TAM posits that the intention to use technology is the most immediate determinant of actual usage behaviour. Thus, the stronger the intention, the more likely the technology will be used.
TAM is particularly relevant to this study as it provides a structured approach to understanding how university students adopt and use different e-payment methods, such as e-wallets, mobile payments, net banking, and debit cards, in their online shopping activities. The model helps in analyzing the factors that influence students' decisions to use these technologies.

Concept of e-payment
E-payment has become an integral part of the modern financial ecosystem. It encompasses all forms of electronic exchange of money, where traditional physical currency is replaced by digital information to facilitate transactions (Chiu & Wang, 2018). E-payment systems include a wide range of methods, such as credit cards, debit cards, e-wallets, mobile payments, and online banking, each providing a different approach to secure and efficient transaction processing. According to Chiu et al. (2018); Oladejo and Afolabi (2019) Oginni, Ajayi, and Iwaloye (2020) ; Ayodele and Babatunde (2021) e-payment is a transaction system in which money or value is exchanged electronically through an Internet or mobile network, enabling users to complete financial transactions without the need for physical currency or traditional banking methods.

E-wallet and online shopping behaviour
An e-wallet cab be described as a digital wallet and a software-based system that stores users' payment information and passwords for numerous payment methods and websites. According to Singh and Rana (2020), e-wallets can store various types of information, including credit card numbers, bank account details, and even digital currencies, allowing for seamless and quick online transactions. The functionality of e-wallets extends beyond just storing payment information; they also facilitate electronic transactions by connecting with financial institutions to authorize and complete purchases. E-wallets often integrate additional features such as loyalty programs, coupons, and rewards, making them a versatile tool for consumers (Sharma & Mishra, 2019). According to Kumar and Mukherjee (2018), the rise of e-wallets has been driven by their ability to offer a more secure and efficient payment process, particularly in online shopping and mobile commerce environments.

In addition to facilitating payments, e-wallets are also designed with security in mind. They typically employ encryption and tokenization to protect sensitive data, reducing the risk of fraud and unauthorized access. This security aspect has been crucial in gaining consumer trust, particularly in regions where concerns about online payment safety are prevalent (Zhou & Li, 2019). The adoption of e-wallets can significantly influence consumer behavior, particularly in the context of online shopping, where ease of use and security are paramount. Lee et al (2019) posited that one of the primary effects of e-wallets on online shopping behavior is the enhanced convenience they offer. For example, e-wallets can store users' payment information, allowing for quick and hassle-free transactions without the need to repeatedly enter payment details. According Lee et al. (2019) also posited that this convenience leads to increased consumer satisfaction and encourages more frequent online purchases. Security is a critical factor in online shopping, and e-wallets have played a vital role in enhancing consumers' trust in digital transactions.

By incorporating advanced encryption and authentication technologies, e-wallets can offer a secure platform for online payments, reducing the risk of fraud and unauthorized transactions. According to Sharma et al. (2020), the perceived security of e-wallets positively affects consumers' willingness to engage in online shopping. E-wallets can also be linked to an increase in impulse buying behaviour among online shoppers. The instant payment capability of e-wallets removes the friction associated with traditional payment methods, making it easier for consumers to make spontaneous purchases. According to Smith and Anderson (2018), the convenience and speed of e-wallet transactions contribute to higher levels of impulse buying, as consumers are less likely to reconsider their purchases during the payment process. This effect can be particularly pronounced among younger consumers who are more comfortable with digital technologies and are more prone to making impulsive decisions online.

The growing popularity of e-wallets can also be seen in shifting consumer preferences from traditional payment methods such as credit cards and bank transfers. According to Gupta et al. (2019), the increasing adoption of e-wallets has led to a decline in the use of other payment methods for online shopping. This shift in payment preferences is reshaping online shopping behaviour, with businesses increasingly accommodating e-wallet payments to meet consumer demand. E-wallets often come with features such as cashback offers, discounts, and rewards programs, which further influence online shopping behaviour by enhancing consumer engagement (Wang & Li, 2020). These incentives can encourage repeat purchases and foster customer loyalty. Wang et al. (2020) further posited that e-wallet users are more likely to take advantage of promotional offers and engage with online retailers, leading to higher spending and increased customer retention. It can be seen that e-wallets have a profound impact on online shopping behaviour by providing convenience, security, and incentives that encourage more frequent and impulsive purchases.

Mobile payment and online shopping behaviour

Mobile payment systems have become a transformative force in the way consumers engage with online shopping, significantly influencing shopping behaviour by enhancing convenience, security, and speed (Pham & Ho 2020). Mobile payment refers to the use of mobile devices such as a smartphone or tablet to make financial transactions or payments for goods and services (Pham et al., 2020). This form of payment can leverage mobile technology to enable consumers to pay for products and services through various platforms, including mobile apps, contactless payments and mobile wallets (Wang et al., 2020). According to Dahlberg, Ondrus and Guo (2015), mobile payments offer a convenient alternative to traditional payment methods by allowing users to complete transactions anytime and anywhere without the need for physical cash or cards.

Mobile payments encompass a wide range of technologies and methods, such as mobile banking apps, mobile wallets like Apple Pay and Google Pay, and mobile point-of-sale (mPOS) systems that allow merchants to accept payments via mobile devices. According to Slade, Williams and Dwivedi (2015), the primary appeal of mobile payment systems lies in their ability to provide a seamless, fast, and user-friendly payment experience. These systems have become increasingly popular due to their convenience, security features, and integration with other digital services, making them a critical component of the modern digital economy.

Furthermore, the rise of mobile payments is closely tied to the growing adoption of smartphones and the expansion of mobile internet access, which have collectively enabled a broader segment of the population to engage in digital transactions (Pham et al., 2021). As a result, mobile payments have play significant role in transforming consumer behaviour, particularly in the context of online shopping and retail. According to Slade et al. (2015), one of the most significant effects of mobile payments on online shopping behavior is the heightened convenience and accessibility they offer. Through mobile payments, consumers can complete transactions anywhere and anytime without the need for physical cash or credit cards. This level of convenience has led to an increase in online shopping frequency among mobile payment users. According to Yang, Lu and Chau (2015), the ease of making purchases through mobile payment apps has encouraged consumers to shop more frequently online, as it simplifies the purchasing process and reduces the time required to complete transactions.

The immediacy and simplicity of mobile payments can lead to an increase in impulse purchases among consumers. With payment options readily available on their smartphones, consumers are more likely to make spontaneous purchases without extensive deliberation. Kim and Park (2020) posited that mobile payment users are more prone to impulse buying behaviour compared to those who use traditional payment methods. This is particularly evident in the context of flash sales and limited-time offers, where the speed of mobile payments enables consumers to quickly capitalize on deals. In addition, mobile payment systems are often integrated with popular e-commerce platforms, providing a seamless shopping experience for users. This integration has streamlined the checkout process, reduced cart abandonment rates, and improving overall customer satisfaction (Uford et al., 2022). According to Li et al. (2021), the seamless integration of mobile payments with online shopping platforms has led to higher conversion rates, as consumers are less likely to abandon their carts when they can complete purchases quickly and effortlessly. According to Lu and Su (2022), the rise of mobile payments has influenced consumers' preferences for payment methods, with a growing number of users opting for mobile payments over traditional methods such as credit cards or cash on delivery. Lu et al. (2022) noted that the increasing adoption of mobile payments has led to a decline in the use of other payment options, as consumers find mobile payments more convenient and aligned with their digital lifestyles. This shift in payment preferences is particularly pronounced among younger consumers, who are more likely to embrace new technologies. Mobile payments have significantly impacted online shopping behavior by enhancing convenience, security, and the overall shopping experience.

Net banking and online shopping behaviour

Net banking refers to the electronic system that allows customers to conduct a variety of financial transactions through the internet. With net banking, users can access their bank accounts, transfer funds, pay bills, view account statements, and perform other banking activities without needing to visit a physical bank branch. Net banking is facilitated through secure online platforms provided by financial institutions, where users can log in using unique credentials such as a username and password. According to Bhasin and Kaur (2019), the adoption of net banking has grown significantly due to its ability to provide instant access to banking services, making it an integral part of the modern financial landscape. The increasing reliance on net banking can be largely driven by the widespread availability of the Internet and mobile devices, allowing users to manage their finances more efficiently. As Singh et al. (2020) noted, net banking has not only enhanced

the accessibility of banking services but has also transformed the way consumers interact with their finances, promoting a shift towards more digital and automated banking solutions.

Net banking offers a high level of convenience, allowing consumers to conduct transactions directly from their bank accounts without needing to visit a physical branch or use cash. This convenience has positively influenced online shopping behavior, as consumers can complete purchases quickly and efficiently. According to Chawla and Joshi (2017), the ease of accessing funds through net banking has led to an increase in the frequency of online shopping among users, particularly in regions with widespread internet access. Security is a critical factor influencing consumer behavior in online shopping, and net banking has been instrumental in building consumer trust.

Net banking systems are equipped with advanced security features, such as two-factor authentication, encryption, and secure login protocols, which protect users from fraud and unauthorized transactions. Gupta and Arora (2020) highlighted that the perceived security of net banking positively affects consumers' willingness to shop online, as they feel confident that their financial information is safe. This trust in the security of net banking has encouraged more consumers to engage in online shopping. According to Yadav and Goyal (2018), net banking users tend to make more deliberate and planned purchases, as they are directly aware of their account balances during transactions. This contrasts with credit card users, who may be more inclined to spend beyond their means. According to Kapoor (2021), the adoption of net banking has led to a decline in the use of traditional payment methods, such as cash on delivery, as consumers increasingly prefer the speed and reliability of digital payments.Net banking can also reduce transaction costs for consumers and businesses alike.

Many online platforms offer discounts or incentives for using net banking, as it often involves lower processing fees compared to other payment methods. This cost-effectiveness has made net banking an attractive option for both consumers and merchants, further encouraging its use in online shopping. Research by Patel and Shah (2019) indicates that the lower transaction fees associated with net banking have contributed to its widespread adoption in e-commerce, particularly among cost-conscious consumers.

Debit card and online shopping behaviour

Debit cards can be seen as a prominent tool in online shopping, influencing consumer behavior through their distinct features and benefits. According to Miller and Stark (2016), a debit card is a payment card issued by a financial institution that allows the cardholder to access funds directly from their bank account to make purchases or withdraw cash. Unlike credit cards, which provide a line of credit, debit cards are linked to the user's checking or savings account, and transactions are immediately deducted from the available balance (Miller et al., 2016). Debit cards can be used for various financial transactions, including in-store purchases, online shopping, and ATM withdrawals. The use of debit cards has grown significantly due to their convenience, security, and increasing acceptance by merchants. Debit cards offer a straightforward payment method that eliminates the need for carrying cash or writing checks. According to Patel et al. (2019), the widespread adoption of debit cards is attributed to their ease of use and the ability to instantly access funds from one's bank account without incurring debt.

Additionally, debit cards can provide real-time account monitoring, which helps users track their spending and manage their budgets more effectively. This immediate transaction recording can contribute to better financial management and helps prevent overdrafts and unnecessary expenditures (Srinivasan & Nair, 2018).Debit cards can offer a high level of convenience for online transactions by providing a direct and immediate payment method. Consumers can complete purchases quickly without needing to enter bank details or use alternative payment methods. According to Khan et al. (2016), the widespread use of debit cards for online shopping has been driven by their ease of use and the convenience they offer. Consumers can appreciate the simplicity of using debit cards, which can be processed faster than other payment methods, thereby reducing the friction in the online purchasing process. One of the notable impacts of debit cards on online shopping behavior is the promotion of better budget control. Since debit cards are linked to the user's bank account, transactions are immediately reflected in the account balance. This real-time tracking helps consumers manage their spending more effectively. According to Srinivasan et al (2018), debit card users are more likely to monitor their spending and avoid overdraft situations compared to credit card users, who may spend beyond their means due to the deferred payment nature of credit cards.

Debit cards can also provide enhanced security features that are critical for online transactions. Kumar et al. (2017) posited that the security features of debit cards have made customers to prefer online shopping in order to avoid fraud. The use of debit cards can also influence consumer preferences for online payments, shifting some consumers away from credit cards and other payment methods. According to Patel et al. (2019), the direct connection to bank accounts and the avoidance of interest charges makes debit cards an attractive option for those who prefer to avoid accumulating debt. This shift in payment preferences can serve as evident in the growing number of online merchants accepting debit card payments and the increased consumer adoption of this payment method. Therefore, debit cards can reduce transaction costs for both consumers and businesses. For consumers, debit cards often come with lower transaction fees compared to credit cards, which may have annual fees or higher interest rates. For businesses, accepting debit card payments can be more cost-effective than processing credit card transactions, as the fees are typically lower. Singh et al. (2020) found that the lower transaction fees associated with debit cards contribute to their growing popularity in online shopping, benefiting both consumers and merchants.

Online shopping behaviour

The behaviour of a customer or client in online presence over a product or service can affect his patronage decision. Shopping behaviour can be referred to the various actions and decision-making processes that consumers engage in when they search for, select, purchase, use, and dispose of products or services. Solomon, Yusoff and Mokhtar (2018) defined shopping behaviour as the study of how individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy their needs and desires. This highlights the multi-faceted nature of shopping behaviour, which can be influenced by psychological, social, cultural, and economic factors.

Shopping behaviour can be categorized into various types, each reflecting different consumer attitudes and approaches. Utilitarian shopping behaviour is driven by a functional or practical need, where consumers focus on efficiency and convenience (Babin, Darden, & Griffin, 2015). On the

other hand, hedonic shopping behaviour is motivated by the enjoyment and emotional satisfaction derived from the shopping experience itself, such as browsing for pleasure or making impulsive purchases (O'Brien, 2016). Understanding these distinctions can help businesses cater to different consumer segments more effectively.

Several factors can influence shopping behaviour of students, including personal characteristics, social influences, and situational variables. Personal factors such as age, gender, income, and lifestyle play a significant role in shaping consumer preferences and shopping habits (Kumar & Ghodeswar, 2018). Social influences, including family, friends, and cultural norms, also impact shopping decisions, as individuals often seek validation or approval from their social circles (Hoyer, MacInnis, & Pieters, 2016). While shopping behaviour helps to show consumer preferences, it is also complex and dynamic, making it challenging to predict accurately. Factors such as changing consumer trends, technological advancements, and economic conditions can lead to shifts in shopping behavior, requiring businesses to continuously adapt their strategies (Sheth, 2020). The consumer decision-making process can be seen as a central aspect of shopping behaviour. It typically involves several stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Schiffman & Wisenblit, 2019). Each stage is influenced by various internal and external factors, and understanding this process allows marketers to identify opportunities to influence consumer decisions at different points (Kotler & Armstrong, 2018).

3. METHODOLOGY

The study employed a descriptive survey research design. Descriptive research design helped to report the opinion, attitude, or behaviour of respondents regarding how e-payment affects the online shopping behaviour of Unical students. The study was conducted at University of Calabar. A sample of 379 students were used for the study. The questionnaire was used to obtain data. Hypotheses were tested using multiple regression analysis.

Results and discussion of findings

Table 1

Model summary showing effect of E-wallet, mobile payment system, net banking and debit card on online shopping behaviour of students in University of Calabar

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
	.988[a]	.976	.975	.144	.704

Source: SPSS analysis, 2023.

Predictors: (Constant), E-wallet, mobile payment system, net banking and debit card on online shopping behaviour of students in University of Calabar.

The multiple regression result in table 1 indicates combined effect of e-wallet, mobile payment system, net banking and debit card on online shopping behaviour of students in University of Calabar. The essence of this regression was to investigate whether the variable – e-wallet, mobile payment system, net banking and debit card on were good predictors of online shopping behaviour of students in University of Calabar. The multiple regression model revealed multiple R of .988,

R-square of .976 and Adjusted R-square of .975, all indicating goodness of fit of the data to the model. The value of R-square (.976) revealed that the variables account for 97.6 per cent of e-wallet, mobile payment system, net banking and debit card on online shopping behaviour of students in University of Calabar. Only 3.4 per cent of the e-payment strategies were not accounted for by the variables.

Durbin Watson value of .704 implied that the data fell within the autocorrelation range of between zero and two. This led to the rejection of the null hypotheses which stated thate-wallet, mobile payment system, net banking and debit card do not significantly affect online shopping behaviour of students in University of Calabar. subsequently, the alternatives hypotheses which stated that e-wallet, mobile payment system, net banking and debit card significantly affect online shopping behaviour of students in University of Calabar were upheld. It was concluded that e-wallet, mobile payment system, net banking and debit card will continue to affects online shopping behaviour of students in universities.

Table 2

ANOVA statistics showing effect of e-wallet, mobile payment system, net banking and debit card on online shopping behaviour of students in University of Calabar.

	Model	Sum of Squares	Df	Mean Square	F	s	Sig.
1	Regression	242.481	6	40.413	1944.751		)00[b]
	Residual	6.006	289	.021			
	Total	248.486	295				

a Source: SPSS analysis, 2023.
Dependent Variable: online shopping behaviour
b. Predictors: (Constant):e-wallet, mobile payment system, net banking and debit card.

The ANOVA statistics in table 2 revealed F-value of 1944.751 which is greater than the significant value (0.05), indicating thate-wallet, mobile payment system, net banking and debit card significantly affects the online shopping behaviour of students in University of Calabar. This led to the rejection of the null hypotheses which stated that e-wallet, mobile payment system, net banking and debit card does not significantly affect online shopping behaviour of students in University of Calabar. Subsequently, the alternative hypotheses which stated that e-wallet, mobile payment system, net banking and debit card significantly affect online shopping behaviour of students in University of Calabar were accepted. It was concluded that improvement of e-wallet, mobile payment system, net banking and debit card will continue to improve online shopping behaviour of in the contemporary society.

4. DISCUSSION OF FINDINGS

The broad objective of the study was to examine the e-payment and online shopping behaviour of Unical students. To achieve this objective, four specific objectives, research questions and hypotheses were formulated to guide the study. From the analysis and test of hypothsis one, it was found that e-wallet significantly affect online shopping behaviour among students in University of Calabar. this finding is supported by that of Singh et al (2020) who posited that lower transaction

fees associated with e-walletscontribute to their growing popularity in online shopping, benefiting both consumers and merchants. The finding is also supported by that of Lee et al. (2019) who posited that one of the primary effects of e-wallets in improving online shopping behavior is the enhanced convenience they offer.

From analysis mobile payment system significantly affect the online shopping behaviour of Unical students. This finding is supported by Slad et al. (2015) that mobile payment systems can provide a seamless, fast, and user-friendly payment experience which can influence online shopping behaviour. This finding implies that the use of mobile devices such as a smartphone or tablet to make financial transactions or payments for goods and services plays a vital role in shaping customers 'attitudes toward their patronage of a product or service. This finding is in line with the postulation of Dahlberg et. al. (2015) that mobile payments offer a convenient alternative to traditional payment methods by allowing users to complete transactions anytime and anywhere without the need for physical cash or cards.

The analysis and test of hypothesis three indicated that net banking significantly affects the online shopping behaviour of Unical Students. This finding is in line with that of Chawla et al. (2017) that the ease of accessing funds through net banking has led to an increase in the frequency of online shopping among users, particularly in regions with widespread internet access. The finding is also supported by Yadav et al. (2018) that net banking users tend to make more deliberate and planned purchases, as they are directly aware of their account balances during transactions. This implies that net banking influences student online shopping behavior.

Finally, the analysis and test of hypothesis four indicated that Debit card significantly affects the online shopping behaviour of Unical Students. This finding implies that the use of debit cards for online transactions plays a vital role in students buying behavior and patronage of online goods and services. This finding is supported by that ofKumar et al. (2017) who posited that the security features of debit cards have made customers prefer online shopping to avoid fraud. The finding is also supported by Patel et al. (2019) that the direct connection to bank accounts and the avoidance of interest charges makes debit cards an attractive option for those who prefer to avoid accumulating debt. Therefore, the analysis and test of hypotheses of this study indicated that e-payment significantly affect online shopping behaviour of Unical Students.

5. CONCLUDING REMARKS

Conclusion

Based on the findings, the study concluded that e-wallets will continue to increase online shopping frequency due to their convenience, speed, and enhanced security features. Also, mobile payments are similarly influential, improving the overall shopping experience by providing faster and more accessible payment options. They also promote impulsive buying behavior due to their ease of use. Net banking will continue to appeal to consumers who prioritize security and trust in financial transactions, leading to more frequent online shopping among those who prefer secure payment methods.

Finally, debit card plays a vital role in offering a balance of convenience and financial control, making them a favored option for students who seek to manage their spending responsibly while

shopping online. Overall, the study concluded that e-payment methods are critical enablers of online shopping, significantly influencing consumer behavior, purchase frequency, and spending patterns among university students.

Recommendations

Based on the findings and conclusion of the study, the study recommended that:

1. E-wallet providers should implement strong security measures like biometric authentication and encryption to build trust and improve user confidence in online buying behavior.
2. Mobile payment providers should simplify transaction processes with features like one-tap payments and automatic recognition to enhance the appeal of online shopping.
3. Banks should enhance net banking security with secure logins, real-time alerts, and robust encryption to increase user trust and attractiveness for online transactions.
4. Banks should promote debit card use for online shopping by offering rewards, cashback, and discounts to make it more appealing to customers.

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