

AN ANALYSIS ON THE MOBILE WALLET PAYMENT SYSTEM AND ITS USER SATISFACTION

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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Register No.40410219



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC I 12B Status by UGC I Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **POOJA P 40410219** who carried out the project entitled "**AN ANALYSIS ON THE MOBILE WALLET PAYMENT SYSTEM AND ITS USER SATISFACTION**" under my supervision from January 2022 to March 2022.

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DECLARATION

I **POOJA P (40410219)** hereby declare that the Project Report entitled “**AN ANALYSIS ON THE MOBILE WALLET PAYMENT SYSTEM AND ITS USER SATISFACTION**” done by me under the guidance of **DR.DHIVYA SATHISH** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
	ABSTRACT	(I)
	LIST OF TABLES	(II)
	LIST OF CHARTS	(V)
	LIST OF ABBREVIATIONS	(VI)
1	INTRODUCTION	1
	1.1 . Introduction	1
	1.2 Modern Version Of E-Banking: M-Wallet	1
	1.3 Current Scenario Of Mobile Wallets In India	1
	1.4 Flourishing E-Commerce Sector	2
	1.5 The Business Model	2
	1.6 How Do The Digital Wallets Work	3
	1.7 Other Ways Digital Wallet Companies Make Money	3
	1.8 The Near Field Communication (Nfc)	4
	1.9 Types Of Mobile Wallets In India	4
	1.10. Advantages Of Mobile Wallet	5
	1.11. Disadvantages Of Mobile Wallet	6
	1.12 Need Of The Study	6
	1.13 Objectives Of The Study	6
	1.14 Scope And Significant Of The Study	7
	1.15 Company profile	7

2	REVIEW OF LITERATURE	13
	2.1 Review of Literature	13-20
3	RESEARCH METHODOLOGY	21
	3.1 Methodology	
	3.2 Research Design	21
	3.3. Sample technique	21
	3.4. sources of data	21
	3.5 structure of the questionnaire	22
	3.6. Sample Size	22
	3.7. Period Of Study	23
	3.8. Location and targeted people	23
	3.9 hypothesis and analytical tools	23
	3.10. Tools for analysis	24
4	DATA ANALYSIS AND INTERPRETATION	25
	4.1 Percentage Analysis	25-68
	4.2. CHI SQUARE	69
	4.3. ANOVA	70
	4.4.T TEST	72
5	FINDINGS, SUGGESTIONS AND CONCLUSION	76
	5.1. Findings of the Study	76
	5.2. Suggestions & Recommendations	80
	5.3. Limitations of the study	81
	5.4. Conclusion	81

	REFERENCES	82
	ANNEXURE I – QUESTIONNAIRE	86
	ANNEXURE II – RESEARCH ARTICLE	89

ABSTRACT

Digital payment has witnessed remarkable changes in the business strategy and management of cashless and digital payment systems. The main reason is the increase in internet users. The business world is now making the adoption of the digital payment system an integral part of a business strategy to get a competitive advantage. Digital payment technology gives a boost to businesses through the development of digital commerce and banking. The digital wallet, especially the prepaid feature, is proving very effective in developing countries like India. In India, it is important to note that internet access is efficient, banking opportunity is wide, and smartphone accessibility is high.

The main purpose of this study is to analyse the mobile wallet payment system and its user satisfaction. In this survey, we used a quantitative survey method using a google forms survey from the target individuals. With a sample of 206 respondents. The data has been analysed in SPSS. The findings of the study reveal that maximum people prefer mobile wallets for their regular transactions. It was also found that people find convenience and feel secure while using mobile wallets. This study attempted to find the advantage and disadvantages of mobile wallet payment system

LIST OF TABLE

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Gender of the respondents	25
4.1.2	Marital status of the responders	26
4.1.3	Age of the respondents	27
4.1.4	Area of residence of the responders	28
4.1.5	Occupation of the responders	29
4.1.6	Monthly income of the responders	30
4.1.7	Which MW App responders use	31
4.1.8	Which MW App responders prefer	33
4.1.9	Responders on number of times they use mobile wallet in a week	35
4.1.10	Responders on how long they are using mobile wallet	36
4.1.11	Responders on how much money they transact using mobile wallet	37
4.1.12	Responders influence on the usage of mobile wallet	38
4.1.13	Responders on M wallet saves their times	39
4.1.14	Responders on M wallet are accessible 24/7	40
4.1.15	Responders on M wallet have flexible procedure	41
4.1.16	Responders on M wallet are user friendly	42
4.1.17	Responders on M wallet make purchase of product or service easy	43
4.1.18	Responders on M wallet are easier than other modes of payment	44
4.1.19	Responders on M wallet provide limitless transaction	45
4.1.20	Responders on M wallet provide variety of services	46
4.1.21	Responders on M wallet provide cashback offers and discounts	47

4.1.22	Responders on M wallet provide effortless transaction.	48
4.1.23	Responders on M wallet provide customer care service	49
4.1.24	Responders on whether M wallet companies provide up-to-date updates and information.	50
4.1.25	Responders on M wallet companies provide expected quality and performance	51
4.1.26	Responders on whether M wallet are highly reliable.	52
4.1.27	Responders on M wallet are trust worthy	53
4.1.28	Responders on whether M wallet ensure safety and security	54
4.1.29	Responders on whether M wallet provide error free transaction.	55
4.1.30	Responders on whether M wallet are safe from internet frauds.	56
4.1.31	Responders on whether M wallet are safe from theft of money	57
4.1.32	Responders on whether M wallet keep bank details confidential	58
4.1.33	Responders on whether M wallet provide accurate financial statement	59
4.1.34	Responders on whether M wallet charges reasonable price	60
4.1.35	Responders on whether M wallet are value for money	61
4.1.36	Responders on M wallet cancellation fee	62
4.1.37	Responders on M wallet transaction fee	63
4.1.38	Responders on M wallet been used by social circle	64
4.1.39	Responders on M wallet companies provide policy update.	65

4.1.40	Responders on M wallet companies provide update of the app	66
4.1.41	Responders on M wallet companies provide sufficient information	67
4.1.42	Responders overall satisfaction on M wallet	68

LIST OF CHART

TABLE NO.	PARTICULARS	PAGE NO.
4.1.1	Gender of the respondents	25
4.1.2	Marital status of the responders	26
4.1.3	Age of the respondents	27
4.1.4	Area of residence of the responders	28
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4.1.6	Monthly income of the responders	30
4.1.7	Which MW App responders use	31
4.1.8	Which MW App responders prefer	33
4.1.9	Responders on number of times they use mobile wallet in a week	35
4.1.10	Responders on how long they are using mobile wallet	36
4.1.11	Responders on how much money they transact using mobile wallet	37
4.1.12	Responders influence on the usage of mobile wallet	38
4.1.13	Responders on M wallet saves their times	39
4.1.14	Responders on M wallet are accessible 24/7	40
4.1.15	Responders on M wallet have flexible procedure	41
4.1.16	Responders on M wallet are user friendly	42
4.1.17	Responders on M wallet make purchase of product or service easy	43
4.1.18	Responders on M wallet are easier than other modes of payment	44
4.1.19	Responders on M wallet provide limitless transaction	45
4.1.20	Responders on M wallet provide variety of services	46
4.1.21	Responders on M wallet provide cashback offers and discounts	47

4.1.22	Responders on M wallet provide effortless transaction.	48
4.1.23	Responders on M wallet provide customer care service	49
4.1.24	Responders on whether M wallet companies provide up-to-date updates and information.	50
4.1.25	Responders on M wallet companies provide expected quality and performance	51
4.1.26	Responders on whether M wallet are highly reliable.	52
4.1.27	Responders on M wallet are trust worthy	53
4.1.28	Responders on whether M wallet ensure safety and security	54
4.1.29	Responders on whether M wallet provide error free transaction.	55
4.1.30	Responders on whether M wallet are safe from internet frauds.	56
4.1.31	Responders on whether M wallet are safe from theft of money	57
4.1.32	Responders on whether M wallet keep bank details confidential	58
4.1.33	Responders on whether M wallet provide accurate financial statement	59
4.1.34	Responders on whether M wallet charges reasonable price	60
4.1.35	Responders on whether M wallet are value for money	61
4.1.36	Responders on M wallet cancellation fee	62
4.1.37	Responders on M wallet transaction fee	63
4.1.38	Responders on M wallet been used by social circle	64
4.1.39	Responders on M wallet companies provide policy update.	65

4.1.40	Responders on M wallet companies provide update of the app	66
4.1.41	Responders on M wallet companies provide sufficient information	67
4.1.42	Responders overall satisfaction on M wallet	68

CHAPTER 1

1.1 INTRODUCTION:

The concept of e-banking in India came into existence in 1990 at the time of the evolution of the new industrial policy. The purpose of e-banking in India aimed at replacing traditional banking with digital methods. Banks provide an easy process for its customer to run their business easily. Digitalization helped many people to save their time and energy. As no longer need to stand in a long queue. E-banking makes the system of getting loans easier for its customers and they can also check their investment returns on their computers by using e-banking and even on their mobiles by using mobile banking. E-banking is a bigger platform than traditional banking. It has made life easier and more convenient for day-to-day banking transactions. Bank account details, statements, and money transfers can be easily performed with the use of internet banking to provide different services.

1.2 MODERN VERSION OF E-BANKING: M-WALLET

Mobile Wallet is an advanced application built for the customer to conveniently make payments using their mobile phones. It is an account where the consumer needs to register and link their bank account details like PIN and CVV number for paying the merchants on the spot without any hassle. Consumer needs to store their payment card information over the mobile device in the mobile application like PAYTM, BHIMUPI, ICICI MONEY, SBI BUDDY, GOOGLE PAY, PAYPAL etc.

On the whole, Mobile Wallet is a mobile technology in which payment services are provided to the consumers for sending or paying money via mobile devices anywhere or anytime. With the help of this technology, the consumer can instantly pay their bill utility, transfer the payment, book tickets, online purchases, etc with the help of a mobile wallet.

1.3 CURRENT SCENARIO OF MOBILE WALLETS IN INDIA:

India's mobile wallet market is growing at an impressive CAGR owing to the increasing number of smartphone users in the country. Additionally, the growing awareness among consumers regarding convenient payment options through mobile wallets is also propelling the market forward

A recent study conducted by the strategic consulting and market research firm Bluewave Consulting revealed that the Indian mobile wallet market was worth USD 30.1 billion in 2020. According to the study, the market is estimated to grow at a CAGR of 46.3%, earning revenue of USD 429.2 billion by the end of 2027. Mobile wallet transactions spiked after the government demonetized Rs. 500 and Rs 1,000 in 2016. The Indian government has provided individuals with a variety of digital wallets, including UPI, BHIM, Aadhaar Pay, and Payment Banks, which have reshaped payment processes.

India's mobile wallet market is, therefore, flourishing at a high rate owing to the increasing number of smartphone users and growing awareness among consumers regarding convenient payment options through mobile wallets. In addition, merchants are adopting mobile wallets at a rapid pace due to the lower set-up infrastructure and transaction fees compared to traditional card-based payment systems. However, poor internet connectivity, limited internet accessibility, and risks associated with cybersecurity may severely hamper the market's growth. (source: blue weaves consultancy)

1.4 Flourishing E-Commerce Sector Propelling the India Mobile Wallet Market Growth

The flourishing e-commerce sector is among the major driving factors for the Indian mobile wallet market. Once a user pays on a shopping site for the first time, the mobile wallet saves their data automatically and enables one-tap payments in the future. This makes it convenient for the customers to make payments without any hassle. Additionally, several e-commerce websites partner with mobile wallet platforms to offer attractive deals and discounts, which are projected to drive market expansion over the forecast time.

1.5 The business model

Most of the leading digital wallet companies primarily work on set business models, i.e. the recharge business, bill payments, digital wallets, and the E-commerce business. Nearly every digital wallet company started by providing recharge services first, eventually expanding to offer bill payments, digital wallets, and finally E-commerce businesses.

For every recharge done through the digital wallet companies, the company earns a commission of around 2% to 3% from the respective operator. For instance, if you recharge your DTH connection and mobile number through Paytm, then Paytm will get a commission from your mobile network and DTH operator.

Similarly, for bill payments like electricity, water, or even educational fee, a digital wallet company receives a commission from the respective service provider.

Further, concerning the E-commerce business, the digital wallet company offering this service earns a commission on every sale, which means that the wallet companies get the commission on the total value of the sale of a particular product from the brand or seller. The percentage of commission varies on the type of product and ranges from 0% to 20% of the sale value.

1.6 How do the digital wallets work

To understand how digital wallet companies make money, let's take the case of Paytm. The money deposited by the users in the Paytm wallet is, further, deposited by Paytm in an escrow account with a particular bank. An escrow account works like a holding tank, which keeps the money for the time being.

The deposit in the escrow account fetches Paytm a specific rate of interest which is pre-decided by the bank and Paytm. Hence, the more we use Paytm wallet, the more interest Paytm would earn for the deposit.

1.7 Other ways digital wallet companies make money

These companies charge a monthly fee to the sellers for providing them with a market platform to showcase their products

Digital wallet companies also earn from advertising, where the firms/companies posting ads on the website of the wallet companies pay them for letting them advertise on the website

Digital wallet companies also earn through collaboration, like FreeCharge and Snapdeal, where the consumer can migrate from one website to another. For instance, wherever a customer migrates from FreeCharge to Snapdeal, Snapdeal will pay FreeCharge a commission

If a customer uses his/her debit/credit card on any digital wallet website, the bank pays a specified fee to the wallet companies

Some sellers launch their products exclusively on the website of the wallet companies and give them a good share of the profits

Though the digital wallet companies might not be earning a huge sum of money through their services, they are not in losses too. It is just the beginning of the digital era as the government and the private companies both are pushing and encouraging cashless transactions and making available the best digital services to the consumers.

1.8 The Near Field Communication (NFC) Segment Dominates Technology Segment of India Mobile Wallet Market

India's mobile wallet market is segmented into near field communication (NFC), optical/QR code, digital, and text-based based on technology. The near field communication (NFC) segment accounts for the largest share in the market as it is emerging as the most viable payment option digitally. Moreover, Google Pay is emerging as the leading supporter of NFC to boost mobile payment via contactless technology and tap-to-pay with credit and debit cards. This type of technology offers contactless, encrypted, and highly secured payments, boosting its market growth.

1.9 Types of mobile wallets in India:

1.9.1 Open wallet: It is the one that allows a user to buy goods and services, withdraw cash at ATMs or banks, and transfer funds. These services can only be jointly launched with a bank. Additionally, it allows its users to send money to any mobile number bank account. Example: M-Pesa by Vodafone and ICICI

1.9.2 Semi-open wallet: It is the one that allows its users to transact with merchants that have a contract with the semi wallet company. A user cannot withdraw cash or get it back; he will have to spend the amount he had loaded. Example: Airtel Money

1.9.3 Closed wallet: It is quite popular with eCommerce companies. Here, a certain amount of money is locked with the merchant in case of a cancellation or return of the order or gift cards. Example: Flipkart e-wallet.

1.9.4 Semi-closed wallet: It does not permit cash withdrawal or redemption, but allows users to buy goods and services at the listed merchants. Example: Paytm

1.10 Advantages OF MOBILE WALLET:

1.10.1 Save Time

This instrument helps the consumer to save their time by paying digitally. Here consumer can pay their amount easily without wasting their time standing in a queue. With a mobile wallet, you can pay quickly by holding your phone over the payment terminal and verifying the purchase. Most transactions can be completed in just a few seconds.

1.10.2 User-Friendly: These mobile wallet applications are very users friendly because consumers can order to pay or receive their fund amount anytime and anywhere just by transferring from their mobile wallet app to another wallet app.

1.10.3 Accessible and convenient

Mobile wallets are also quickly accessible and convenient, making it easier for users to make payments. They are preferred by consumers who want more convenience in paying for in-store purchases, instead of carrying physical wallets and cash to stores. Once credit card information is added to the mobile wallet, users can use the funds to pay bills and make purchases on the go.

1.10.4 Secured access

One of the benefits of a mobile wallet is its secured access. Before making a payment, the user is required to unlock the mobile device using a password or fingerprint. The app also requires users to type a passcode, use their fingerprint, or use the face scan to unlock the mobile wallet. IN the case of theft, it will be impossible for anyone to use the mobile device to make a payment without providing the required security credentials.

It makes mobile wallets more secure than carrying physical credit cards and cash, which can easily be compromised. These wallets are more secure and safe

because it provides biometric locks/figure print lock/password which can be accessed by the consumer itself rather than any third party

1.11 Disadvantages of mobile wallet:

1.11.1 Network issue: Mobile network connectivity is the biggest impediment. Network problems and reliable and fast internet connectivity is not available in most the developing countries.

1.11.2 Frauds and hackers: More than connectivity, security issues are at the forefront nowadays. People are always under the fear of the misuse of their money by hackers and frauds. They always feel safer having cash. Again, there are also issues of identity theft that need to be addressed. The issue of pick-pocketing will be replaced by these concerns.

1.11.3 Impossible for day-to-day transaction: Replacing day-to-day transactions with money is easier said than done. For e.g. in a crowded bus, buying a ticket by paying a conductor through a mobile wallet does not seem a viable option. It might be possible but it's a challenging task.

1.12 NEED OF THE STUDY:

This research is conduct to analyse the mobile wallet payment system and to know whether the customer is satisfied with the service provided by the mobile-wallet companies

1.13 OBJECTIVES OF THE STUDY:

PRIMARY OBJECTIVE

To analyse on the mobile wallet payment system and its user satisfaction

SECONDARY OBJECTIVES

To analyse the frequency usage of the mobile-wallets payment systems by the consumer

To understand the level of convenience for the user towards a mobile-wallet payment system

To analyse the security factor provided by the company

To identify the task and trials of the customer in using the mobile wallet

1.14 SCOPE AND SIGNIFICANT OF THE STUDY:

The scope of the research is a general outline of what the study will cover. The focal point of the research is to analyse the perception of the “mobile Wallet Payment system” used and its impact on the customers. Further, it also haggles with the problems faced by customers while using the mobile wallet. the scope of the research is restricted within Chennai city. this research is conducted from the customer's point of view and the hurdles while using the mobile wallet.

The purpose of the research is to examine the customer satisfaction among the mobile wallet users with existing variables such as Perception of the mobile wallet payment system, convenience level, safety and security, and Problems faced by the users. The present study, analysis, findings, suggestions, and conclusion suggested by the present researcher will be of immense use for the future researcher with similar studies in this domain.

1.15 COMPANY PROFILE

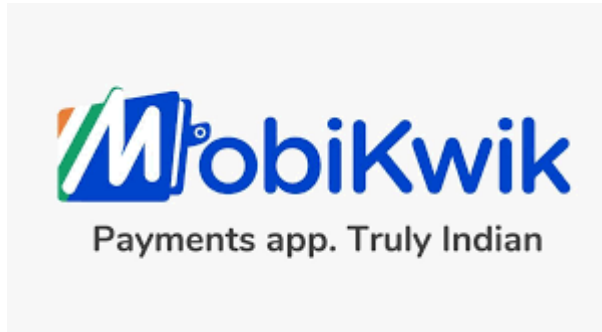
1.15.1 PAYTM



Paytm is by far THE MOST popular e-Wallet in India. Reserve Bank of India approved and authorized, this is one of the most versatile mobile wallets present in India. Only recently Alibaba – the biggest Chinese ecommerce company bought a certain stake in Paytm. Paytm is today a \$4 billion company and offers its very own ecommerce platform too. It not only allows online payments but has come up with offline payment options also where there is no need for an active internet connection to transfer money. It can be done simply by scanning a QR code or also by using an OTP which is generated right within the app. We are a big-time fan of Paytm and use it on a daily basis. Paytm has grown so much that RBI has actually given Paytm a license to set

up a payments bank. This means that Paytm may soon be offering savings and current bank account, issue debit cards and offer internet banking.

1.15.2 MobiKwik



This e-Wallet has been another major player in the e-Wallet ecosystem. It also offers a host of payment options and has partnered with many popular and well-known brands in market such as Domino's Pizza, Big Bazar, Pizza Hut, eBay, Jabong, ShopClues, Naaptol, MakeMyTrip, Pepperfry, BookMyShow and more. This e-Wallet too has Reserve Bank of India authorization and license, making it one of the most trusted mobile wallets present in Indian market.

1.15.3 FreeCharge



FreeCharge started as an independent mobile wallet system and it was then eventually acquired by Snapdeal – one of the largest ecommerce businesses in India. Before the company was acquired by Snapdeal, the company boasted a user base of 5 million. Offering a number of digital transactions like prepaid mobile recharge, utility bill payment, recharging for metro card and more, this mobile wallet is definitely a feature-rich wallet. This wallet can be managed directly from mobile app as well as from a web browser.

1.15.4 Airtel Money



If you are using a mobile phone in India, you have heard the name 'Airtel'. Yes, it is one of the leading telecom companies in India and it has launched its very own e-Wallet application. Online shopping, money transfer to bank accounts and contacts, performing mobile phone recharges, booking train tickets – Airtel Money has some neat feature but it is not really as versatile as Paytm, MobiKwik etc. It comes with an interesting feature of splitting bills. In case you do not want to use debit card, credit card or net banking for loading cash to Airtel Money account, you can carry cash to Airtel Relationship Centre or Airtel Money outlet and hand over cash to the person on counter and give your mobile number. That's all! That person will upload money to your Airtel Money account.

1.15.5 Jio Money



Jio Money from Reliance Jio Infocomm Ltd. is in its nascent stage. It has a long way to go. It allows very basic wallet operations like transferring money, accepting money, paying bills. One of the eye-catching features of the app is that it offers various discounts and offers from various brands. That's all. Not much. Possibly it will grow

over time but again, it may be just lost unless it ramps up its services quickly and come at par with Paytm, MobiKwik, etc.

1.15.6 G PAY



It was formerly known as Tez and for obvious reasons, it gained its user base really quick, in spite of being a late entrant in the mobile wallet industry. It is the best online payment app or best money transfer app with cashback. Google pay works with your existing bank account, which already means that your money is safe with the bank and no issues of recharging your wallet every month. Send or receive money from your friend directly to your bank account. There is also no such issue regarding KYC making it all the more popular.

1.15.7 PHONE PE



PhonePe was launched in 2015 which is now a part of Flipkart. From UPI Payments to mobile recharges, money transfers to online bill payments, this can be done easily on PhonePe. With a good user interface, PhonePe has offered the safest and fastest online transaction experience in India.

1.15.8 AMAZON PAY



Owned by Amazon, this online payment processing service was launched in 2017 in India (globally- 2007). Amazon Pay has focused its customers more on Amazon and so it gives its users the option to pay with their Amazon accounts on external merchant websites, including apps like BigBazaar etc. With Amazon Pay, you get to shop on Amazon with the number of cashback and discounts with fast shipping services. Recently, Amazon Pay got tied up with fintech companies, such as, Zest Money to enable no-cost EMI payment options. The application has also made it easier for buyers to buy products on Amazon and pay later via affordable monthly instalments.

1.15.9 OLA MONEY



India's largest cab hailing service Ola enter into the mobile payments business with the launch of a dedicated mobile app in 2016. The app, Ola Money, will allow users to recharge their mobile phones and send money to friends and family, said the company, which plans to expand services to payment of utility bills and add more partners on the platform, including e-commerce firms and food-ordering sites. OlaMoney is your gateway to a cashless world. OlaMoney powered by Zipcash is a pre-paid instrument issued by Zipcash in co-branding with Ola, as per RBI guidelines. You can use OlaMoney to pay for everything starting from your cab fares, mobile bills, DTH recharges, electricity & gas bills and for online shopping. Just recharge your

OlaMoney and enjoy a seamless experience! Some of our premium partners include BookMyShow, eBay, Dominos, Cleartrip, and OYO Rooms.

1.15.10 PAYPAL



PayPal Holdings, Inc. is an American multinational financial technology company operating an online payments system in the majority of countries that support online money transfers, and serves as an electronic alternative to traditional paper methods such as checks and money orders. The company operates as a payment processor for online vendors, auction sites and many other commercial users, for which it charges a fee. Established in 1998 as Confinity, PayPal went public through an IPO in 2002. It became a wholly owned subsidiary of eBay later that year, valued at \$1.5 billion. In 2015 eBay spun off PayPal to its shareholders, and PayPal became an independent company again. The company was ranked 134th on the 2021 Fortune 500 of the largest United States corporations by revenue.

CHAPTER 2

REVIEW OF LITERATURE

- 2.1 **Amin, Sultana, Saha, Islam, & Kashem, 2021** conducted a study on the customer's attitude toward mobile banking usage in Bangladesh. the users find mobile banking as a valuable method for the transaction of cash. they are very satisfied with the new technology as it provides a hassle-free transaction. they find it a very useful method for shopping online. the study found that the user has a positive attitude toward mobile banking. the only disadvantage in mobile banking is the chance of online fraud
- 2.2 **Mukaria, Bhawna (2021)** conducted research on Users' Perception towards Mobile Wallets A Study of Selected Government and Private Wallets, from the study it is found that both males and females find perceived usefulness in mobile wallets. Males prefer private sector mobile wallets but they find them risky. Females find comfort in using mobile wallets. People having small businesses and those doing private jobs prefer private sector mobile wallets and they find mobile wallets easy to use and comfortable. But they find them risky too. Mobile wallets are safe and easy to use. During a pandemic attack, it is very necessary to take safety measures. With mobile wallets transactions, there is no human touch. So there is no risk of spreading viruses. As people are very happy with private sectors mobile wallets as they get many benefits like tickets booking, hotel booking shopping, etc. During COVID-19, PAYTM helped people in booking their air tickets online but these types of facilities are not available in Google pay or any other mobile wallets
- 2.3 **Bhama & Priya, (2020)** a study conducted on consumer perception towards usage of mobile wallets. This study focus to understand mobile wallets and the consumer's perception of this new technological . People find mobile wallets as easy use and valuable method of payment system but the cost-effective system is considered as the downfall of it. As there is a certain amount is charged for the transaction. People find mobile wallets easy to use and considered them as a useful technology for their personal and professional life. The most common issue is with the network connection. It is said that occasionally there is an issue with the error of transaction, but this doesn't stop

people from using it. From the study, it is found that PAYTM is the most used mobile wallet among all the other wallets.

2.4 **Ibrahim, Kaur, & Munjal, (2020)** this study focuses on the understanding of the youth perception and issues with a mobile wallet. in this study, it is found out that the maximum number of people are preferring google pay as their medium for payment purposes. PAYTM is the second most used m-wallet app after google pay. People frequently used mobile wallets about 5 times a week. A large number of people have more than one account on mobile wallets. People agree to understand mobile wallets as a necessity of their life and they feel secure while making transactions via mobile wallets

2.5 **Subaramaniam, Kolandaisamy, Jalil, & Kolandaisamy, (2020)** analyses that Internet users are growing fast every day worldwide. Therefore, respondents' demand in terms of making payments has changed dramatically. Cash payment is a thing of the past. Digital payments are making waves now. The wallet has become a viable option in the e-commerce market. More and more users are showing interest in the E-Wallet and M-wallet transactions rather than spending money on hand. However, the use of E-Wallets and M - wallets has been questionable. This research shows the optimistic and pessimistic impacts of E-Wallets and M - wallets on users. The E-Wallet is greatly increased due to the convenience of E-Wallet or payment in this busy period. In addition to technological advancements, many respondents tend to prefer money in the hands of the traditional way because they think safe cash is more secure than E-Wallet.

2.6 **Joshi, T., Gupta, S. S., & Rangaswamy, N. 2019** studies the usage of PayTM practices based on the socio-economic capabilities of users in urban India as a needle of financial inclusion. The researchers analyze the street shopkeepers and small vendors by asking face-to-face questions for analyzing the usage pattern of PayTM. The respondents confirm that usage of the PayTM wallet has increased their sales value. The researcher has also not found any usage variation like digital wallet practice by consumers and vendors between both regions.

2.7 **Mukherjee, (2019)** An analysis of the fact that the delimited society was not the first target of the financial blockade in banks. But when a severe shortage of banks gave rise to digital wallets, that purpose was added

as a backdrop for clarifying a farcical overdose action. The actual rollout of mobile payments in India began a few months before the currency ban. It's called a paid interface, or UPI. One smartphone owner who is a Bank A customer may request payment, or initiate a payment, to another account holder with Bank B. No party needs to know more than a mobile phone number or physical ID.

- 2.8 **Yuvaraj & Sheila Eveline, (2018)** This study is on consumers' perception of cashless transactions and information security in the digital economy Users' perception. Various aspects affect consumers towards cashless transactions. consumer awareness plays a vital part in cashless transactions that have been studied in this research paper. Primary data has been collected with the help of the questionnaire method. For data analysis, SPSS software has been used. The chi-square test has been done to prove the objectives. Online transactions should not be done using Government Wi-Fi as there are chances of fraud, hacking, and threats. Highly educated people have more knowledge about cashless transactions. Ignorant people find more risk and less awareness for cashless transactions.
- 2.9 **Punwatkhar, S., & Verghese, (2018)** examines the consumer's adaption behavior towards the e-wallet payment system in Central India. The study researched those factors which affect the consumer's behavior toward the adoption of e-wallets. It also measures their influence level on the usage pattern of mobile wallets. The researchers have found that perceived privacy, perceived security perceived attractiveness, perceived economic value, and intention to use are important variables and have a positive impact on respondents toward the adoption behavior. Perceived usefulness has seen less impactful on consumers' adoption behavior. This study concludes that the adaption of the e-wallet payment system provides many benefits to the consumers only if they are fully aware of these services
- 2.10 **Taylor, (2018)** researched the digital wallets and the role they play in the FinTech industry. Along with that, how they affect the economics of mobile banking applications.the reasons why even after a series of innovations, low bank rates are disruptive. Although not directly related to banking apps, digital wallet apps such as Apple Pay, Samsung Pay, and Google Pay are downloaded and used on a larger scale than their mobile banking counterparts. This growth

is evident in the user's active 9 bases of wallet apps and how they use them. And the growth of digital wallets is a global trend. All mobile users working with their devices have the same story to share. Although not directly related to banking apps, digital wallet apps such as Apple Pay, Samsung Pay, and Google Pay are downloaded and used on a much larger scale than their mobile banking counterparts. This growth is evident in the user's active base of wallet apps and how they use them. And the growth of digital wallets is a global trend.

- 2.11 **R. Adharsh (2018)** E-wallet payment seems to be a more compatible service to be used by smartphones pivot internet utilization. Most Indian youths are using mobile wallets. The study focused on the active no. of M-wallet users focusing on college-going students and how such E-wallet services do has changed the digital payment system after demonetization in the location of daily purchases via digital payment that facilitated for commuting and vendors. The study reveals the factors those effects the youth in adopting M-wallets and the technique adopted by M-wallet organizations in keeping their customers consistently. Many of the used E-wallet services in India are Paytm, ICICI pocket, JioMoney, Airtel money, Citrus, etc. Youths mainly use E-wallets for digital transactions, ticket booking, top-ups, ease of usage & immediate transactions. Major factors for using E-wallet services are the availability of no. of services, various benefits & its adoption from small sellers to big scale retailers. To tighten the services of M-wallets, companies should focus on quality & benefits provided to consumers by competing with other wallets.
- 2.12 **Saxena, (2018)** This study is conducted to know the role of Mobile wallets in Online Shopping. Consumer awareness, Consumer adoption status of mobile wallets, the Market situation of mobile wallets, Factors influencing the adoption of mobile wallets have been examined. For data analysis, SPSS has been used. From the research, it is found that People prefer mobile wallets for online shopping because they are aware of how these wallets work and their beneficial factors. Due to benefits provided by wallets like cash backs, quick transfers, easy dashboards people like to adopt new technology
- 2.13 **Babu, (2018)** This study is about Awareness and Preference towards Digital Payment Mechanisms- A Study of Customer Perceptions. In this study, the primary variables of the study are Awareness level and opinions of customers about digital payment, Benefits to customers from using digital

payments. For this research primary data was collected from 200 people using a questionnaire and Likert's 5 point scale is used for analysis purposes. the researcher concluded the study states that many people have good knowledge of the cashless payment system and they are using the digital payment system very frequently. Though cashless system occasionally creates possibilities for online fraud. The users believe that the economy is now heading towards a cashless society. Many People support cashless transactions and they consider the cashless system as an opportunity for economic growth shortly.

- 2.14 **Desai, M. P. (2018)** examines to study the preference of consumers awareness about m-wallets and also finds which factors affect the decision making along with the age factor towards m-wallet usage in Surat city. The researchers have prepared a structured questionnaire and collected data .The findings revealed that awareness related to m-wallet is very high in Surat city. Users of 18-25 ages have the maximum knowledge about these services. Security and privacy are two key factors that have a direct effect on m-wallet. The study also finds that the majority of users preferred to use Paytm for their transactions. This study provides sole knowledge about the preference of consumers towards m-wallet usage from its awareness of decision making.
- 2.15 **Rana, (2017)** a study on preference towards the mobile wallets among the university students in Lucknow city. User adoption, factors refraining the usage of mobile wallets, and demographic variables have been examined.it is concluded that People prefer mobile wallets for recharge, paying bills, and transferring money. Time-saving, 24 avoidance lines, instant payments are the major reasons for the students to prefer mobile wallets. People like to use mobile wallets without overlooking costs. The students of all the fields of study like to use mobile wallets.
- 2.16 **Prof. Sana Khan, Ms. Shreya Jain, (2017)** This is a Study on the Usage of e- Payments for Sustainable Growth of Online Business, IOSR Journal of Business and Management. The major variables like Trust, Convenience, Ease of use, Growth, and development are the primary reason for consumers using e payment. Primary data from 100 users have been collected through a deliberate sampling technique. For data analysis pivot table, SPSS. in this study people are more conscious of privacy and security

- 2.17 **Manikandan, S., & Jayakodi, J. M. (2017)** aims to study consumers perception and the various factors which influence the users towards the adoption of mobile wallets.. The researchers have found that most of the consumers are satisfied with mobile wallet services. Convenience, brand loyalty, easy transaction, and usefulness factors are the most impactful factors whereas security and safety issues are the challenging factor for consumers while adopting these services. This study depicts that there is a tremendous growth era for the mobile wallet as most of the consumers are adopting these services.
- 2.18 **Bhuvaneswari, (2017)** this study is conducted to analyze the Intellectual Study on Preference towards the Usage of Electronic Wallets among Urban Population of Chennai City. Factors that influence consumers in the adoption of e-wallets have been analyzed in this research paper. Primary data have been collected from 120 users of electronic wallets from Chennai city. For data analysis, KMO and ANOVA have been used. this study finds that males prefer electronic wallets more than females. graduated people like preferring electronic wallets to people. People are quite satisfied with changes in technology and standard of living. Shopkeepers are slowly adopting e-wallets. many mini-marts and departmental stores have encouraged their customers for cashless transactions.
- 2.19 **Chauhan & Shingari, 2017** This study includes the Future of e-Wallets: A Perspective From Under Graduates. the study it was found that Convenience to use, cashback, fast service, instant availability, security, time-consuming are the main factors in m-wallet services. but the graduates feel there is a chance or possibility of losing money in mobile wallet system, majority of the people are using PAYTM . from the study it seems that the graduates are not fully satisfied with the service provided by the m - wallet companies
- 2.20 **Shankar, A., & Kumari, P. (2016)** study a range of factors affecting behavioral intention towards mobile banking adoption in India. numerous suitable factors have been found by researchers like usefulness, awareness, ease of use, self-efficiency, compatibility, security, privacy risk, social influence, and financial cost. This study discloses that out of all the eight factors usefulness is the most impactful factor towards mobile banking adoption whereas social influence has the least impact on the consumer adoption rate.

On the other hand, privacy risk, security, and financial cost also have a positive impact on consumer's adoption behavior as consumers are more concerned about their transactions likewise awareness, ease of use, self-efficiency, and compatibility also shows a positive response towards mobile banking adoption.

2.21 **Hem Shweta Rathore (2016)** from Bharati Vidyapeeth's Institute of Management Studies & Research, Navi Mumbai, researched the consumers' adoption of Digital Wallet. They identified and analyzed the aspects that attracted consumers to the adoption of digital wallets. the researcher also examined the risk and challenges faced by consumers in the utilization of digital wallets. The factors are pricing, convenience, ease of use, brand loyalty, security, privacy, the utility of innovation, the usefulness of digital wallets, and discount offer. The researcher found that the most important factor that influenced consumers to use m-wallet was convenience in buying a product online followed by Brand loyalty. In addition, the security and safety of funds at the time of transaction were found to be challenging issues for users. Finally, he concluded that consumers are adopting digital wallets mostly due to the convenience and easiness of usage. Ultimately, customers expected that digital wallets would gain more widespread acceptance in the future years.

2.22 **Manjit Kaur and Kavita Aggarwal (2016)** conducted a study on online payment processor gateways. the researcher mentioned online payment process is widely accepted and used because of its quick, reliable & trusted services that much online business are incorporating their services into their business model rostrum-payment industry showing the growth of e-commerce, online grocery, food ordering during past years due to which online payments in India has evolved many new entrants in the industry i.e. e-wallets & payment gateway service providers.

2.23 **Ahmed Shuhaiber (2016)** investigated the topic "Factors Influencing Consumer Trust in Mobile Payments in the United Arab Emirates". The objectives of this research were to identify the factors influencing and their effect on Trust concerning the Mobile Payment system. To respond to the objectives the researcher developed a conceptual model named Consumer Trust in Mobile Payments. This study adopted both qualitative and quantitative techniques. The primary data was obtained from 340 respondents using the survey method. The obtained data and hypotheses framed were tested. The

result revealed that the most influential factor, like Users Awareness followed by Perceived Security and DeviceDesign Suitability had a positive and significant influence. Privacy and Risk had a negative influence on Trust. This research work provided several implications both theoretically and practically for researchers and mobile payment service providers respectively.

2.24 **Junadi and Sfenrianto (2015)** researched the topic “A Model of Factors Influencing Consumer’s Intention to Use E-Payment System in Indonesia”. As the E-payment system is boosting rapidly, this study tried to understand the consumer intention to use the E-payment system. The researcher presented a conceptual model by extending the UTAUT (Unified theory of acceptance and use of technology) ie ,User acceptance of information technology model with two additional variables, i.e. culture and security. Culture in this context indicated customer practices and preferences. Security indicates how secure consumers feel while using the E-payment service.

2.25 **Donald L. Amoroso and Remy Magnier-Watanabe (2011)** researched The topic “Building a Research Model for Mobile Wallet Consumer Adoption: The Case of Mobile Suica in Japan”. The main objective of this study was to develop a comprehensive Model combining all eleven key consumer-related variables affecting the adoption of mobile payment systems. The eleven variables considered in this study were Perceived ease of use, Perceived usefulness, Facilitating conditions, Attitude toward using, Perceived value, Perceived Security and Privacy, Social influence, Trust, Behavioral Intention to use, Perceived Risk, and Attractiveness of alternatives concerning the mobile payments system. This study provided a framework and a base model for Understanding the mobile payment system.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY:

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find customer satisfaction based on product. This time research methodology is framed for the purpose of finding the level of Customer satisfaction on Mobile wallet in Chennai

3.2 RESEARCH DESIGN:

The research design of this project is a qualitative case study. The method of research used here is a simple survey created using Google Forms. The research is conducted to analyse impact of Mobile wallet service quality on customer satisfaction among Chennai people.

3.3 SAMPLING TECHNIQUE:

The sampling technique used here is convenience sampling where the survey is entirely based on availability and willingness of the participants to take part in the survey conducted. The participants are not forced to take up the survey and it is entirely based on their willingness to contribute to the survey. The survey consists of predetermined questions and options where the participants are asked to choose from the given options to answer for the given question.

3.4 SOURCES OF DATA:

The data collection made in this project is done through collection of data through a questionnaire. Primary data sources are being considered as the questionnaire was directly sent to the participants and they responded with their desired answers for the set of questions given to them. The data collected are qualitative.

secondary data are collected through online journals, articles, websites and published reports and articles.

3.5 STRUCTURE OF THE QUESTIONNAIRE:

This questionnaire follows a simple and basic layout. It is not complicated and hence it is made easy for the participants to respond to the questionnaire without any delay or confusion.

The set of questions and the answer options present in the questionnaire are pre-determined and are constructed by myself based on general questions regarding the main topic.

The structure of questionnaire used in this project is as follows:

3.5.1 Basic introduction:

The questionnaire begins with a small and simplified description regarding the questionnaire – Title and description of the topic.

3.5.2 Personal details:

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

3.5.3 Perception questions:

The next set of questions focus on perception of the participants towards customer satisfaction on mobile wallet.

3.5.4 Rating scale:

The last and final question in the questionnaire focuses on the ratings of the participants regarding the questionnaire.

3.6 Sample size:

The sample size for the project had a target of 206 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 206. Total of 206 responses helped the project to analyse more responses and it helped to derive a conclusion regarding the customer satisfaction on mobile wallets.

3.7 Period of Study:

The period of study for the project was about 4 months from January 2022- April 2022. The entire project is based on the responses collected from the 206 participants in the 4 months of time period.

3.8 Location and targeted people of the study:

This research is conducted in Chennai area mobile wallet users are targeted for this research. the targeted M-wallet users for this research are of the age group of 18-60 and above, all gender people are included in this research

3.9 Hypothesis / Analytical Tools:

As mentioned earlier, the analytical tools used for the project are of qualitative variables (words and letters) and the use of quantitative variables is used only for measuring the level of satisfaction on the survey using rating scale of 1-5. Also, the method used to arrive at a conclusion in this project is sampling – where the survey is sent to the participants directly to request for their response for the predetermined questions and options included in the questionnaire. There are a set of imaginary questions framed in order to conduct Hypothesis tests using Paired T-Test and One-way ANOVA. These questions are framed in the form of quantitative data as the survey was of qualitative data.

3.10. TOOLS FOR ANALYSIS:

3.10.1. Percentage analysis:

Research questions are always answered with a descriptive statistic: generally either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

3.10.2. HYPOTHESIS ANALYTICAL TOOLS(SPSS):

3.10.2.1 Chi-square:

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge goodness of fit between expected and observed results.

3.10.2.2 T-TEST:

A t-test is a statistical test that is used to compare the means of two groups. It is often used in hypothesis testing to determine whether a process or treatment has an effect on the population of interest, or whether two groups are different from one another.

3.10.2.3 ANOVA:

Analysis of variance (ANOVA) is an analysis tool used in statistics that splits an observed aggregate variability found inside a data set into two parts: systematic factors and random factors. The systematic factors have a statistical influence on the given data set, while the random factors do not.

DATA ANALYSIS AND INTERPRETATION

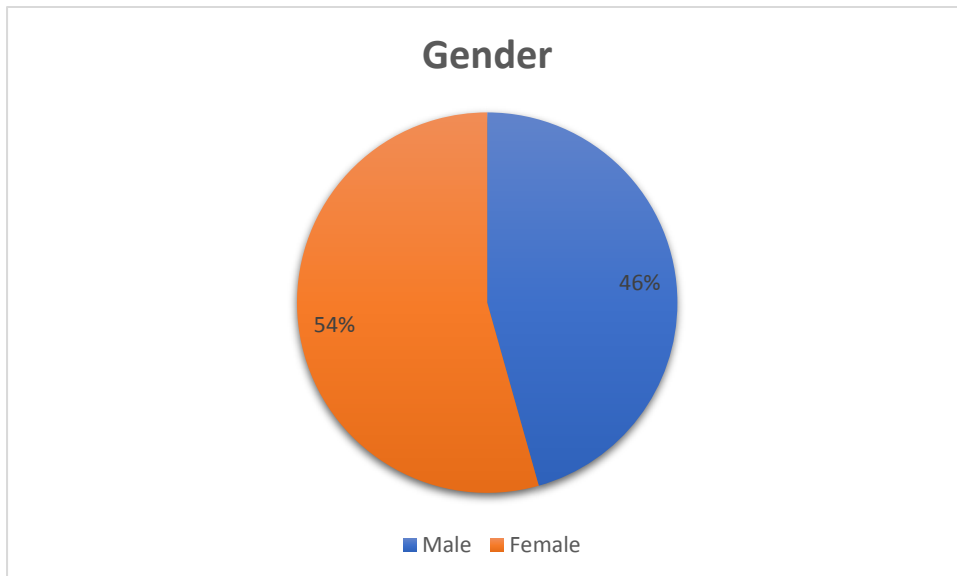
4.1.1 TABLE NO :1

Gender wise classification of the responders

Gender	No.of respondents	Percentage
Male	94	45.6%
Female	112	54.5%
Total	206	100%

4.1.1 Chart No:1

Chart representing gender wise classification of the respondents



Interpretation:

From the above table , it is interpreted that most of the respondents are female with 54.5% (N=112) and rest of the responders are male with 45.6% (N=94).

Inference:

Majority of the respondents of my questionnaire are female with 54.5% (N=112)

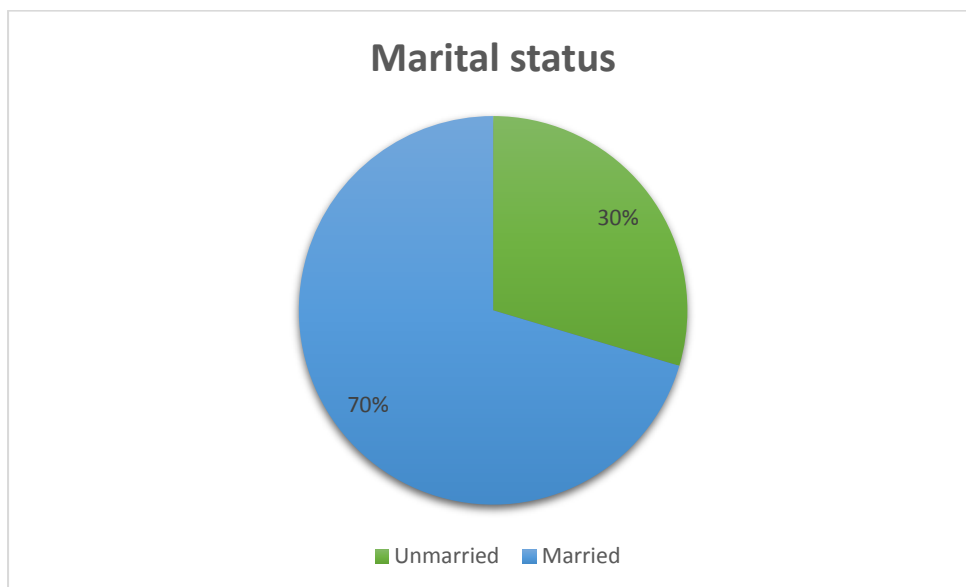
4.1.2 TABLE NO :2

Marital status wise classification of the responders

Marital status	No.of respondents	Percentage
Unmarried	61	29.6%
Married	145	70.4%
Total	206	100%

4.1.2 Chart No:2

Chart representing marital status wise classification of the respondents



Interpretation:

From the above table, it is interpreted that most of the respondents are Married with 70.4% (N=145) and rest of the responders are Unmarried with 29.6% (N=61).

Inference:

Majority of the respondents of my questionnaire are Married with 70.4% (N=145)

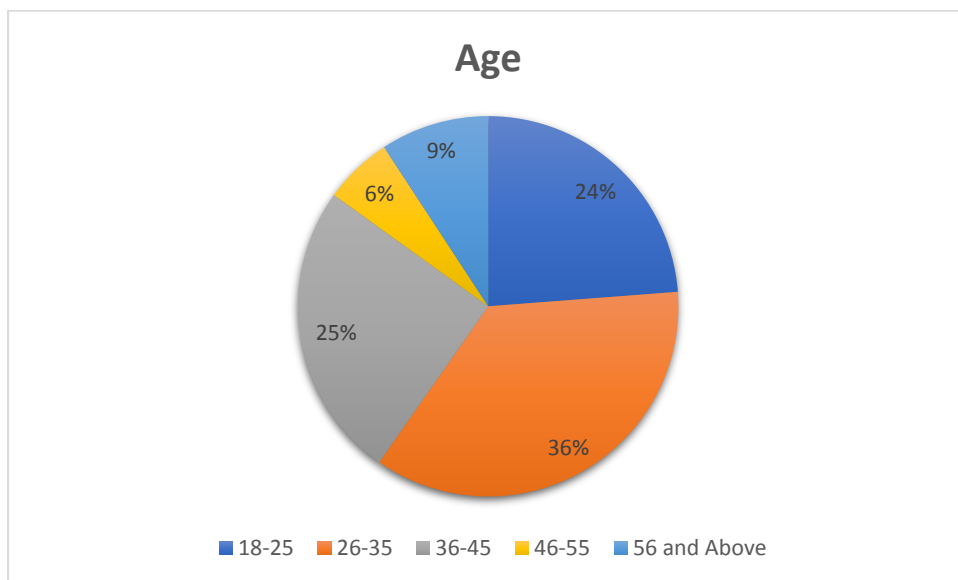
4.1.3 Table No :3

Age wise classification of the responders

Age	No.of respondents	Percentage
18-25 years	49	23.8%
26-35 years	74	35.9%
36-45years	52	25.2%
46-55 years	12	5.8%
56 and above	19	9.2%
Total	206	100%

4.1.3 Chart No:3

Chart representing age wise classification of the respondents



Interpretation:

From the above table , it is interpreted that most of the respondents belong to the age group belong to the age group of 26-35 years with 35.9% (N=74) . Next to that 23.8% belong to 18-25 years (N=49) ,25.2% of them belong to the age group of 36-45 (N=52), 5.8% belong to the age group of 46-55 (N=12) years and the rest of the 9.2% belong to the age group of 56 and above (N= 19).

Inference:

Majority of the respondents of my questionnaire belong to the age group of 26-35 years (N=74).with 35.9%

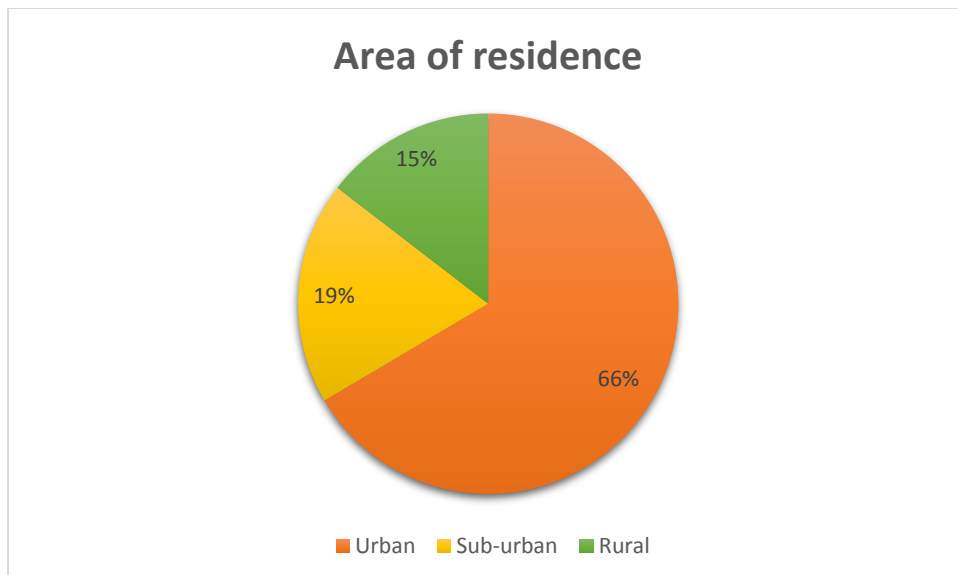
4.1.4 TABLE NO :4

Area of residence wise classification of the responders

Area of residence	No.of respondents	Percentage
Urban	137	66.5%
Sub-urban	39	18.9%
Rural	30	14.6%
Total	206	100%

4.1.4 Chart No:4

Chart representing area of residence wise classification of the respondents



Interpretation:

From the above table , it is interpreted that most of the respondents are from urban area with 66.5% (N=137) ,18.9%(N=39) people belong to Sub-urban area and rest of the responders are from rural area with 14.6% (N=30).

Inference:

Majority of the respondents of my questionnaire are from urban area with 66.5% (N=137)

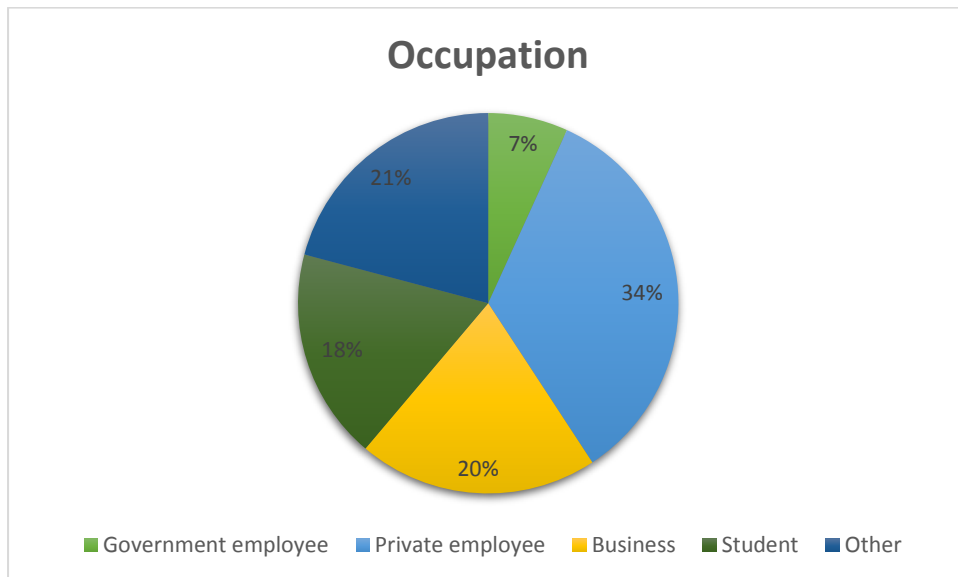
4.1.5 Table No :5

Occupation wise classification of the responders

Occupation	No.of respondents	Percentage
Government employee	14	6.8%
Private employee	70	34%
Business	42	20.4%
Student	37	18%
Other	43	20.9%
Total	206	100%

4.1.5 Chart No:5

Chart representing Occupation wise classification of the respondents



Interpretation:

From the above table , it is interpreted that most of the respondents are private employee with 34% (N=70). Next to that 20.9% of them belong to other (N=43), 20.4% belong to business category(N=42). next to them is students with 18% (N=37) and the rest of the 6.8% belong to the Government employee category (N=14)

Inference:

Majority of the respondents of my questionnaire are private employee with 34% (N=70).

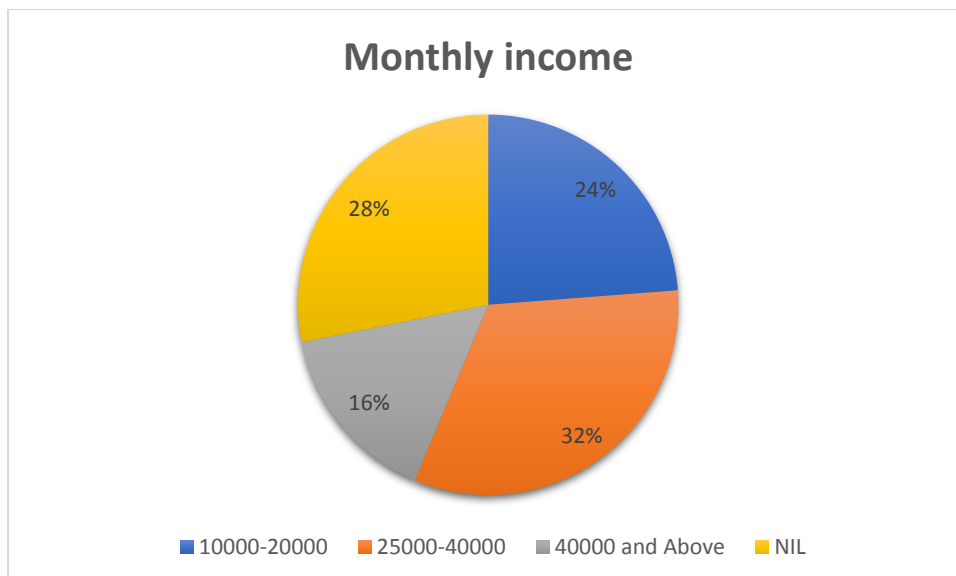
4.1.6 Table No :6

Monthly income wise classification of the responders

Monthly income	No.of respondents	Percentage
10000-25000	49	23.8%
25000-40000	67	32.5%
40000 and above	32	15.5%
Nil	58	28.2%
Total	206	100%

4.1.6 Chart No:6

Chart representing monthly income wise classification of the responders



Interpretation:

From the above table , it is interpreted that most of the respondents are earning from 25000-40000 with 32.5% (N=67). Next to that 23.8% of them earn 10000-20000 (N=49), 28.2% are chosen nil (N=58) and the rest of the 15.5% earns 40000 and above (N=32).

Inference:

Majority of the respondents of my questionnaire earning from 25000-40000 with 32.5% (N=67).

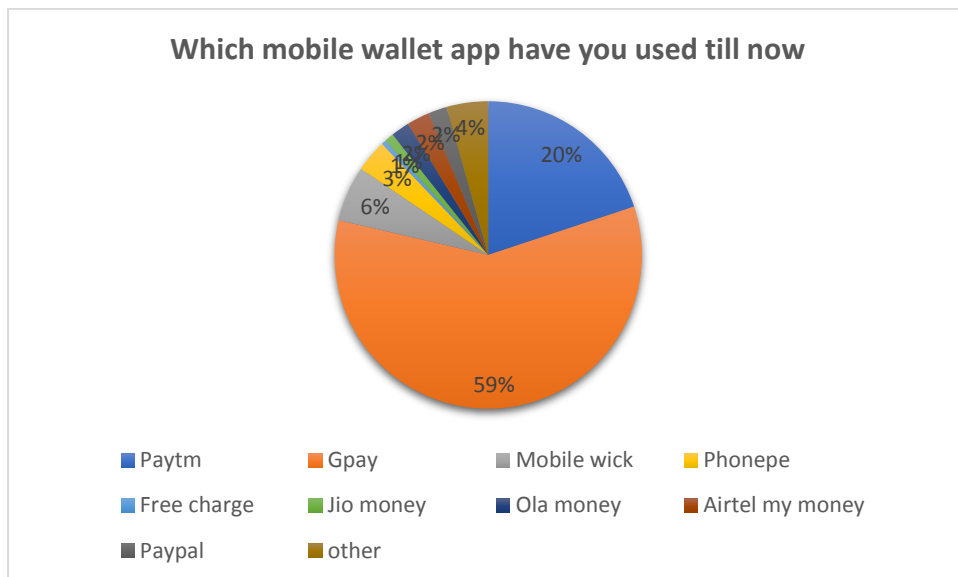
4.1.7 Table No :7

classification of the responders on which MW App they use

Type of MW app	No.of respondents	Percentage
Paytm	41	19.9%
Gpay	121	58.7%
Mobilewick	12	5.8%
Phonepe	7	3.4%
Freecharge	1	0.5%
Jiomoney	2	1.0%
Ola money	4	1.9%
Airtel my app	5	2.4%
PayPal	4	1.9%
Other	9	4.4%
TOTAL	206	100%

4.1.7 Chart No:7

Chart representing respondents MW App they use



Interpretation:

From the above table , it is interpreted that most of the respondents are using Gpay with 58.7% (N=121) next to that 19.9% (N=41) are using PayTM, 5.8% are using mobilewick (N=12), 4.4% chose other mobile wallet app (N=9), 3.4% uses Phonepay (N=7), 2.4% uses Airtel money with (N=5), 1.9 uses ola money (N=4) and again 1.9% (N=4) use Paypal as MW. 1% of the responders use Jio money (N=2) and the rest 0.5% use freecharge (N=1)

Inference:

Majority of the respondents of my questionnaire earning from 25000-40000 with 32.5% (N=67).

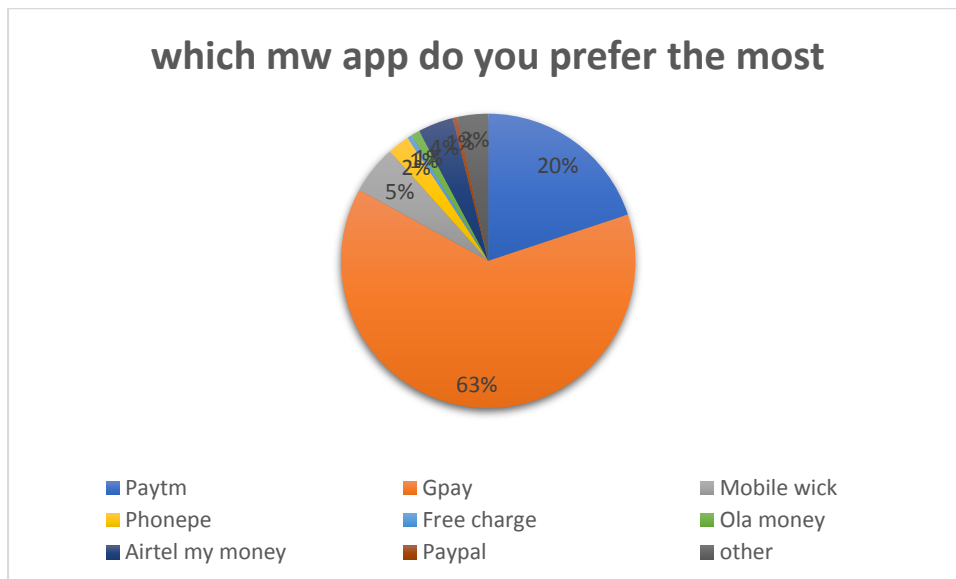
4.1.8 Table No :8

classification of the responders on which MW App they prefer the most

Type of MW app	No.of respondents	Percentage
PayTM	41	19.9%
Gpay	130	63.1%
Mobilewick	11	5.3%
Phonepe	5	2.4%
Freecharge	1	0.5%
Ola money	2	1%
Airtel my app	8	3.9%
Paypal	1	0.5%
Other	7	3.4%
TOTAL	206	100%

4.1.8 Chart No:8

Chart representing respondents MW App they prefer the most



Interpretation:

From the above table , it is interpreted that most of the respondents are preferring Gpay with 63.1% (N=130) next to that 19.9% (N=41) are preferring PayTM,5.3% prefers mobilewick (N=11),3.9% chose Airtel money (N=9), 3.4% prefer other M wallet then 2.4% prefers Phonepay (N=5),0.5 prefer ola money (N=1) and again 0.5% (N=4) prefer Paypal as MW, and the rest 0.5% prefer freecharge (N=1)

Inference:

Majority of the respondents of my questionnaire prefers G-PAY as there most preferred mobile wallet app with 63.1% (N=130)

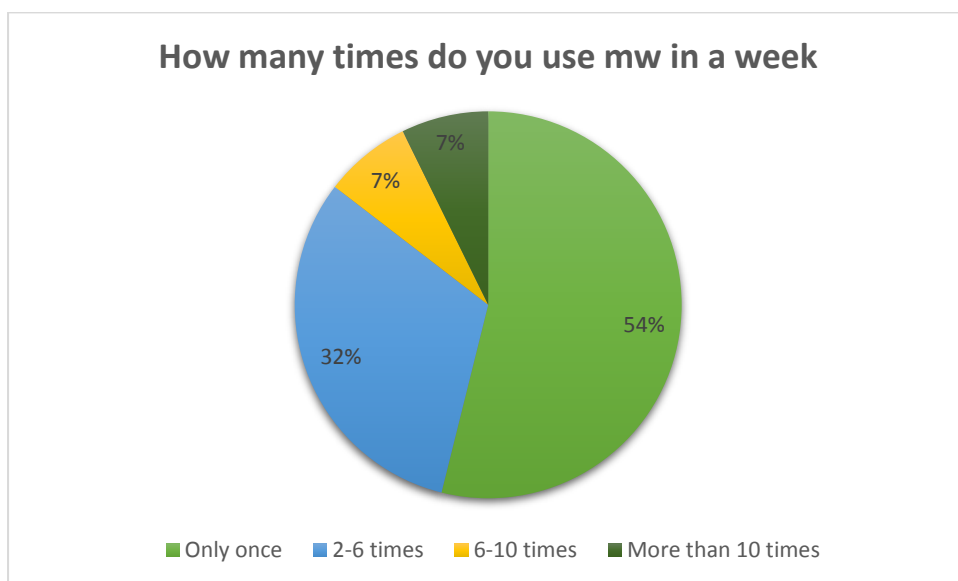
4.1.9 Table No :9

classification of the responders on number of times they use mobile wallet in a week

No of times MW used	No.of respondents	Percentage
Only once	111	53.9%
2-6 times	65	31.6%
6-10 times	15	7.3%
more than 10 times	15	7.3%

4.1.9 Chart No:9

Chart representing respondents number of times they use mobile wallet in a week



Interpretation:

From the above table , it interpreted the respondents number of usage of mobile wallet in a week .In that 53.9% (N=111) use only once in a week. Next to that 31.6% use for 2-6 times a week (N=65), 7.3% (N=15) use 6-10 times in a week and the rest of the 7.3% use more than 10 times (N= 15).

Inference:

Majority of the respondents use mobile wallet only once a week with 53.9% (N=111)

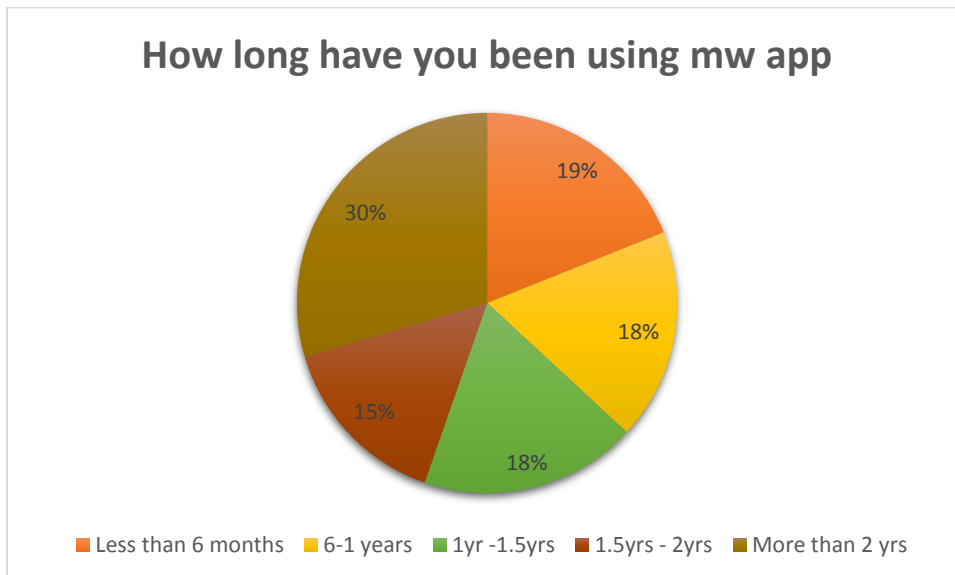
4.1.10 Table No :10

classification of the responders on how long they are using mobile wallet

How long MW used	No.of respondents	Percentage
Less than 6 months	39	18.9%
6 months -1 year	37	18.0%
1 year – 1.5 year	38	18.4%
1.5 year-2 years	31	15%
more than 2 years	61	29.6%

4.1.10 Chart No:10

Chart representing respondents on how long they are using mobile wallet



Interpretation:

The above table interpreted on how long the respondents using mobile wallet. In that 29.6% (N=61) uses MW for more than 2 years. Next to that 18.9% are using for less than 6 months (N=39), 18.4% (N=38) using for 1 year to 1.5 year, 18% are using for 6 months to 1 year (N=18) and the rest of the 15% are using for 1.5 year–2 year(N=31).

Inference:

Majority of the respondents are using mobile wallet for more than 2 years with 29.6% (N=61)

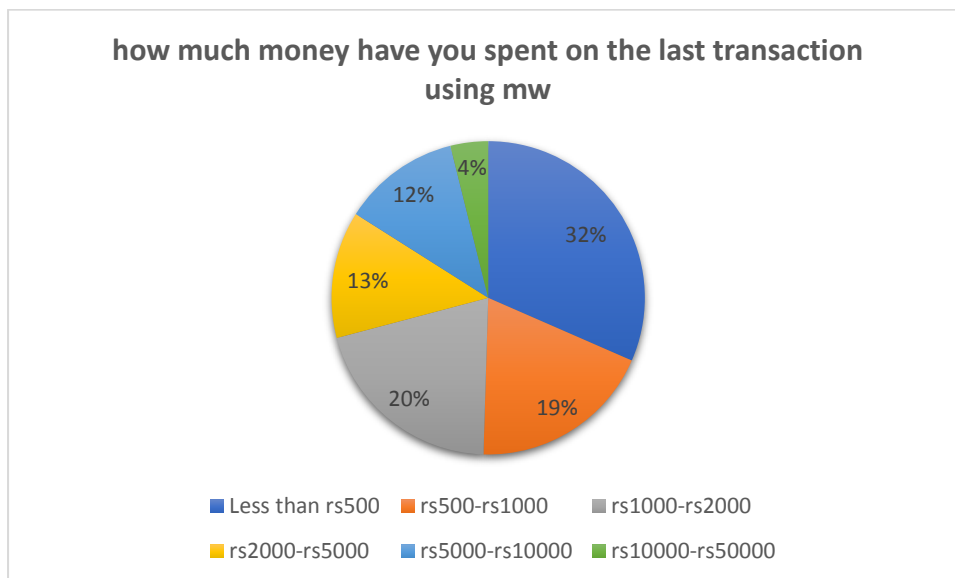
4.1.11 Table No :11

classification of the responders on how much money they transact using mobile wallet.

How much money transact in M wallet	No.of respondents	Percentage
Less than rs 500	65	31.6
Rs500-rs 1000	39	18.9
Rs 1000-rs2000	42	20.4
Rs 2000-rs 5000	27	13.1
Rs 5000-10000	25	12.1
Rs 10000-rs50000	8	3.9

4.1.11 Chart No:11

Chart representing respondents number of times they use mobile wallet in a week



Interpretation:

The above table interpreted on how much money respondents using mobile wallet for transaction purpose. In that 31.6% (N=65) transact less than rs500. next to that 20.4% (N=42) transact up to rs1000-rs2000.18.9%(N=39) transact up to rs500 to rs1000, 13.1% transact Rs 2000- Rs 5000(N=27) then 12.1% transact up to rs5000-rs10000 (N=25) the rest 3.9% transact from Rs 10000-rs50000 (N=8)

Inference:

Majority of the respondents transact less than rs500 in mobile wallet with 31.6%(N=65).

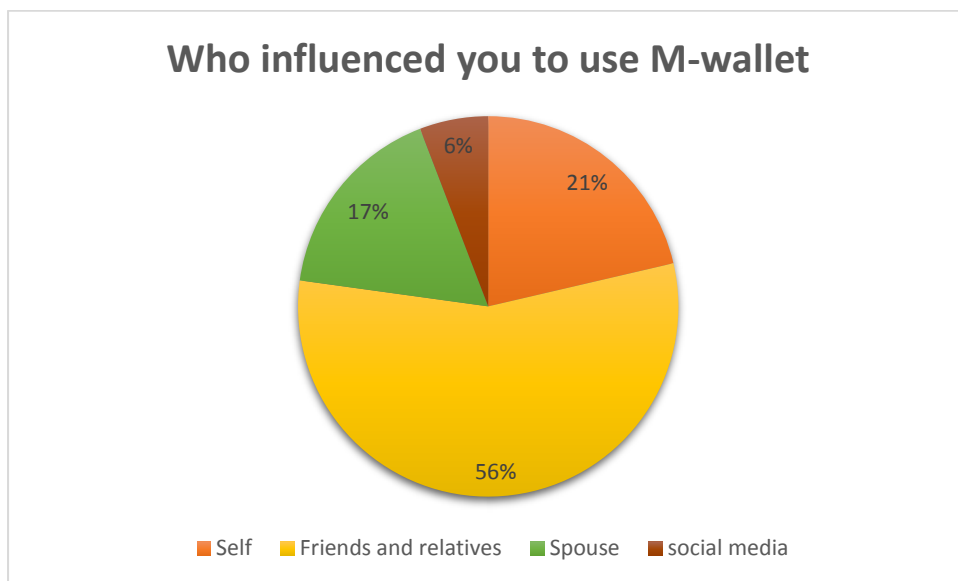
4.1.12 Table No :12

classification of the responders influence on the usage of mobile wallet

Influence in using MW	No.of respondents	Percentage
Self	44	21.4%
Friends and family	115	55.8%
Spouse	35	17%
Social media AD	12	5.8%

4.1.12 Chart No:12

Chart representing respondents influence on the usage of mobile wallet



Interpretation:

From the above table, it explains the respondents influence on using mobile wallet .In that 55.8% (N=115) are influenced by friends and family. Next to that 21.4% (N=44) are self-influenced, 17% (N=35) are influenced by spouse and the rest of the 5.8% are influenced by social media AD (N= 12).

Inference:

Majority of the respondents are influenced by family and with 55.8% (N=115)

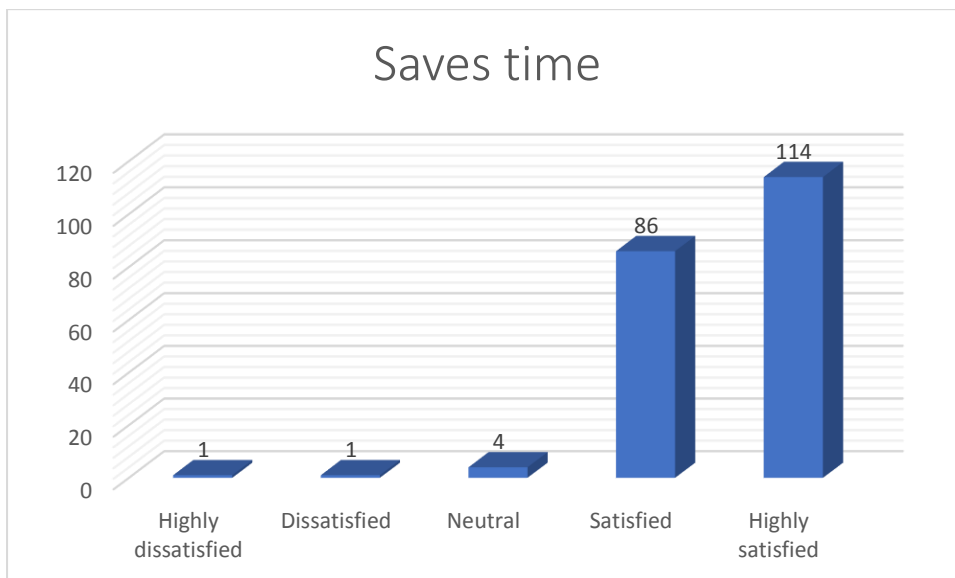
4.1.13 Table No :13

classification of the responders on whether M wallet saves there times

Saves times	No.of respondents	Percentage
Highly satisfied	114	55.3%
Satisfied	86	41.7%
Neutral	4	1.9%
Dissatisfied	1	0.5%
Highly dissatisfied	1	0.5%

4.1.13 Chart No:13

Chart representing respondents on whether M wallet saves there times.



Interpretation:

The above table interpreted that whether mobile wallet saves responders times or not in which most of the respondents are highly satisfied with 55.3% (N=114). Next to that 41.7%(N=86) have satisfied with it ,1.9%(N= 4) are neutral , 0.5% (N=1) dissatisfied and the rest of the 0.5%(N=1) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 56.6% (N=60) on whether mobile wallet saves responders times or not

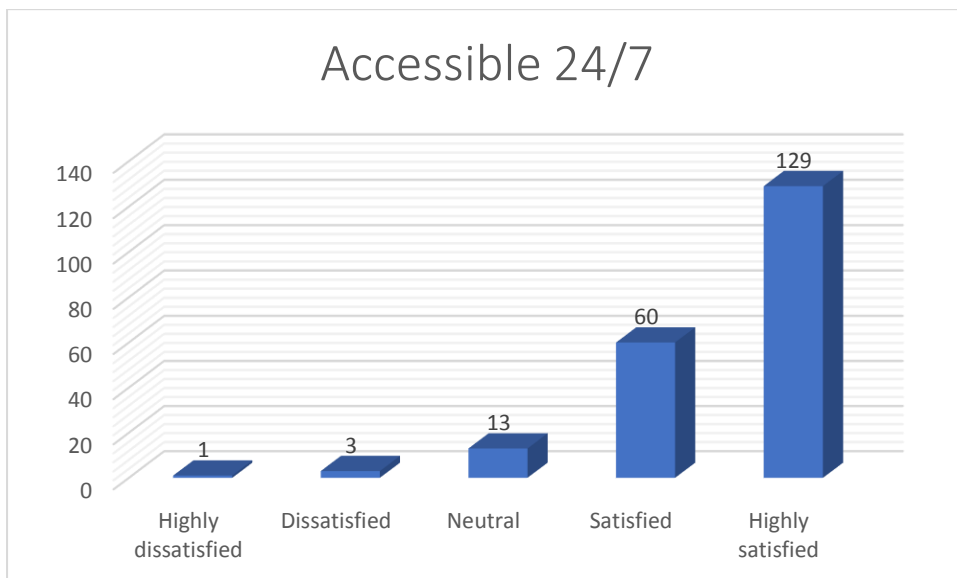
4.1.14 Table No :14

classification of the responders on whether M wallet are accessible 24/7

Accessable24/7	No.of respondents	Percentage
Highly satisfied	129	62.6%
Satisfied	60	29.1%
Neutral	13	6.3%
Dissatisfied	3	1.5%
Highly dissatisfied	1	0.5%

4.1.14 Chart No:14

Chart representing respondents on whether M wallet are accessible 24/7.



Interpretation:

The above table interpreted that whether mobile wallet are accessible 24/7 in which most of the respondents are highly satisfied with 62.6% (N=129). Next to that 29.1%(N=60) are satisfied with it ,6.3%(N= 13) are neutral , 1.5% (N=3) dissatisfied and the rest of the 0.5%(N=1) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 62.6% (N=129) on whether mobile wallet are accessible 24/7

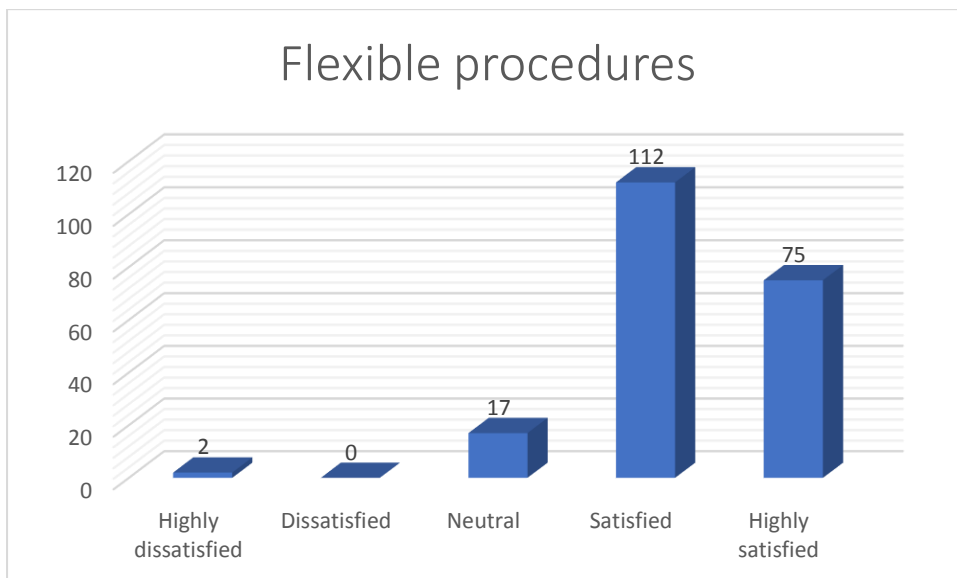
4.1.15 Table No :15

classification of the responders on whether M wallet have flexible procedure

Flexible procedure	No.of respondents	Percentage
Highly satisfied	75	36.4%
Satisfied	112	54.4%
Neutral	17	8.3%
Dissatisfied	0	0%
Highly dissatisfied	2	1.0%

4.1.15 Chart No:15

Chart representing respondents on whether M wallet have flexible procedure.



Interpretation:

The above table interpreted that whether mobile wallet have flexible procedure in which most of the respondents are satisfied with 54.4% (N=112). Next to that 36.4%(N=75) are highly satisfied with it ,8.3%(N= 17) are neutral ,and the rest of the 1.0%(N=2) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 54.5% (N=112) on mobile wallet having flexible procedures

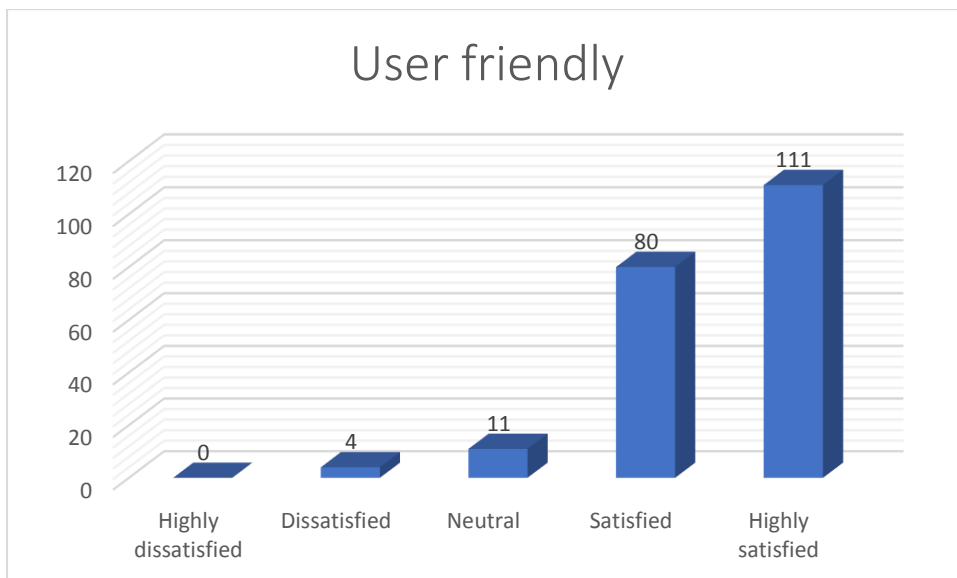
4.1.16 Table No :16

classification of the responders on whether M wallet are user friendly

User friendly	No.of respondents	Percentage
Highly satisfied	111	53.9%
Satisfied	80	38.8%
Neutral	11	5.3%
Dissatisfied	4	1.9%
Highly dissatisfied	0	0%

4.1.16 Chart No:16

Chart representing respondents on whether M wallet are user friendly.



Interpretation:

The above table interpreted that whether mobile wallet are user friendly in which most of the respondents are highly satisfied with 53.9% (N=111). Next to that 38.8%(N=80) are satisfied with it ,5.3%(N= 11) are neutral ,and the rest of the 1.9%(N=4) are dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 53.9% (N=111) on whether mobile wallet are user friendly

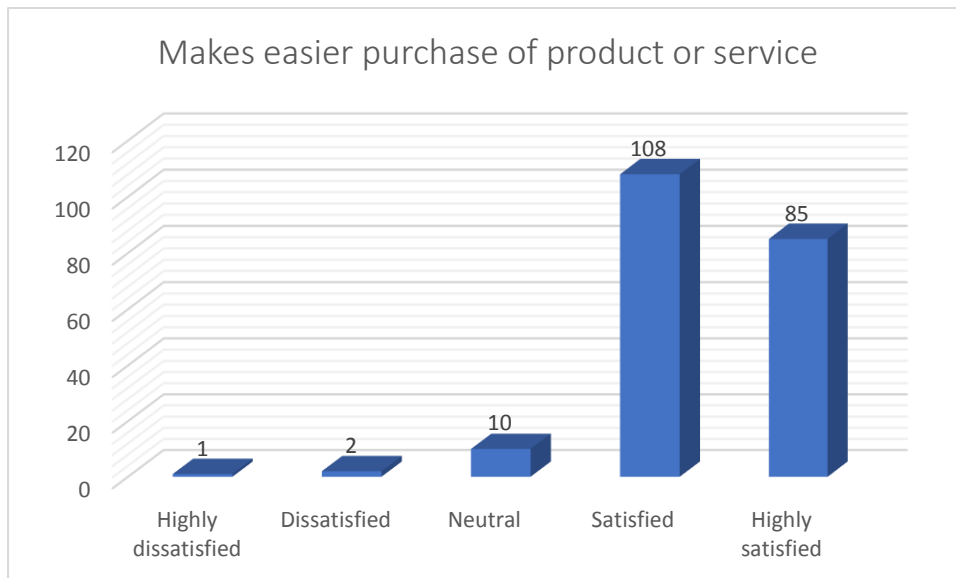
4.1.17 Table No :17

classification of the responders on whether M wallet make purchase of product or service easy

Purchase easy	No.of respondents	Percentage
Highly satisfied	85	41.3%
Satisfied	108	52.4%
Neutral	10	4.9%
Dissatisfied	2	1.0%
Highly dissatisfied	1	0.5%

4.1.17 Chart No:17

Chart representing respondents on whether M wallet make purchase of product or service easy.



Interpretation:

The above table interpreted that whether mobile wallet make purchase of product or service easy in which most of the respondents are satisfied with 52.4% (N=108). Next to that 41.3%(N=85) are highly satisfied with it ,4.9%(N= 10) are neutral, 1.0%(N=2) are dissatisfied, and the rest of the 0.5% (N=1) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 52.4% (N=108) on mobile wallet make purchase of product or service easy.

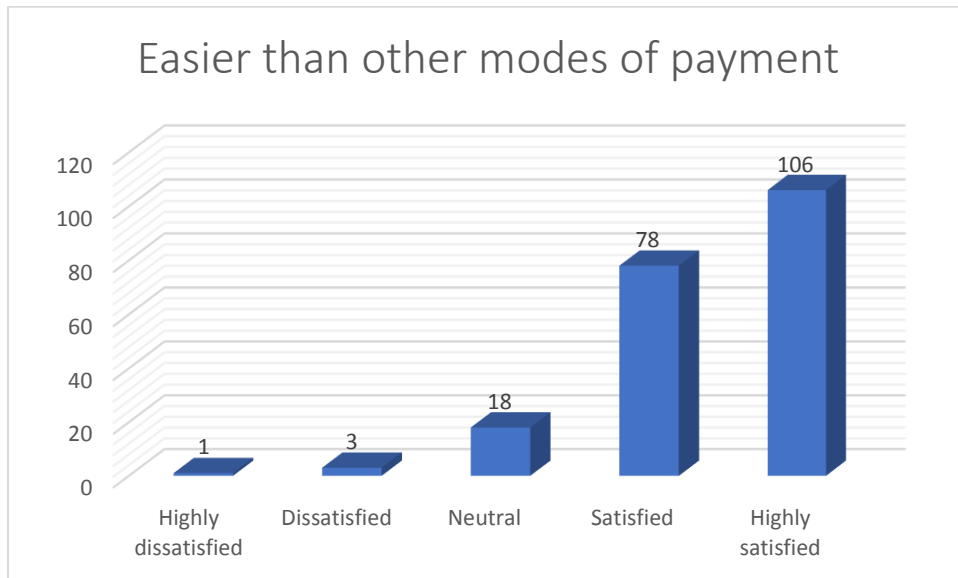
4.1.18 Table No :18

classification of the responders on whether M wallet are easier than other modes of payment

Easier than other modes	No.of respondents	Percentage
Highly satisfied	106	51.5%
Satisfied	78	37.9%
Neutral	18	8.7%
Dissatisfied	3	1.5%
Highly dissatisfied	1	0.5%

4.1.18 Chart No:18

Chart representing respondents on whether M wallet are easier than other modes of payment.



Interpretation:

The above table interpreted that whether mobile wallet is easier than other modes of payment in which most of the respondents are highly satisfied with 51.5% (N=106). Next to that 37.9%(N=78) are satisfied with it ,8.7%(N= 18) are neutral , 1.5% (N=3) dissatisfied and the rest of the 0.5%(N=1) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 51.5% (N=106) on whether mobile wallet are easier than other modes of payment.

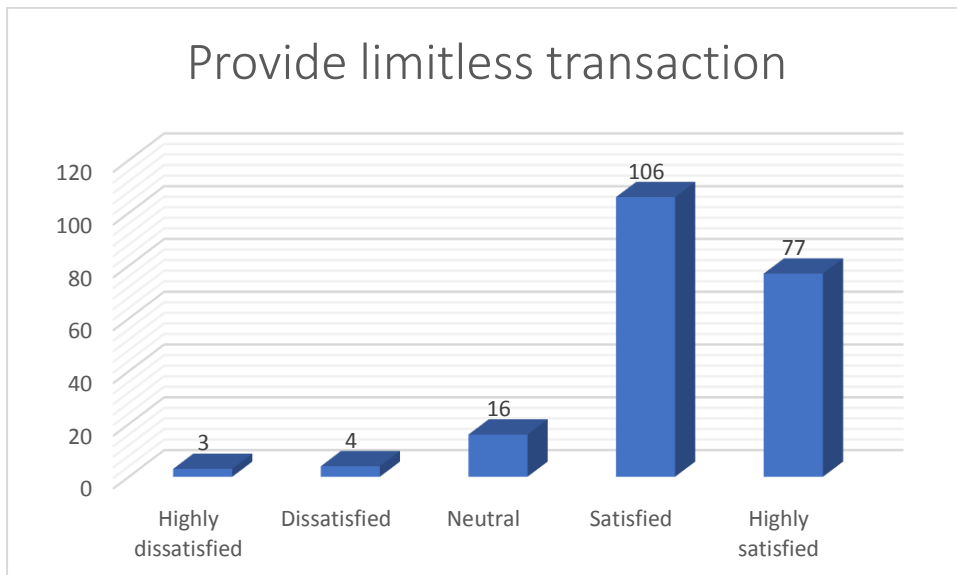
4.1.19 Table No :19

classification of the responders on whether M wallet provide limitless transaction

Limitless transaction	No.of respondents	Percentage
Highly satisfied	77	37.4%
Satisfied	106	51.5%
Neutral	16	7.8%
Dissatisfied	4	1.9%
Highly dissatisfied	3	1.5%

4.1.19 Chart No:19

Chart representing respondents on whether M wallet provide limitless transaction.



Interpretation:

The above table interpreted that whether mobile wallet provide limitless transaction in which most of the respondents are satisfied with 51.5% (N=106). Next to that 37.4%(N=77) are highly satisfied with it ,7.8%(N= 16) are neutral, 1.9%(N=4) are dissatisfied, and the rest of the 1.5% (N=3) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 51.5% (N=106) on mobile wallet providing limitless transaction.

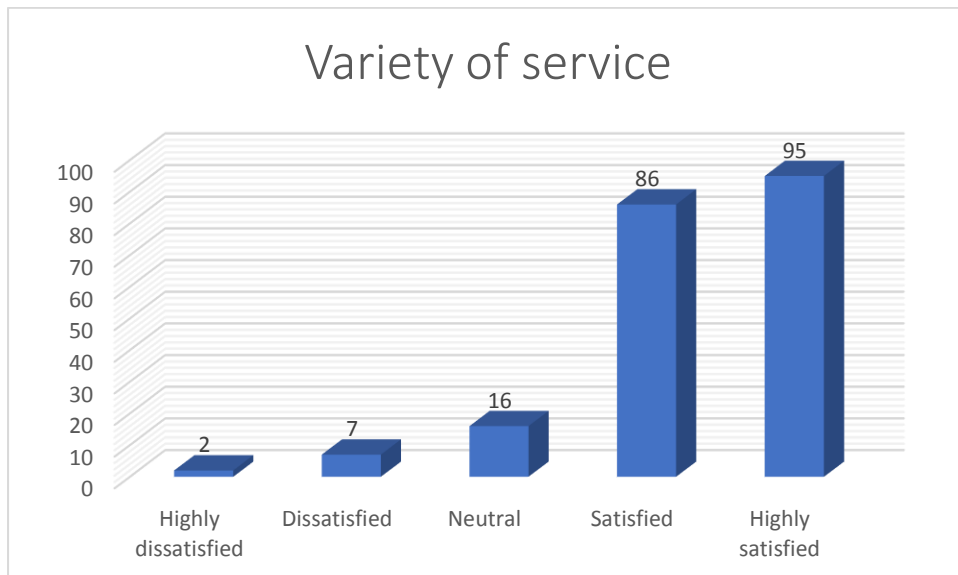
4.1.20 Table No :20

classification of the responders on whether M wallet provide variety of services

Variety of services	No.of respondents	Percentage
Highly satisfied	95	46.1%
Satisfied	86	41.7%
Neutral	16	7.8%
Dissatisfied	7	3.4%
Highly dissatisfied	2	1.0%

4.1.20 Chart No:20

Chart representing respondents on whether M wallet provide variety of services.



Interpretation:

The above table interpreted that on mobile wallet provide variety of service in which most of the respondents are highly satisfied with 46.1% (N=95). Next to that 41.7%(N=86) are satisfied with it , 7.8%(N= 16) are neutral, 3.4%(N=7) are dissatisfied, and the rest of the 1.0% (N=2) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 46.1% (N=95) on mobile wallet providing variety of service.

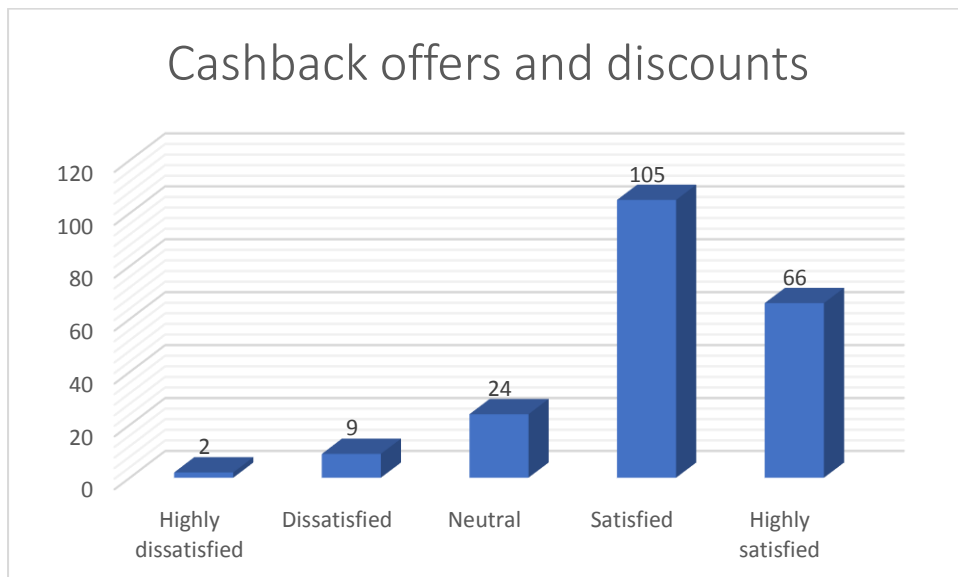
4.1.21 Table No :21

classification of the responders on whether M wallet provide cashback offers and discounts

Cashback offers and discounts	No.of respondents	Percentage
Highly satisfied	66	32%
Satisfied	105	51%
Neutral	24	11.7%
Dissatisfied	9	4.4%
Highly dissatisfied	2	1.0%

4.1.21 Chart No:21

Chart representing respondents on whether M wallet provide cashback offers and discounts.



Interpretation:

The above table interpreted that whether mobile wallet provide cashback offers and discounts in which most of the respondents are satisfied with 51% (N=105). Next to that 32%(N=66) are highly satisfied with it ,11.7%(N= 24) are neutral,4.4%(N=9) are dissatisfied, and the rest of the 1% (N=2) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 51% (N=105) on mobile wallet providing cashback offers and discounts.

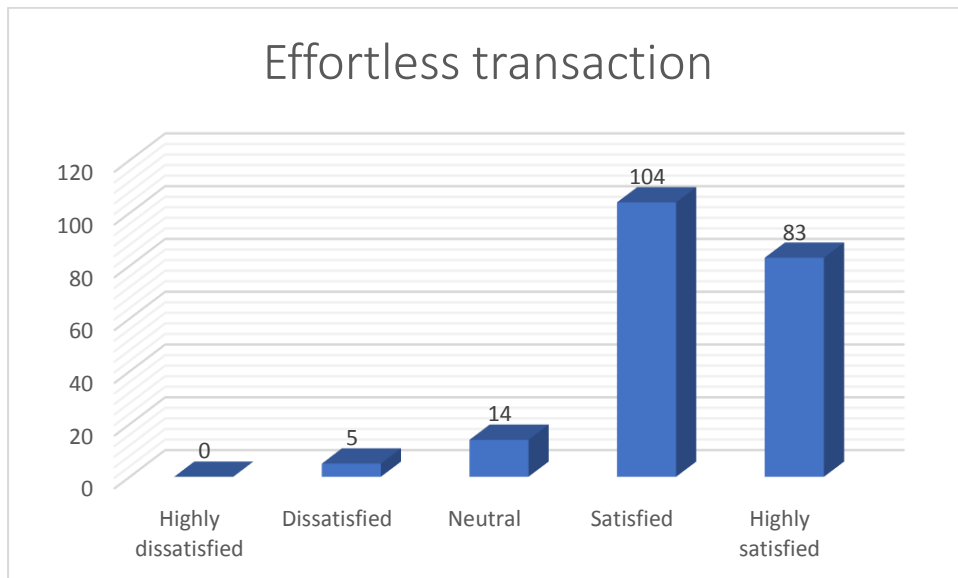
4.1.22 Table No :22

classification of the responders on whether M wallet provide effortless transaction.

Effortless transaction	No.of respondents	Percentage
Highly satisfied	83	40.3%
Satisfied	104	50.5%
Neutral	14	6.8%
Dissatisfied	5	2.4%
Highly dissatisfied	0	0%

4.1.22 Chart No:22

Chart representing respondents on whether M wallet provide effortless transaction.



Interpretation:

The above table interpreted that whether mobile wallet provide effortless transaction for customers in which most of the respondents are satisfied with 50.5% (N=104). Next to that 40.3%(N=83) are highly satisfied with it ,6.8%(N= 14) are neutral, and the rest of the 2.4% (N=5) are dissatisfied.

Inference:

Majority of the respondents are satisfied with 50.5% (N=104) on mobile wallet providing effortless transaction to its customer.

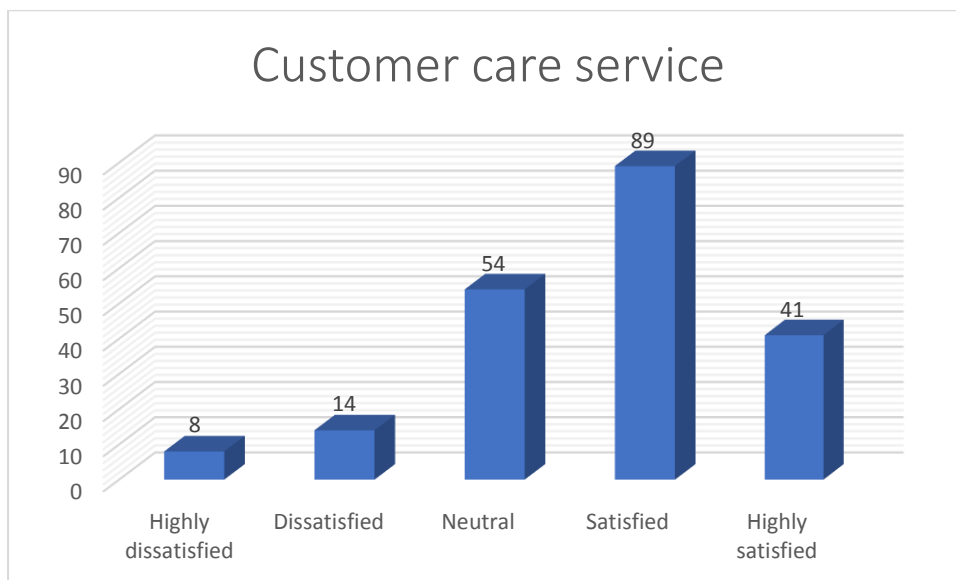
4.1.23 Table No :23

classification of the responders on whether M wallet provide customer care service.

Customer care service	No.of respondents	Percentage
Highly satisfied	41	19.9%
Satisfied	89	43.2%
Neutral	54	26.2%
Dissatisfied	14	6.8%
Highly dissatisfied	8	3.9%

4.1.23 Chart No:23

Chart representing respondents on whether M wallet companies provide customer care service.



Interpretation:

The above table interpreted that whether mobile wallet provide customer care services for customers in which most of the respondents are satisfied with 43.2% (N=89). Next to that 19.9%(N=41) are highly satisfied with it ,26.2%(N= 54) are neutral,6.8% are dissatisfied (N=14) and the rest of the 3.9% (N=8) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 43.2% (N=89) on mobile wallet companies providing customer care service to its customer.

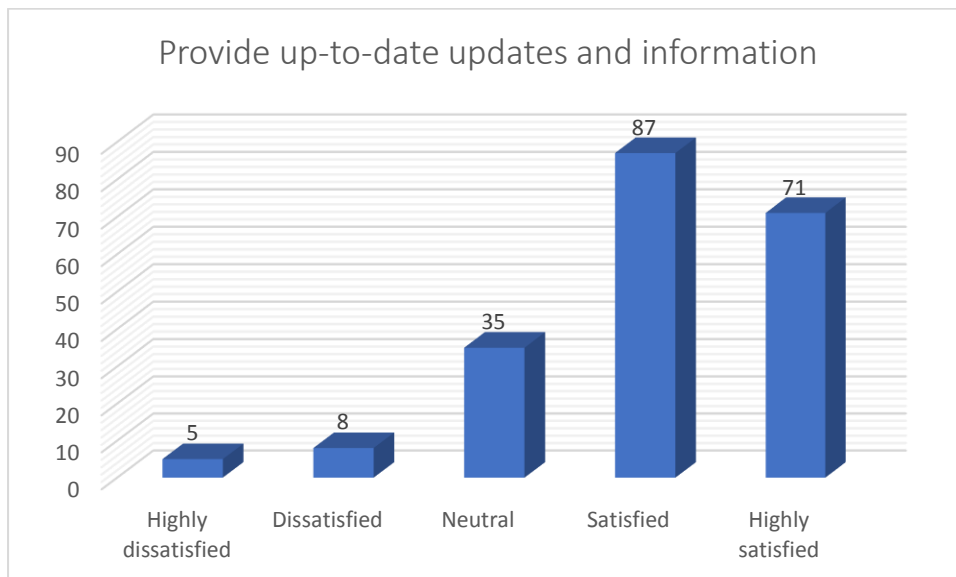
4.1.24 Table No :24

classification of the responders on whether M wallet companies provide up-to-date updates and information.

Provide up-to-date info	No.of respondents	Percentage
Highly satisfied	71	34.5%
Satisfied	87	42.2%
Neutral	35	17%
Dissatisfied	8	3.9%
Highly dissatisfied	5	2.4%

4.1.24 Chart No:24

Chart representing respondents on whether M wallet companies provide up-to-date updates and informations.



Interpretation:

The above table interpreted that whether mobile wallet companies provide up-to-date updates and information in which most of the respondents are satisfied with 42.2% (N=87). Next to that 34.5%(N=71) are highly satisfied with it ,17%(N= 35) are neutral,3.9% are dissatisfied (N=8) and the rest of the 2.4% (N=5) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 42.2% (N=87) on mobile wallet companies providing up-to-date updates and information.

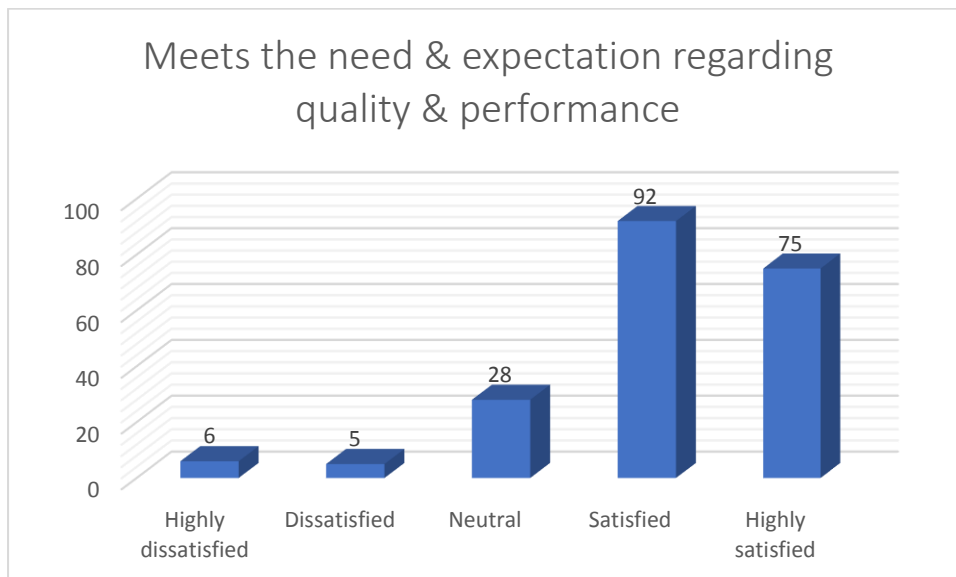
4.1.25 Table No :25

classification of the responders on whether M wallet companies provide expected quality and performance

Quality and performance	No.of respondents	Percentage
Highly satisfied	75	36.4%
Satisfied	92	44.7%
Neutral	28	13.6%
Dissatisfied	5	2.4%
Highly dissatisfied	6	2.9%

4.1.25 Chart No:25

Chart representing respondents on whether M wallet companies provide expected quality and performance.



Interpretation:

The above table interpreted that whether mobile wallet companies meet the need and expectation regarding quality and performance in which most of the respondents are satisfied with 44.7% (N=92). Next to that 36.4%(N=75) are highly satisfied with it ,13.6%(N= 28) are neutral,2.4% are dissatisfied (N=5) and the rest of the 2.9% (N=6) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 44.7% (N=92) on mobile wallet companies meets the need and expectation regarding quality and performance.

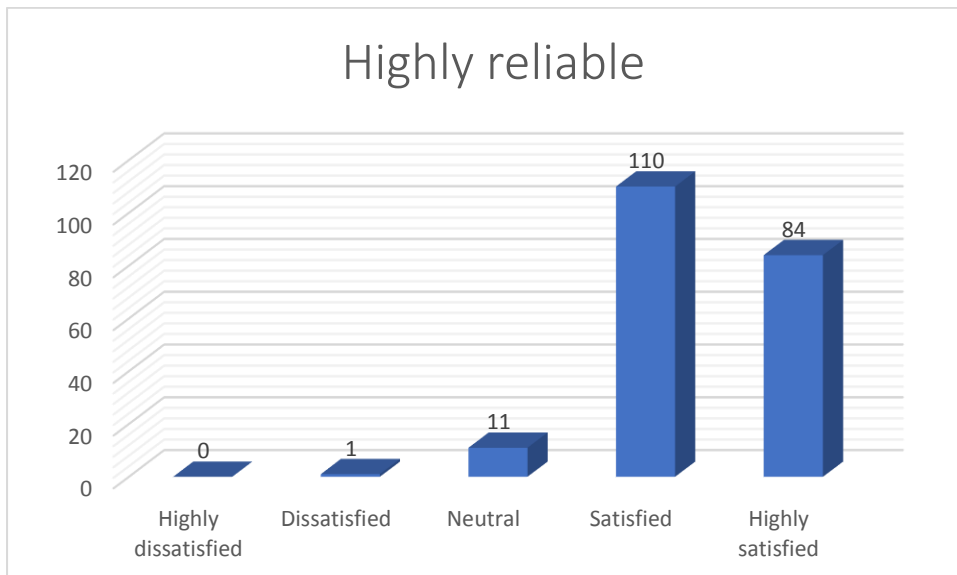
4.1.26 Table No :26

classification of the responders on whether M wallet are highly reliable.

Highly reliable	No.of respondents	Percentage
Highly satisfied	84	40.8%
Satisfied	110	53.8%
Neutral	11	5.3%
Dissatisfied	1	0.5%
Highly dissatisfied	0	0%

4.1.26 Chart No:26

Chart representing respondents on whether M wallet are highly reliable.



Interpretation:

The above table interpreted that whether mobile wallet being highly reliable to customer or not in which most of the respondents are satisfied with 53.8% (N=110). Next to that 40.8%(N=84) are highly satisfied with it ,5.3%(N= 11) are neutral, and the rest of the 0.5% (N=1) are dissatisfied.

Inference:

Majority of the respondents are satisfied with 53.8% (N=110) on mobile wallet being highly reliable to the customers.

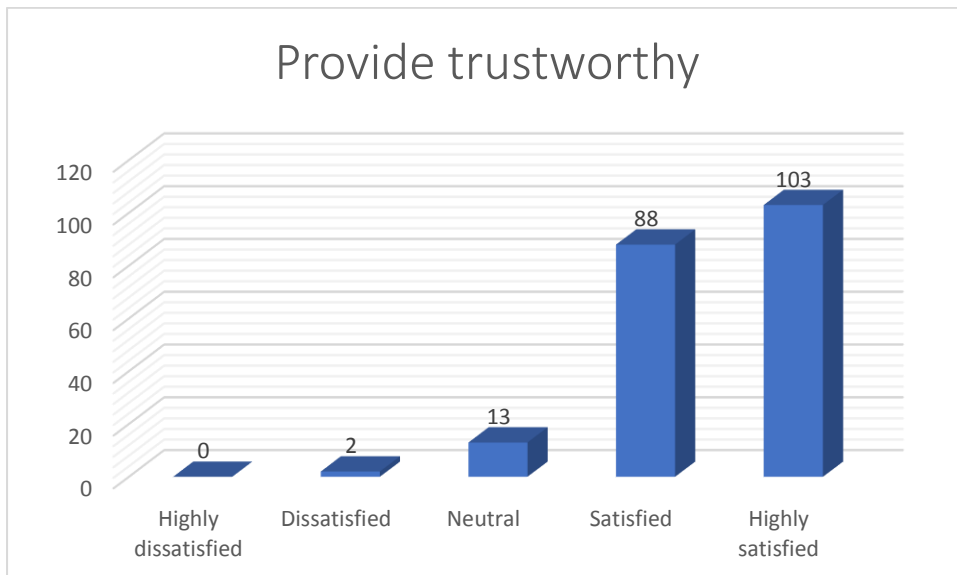
4.1.27 Table No :27

classification of the responders on whether M wallet are trust worthy

Trustworthy	No.of respondents	Percentage
Highly satisfied	103	50%
Satisfied	88	42.7%
Neutral	13	6.3%
Dissatisfied	2	1.0%
Highly dissatisfied	0	0%

4.1.27 Chart No:27

Chart representing respondents on whether M wallet are trust worthy.



Interpretation:

The above table interpreted that whether mobile wallet being trustworthy to customer or not in which most of the respondents are highly satisfied with 50% (N=103). Next to that 42.7%(N=88) are satisfied with it ,6.3%(N= 13) are neutral, and the rest of the 1% (N=2) are dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 50% (N=103) on mobile wallet being trustworthy to the customers.

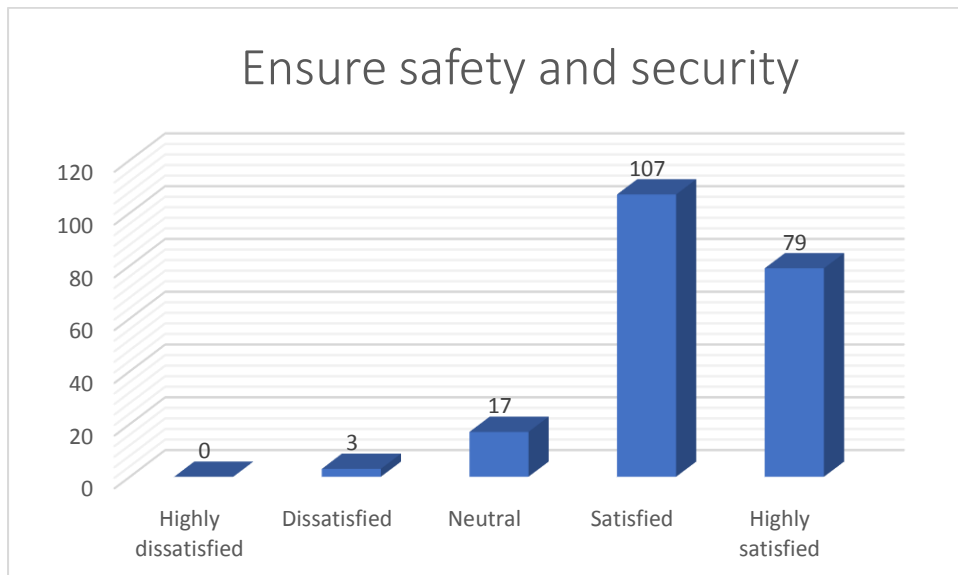
4.1.28 Table No :28

classification of the responders on whether M wallet ensure safety and security

Safety and security	No.of respondents	Percentage
Highly satisfied	79	38.3%
Satisfied	107	51.9%
Neutral	17	8.3%
Dissatisfied	3	1.5%
Highly dissatisfied	0	0%

4.1.28 Chart No:28

Chart representing respondents on whether M wallet ensure safety and security.



Interpretation:

The above table interpreted that whether mobile wallet ensure safety and security to customer or not in which most of the respondents are satisfied with 51.9% (N=107). Next to that 38.3%(N=79) are highly satisfied with it ,8.3%(N= 17) are neutral, and the rest of the 1.5% (N=3) are dissatisfied.

Inference:

Majority of the respondents are satisfied with 51.9% (N=107) on mobile wallet ensure safety and security to customer.

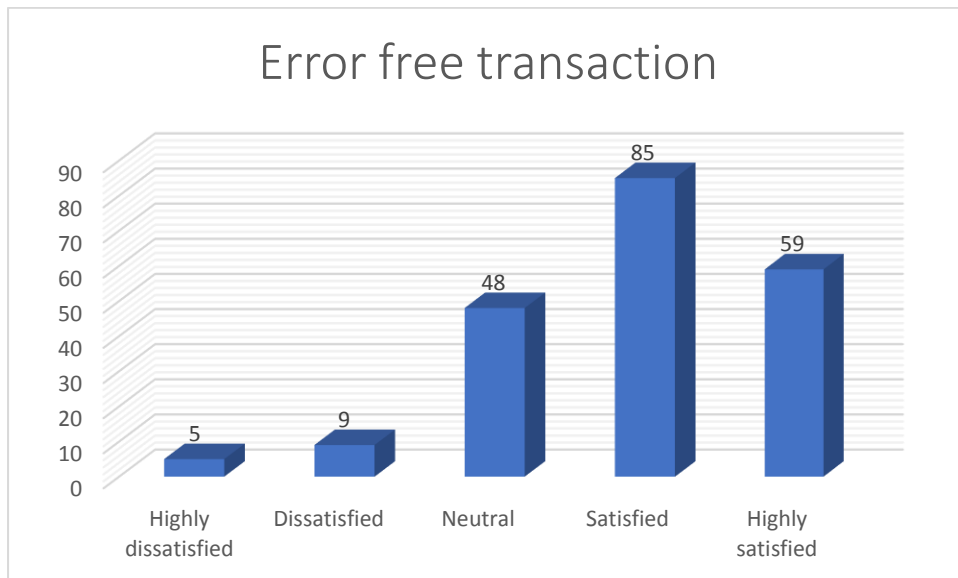
4.1.29 Table No :29

classification of the responders on whether M wallet provide error free transaction.

Error free transaction	No.of respondents	Percentage
Highly satisfied	59	28.6%
Satisfied	85	41.3%
Neutral	48	23.3%
Dissatisfied	9	4.4%
Highly dissatisfied	5	2.4%

4.1.29 Chart No:29

Chart representing respondents on whether M wallet provide error free transaction.



Interpretation:

The above table interpreted that mobile wallet provides error free while using it in which most of the respondents are satisfied with 41.3% (N=85). Next to that 28.6%(N=59) are highly satisfied with it ,23.3%(N= 48) are neutral,4.4% are dissatisfied (N=9) and the rest of the 2.4% (N=5) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 41.3% (N=85) on mobile wallet provides error free while using it.

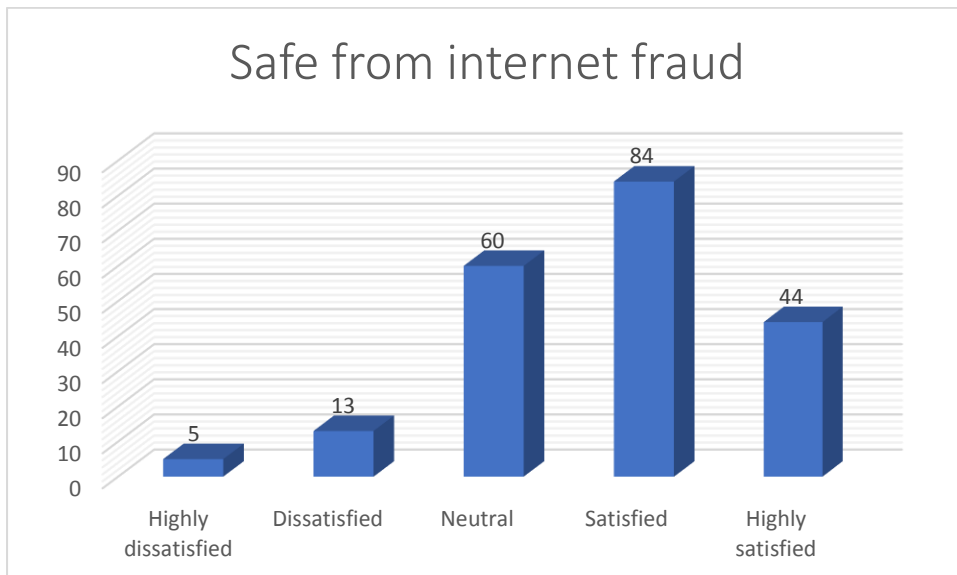
4.1.30 Table No :30

classification of the responders on whether M wallet are safe from internet frauds.

Safe from internet frauds	No.of respondents	Percentage
Highly satisfied	44	21.4%
Satisfied	84	40.8%
Neutral	60	29.1%
Dissatisfied	13	6.3%
Highly dissatisfied	5	2.4%

4.1.30 Chart No:30

Chart representing respondents on whether M wallet are safe from internet frauds.



Interpretation:

The above table interpreted that mobile wallet are safe from internet frauds in which most of the respondents are satisfied with 40.8% (N=84). Next to that 21.4%(N=44) are highly satisfied ,29.1%(N= 60) are neutral,6.3% are dissatisfied (N=13) and the rest of the 2.4% (N=5) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 40.8% (N=84) on mobile wallet are being safe from internet frauds.

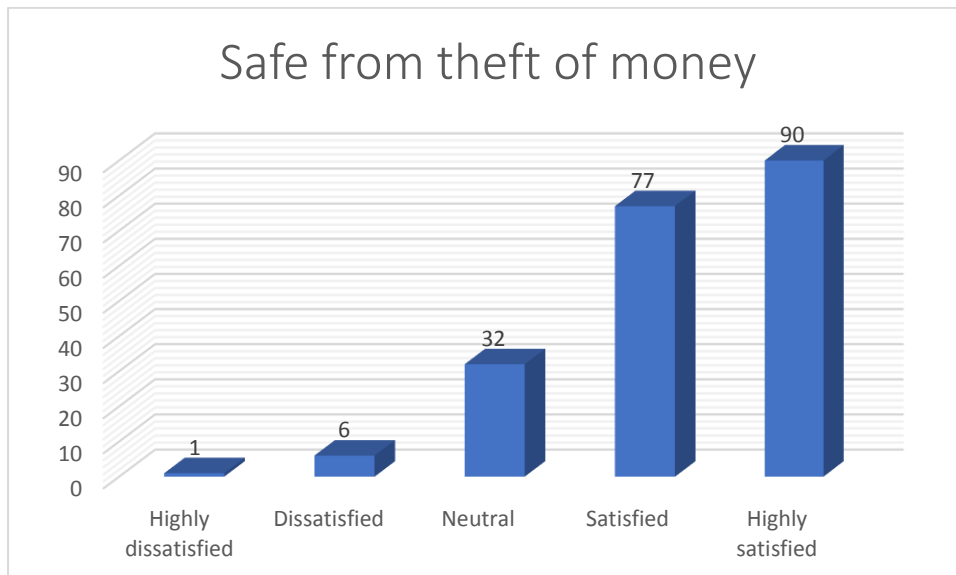
4.1.31 Table No :31

classification of the responders on whether M wallet are safe from theft of money.

Safe from theft of money	No.of respondents	Percentage
Highly satisfied	90	43.7%
Satisfied	77	37.4%
Neutral	32	15.5%
Dissatisfied	6	2.9%
Highly dissatisfied	1	0.5%

4.1.31 Chart No:31

Chart representing respondents on whether M wallet are safe from theft of money.



Interpretation:

The above table interpreted that mobile wallet are safe from theft of money in which most of the respondents are highly satisfied with 43.7% (N=90). Next to that 37.4%(N=77) are satisfied ,15.5%(N= 32) are neutral,2.9% are dissatisfied (N=6) and the rest of the 0.5% (N=1) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 43.7% (N=90) on mobile wallet are being safe from theft of money.

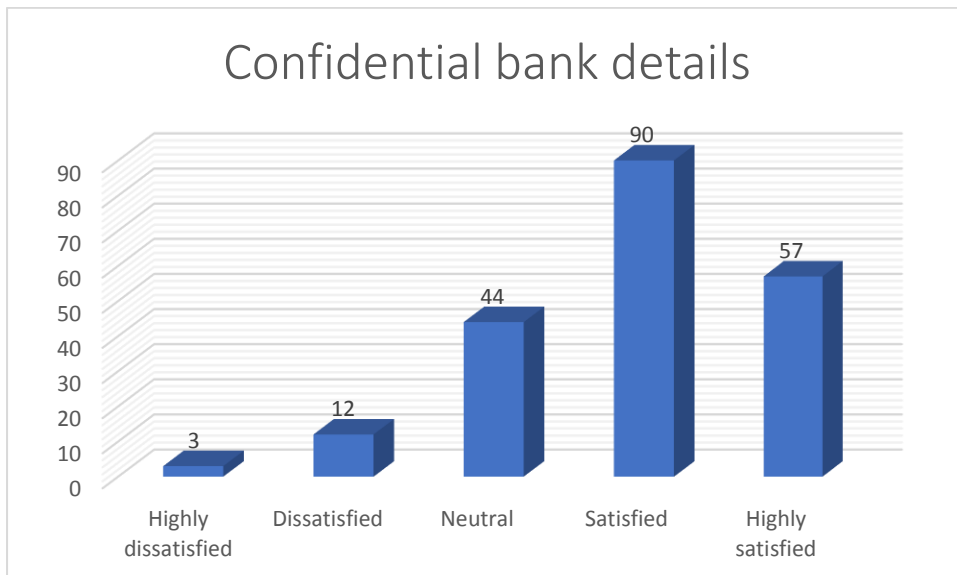
4.1.32 Table No :32

classification of the responders on whether M wallet keep bank details confidential

Confidential bank details	No.of respondents	Percentage
Highly satisfied	57	27.7%
Satisfied	90	43.7%
Neutral	44	21.4%
Dissatisfied	12	5.8%
Highly dissatisfied	3	1.5%

4.1.32 Chart No:32

Chart representing respondents on whether M wallet keep bank details confidential.



Interpretation:

The above table interpreted that mobile wallet keeps bank details of the customers confidential in which most of the respondents are satisfied with 43.7% (N=90). Next to that 27.7%(N=57) are highly satisfied ,21.4%(N= 44) are neutral,5.8% are dissatisfied (N=12) and the rest of the 1.5% (N=3) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 43.7% (N=90) on mobile wallet keeps bank details of the customers confidential.

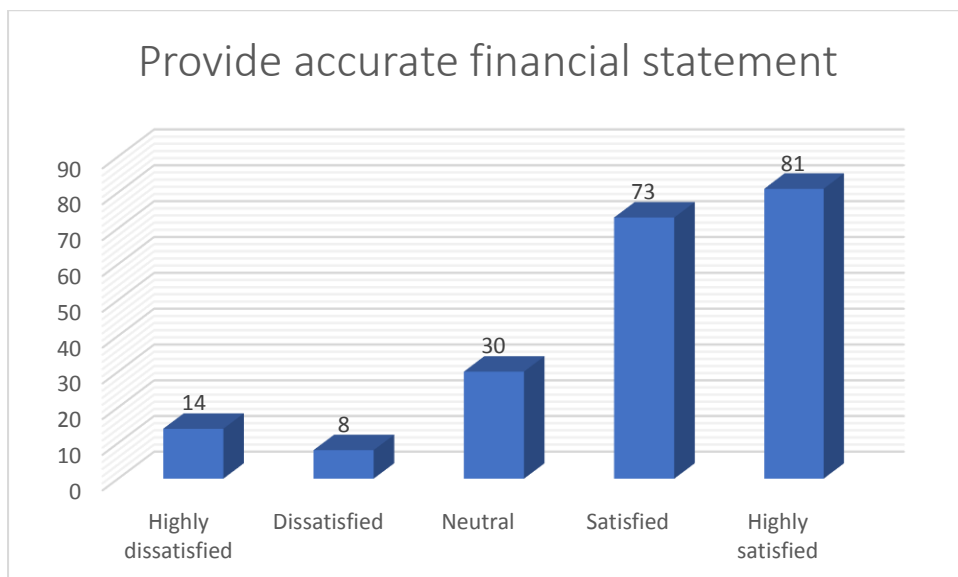
4.1.33 Table No :33

classification of the responders on whether M wallet provide accurate financial statement

Accurate financial statement	No.of respondents	Percentage
Highly satisfied	81	39.3%
Satisfied	73	35.4%
Neutral	30	14.6%
Dissatisfied	8	3.9%
Highly dissatisfied	14	6.8%

4.1.33 Chart No:33

Chart representing respondents on whether M wallet provide accurate financial statement



Interpretation:

The above table interpreted that whether mobile wallet provide accurate financial statement to the customers in which most of the respondents are highly satisfied with 39.3% (N=81). Next to that 35.4%(N=73) are satisfied ,14.6%(N= 30) are neutral,3.9% are dissatisfied (N=8) and the rest of the 6.8% (N=14) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 39.03% (N=81) on mobile wallet provide accurate financial statement to the customers.

4.1.34 Table No :34

classification of the responders on whether M wallet charges reasonable price.

Reasonable price	No.of respondents	Percentage
Highly satisfied	82	39.8%
Satisfied	114	55.3%
Neutral	9	4.4%
Dissatisfied	0	0%
Highly dissatisfied	1	0.5%

4.1.34 Chart No:34

Chart representing respondents on whether M wallet charges reasonable price.



Interpretation:

The above table interpreted on mobile wallet charges reasonable price to the customer in which most of the respondents are satisfied with 55.3% (N=114). Next to that 39.8%(N=82) are highly satisfied ,4.4%(N= 9) are neutral, and the rest of the 0.5% (N=1) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 55.3% (N=114) on reasonable price charged by mobile wallet companies.

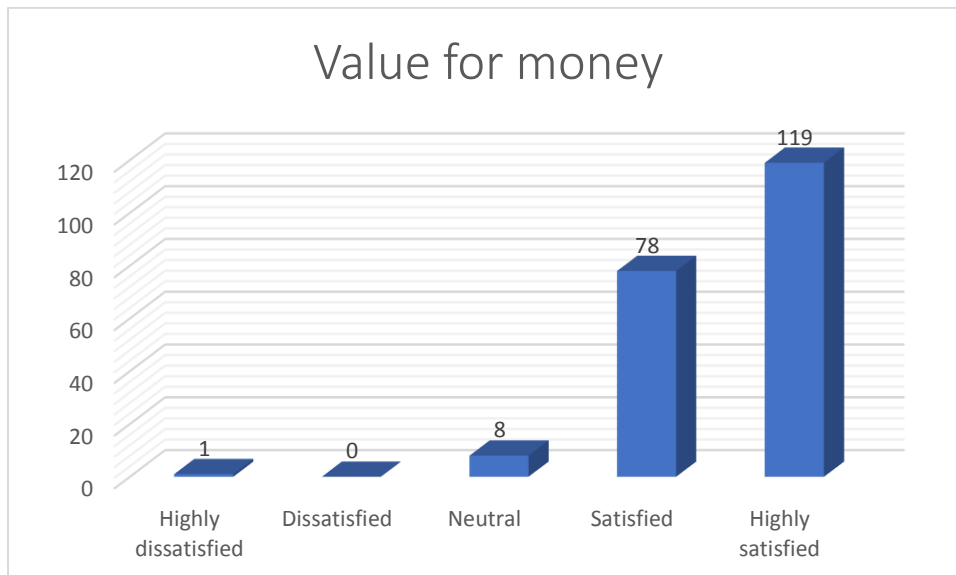
4.1.35 Table No :35

classification of the responders on whether M wallet are value for money.

Value for money	No.of respondents	Percentage
Highly satisfied	119	57.8%
Satisfied	78	37.9%
Neutral	8	3.9%
Dissatisfied	0	0%
Highly dissatisfied	1	0.5%

4.1.35 Chart No:35

Chart representing respondents on whether M wallet are value for money.



Interpretation:

The above table interpreted on mobile wallet charges are considered as value for money among users in which most of the respondents are highly satisfied with 57.8% (N=119). Next to that 37.9%(N=78) are satisfied, 3.9%(N= 8) are neutral, and the rest of the 0.5% (N=1) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 57.8% (N=119) on mobile wallet charges are considered as value for money among users.

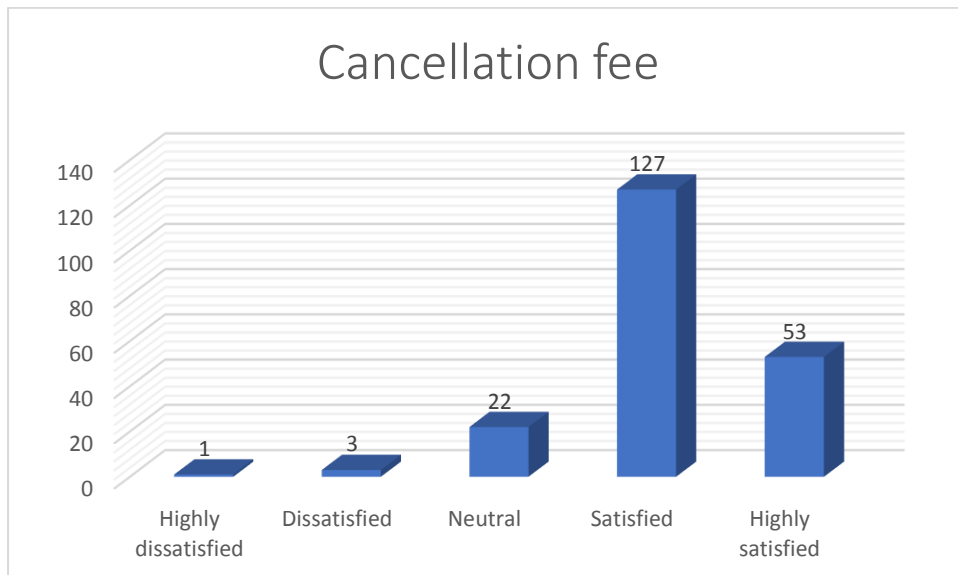
4.1.36 Table No :36

classification of the responders on M wallet cancellation fee.

Cancellation fee	No.of respondents	Percentage
Highly satisfied	53	25.7%
Satisfied	127	61.7%
Neutral	22	10.7%
Dissatisfied	3	1.5%
Highly dissatisfied	1	0.5%

4.1.36 Chart No:36

Chart representing on respondents M wallet cancellation fee.



Interpretation:

The above table interpreted on cancellation fees charged by the M wallet companies in which most of the respondents are satisfied with 61.7% (N=127). Next to that 25.7%(N=53) are highly satisfied ,10.7%(N= 22) are neutral, 1.5% are dissatisfied and the rest of the 0.5% (N=1) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 61.7% (N=127) on mobile wallet charges are cancellation fee.

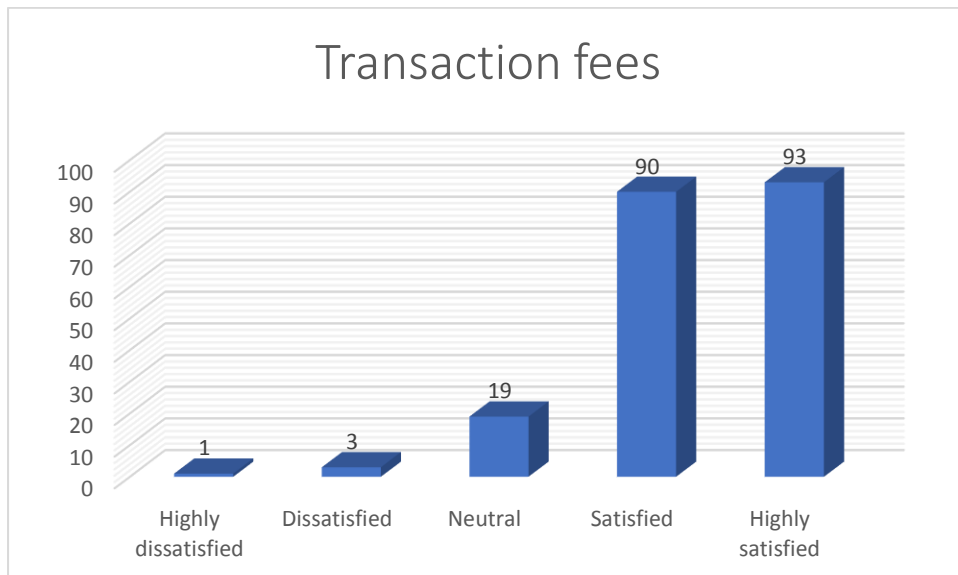
4.1.37 Table No :37

classification of the responders on M wallet transaction fee.

Transaction fee	No.of respondents	Percentage
Highly satisfied	93	45.1%
Satisfied	90	43.7%
Neutral	19	9.2%
Dissatisfied	3	1.5%
Highly dissatisfied	1	0.5%

4.1.37 Chart No:37

Chart representing on respondents M wallet transaction fee.



Interpretation:

The above table interpreted on transaction fees charged by the M wallet companies in which most of the respondents are highly satisfied with 45.1% (N=93). Next to that 43.7%(N=90) are satisfied ,9.2%(N= 19) are neutral, 1.5% (N=3) are dissatisfied and the rest of the 0.5% (N=1) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 45.1% (N=93) on mobile wallet charges are transaction fee.

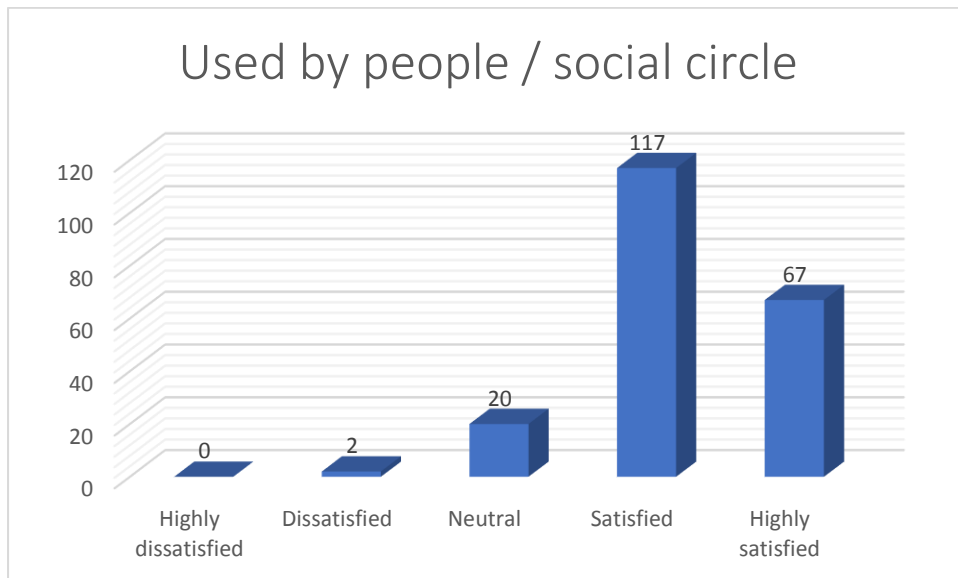
4.1.38 Table No :38

classification of the responders on M wallet been used by social circle.

Used by social circle	No.of respondents	Percentage
Highly satisfied	67	32.5%
Satisfied	117	56.8%
Neutral	20	9.7%
Dissatisfied	2	1.0%
Highly dissatisfied	0	0%

4.1.38 Chart No:38

Chart representing on respondents M wallet been used by social circle.



Interpretation:

The above table interpreted on M wallet are used by the social circle of the responders in which most of the respondents are satisfied with 56.8% (N=117). Next to that 32.5%(N=67) are highly satisfied ,9.7%(N= 20) are neutral, and the rest of the 1% (N=2) are dissatisfied.

Inference:

Majority of the respondents are satisfied with 56.8% (N=117) on mobile wallet been used by the social circle of the responders.

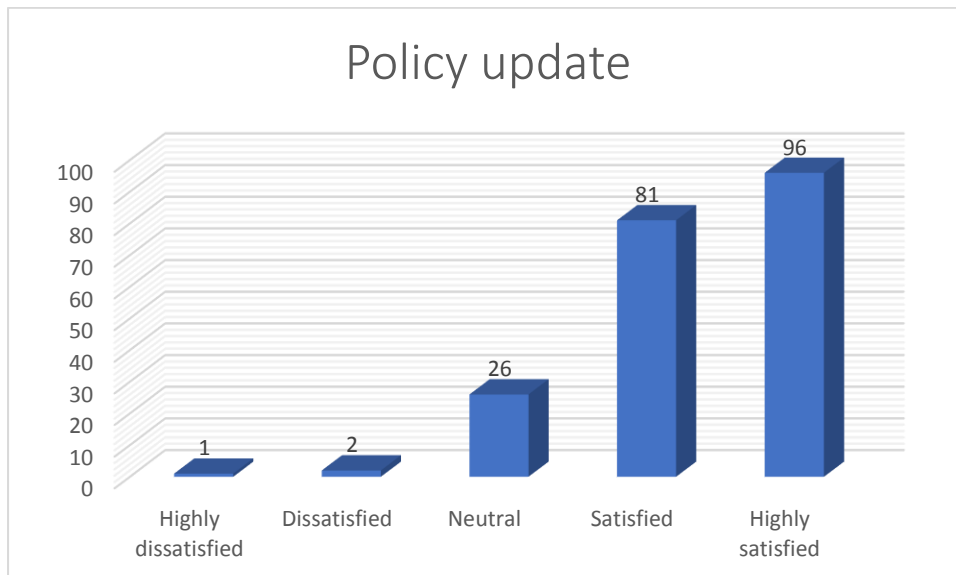
4.1.39 Table No :39

classification of the responders on M wallet companies provide policy update.

Policy update	No.of respondents	Percentage
Highly satisfied	96	46.6%
Satisfied	81	39.3%
Neutral	26	12.6%
Dissatisfied	2	1.0%
Highly dissatisfied	1	0.5%

4.1.39 Chart No:39

Chart representing on respondents M wallet companies provide policy update.



Interpretation:

The above table interpreted on M wallet companies provide policy update to the users in which most of the respondents are highly satisfied with 46.6% (N=96). Next to that 39.3%(N=81) are satisfied ,12.6%(N= 26) are neutral, 1.0% (N=2) are dissatisfied and the rest of the 0.5% (N=1) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 46.6% (N=96) on mobile wallet companies provide policy update to the users.

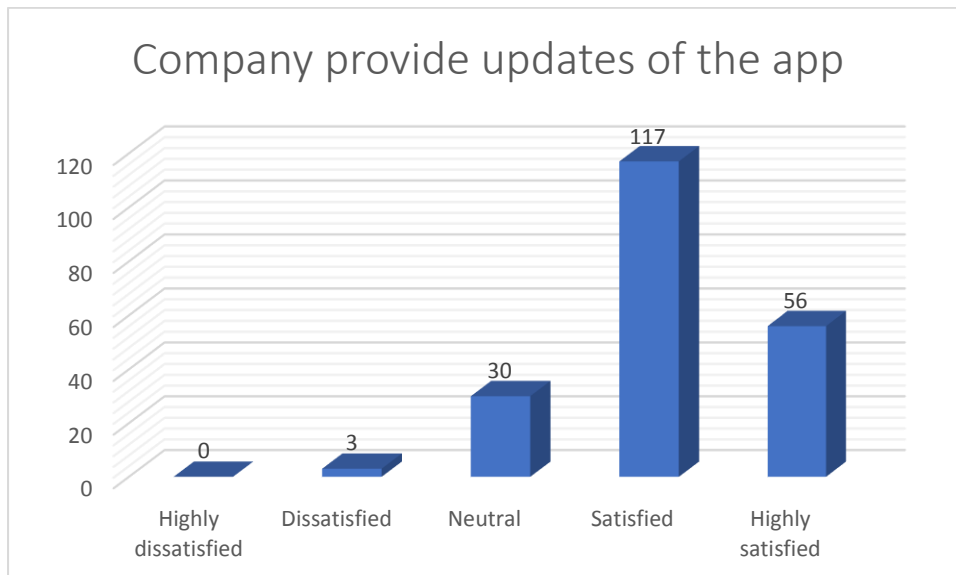
4.1.40 Table No :40

classification of the responders on M wallet companies provide update of the app

Update of the app	No.of respondents	Percentage
Highly satisfied	56	27.2%
Satisfied	117	56.8%
Neutral	30	14.6%
Dissatisfied	3	1.5%
Highly dissatisfied	0	0%

4.1.40 Chart No:40

Chart representing on respondents M wallet companies provide update of the app



Interpretation:

The above table interpreted on M wallet companies provide App update to the users in which most of the respondents are satisfied with 56.8% (N=117). Next to that 27.2%(N=56) are highly satisfied ,14.6%(N= 30) are neutral, and the rest of the 1.5% (N=2) are dissatisfied.

Inference:

Majority of the respondents are satisfied with 56.8% (N=117) on mobile wallet companies provide app update to the users.

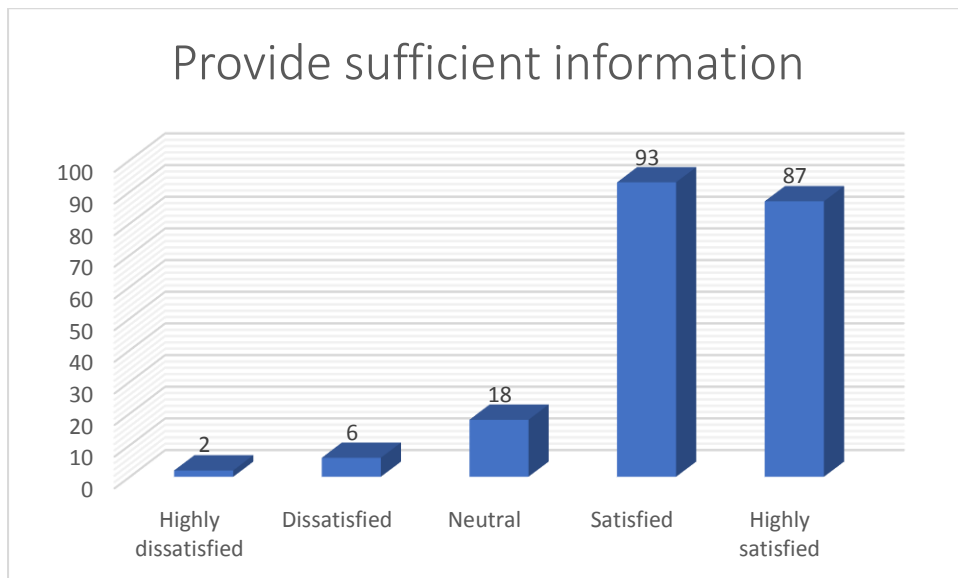
4.1.41 Table No :41

classification of the responders on M wallet companies provide sufficient information

Provide sufficient information	No.of respondents	Percentage
Highly satisfied	87	42.2%
Satisfied	93	45.1%
Neutral	18	8.7%
Dissatisfied	6	2.9%
Highly dissatisfied	2	1.0%

4.1.41 Chart No:41

Chart representing on respondents M wallet companies provide sufficient information.



Interpretation:

The above table interpreted on M wallet companies provide sufficient information to the users in which most of the respondents are satisfied with 45.1% (N=93). Next to that 42.2%(N=87) are highly satisfied ,8.7%(N= 18) are neutral, 2.9% (N=6) are dissatisfied and the rest of the 1.0% (N=2) are highly dissatisfied.

Inference:

Majority of the respondents are satisfied with 45.1% (N=93) on mobile wallet companies provide sufficient information to the users

4.1.42 Table No :42

classification of the responders over all satisfaction on M wallet

Over all satisfaction	No.of respondents	Percentage
Highly satisfied	92	44.7%
Satisfied	104	50.5%
Neutral	8	3.9%
Dissatisfied	2	1.0%
Highly dissatisfied	0	0%

4.1.42 Chart No:42

Chart representing on respondents M wallet overall satisfaction on M wallet.



Interpretation:

The above table interpreted on M wallet users overall satisfaction in which most of the respondents are satisfied with 50.5% (N=104). Next to that 44.7%(N=92) are highly satisfied ,3.9% (N= 8) are neutral, and the rest of the 1.0% (N=2) are dissatisfied.

Inference:

Majority of the respondents are satisfied with 50.5% (N=104) with mobile wallet

4.2 CHI-SQUARE TEST:

H0: There is no significant association between the age of the responders and their frequency of usage of mobile wallet

H1: There is a significant association between the age of the responders and their frequency of usage of mobile wallet

4.43 CHI SQUARE TABLE:

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.522 ^a	12	.002
Likelihood Ratio	32.386	12	.001
Linear-by-Linear Association	2.701	1	.100
N of Valid Cases	206		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .87.

INTERPRETATION:

From the result of the above chi-square test, we conclude that there is a significant association between the age of the responders and their frequency of usage of mobile wallet. Since the p-value (.002) of the above analysis is less than 0.05, we reject the null hypothesis and accept the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is a significant association between age and the frequency of usage of mobile wallet.

4.3 ONE-WAY ANOVA:

H0: There is no significant difference between the age of the responders and convenient factors in mobile wallet

H1: There is a significant difference between the age of the responders and convenient factors in mobile wallet

4.44 ANOVA TABLE:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Saves time	Between Groups	.768	4	.192	.503	.734
	Within Groups	76.713	201	.382		
	Total	77.481	205			
Accessible 24/7	Between Groups	2.155	4	.539	1.029	.394
	Within Groups	105.268	201	.524		
	Total	107.422	205			
Flexible procedures	Between Groups	1.159	4	.290	.608	.657
	Within Groups	95.715	201	.476		
	Total	96.874	205			
User friendly	Between Groups	.823	4	.206	.430	.787
	Within Groups	96.090	201	.478		
	Total	96.913	205			
Makes easier purchase of product or service	Between Groups	.854	4	.213	.484	.748
	Within Groups	88.700	201	.441		
	Total	89.553	205			
Easier than other modes of payment	Between Groups	.751	4	.188	.331	.857
	Within Groups	113.953	201	.567		
	Total	114.704	205			

INTERPRETATION:

- Since the p-value (0.734) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and saving time in mobile wallet
- Since the p-value (0.394) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and 24/7accessability of mobile wallet
- Since the p-value (0.657) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and the flexible procedures in mobile wallet
- Since the p-value (0.787) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and the user friendliness in mobile wallet
- Since the p-value (0.748) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and the purchase of products and services are easier in mobile wallet
- Since the p-value (0.857) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and easier mode of payment

4.4 T TEST

H0: There is no significant association between the gender of the responders and the security factor in mobile wallet

H1: There is a significant association between the gender of the responders and the security factor in mobile wallet

4.45 T TEST TABLE :

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Highly reliable	Male	94	4.31	.605	.062
	Female	112	4.38	.602	.057
Provide trustworthy	Male	94	4.35	.651	.067
	Female	112	4.47	.657	.062
Ensure safety and security	Male	94	4.23	.663	.068
	Female	112	4.30	.682	.064
Error free transaction	Male	94	3.84	.954	.098
	Female	112	3.94	.952	.090
Safe from internet fraud	Male	94	3.63	1.026	.106
	Female	112	3.80	.879	.083
Safe from theft of money	Male	94	4.17	.888	.092
	Female	112	4.24	.808	.076
Confidential bank details	Male	94	3.81	1.008	.104
	Female	112	3.98	.838	.079
Provide accurate financial statement	Male	94	3.88	1.217	.126
	Female	112	4.04	1.082	.102

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Highly reliable	Equal variances assumed	.024	.876	-.788	204	.432	-.066	.084	-.233	.100
	Equal variances not assumed			-.787	197.518	.432	-.066	.084	-.233	.100
Provide trustworthy	Equal variances assumed	.020	.886	-1.335	204	.183	-.122	.092	-.303	.058
	Equal variances not assumed			-1.336	198.458	.183	-.122	.091	-.302	.058
Ensure safety and security	Equal variances assumed	.427	.514	-.738	204	.461	-.070	.094	-.255	.116
	Equal variances not assumed			-.740	199.670	.460	-.070	.094	-.255	.116
Error free transaction	Equal variances assumed	.036	.849	-.728	204	.467	-.097	.133	-.360	.166
	Equal variances not assumed			-.728	197.709	.467	-.097	.133	-.360	.166
Safe from internet fraud	Equal variances assumed	2.503	.115	-1.325	204	.187	-.176	.133	-.438	.086
	Equal variances not assumed			-1.308	184.193	.193	-.176	.135	-.441	.090
Safe from theft of money	Equal variances assumed	.180	.672	-.599	204	.550	-.071	.118	-.304	.162

	Equal variances not assumed			-.594	190.256	.553	-.071	.119	-.306	.164
Confidential bank details	Equal variances assumed	2.584	.109	-1.350	204	.179	-.174	.129	-.427	.080
	Equal variances not assumed			-1.328	181.100	.186	-.174	.131	-.432	.084
Provide accurate financial statement	Equal variances assumed	1.363	.244	-.953	204	.342	-.153	.160	-.469	.163
	Equal variances not assumed			-.944	187.976	.347	-.153	.162	-.472	.167

INTERPRETATION:

- Since the p-value (.432) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and reliability in mobile wallet.
- Since the p-value (.183) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and trustworthiness in mobile wallet.
- Since the p-value (.461) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and ensuring safety and security in mobile wallet.
- Since the p-value (.467) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and error free transaction in mobile wallet.

- Since the p-value (.187) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and safe from the internet fraud in mobile wallet.
- Since the p-value (.550) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and theft of money in mobile wallet.
- Since the p-value (.179) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and confidential balance sheet in mobile wallet.
- Since the p-value (.342) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and accurate financial statement in mobile wallet.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

1. Majority of the respondents of my questionnaire are female with 54.5% (N=112)
2. Majority of the respondents of my questionnaire are Married with 70.4% (N=145)
3. 35.9% (N=74) of the respondents of my questionnaire belong to the age group of 26-35 years.
4. Majority of the respondents of my questionnaire are from urban area with 66.5% (N=137)
5. About 34% (N=70) of the respondents of my questionnaire are private employee
6. Majority of the respondents of my questionnaire earning from 25000-40000 with 32.5% (N=67).
7. Most of the respondents of my questionnaire prefers G-PAY as there most preferred mobile wallet app with 63.1% (N=130)
8. Majority of the respondents use mobile wallet only once a week with 53.9% (N=111)
9. Around 29.6% (N=61) of the respondents are using mobile wallet for more than 2 years with
10. Majority of the respondents transact less than rs500 in mobile wallet with 31.6% (N=65).
11. Most of the respondents are influenced by family and friends with 55.8% (N=115)
12. Majority of the respondents are highly satisfied with 56.6% (N=60) on whether mobile wallet saves responders times or not
13. A group of respondents are highly satisfied with 62.6% (N=129) on whether mobile wallet is accessible 24/7
14. Majority of the respondents are satisfied with 54.5% (N=112) on mobile wallet having flexible procedures
15. A group of the respondents are highly satisfied with 53.9% (N=111) on whether mobile wallet is user friendly

16. Majority of the respondents are satisfied with 52.4% (N=108) on mobile wallet make purchase of product or service easy.
17. Most of the respondents are highly satisfied with 51.5% (N=106) on whether mobile wallet are easier than other modes of payment.
18. 51.5% (N=106) of the respondents are satisfied with mobile wallet providing limitless transaction.
19. Around 46.1% (N=95) of the respondents are highly satisfied with mobile wallet providing variety of service.
20. 51% (N=105) of the respondents are satisfied on mobile wallet providing cashback offers and discounts.
21. Majority of the respondents are satisfied with 50.5% (N=104) on mobile wallet providing effortless transaction to its customer.
22. Majority of the respondents are satisfied with 43.2% (N=89) on mobile wallet companies providing customer care service to its customer
23. Majority of the respondents are satisfied with 42.2% (N=87) on mobile wallet companies providing up-to-date updates and information.
24. Majority of the respondents are satisfied with 44.7% (N=92) on mobile wallet companies meets the need and expectation regarding quality and performance
25. Majority of the respondents are satisfied with 53.8% (N=110) on mobile wallet being highly reliable to the customers.
26. Majority of the respondents are highly satisfied with 50% (N=103) on mobile wallet being trustworthy to the customers.
27. Majority of the respondents are satisfied with 51.9% (N=107) on mobile wallet ensure safety and security to customer.
28. Majority of the respondents are satisfied with 41.3% (N=85) on mobile wallet provides error free while using it.
29. Majority of the respondents are satisfied with 40.8% (N=84) on mobile wallet are being safe from internet frauds.
30. Majority of the respondents are highly satisfied with 43.7% (N=90) on mobile wallet are being safe from theft of money.
31. Majority of the respondents are satisfied with 43.7% (N=90) on mobile wallet keeps bank details of the customers confidential
32. Most of the respondents are highly satisfied with 39.03% (N=81) on mobile wallet provide accurate financial statement to the customers

33. Majority of the respondents are satisfied with 55.3% (N=114) on reasonable price charged by mobile wallet companies.
34. Majority of the respondents are highly satisfied with 57.8% (N=119) on mobile wallet charges are considered as value for money among users
35. Most of the respondents are satisfied with 61.7% (N=127) on mobile wallet charges are cancellation fee.
36. Massive amount of the respondents are highly satisfied with 45.1% (N=93) on mobile wallet charges are transaction fee.
37. Majority of the respondents are satisfied with 56.8% (N=117) on mobile wallet been used by the social circle of the responders
38. Majority of the respondents are highly satisfied with 46.6% (N=96) on mobile wallet companies provide policy update to the users.
39. Majority of the respondents are satisfied with 56.8% (N=117) on mobile wallet companies provide app update to the users.
40. Majority of the respondents are satisfied with 45.1% (N=93) on mobile wallet companies provide sufficient information to the users
41. Majority of the respondents are satisfied with 50.5% (N=104) with mobile wallet

5.1.1 CHI SQUARE

- From the result of the above chi-square test, we conclude that there is a significant association between the age of the responders and their frequency of usage of mobile wallet. Since the p-value (.002) of the above analysis is less than 0.05, we reject the null hypothesis and accept the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is a significant association between age and the frequency of usage of mobile wallet.

5.1.2 ONE-WAY ANOVA

- Since the p-value (0.734) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and saving time in mobile wallet
- Since the p-value (0.394) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of

significance. Therefore, it is concluded as there is no significant association between age of the responders and 24/7accessability of mobile wallet

- Since the p-value (0.657) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and the flexible procedures in mobile wallet
- Since the p-value (0.787) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and the user friendliness in mobile wallet
- Since the p-value (0.748) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and the purchase of products and services are easier in mobile wallet
- Since the p-value (0.857) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore it is concluded as there is no significant association between age of the responders and easier mode of payment

5.1.3 T-TEST:

- Since the p-value (.432) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and reliability in mobile wallet.
- Since the p-value (.183) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and trustworthiness in mobile wallet.
- Since the p-value (.461) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and ensuring safety and security in mobile wallet.

- Since the p-value (.467) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and error free transaction in mobile wallet.
- Since the p-value (.187) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and safe from the internet fraud in mobile wallet.
- Since the p-value (.550) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and theft of money in mobile wallet.
- Since the p-value (.179) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and confidential balance sheet in mobile wallet.
- Since the p-value (.342) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore it is concluded as there is no significant association between the gender of the responders and accurate financial statement in mobile wallet.

5.2 SUGGESTIONS

- The E-Wallet service providers have to concentrate on improving the privacy and security concerns of their customers.
- Indulging simple and easy procedures. With minimum redirection
- Discount offers and rewards points on making mobile wallet payments can increase its popularity and adoption as well.
- Avoiding advertisement while cash transaction
- Marketing and promotion programs should be conducted to create awareness among nonusers. A big awareness is needed for rural people, illiterate people ,and elderly people
- Provide cashback offers to the users or customers

- The m wallet companies should take feedback frequently from the customers to improve their service quality.

5.3 LIMITATIONS:

- This study is based on the analysis on the mobile wallet payment system and its user satisfaction
- The sample size is limited to only 206 responders
- This study is conducted among the population of Chennai
- The duration of the study is from January 2022 to march 2022
- The data collected for the research is fully on primary data given by the responders. There are chances for personal bias. So the accuracy is not true

5.4 CONCLUSION

India has seen a major digital revolution, especially after demonetization many people upgraded themselves from physical money transactions to cashless or digital transactions. During the early stage of the digital transaction of money, many people faced a lot of difficulties in understanding and using it but due to the development and the spike in usage of mobile wallets among buyers and sellers, the majority of the people learned to use it. The mobile wallet companies made their best to implement the various features in their Mobile wallet for ease of access and better customer understanding. A mobile wallet has been defined as a payment tool for goods, utility services, bills, and various other payments with the smartphone through the advancement of wireless and other communication technologies. But in this study, it was discovered that the users are more concerned about their security and safety. The four main factors the users have affected are Information Quality, Security, Trust, and Privacy. The mobile wallet service provider should ensure security and privacy of the user's details, design the mobile wallet system according to the needs of its users, and concentrate more on quick and ease of performance to increase customer satisfaction. to attract more customers, they should provide more offers and cashback facilities to the users. Many scams and internet frauds are happening all around which leads individuals to lose hope in these mobile wallet payment systems. Hence mobile wallet companies need to work on their customer trust and brand image and try to provide secure and safe transactions to their users

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ANNEXURE – I QUESTIONNAIRE

AN ANALYSIS ON THE MOBILE WALLET PAYMENT SYSTEM AND ITS USER SATISFACTION

PART – A

Demographic phrase:

1. **Name** (optional) : _____
2. **Gender:** male ☐ female ☐
3. **Marital status:** unmarried ☐ married ☐
4. **Age:** a.18-25 ☐ b. 26-35 ☐ c. 36- 45 ☐ d. 46-55 ☐ e.56 and above ☐
5. **Area of residence** : urban ☐ sub-urban ☐ rural ☐
6. **Occupation:** govt. Employee ☐ private employee ☐ business ☐ student ☐ other ☐
7. **Monthly income:** 10000-25000 ☐ 25000-40000 ☐ 40000 & above ☐ nil ☐
8. **Which mobile wallet app have you used till now? (please tick)**
☐ paytm ☐ gpay ☐ mobikwick ☐ phonepe ☐ free charge ☐ jiomoney ☐ ola money ☐ airtel my app ☐ paypal ☐ others.....(specify)
9. **which mw app do you prefer the most? (please rank 1, 2, 3... based on what you have used**
Paytm _____ gpay _____ mobikwick _____ phonepe _____ free charge _____ jiomoney _____ ola money _____ airtel my app _____ paypal _____
10. **How many times do you use mw in a week?**
only once ☐ 2-6 times ☐ 6-10 times ☐ more than 10 times ☐
11. **How long have you been using mw app?**
less than 6 mths ☐ 6-1yrs ☐ 1yr-1.5 yrs ☐ 1.5yrs-2yrs ☐ >2yrs ☐
12. **how much money have you spent on the last transaction using mw?**
less than rs.500 ☐ rs.500-rs.1000 ☐ rs.1000-2000 ☐ rs.2000-rs.5000 ☐ rs5000-rs.10,000 ☐ rs.10,000-rs.50,000 ☐
13. **Which of the following services do you use through MW?**

S.NO	SERVICES	TICK
1.	Online shopping	
2.	Retail shopping	
3.	Booking movies ticket	
4.	For paying bills	
5.	Transfer to bank	
6.	Recharge	
7.	Gifts	
8.	Other	

14. **Who influenced you to use M-wallet payment service?**
Self ☐ Friends & Relatives ☐ Spouse ☐ Social Media Ads ☐

PART B

S.NO	CONVINIENCE	HIGHLY SATISFIE D 5	SATISFI ED 4	NEUTRAL 3	DISSAT ISFIED 2	HIGHLY DISSATISFIE D 1
01.	Saves time					
02.	Accessible 24/7					
03.	Flexible procedures					
04.	User friendly					
05.	Makes easier purchase of product or service					
06.	Easier than other modes of payment					

S.NO	INFLUENCTIAL FACTORS	HIGHLY SATISFIE D 5	SATISFI ED 4	NEUTRAL 3	DISSAT ISFIED 2	HIGHLY DISSATISFIE D 1
01.	Provide limitless transaction					
02.	Variety of service					
03.	Cashback offers and discounts					
04.	Effortless transaction					
05.	Customer care service					
06.	Provide up-to-date updates and information					
07.	Meets the need & expectation regarding quality & performance					

S.NO	SAFETY AND SECURITY	HIGHLY SATISFIE D 5	SATISFI ED 4	NEUTRAL 3	DISSAT ISFIED 2	HIGHLY DISSATISFIE D 1
01.	Highly reliable					
02.	Provide trustworthy					
03.	Ensure safety and security					
04.	Error free transaction					

05.	Safe from internet fraud					
06.	Safe from theft of money					
07.	Confidential bank details					
08.	Provide accurate financial statement					

S.NO	PRICE	HIGHLY SATISFIED 5	SATISFIED 4	NEUTRAL 3	DISSATISFIED 2	HIGHLY DISSATISFIED 1
01.	Reasonable price					
02.	Value for money					
03.	Cancellation fee					
04.	Transaction fees					

S.NO	OTHER	HIGHLY SATISFIED 5	SATISFIED 4	NEUTRAL 3	DISSATISFIED 2	HIGHLY DISSATISFIED 1
01.	Used by people / social circle					
02.	Policy update					
03.	Company provide updates of the app					
04.	Provide sufficient information					
05.	Over all satisfaction					

state one advantage of using mobile - wallet

state one dis-advantage of using mobile - wallet

ANNEXURE II – RESEARCH ARTICLE

AN ANALYSIS ON THE MOBILE WALLET PAYMENT SYSTEM AND ITS USER SATISFACTION

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ABSTRACT: Digital payment has witnessed remarkable changes in the business strategy and management of cashless and digital payment systems in India in the last few years and mobile wallet plays an integral role in it. The main purpose of this study is to analyse the mobile wallet payment system and its user satisfaction. In this survey, we used a quantitative survey method using a google forms survey from the target individuals in Chennai city. With a sample of 206 respondents. The data has been analysed in SPSS. descriptive analysis, T-Test, and ANOVA were used to analyse the data. (*Keyword: Mobile wallet. Digital payment, cashless, digital India*)

I. INTRODUCTION:

The new digital era of the 21st century is moving towards the cashless digital payment system in India. the revolution happened because of the increasing number of internet users not only in India but also around the world. today with the help of a mobile wallet payment system a person can make payments anywhere to anyone with the help of an m-wallet. now the digital payment system has become an internal part of the business world as all the businesses are moving toward digitalization.

In simple words, a mobile wallet is nothing but a method of payment through mobile phones where the virtual wallet will store credit card, debit card, coupon, or reward card information and connects directly to bank accounts which help the users to pay or receive money digitally.

II. OBJECTIVE OF THE STUDY:

- To analyse the frequency usage of the mobile-wallets payment systems by the consumer
- To understand the level of convenience for the user towards a mobile-wallet payment system
- To analyze the security factor provided by the company

III. RESEARCH METHODOLOGY:

1.1 sample size of the study:

The sample size is restricted to 206 respondents. The research uses the Quantitative sampling method.

1.2 Primary and secondary data:

The study is completely based on primary data. Primary data for the study is collected through the self-administered questionnaire which was circulated through Google forms. The study uses Secondary data for the theoretical framework of the study and a Review of literature collected from journals, books, thesis, and magazines.

1.3Period of Study:

The period of study for the project was about 4 months from January 2022- April 2022. The entire project is based on the responses collected from the 206 participants in the 4 months of time period.

1.4 Location and targeted people of the study:

This research is conducted in Chennai area mobile wallet users are targeted for this research. the targeted M-wallet users for this research are of the age group of 18-60 and above, all gender people are included in this research

1.5 Questionnaire Development:

The structured form consisted of two sets; the primary set consisted of the demographic profile of the M wallet users of Chennai City, and the second set consisted of the Factors affecting customer satisfaction that is convenience, influential factors, safety, and security. The factors were measured with the assistance of a 5-point Likert scale specifically [highly satisfied, satisfied, neutral, dissatisfied, highly dissatisfied] ranging from 5 to 1, respectively.

IV. REVIEW OF LITERATURE:

Amin, Sultana, Saha, Islam, & Kashem, 2021 conducted a study on the customer's attitude toward mobile banking usage in Bangladesh. the users find mobile banking as a valuable method for the transaction of cash. they are very satisfied with the new technology as it provides a hassle-free transaction. they find it a very useful method for shopping online. the study found that the user has a positive attitude toward mobile banking. the only disadvantage of mobile banking is the chance of online fraud

Mukaria, Bhawna (2021) researched Users' Perception towards Mobile Wallets A Study of Selected Government and Private Wallets, from the study it is found more than males females find comfort in using the mobile wallet and People having small businesses and those doing private jobs prefer private sector mobile wallets and they find mobile wallets easy to use and comfortable. their only concern is the online scam and online theft of money.

Ibrahim, Kaur, & Munjal, (2020) this study concentrates on the understanding of the youth perception and issues with a mobile wallet. In the study, it is found that the maximum number of people are preferring google pay as their medium for payment purposes. PAYTM is the second most used m-wallet app after google pay. People frequently used mobile wallets about 5 times a week. A large number of people have more than one account on mobile wallets. People agree to understand mobile wallets as a necessity of their life and they feel secure while making transactions via mobile wallets

Joshi, T., Gupta, S. S., & Rangaswamy, N. 2019 studied the usage of PayTM practices based on the socio-economic abilities of users in urban India as a needle of financial inclusion. The researchers examine the street shopkeepers and small vendors by asking face-to-face questions about the usage pattern of PayTM. The respondents confirm that usage of the PayTM wallet has increased their sales value. The researcher did not find any usage interpretation like digital wallet practice by consumers and vendors between both regions.

R. Adharsh (2018) The study focused on the active number of M-wallet users focusing on college-going students and how such E-wallet services have changed the digital payment system after demonetization in daily purchases via digital payment that facilitated commuting and vendors. The study reveals the factors those effects the youth in adopting M-wallets and the technique adopted by M-wallet organizations in keeping their customers consistently. Many of the used E-wallet services in India are Paytm, GPay, JioMoney, Airtel money, Citrus, etc. Youths mainly use E-wallets for digital transactions, ticket booking, top-ups, ease of usage & immediate transactions. To tighten the services of M-wallets, companies should focus on quality & benefits provided to consumers by competing with other wallets.

V. DATA ANALYSIS AND INTERPRETATION

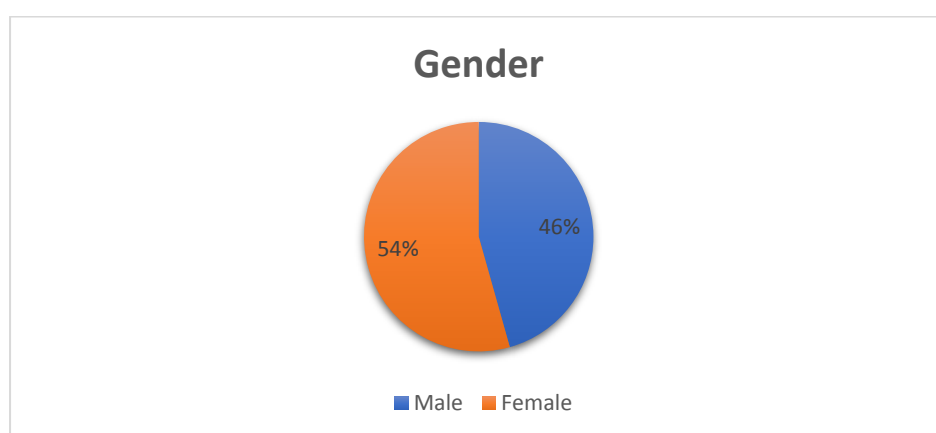
5.1 TABLE NO :1

Gender wise classification of the responders

Gender	No.of respondents	Percentage
Male	94	45.6%
Female	112	54.5%
Total	206	100%

5.1 Chart No:1

Chart representing gender wise classification of the respondents



Interpretation:

From the above table , it is interpreted that most of the respondents are female with 54.5% (N=112) and rest of the responders are male with 45.6% (N=94).

Inference:

Majority of the respondents of my questionnaire are female with 54.5% (N=112)

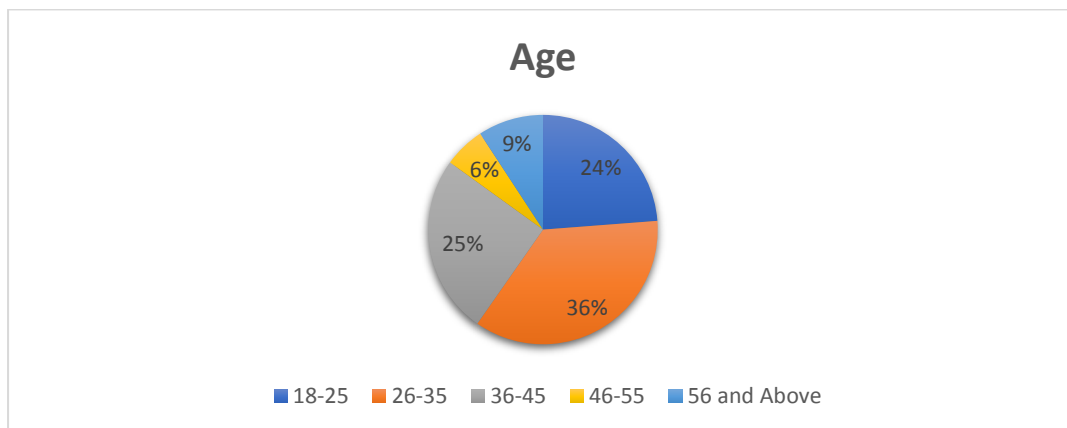
5.2 Table No :2

Age wise classification of the responders

Age	No.of respondents	Percentage
18-25 years	49	23.8%
26-35 years	74	35.9%
36-45years	52	25.2%
46-55 years	12	5.8%
56 and above	19	9.2%
Total	206	100%

5.2 Chart No:2

Chart representing age wise classification of the respondents



Interpretation:

From the above table , it is interpreted that most of the respondents belong to the age group belong to the age group of 26-35 years with 35.9% (N=74) . Next to that 23.8% belong to 18-25 years (N=49) ,25.2% of them belong to the age group of 36-45 (N=52), 5.8% belong to the age group of 46-55 (N=12) years and the rest of the 9.2% belong to the age group of 56 and above (N= 19).

Inference:

Majority of the respondents of my questionnaire belong to the age group of 26-35 years (N=74).with 35.9%

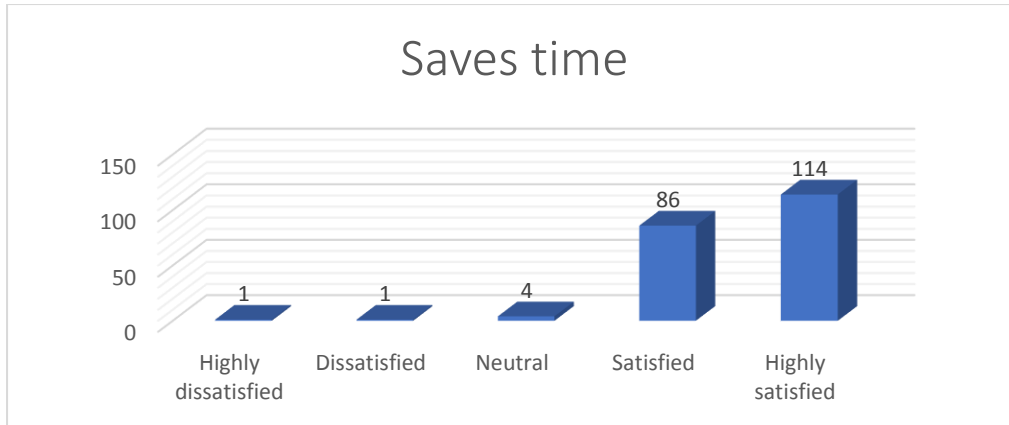
5.3 Table No :3

classification of the responders on whether M wallet saves there times

Saves times	No.of respondents	Percentage
Highly satisfied	114	55.3%
Satisfied	86	41.7%
Neutral	4	1.9%
Dissatisfied	1	0.5%
Highly dissatisfied	1	0.5%

5.3 Chart No:3

Chart representing respondents on whether M wallet saves there times.



Interpretation:

The above table interpreted that whether mobile wallet saves responders times or not in which most of the respondents are highly satisfied with 55.3% (N=114). Next to that 41.7%(N=86) have satisfied with it ,1.9%(N=4) are neutral , 0.5% (N=1) dissatisfied and the rest of the 0.5%(N=1) are highly dissatisfied.

Inference:

Majority of the respondents are highly satisfied with 56.6% (N=60) on whether mobile wallet saves responders times or not

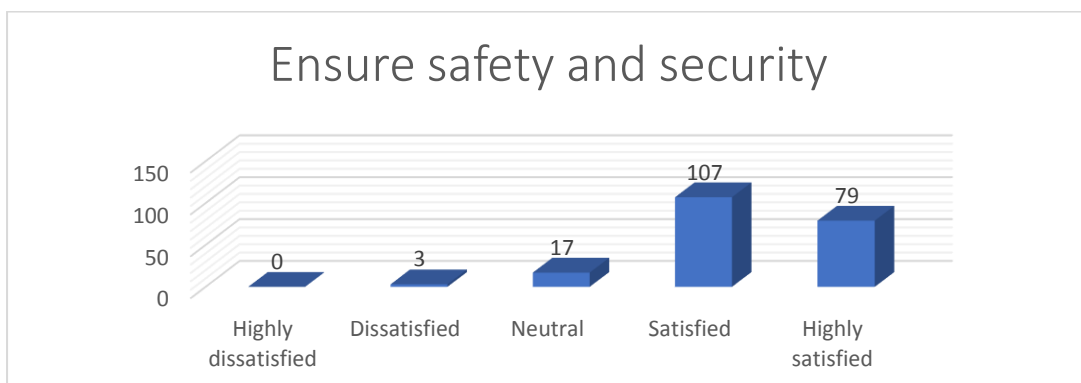
5.4 Table No :4

classification of the responders on whether M wallet ensure safety and security

Safety and security	No.of respondents	Percentage
Highly satisfied	79	38.3%
Satisfied	107	51.9%
Neutral	17	8.3%
Dissatisfied	3	1.5%
Highly dissatisfied	0	0%

5.4 Chart No:4

Chart representing respondents on whether M wallet ensure safety and security.



Interpretation:

The above table interpreted that whether mobile wallet ensure safety and security to customer or not in which most of the respondents are satisfied with 51.9% (N=107). Next to that 38.3%(N=79) are highly satisfied with it ,8.3%(N= 17) are neutral, and the rest of the 1.5% (N=3) are dissatisfied.

Inference:

Majority of the respondents are satisfied with 51.9% (N=107) on mobile wallet ensure safety and security to customer.

5.5 CHI SQUARE TABLE:**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.522 ^a	12	.002
Likelihood Ratio	32.386	12	.001
Linear-by-Linear Association	2.701	1	.100
N of Valid Cases	206		

a. 9 cells (45.0%) have expected count less than 5. The minimum expected count is .87.

INTERPRETATION:

- From the result of the above chi-square test, we conclude that there is a significant association between the age of the responders and their frequency of usage of mobile wallet. Since the p-value (.002) of the above analysis is less than 0.05, we reject the null hypothesis and accept the alternate hypothesis @5% level of significance. Therefore it is concluded as there is a significant association between age and the frequency of usage of mobile wallet.

5.6 ANOVA TABLE:

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Saves time	Between Groups	.768	4	.192	.503	.734
	Within Groups	76.713	201	.382		
	Total	77.481	205			
Accessible 24/7	Between Groups	2.155	4	.539	1.029	.394
	Within Groups	105.268	201	.524		
	Total	107.422	205			
Flexible procedures	Between Groups	1.159	4	.290	.608	.657
	Within Groups	95.715	201	.476		

	Total	96.874	205			
User friendly	Between Groups	.823	4	.206	.430	.787
	Within Groups	96.090	201	.478		
	Total	96.913	205			
Makes easier purchase of product or service	Between Groups	.854	4	.213	.484	.748
	Within Groups	88.700	201	.441		
	Total	89.553	205			
Easier than other modes of payment	Between Groups	.751	4	.188	.331	.857
	Within Groups	113.953	201	.567		
	Total	114.704	205			

INTERPRETATION:

- Since the p-value (0.734) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and saving time in mobile wallet
- Since the p-value (0.394) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and 24/7accessablity of mobile wallet
- Since the p-value (0.657) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and the flexible procedures in mobile wallet
- Since the p-value (0.787) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and the user friendliness in mobile wallet
- Since the p-value (0.748) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and the purchase of products and services are easier in mobile wallet
- Since the p-value (0.857) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between age of the responders and easier mode of payment

5.7 T TEST ANALYSIS:

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Highly reliable	Equal variances assumed	.024	.876	-.788	204	.432	-.066	.084	-.233	.100
	Equal variances not assumed			-.787	197.518	.432	-.066	.084	-.233	.100
Provide trustworthy	Equal variances assumed	.020	.886	-.1335	204	.183	-.122	.092	-.303	.058
	Equal variances not assumed			-.1336	198.458	.183	-.122	.091	-.302	.058
Ensure safety and security	Equal variances assumed	.427	.514	-.738	204	.461	-.070	.094	-.255	.116
	Equal variances not assumed			-.740	199.670	.460	-.070	.094	-.255	.116
Error free transaction	Equal variances assumed	.036	.849	-.728	204	.467	-.097	.133	-.360	.166
	Equal variances not assumed			-.728	197.709	.467	-.097	.133	-.360	.166
Safe from internet fraud	Equal variances assumed	2.503	.115	-.1325	204	.187	-.176	.133	-.438	.086
	Equal variances not assumed			-.1308	184.193	.193	-.176	.135	-.441	.090

Safe from theft of money	Equal variances assumed	.180	.672	-.599	204	.550	-.071	.118	-.304	.162
	Equal variances not assumed			-.594	190.256	.553	-.071	.119	-.306	.164
Confidential bank details	Equal variances assumed	2.584	.109	-1.350	204	.179	-.174	.129	-.427	.080
	Equal variances not assumed			-1.328	181.100	.186	-.174	.131	-.432	.084
Provide accurate financial statement	Equal variances assumed	1.363	.244	-.953	204	.342	-.153	.160	-.469	.163
	Equal variances not assumed			-.944	187.976	.347	-.153	.162	-.472	.167

INTERPRETATION:

- Since the p-value (.432) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and reliability in mobile wallet.
- Since the p-value (.183) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and trustworthiness in mobile wallet.
- Since the p-value (.461) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and ensuring safety and security in mobile wallet.
- Since the p-value (.467) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and error free transaction in mobile wallet.
- Since the p-value (.187) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and safe from the internet fraud in mobile wallet.

- Since the p-value (.550) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and theft of money in mobile wallet.
- Since the p-value (.179) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and confidential balance sheet in mobile wallet.
- Since the p-value (.342) of the above analysis is more than 0.05, we accept the null hypothesis and reject the alternate hypothesis @5% level of significance. Therefore, it is concluded as there is no significant association between the gender of the responders and accurate financial statement in mobile wallet.

VI. FINDINGS:

1. Majority of the respondents of my questionnaire are female with 54.5% (N=112)
2. Majority of the respondents of my questionnaire are Married with 70.4% (N=145)
3. 35.9% (N=74) of the respondents of my questionnaire belong to the age group of 26-35 years.
4. Majority of the respondents of my questionnaire are from urban area with 66.5% (N=137)
5. There is a significant association between age and the frequency of usage of mobile wallet.
6. There is no significant association between age of the responders and saving time in mobile wallet
7. There is no significant association between age of the responders and 24/7accessability of mobile wallet
8. There is no significant association between age of the responders and the flexible procedures in mobile wallet
9. There is no significant association between age of the responders and the user friendliness in mobile wallet
10. There is no significant association between age of the responders and the purchase of products and services are easier in mobile wallet
11. There is no significant association between age of the responders and easier mode of payment
12. There is no significant association between the gender of the responders and reliability in mobile wallet
13. There is no significant association between the gender of the responders and trustworthiness in mobile wallet.
14. There is no significant association between the gender of the responders and ensuring safety and security in mobile wallet.
15. There is no significant association between the gender of the responders and error free transaction in mobile wallet.
16. There is no significant association between the gender of the responders and safe from the internet fraud in mobile wallet.
17. There is no significant association between the gender of the responders and theft of money in mobile wallet.
18. There is no significant association between the gender of the responders and confidential balance sheet in mobile wallet.
19. There is no significant association between the gender of the responders and accurate financial statement in mobile wallet.

VII. CONCLUSION:

From the above study, it is found that the mobile wallet users are very satisfied with the service that the mobile wallet companies provide to their customers as it saves them time, increases their convenience, and is accessible all around the world but the only bottleneck of it in the user's intellect is the safety and the security of their money as many online scams are happening all around the world. Hence the mobile wallet companies need to provide a safe and secure transaction in mobile wallet service to its customer to build trust among the customer.

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