WHAT IS CLAIMED IS:

1. A method for establishing an immutable record of proof of provenance of a digital receipt using blockchain, comprising:

receiving, by a receiver of a computing device associated with a merchant, at least a product identifier for each of one or more products as part of a transaction between the merchant and a user;

generating, by a processor of the computing device, a data object comprising a digital receipt including at least the product identifier for each of the one or more products;

transmitting, by a transmitter of the computing device, the generated data object to a blockchain node in a blockchain network where a new blockchain data entry is added in a blockchain associated with the blockchain network, the new blockchain entry including at least the generated data object;

receiving, by the receiver of the computing device, a notification message from the blockchain node indicating successful addition of the new blockchain data entry in the blockchain associated with the blockchain network; and

transmitting, by the transmitter of the computing device, the generated data object to a user device associated with the user upon receiving the notification message.

2. The method of claim 1, wherein the digital receipt further includes at least one of: a merchant identifier, a transaction amount, a time, a date, a geographic location, and a point of sale identifier.

3. The method of claim 1, wherein receiving the product identifier for one or more products includes reading, with an optical imaging device, a machine readable code displayed on each of the one or more products encoded with the respective product identifier.

4. The method of claim 1, wherein the product identifier for each of the one or more products is received as a result of one or more actions performed using the user device.

5. The method of claim 1, wherein the notification message includes a blockchain identification value.

6. The method of claim 5, wherein the blockchain identification value is transmitted to the user device with the generated data object.

7. The method of claim 5, further comprising:

adding, by the processor of the computing device, the blockchain identification value to the generated data object before transmitting the generated data object to the user device.

8. The method of claim 1, further comprising:

storing, in a memory of the computing device, a cryptographic key pair including a public key and a private key; and

digitally signing, by the processor of the computing device, the generated data object using the private key, wherein

the digital signature is transmitted to the blockchain node with the generated data object, and

the digital signature is included in the new blockchain data entry.

9. The method of claim 1, wherein the new blockchain data entry comprises a digital signature of the user device generated using a private key of the user device and a blockchain address of the computing device generated using a public key of the computing device.

10. The method of claim 9, wherein the new blockchain data entry further comprises a public key of the user device.

11. The method of claim 9, wherein the new blockchain data entry further comprises one or more blockchain addresses of the user device and an address generated using a public key of the user device.

12. A system for establishing an immutable record of proof of provenance of a digital receipt using blockchain, comprising:

a blockchain network including at least a blockchain node;

a user device associated with a user; and

a computing device associated with a merchant including

a receiver receiving at least a product identifier for each of one or more products as part of a transaction between the merchant and the user,

a processor generating a data object comprising a digital receipt including at least the product identifier for each of the one or more products, and

a transmitter transmitting the generated data object to the blockchain node where a new blockchain data entry is added in a blockchain associated with the blockchain network, the new blockchain data entry including at least the generated data object, wherein

the receiver of the computing device receives a notification message from the blockchain node indicating successful addition of the new blockchain data entry in the blockchain associated with the blockchain network, and

the transmitter of the computing device transmits the generated data object to the user device upon receiving the notification message.

13. The system of claim 12, wherein the digital receipt further includes at least one of: a merchant identifier, a transaction amount, a time, a date, a geographic location, and a point of sale identifier.

14. The system of claim 12, wherein receiving the product identifier for one or more products includes reading, with an optical imaging device, a machine readable code displayed on each of the one or more products encoded with the respective product identifier.

15. The system of claim 12, wherein the product identifier for each of the one or more products is received as a result of one or more actions performed using the user device.

16. The system of claim 12, wherein the notification message includes a blockchain identification value.

17. The system of claim 16, wherein the blockchain identification value is transmitted to the user device with the generated data object.

18. The system of claim 16, wherein the processor of the computing device adds the blockchain identification value to the generated data object before the generated data object is transmitted to the user device.

19. The system of claim 12, wherein

the computing device further includes a memory storing a cryptographic key pair including a public key and a private key,

the processor of the computing device digitally signs the generated data object using the private key,

the digital signature is transmitted to the blockchain node with the generated data object, and

the digital signature is included in the new blockchain data entry.

20. The system of claim 12, wherein the new blockchain data entry comprises a digital signature of the user device generated using a private key of the user device and a blockchain address of the computing device generated using a public key of the computing device.

21. The system of claim 20, wherein the new blockchain data entry further comprises a public key of the user device.

22. The system of claim 20, wherein the new blockchain data entry further comprises one or more blockchain addresses of the user device and an address generated using a public key of the user device.