

## A STUDY ON THE BEHAVIOUR OF THE INDIVIDUALS PREFERRING MOBILE WALLETS

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### **Abstract:**

Consumer preferences have quickly shifted to online and mobile devices, but many financial Organizations have had trouble shifting their onboarding experiences online and to smaller Screens. The advancement of technology and initiatives of government have contributed to the Development of mobile payment. Due to technology, mobile users can nowadays use their smart Phones to make money transaction or payment by using applications installed on the phone. The Growth of mobile payment increased the usage of electronic payment where goods and services Are transacted without the use of physical cash. After demonetization e-payment system Especially mobile wallet has developed as the popular medium through which no physical Presence of transactions was made. The growth of mobile applications and mobile wallets Positively contributes to economic growth and cashless transaction. By collecting responses and Applying statistical tools, this paper studies about the behavior of the customers preferring Mobile wallets in this digital era.

**KEYWORDS:** Mobile wallets, digitalization.

## INTRODUCTION:

Banks play a major role in economic development of the country. Nowadays customers will do the banking services from their home itself. It helps the customers to transact their money easily at any point of time. One such digitalization brought the concept of e-wallets. An electronic wallet can be defined as a virtual cashless service which can replace hard cash notes. For purchasing anything, the people do not have to rush to ATMs or banks to withdraw cash, rather transaction can be done there and then in a fraction of seconds. It has become an upcoming way of purchasing goods and services without any physical movement of cash. The main objective of e-wallets is to make quick transactions thereby discouraging people to make use of use cash. This boom is the aftereffects of Demonetization.

M wallets can be categorized into four parts: open wallets, semi open wallets, closed wallets, semi close wallets.

**Open Wallets**: As the name suggests, open wallets are open to multiple services i.e. it allows a customer to buy goods and services, transfer funds and also to withdraw cash from banks or ATMs.

**Semi-open Wallets**: This type of wallet is subject to a condition that it has to be associated with some specific company. The customer can load money in some application and spend it.

**Closed Wallets**: These are most popular specifically amongst e-commerce companies. Some minimum amount is reserved with the merchant in case of return or cancellation of product.

**Semi-Closed Wallets**: These types of wallets are in high demand by merchants with the limitation that they do not provide redemption or withdrawals. This wallet allows you to buy goods and services from listed merchants thereby opening an account in your name.

Some m-wallet companies are as follows:

1. Paytm
2. Amazon Pay
3. Phone pe
4. Google Pay
5. Mobiwik
6. Yono (SBI)
7. Citi Master Pass

**RESEARCH METHODOLOGY:****OBJECTIVES:**

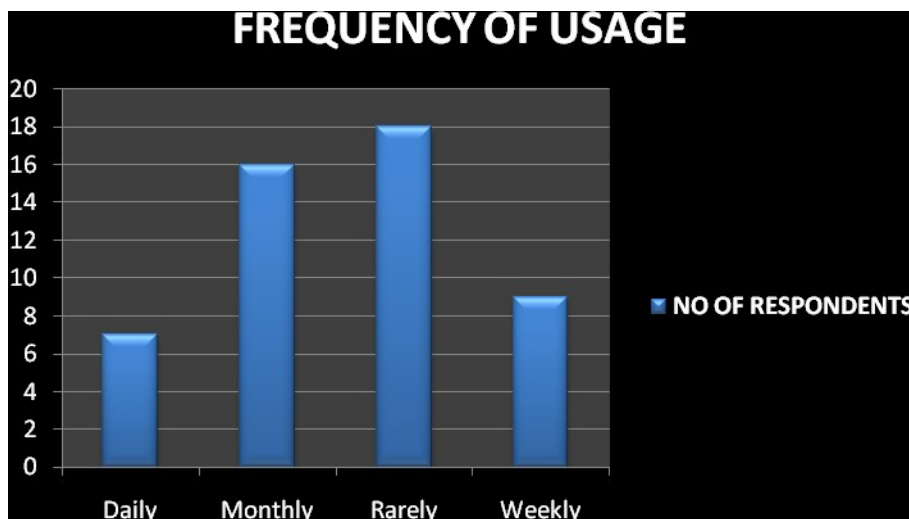
1. To study the consumers perception towards mobile wallet.
2. To study the factors that influence consumers in adoption of mobile wallet.
3. To study the problems faced by consumers in use of mobile wallet.

**NO.RESPONDENTS: 50 RESPONDENTS**

**ANALYSIS:**

Statistical methods used:

1. Percentage analysis.
2. Factor analysis.
3. ANOVA.
4. Correlation analysis.



**FACTOR ANALYSIS:**

| <b>KMO and Bartlett's Test</b>                   |                    |         |
|--|--------------------|---------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. |                    | .791    |
| Bartlett's Test of Sphericity                    | Approx. Chi-Square | 282.943 |
|  | df                 | 21      |
|  | Sig.               | .000    |

| <b>Total Variance Explained</b> |                     |               |              |                                     |               |              |
|---------------------------------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|
| Component                       | Initial Eigenvalues |               |              | Extraction Sums of Squared Loadings |               |              |
|                                 | Total               | % of Variance | Cumulative % | Total                               | % of Variance | Cumulative % |
| 1                               | 4.772               | 68.171        | 68.171       | 4.772                               | 68.171        | 68.171       |
| 2                               | .786                | 11.227        | 79.397       |                                     |               |              |
| 3                               | .623                | 8.902         | 88.299       |                                     |               |              |
| 4                               | .360                | 5.140         | 93.439       |                                     |               |              |
| 5                               | .247                | 3.532         | 96.971       |                                     |               |              |
| 6                               | .141                | 2.011         | 98.983       |                                     |               |              |
| 7                               | .071                | 1.017         | 100.000      |                                     |               |              |

Extraction Method: Principal Component Analysis.

**ANOVA:**

| <b>ANOVA</b>     |                |    |             |       |      |
|------------------|----------------|----|-------------|-------|------|
| <b>FREQUENCY</b> |                |    |             |       |      |
|                  | Sum of Squares | df | Mean Square | F     | Sig. |
| Between Groups   | 17.205         | 4  | 4.301       | 5.190 | .002 |
| Within Groups    | 37.295         | 45 | .829        |       |      |
| Total            | 54.500         | 49 |             |       |      |

### FINDINGS AND CONCLUSION:

It is clear that mobile wallet will alter the other modes of online payment in future

- The users of mobile wallet are much satisfied on its usage
- Factors like brand loyalty, convenience of shopping plays an important role in adoption of mobile wallet
- Security and safety of funds plays a challenging factor for the users.

Mobile wallet usage awareness as spread among the people in India due to government policy of demonetization and this as forcefully induced the usage of mobile wallet. The security issues are tightening and risk factors are reduced will automatically increase the adoption of mobile wallet. Apart from these issues the convenience and ease of use as gained an credit to mobile wallet and it can be concluded that they will be a tremendous growth in adoption of mobile wallet in the forthcoming years.