

CUSTOMER PERCEPTION TOWARDS MOBILE – WALLETS AMONG YOUTH WITH SPECIAL REFERENCE TO THRISSUR CITY

***SUJITH T S, ** Dr. M SUMATHY & ***ANISHA T**

* Ph.D Research Scholar, Junior Research Fellow, School of Commerce, Bharathiar University,
Coimbatore 641046

**Dean, Professor & Head, School of Commerce, Bharathiar University, Coimbatore 641046

*** VIth Semester M.Com student, Assabah Arts and Science College, Valayamkulam,
Malappuram, Kerala

Abstract: Today's world is absorbed with digital technology and developments, from daily bread to business, home to office implementation of electronic gadgets have become the part and parcel of the life. Mobile Wallet has changed the world's payments system by providing multiple digital services right from utility payment to e-tailing. In India, the growing adoption of the smart phone's and mobile internet has given a boost to the mobile wallet industry in India. The present study is focused on preference of young customers towards mobile wallets in Thrissur City and effectively analyzed the impact of demographic variables on the usage of Mobile wallets. A total of 60 respondents was analyzed from Thrissur City and their responses were analyzed. This study will help in developing appropriate strategies for Mobile wallet companies to tap the potential customers.

Keywords: *Mobile Wallet, Mobile Payment, banking, online payments.*

INTRODUCTION

The mobile wallet generally refers to payment services operated under financial regulation and made through a mobile device. Instead of paying with cash, checks or credit cards, a consumer can use a mobile

phone to pay for a wide range of products and services. M-wallet has become the most important contributor in the promotion of electronic transactions and without cash. A mobile wallet is the digital equivalent of a physical wallet in which we store cash and make payments. It is a prepaid electronic

account, which can be used to make payments even without passing a card or using a paper currency. The appearance of the smartphone as a payment tool leads to the growth of mobile wallet transactions in the country. A mobile wallet application is a virtual wallet where customers can charge certain money in advance with any service provider, which can be used for several bill payments. . While the main players are talking about a growing market share, many smaller ones are also entering the market.

OBJECTIVES OF THE STUDY

- To study the awareness of youth towards the Mobile wallets in Thrissur city.
- To find out the preference of mobile wallets among youngsters.
- To examine the perception of users towards the mobile wallet.

METHODOLOGY

The present study is designed as a descriptive nature. Both primary as well as secondary data are used for the study.

Primary data are collected from 60 young consumers in Thrissur with the help of a questionnaire. Secondary data are collected from various published sources like articles, newspapers, magazines, etc. and through the internet. The study uses a convenience sampling technique for selecting the sample size of 60 respondents.

M-WALLETS

A mobile wallet is a virtual wallet that stores payment card information on a mobile device. Mobile wallets are a convenient way for a user to make payments at the store and can be used at merchants listed on the mobile wallet service provider's list. A mobile wallet is a way to take your credit or debit card information in digital form on your mobile device. Instead of using your physical plastic card to make purchases, you can pay with your smartphone, tablet or smart watch.

Telecom-operated mobile wallet - Many telecom service providers in India have their own mobile wallet as part of its product portfolio. One of the initial services offered by mobile-wallet was mobile recharge. Airtel was the first mover in the market in the year 2011.

Wallets by bank - Most major banks in India are developing mobile wallets for their customers in order to have a direct interaction with the seller, buyer and the bank.

Independent wallets - There are plenty of up-comer in India such as Paytm, Google Pay, Phonepe, Oxigen wallet etc.

The biggest advantage of mobile wallets is convenience. First, you can store all your payment card information in one place, so you don't have to carry the cards with you. For some, it can no longer carry a purse. Mobile wallet transactions are also likely to be faster than paying cash or a credit card. When you're ready to pay, open the app, touch your phone to the compatible browser next to a registry, and you're on the go. Mobile wallets are not limited to smartphones and can be loaded onto tablets and smartwatches.

RBI'S INITIATIVES TOWARDS M-WALLETS

RBI has been playing a pivotal role in the promotion of electronification of payment in the country. It has been classified m-wallet into four types.

Open wallets - Open wallet allow users to redeem money and withdraw cash, apart from buying goods and services, including financial services. Only issued by banks e.g.: ICICI Bank Pockets, HDFC Bank Payzapp, SBI Buddy.

Semi-closed - Semi Wallets can be used to buy goods and services, including financial services, at selected merchant establishments. You cannot withdraw or redeem cash with them. e.g.: Paytm, Mobikwik, Citrus, PayUMoney, Oxigen, M-pesa.

Closed wallet - Closed wallet can be used only for buying goods and services from a particular merchant. Refunds have to be used for further transactions with same merchant. No redemption or cash withdrawals are allowed. E.g.: Bookmyshow, Makemytrip, Flipkart.

REVIEW OF LITERATURE

S Manikandan and J Mary Jayakodi (2017), in their study, "An empirical study on consumers adoption of mobile wallet with special reference to Chennai city" aims to explain the application and usage of wallet money endorsed by different companies and various factors that affect the

consumer's decision to adopt mobile wallet and the various risks and challenges faced by the users of mobile wallet. The study concludes that 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 tightened 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 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.

TrilokNathShukla (2016) discussed about mobile wallet, working, types and its advantages and disadvantages. His analysis included perception of consumers and retailers about mobile wallets. He concluded that mobile wallets will be used to engage with the customer by the marketers and digital businesses. Irrespective of the market status of these mobile wallets, marketers should take advantage of the emerging opportunities.

RmeshSardar (2016) in his study, "Preference towards mobile wallets among the urban population of Jalgaon City" makes an attempt to examine the preference towards mobile wallets among the urban population of Jalgaon city and effectively analyzed the impact of demographic variables on the usage of Mobile wallets. The study reveals that an instant payment is an important factor to opt for Mobile payments. The majority of the respondents are preferred to use Mobile wallet payment to transfer money followed by recharging mobile or DTH payment and soon.

PoonamPainuly and ShaluRathi (2016) in their research paper "Mobile wallet: An upcoming mode of business transaction" have analysed that ease of transaction, secured profile and convenience in handling application put forth the benefits of wallet money and also concluded that business sectors like banking, retail, hospitality etc., are making use of wallet money and mobile payment instruments including contactless and remote payment in the customers – business and customers to customers areas.

RESULTS AND DISCUSSIONS

Table 1
Descriptive analysis

| Factors | Categories | No. of Respondents | Percentage |
|----------------------------------|--------------------------|---------------------------|-------------------|
| Gender | Male | 43 | 72 |
| | Female | 17 | 28 |
| Education | +2 | 11 | 19 |
| | Graduation | 31 | 52 |
| | Post Graduation | 18 | 29 |
| Monthly Income | Below 25000 | 14 | 23 |
| | 25000-35000 | 21 | 35 |
| | 35000-45000 | 16 | 27 |
| | Above 4500 | 9 | 15 |
| Purpose of using M-Wallet | Bill payment | 12 | 20 |
| | Fund transfer | 10 | 30 |
| | Movie ticket reservation | 18 | 17 |
| | Recharge mobile/DTH | 15 | 25 |
| | Other service | 5 | 8 |
| Preferred M-Wallet | Paytm | 13 | 21 |
| | GooglePay | 19 | 32 |
| | phonepe | 21 | 36 |
| | Others | 7 | 11 |
| Reason for preference | Instant payment | 37 | 61 |
| | Rewards | 14 | 24 |
| | Others | 9 | 15 |

Interpretation

- From the above Table it clearly shows that, out of 60 respondents, 72% are male and 28% of respondents are female. Hence the frequency of male is more when compared to female. Majority of the respondents are aware about the M-wallet. But some respondents are not using M-wallet because of security issues, fear etc.
- The above table interprets that 19% belongs to high secondary school education, followed by 52% are undergraduate and 29% are post graduates. It clearly shows that more number of respondents are under and post graduates
- In the above table, we can interpret that the earnings of below 25000 are 23%, 35% are having the monthly income from 25000- 35000, 27% and 15% of respondents income ranging from 35000- 45000 and above 45000 respectively.
- Most of the respondents (30%) are using M-wallet for fund transfer. 20% of the respondents use m-wallets for bill payments.

- From the above table it is clear that 36% of the respondents are using PShonepe, 32% of the respondents are using Googlepay for the purpose of banking. The majority of the respondents (61%) say that the main reason for using M-wallets are instant payment.
- The majority (83%) of the respondents are satisfied with the service provided by M-wallet. Only 17% of the respondents are dissatisfied with the service provided by M-wallet. Security issue, network problem, and non availability of infrastructure are the main reason for dissatisfaction.
- 27% of the respondents are highly satisfied with M-wallet, 36% of the respondents are moderately satisfied and 37% of the respondents are satisfied with M-wallet.

CONCLUSION

The study attempts to examine the perception of m-wallets among youth in Thrissur City. The study reveals that the majority of the respondents are aware about

m-wallets and they are using the m-wallets for making payments. Phonepe, Google pay, Paytm is considered as the most acceptable payment gateway. The services provided by m-wallet gateways are satisfactory and they prefer m-wallets because of the facility of instant payments. Network problems and security issues are the major problems faced by m-wallets. The study looks in too few of the impediments and recommends to measure so as to promote the growth of the e-payment. Marketing and promotion programmes should be conducted to create awareness among non-users. Discount offers and reward points on making payment through digital wallet can increase its popularity and adoption as well.

References

1. S.Manikandan and J.MaryJayakodi. (2017). "An Emprical Study on Consumers Adoption of Mobile Wallet with Special Reference to Chennai City." International Journal of Research - Granthaalayah, 5(5), 107-115.
2. Ramesh Sardar (2016). "Preference towards Mobile Wallets among Urban Population OfJalgaon City." Journal of Management (JOM) Volume 3, Issue 2, July–Dec (2016), ISSN Print: 2347-3940, pp. 01–11
3. PoonamPainuly and ShaluRathi (2016) "Mobile wallet: An upcoming mode of business transactions" International journal in management and social science. Volume 4 pp356-363.
4. HemShwetaRathore (2016) "Adoption of digital wallet by consumers" BVIMSR's journal of management research. Volume 8 issue 1, pp 69-75.
5. Anuradha and R.Durga (2016) "An Empirical Study on The Usage of Mobile Phone Among Small Vendors In Tiruchirapalli." Journal of Management, 7(2), pp. 502–509.
6. Shukla, T. N., Mobile wallet: present and the future, Vol. 5, No. 3, June 2016 (ISSN 2278 –5973). Available: ssijmar.in/vol5no3/vol5no3.6.pdf
7. www.google scholar