Behavioural Intentions of Customers towards Mobile Wallets for Digital Payments: A Study with Special Reference to Rangareddy District

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ABSTRACT

The study examines the behavioral intentions of customers towards adopting mobile wallets for digital payments. A Sample of 155 respondents was selected using simple random sampling with 122 respondents completing the survey. The findings of this study reveals that digital wallets have gained wide spread acceptance across various age groups. In this study chi square tests were employed to investigate the relationship between demographic variables and behavioral intentions towards mobile wallets. However, the study also highlights the need for mobile wallets and digital payment system to address the issue of delayed payment processing, which could potentially hinder widespread adoption. Overall this study offers valuable implications for the development of effective strategies to encourage customers behavioral intentions towards mobile wallets.

Keywords: Customers, m-wallets, behavior, etc.

INTRODUCTION

The rapid evolution of digital technology has significantly transformed the financial landscape, giving rise to innovative payment solutions like mobile wallets. Mobile wallets, which allow users to conduct transactions through their smartphones, have gained substantial traction worldwide. As a convenient and secure alternative to traditional payment methods, mobile wallets integrate seamlessly into the daily lives of consumers, offering features such as instant transactions, loyalty programs, and secure storage of payment information.

The increasing adoption of mobile wallets can be attributed to several factors, including the proliferation of smartphones, advancements in mobile internet connectivity, and the growing acceptance of digital payments by merchants and consumers alike. Moreover, the COVID-19 pandemic has accelerated the shift towards cashless transactions, further boosting the popularity of mobile wallets.

Understanding the behavioral intentions of customers towards mobile wallets is crucial for stakeholders in the digital payments ecosystem. Behavioral intentions refer to the likelihood that consumers will adopt and continue using mobile wallets for their transactions. These intentions are influenced by various factors such as perceived ease of use, perceived usefulness, trust, security concerns, and social influences.

This study aims to explore the key drivers that shape customers' behavioral intentions towards mobile wallets. By analyzing these factors, businesses, policymakers, and technology providers can develop strategies to enhance the adoption and usage of mobile wallets, ultimately contributing to the growth of the digital economy.

REVIEW OF LITERATURE

N.Umakanth and Sutharsini J esuthasan (2021), this empirical study aimed to investigate the significant predictors of behavioral intention towards mobile wallet usage during Covid 19. For this study they gathered data from 500 respondents using a Google forms. The results indicate that attitude, usefulness, perceived cost is the positive significant predictors of digital wallet usage.[1]

Williyanto, Sfenrianto (2021), this study goal was to identify the variables that affects user's behavioral intention to utilize mobile payments. The method used is a questionnaire they collected sample from 400 respondents in Indonesia. The final results of the research stated that trust, social influence, attitude towards using. Usefulness etc. there is 2

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[1]N.Umakanth, Sutharsini J esuthasan (2021)"Impact of behavioral intention of E wallet usage during covid period", Department of marketing management university of kelaniya, Srilanka, 7(2).

variables that have a high influence on user behavioral intentions namely social influence and usefulness which reaches 51%.[2]

Mr.Narsimha murthy, Dr.Samiran Jana (2021), this study analyzed the satisfaction level of users towards m wallets in Bangalore rural district. A total 52 responses were gathered via formal questionnaire their findings are a large portion of the respondent's uses m wallets for their online purchases it is safe and secure they also concluded that m wallets are simple to use because of social influence.[3]

Ms P.Jayanthi,Dr.S.Kamakshi (2021),The purpose of this study is to determine the parameters that influence the use of mobile wallets after COVID.They took 90 as there sample size of Chengalpet district. The study discovered after the examination that mobile wallets are user friendly during COVID pandemic. The positive factors like safe and secure payment, easy accessibility, and risk-free transaction confidentiality in financial data of the customer, and non-contact payment. To avoid direct payment method during this pandemic time non-contact payment mode is highly recommended.[4]

Dr.Rajanna.k.A(2021),This study looks at how customers see the m wallet. The old methods of sending and receiving payments, paying bills, transferring money and recharging are being changed in India the study focuses on how well the consumers are in using of M-wallets and their awareness and preference towards it. They took total 50 as their sample size. They concluded that. M-wallet transaction provides great freedom to individuals in paying their tax, licenses, fees, and purchase. M-wallet transaction methods have more Benefits that save time and money, increasing government income, control the corruption, lower risk taxation, transparency and accountability.[5]

Pradeep kumar deka (2020), this study analyzed the implication of factors with the intent to use mobile wallet by youth especially in North eastern part of India. For this study a sample of 119 respondents were collected through questionnaire. The study revealed that use intention is influenced by attitude towards mobile wallet, perceived security and perceived usefulness, Social influence and promotions were found that affect the intent to use of m-wallet.[6]

Shilpa katti (2020), this study examined the awareness towards the users about the cashless economy and also, they determined the factors motivating the consumers to use digital payments instead of physical cash, the study sample size is 125. They found that digital wallet is gaining popularity among the Indian consumers; Phonepe is the more popular digital wallet among the customers followed by Google Pay. As there are many benefits there are many obstacles also in the intent to use of digital wallets those are security, time consumption etc.[7]

Dr. C. Revathy and P.Balaji (2020), have done their research on the topic "Determinants of Behavioral intention on E Wallet usage .The major aim of the research is to study the consumer preference and importance of e Wallet usage, and to know the tremendous predictors of customer aim and behavior on e- wallet usage in a middle of Covid Lockdown period. The tools used in the research were frequency distribution, reverse weighted average mean, ranking correlation and multiple linear regression analysis. The final conclusion of the research is that college students commonly use the e-wallet payment as they use smart phones and the internet more manner, because it is very convenient for them to access.[8]

Objectives of the Study:
1. To examine the usage rate of mobile wallets among all generations.
2. To identify the influencing factors of the respondents to use mobile wallets.
3. To assess the degree of awareness of customers about the various features offered by the mobile wallets.
4. To identify the most popular mobile wallet by the users.
5. To study the impact of promotional strategies towards the users of mobile wallets.

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RESEARCH METHODOLOGY

Data Collection:
To this study, it is important to gather information regarding mobile wallet usage by all generations of customers. For gathering the information from the customers regarding the usage, awareness, factors influencing them to use mobile wallets, and also most preferred m-wallet by the users' primary data collection mode are used. To collect the data from the customers a structured questionnaire is used which consists of two parts, the first section related to socio demographic of the users. The second section related to the intentions of the customers regarding m-wallet usage.
Chi square test is used to test the hypothesis.

Sample Size: the sampling is drawn from the population of the Rangareddy district. For the purpose of the present research, totally, 150 questionnaires were distributed among which 122 were duly filled in all the aspects. So, the total sample for this study is 122.

Sampling Method: The selection of the sample was done by randomly distributing the questionnaire among the respondents of Hyderabad region. Hence, simple random sampling is used for data collection.

HYPOTHESIS

Hypothesis 1:-
H0: There is no significance difference between gender and behavioral intention.
H1: There is a significance difference between gender and behavioral intention.

Hypothesis 2:-
H0: There is no significance difference between educational qualification and behavioral intention.
H1: There is a significance difference between educational qualification and behavioral intention.

Hypothesis 3:-
H0: There is no significance difference between income and behavioral intention.
H1: There is a significance difference between income and behavioral intention.

Data Analysis:

	Frequency	Percentage (%)
Gender		
Male	54	55.7
Female	68	44.3
Age		
18-25	105	86.10%
26-35	11	9%
36-45	1	0.80%
Above 45	5	4.10%
Educational Qualification		
SSC	0	0
Intermediate	5	4.10%
Graduation	49	40.20%
Post-graduation	64	52.50%
Other	4	3.30%
Occupation		
Student	79	64.80%
Employee	29	23.80%
Businessman	5	4.10%
Other	9	7.40%
Income		
Less than 25k	84	68.90%
25k-50k	27	22.10%
50k-75k	6	4.90%
Above 75k	5	4.10%

49.2% of the respondents are using Phone pe for making payments, 28.3% of the respondents are using Google pay,20% of the respondents using paytm and remaining 2.5% of the respondents use banking with m-wallet apps for making online payments.

46.7% of the respondents are using mobile wallet to make bill payments, 27% of them are using m-wallets for other services, 22.1% of them are using to make mobile recharge, and 4.1% of respondents are using mobile wallets for booking tickets.

Most of the respondents that 75.6% are faced server error problem during transactions ,37% of the respondents were facing issues due to transaction limit,14.3% are experiencing issues due to time consumption and 10.1% respondents are having issues due to high service charge with mobile wallets during transactions.

50.4% of the respondents believe that their personal sensitive information would be secure by using mobile wallets, 10.7% feel that it would not be secure and the remaining 38.8% of the respondents were neutral about this.

50% of the respondents were very likely to recommend mobile wallets for someone they known,29.2% were moderately likely to recommend,19.2% were extremely likely to recommend t5o others and 1.7% were not at all likely to recommend mobile wallets to someone they known.

42.9% of the respondents prefer phonepe, as it provides speedy transactions than other mobile wallets, 34.5% of the respondents prefer paytm and remaining 22.7% of the respondents prefer google pay as it provides speedy transactions. 54.8% of the respondents uses phonepe because they provide more services, 20.2% uses paytm, 7.9% of the respondents use google pay and the remaining 4.3% uses mobikwik as a mobile wallet for many purposes.

HYPOTHESIS 1:

H0: There is no significance difference between gender and behavioral intention.

H1: There is significance difference between gender and behavioral intention.

GENDER AND BEHAVIORAL INTENTION

Observed Value (O):

Gender/ Behavioral Intentions	Perceived usefulness	Ease of use	Security	Trustworthiness	Total
Male	8	26	18	1	53
Female	4	50	13	1	68
Total	12	76	31	2	121

Expected Value (E):

Gender/ Behavioral Intentions	Perceived usefulness (Expected)	Ease of use (Expected)	Security (Expected)	Trustworthiness (Expected)	Total
Male	5.25	33.29	13.57	0.88	53
Female	6.74	42.71	17.42	1.12	68
Total	12	76	31	2	121

Calculation:

Observed Value	Expected Value	O-E	(O-E)^2	(O-E)^2/E
8	5.25	2.75	7.56	1.44
26	33.29	-7.29	53.14	1.6
18	13.57	4.43	19.62	1.44
1	0.8	0.12	0.014	0.16
4	6.74	-2.74	7.5	1.11
50	42.71	7.29	53.14	1.24
13	17.42	-4.42	19.53	1.12
1	1.12	-0.12	0.014	0.01
				8.12

Degree of freedom
= (column-1) (row-1)
= (4-1) (3-1)
= 6
Significant level = 0.05
Calculated value=8.12
Table value= 12.592

From the above calculation the calculated value is less than the table value hence we accept the null hypothesis of gender and behavioral intention. So there is no significant difference between gender and behavioral intention.

HYPOTHESIS 2:
H0: There is no significance difference between educational qualification and behavioral intention.
H1: There is significance difference between educational qualification and behavioral intention.

EDUCATIONAL QUALIFICATION AND BEHAVIORAL INTENTION

Observed value (O):

Education/Behavioral Intentions	Perceived usefulness	Ease of use	Security	Trustworthiness	Total
SSC	0	0	0	0	0
Intermediate	0	4	1	0	5
Graduation	3	30	14	1	48
Post graduation	9	38	16	1	64
Others	0	4	0	0	4
Total	12	76	31	2	121

Expected Value (E):

Education/Behavioral Intentions	Perceived usefulness (Expected)	Ease of use (Expected)	Security (Expected)	Trustworthiness (Expected)	Total
SSC	0	0	0	0	0
Intermediate	0.49	3.14	1.28	0.08	5
Graduation	4.76	30.15	12.3	0.79	48
Post graduation	6.35	40.2	16.4	1.06	64
Others	0.40	2.51	1.02	0.4	4
Total	12	76	31	2	121

Calculation:

Observed Value	Expected Value	O-E	(O-E)^2	(O-E)^2/E
0	0	0	0	0
0	0.49	-0.49	0.24	0.49
3	4.76	-1.76	3.10	0.65
9	6.35	2.65	7.02	1.10
0	0.4	-0.4	0.16	0.4
0	0	0	0	0
4	3.14	0.86	0.74	0.23
30	30.15	-0.15	0.022	0.001
38	40.2	-2.2	4.84	0.12
4	2.51	1.49	2.22	0.88
0	0	0	0	0
1	1.28	-0.28	0.08	0.06
14	12.3	1.7	2.89	0.23
16	16.4	-0.4	0.16	0.010
0	1.02	-1.02	1.04	1.02
0	0	0	0	0
0	0.08	-0.08	0.006	0.075
1	0.79	0.21	0.04	0.056
1	1.06	-0.06	0.004	0.003
0	0.4	-0.4	0.16	0.4
				5.725

Degree of freedom
= (column-1) (row-1)
= (4-1) (5-1)
= 12
Significant level =0.05
Calculated value=5.725
Table value=21.026

From the above calculation, the calculated value is less than the table value hence we accept the hypothesis of educational qualification and behavioral intention. So there is no significant difference between educational qualification and behavioral intention.

HYPOTHESIS 3:

H0: There is no significance difference between income and behavioral intention

H1: There is significance difference between income and behavioral intention.

<div align="center">INCOME AND BEHAVIORAL INTENTION</div>

Observed Value (O):

Income/Behavioral Intentions	Perceived usefulness	Ease of use	Security	Trustworthiness	Total
Less than 25K	8	54	20	2	84
25K – 50K	3	16	7	0	26
50K – 75K	1	2	3	0	6
Above 75K	0	4	1	0	5
Total	12	76	31	2	121

Expected value (E):

Income/Behavioral Intentions	Perceived usefulness (Expected)	Ease of use (Expected)	Security (Expected)	Trustworthiness (Expected)	Total
Less than 25K	8.33	52.76	21.52	1.39	84
25K – 50K	2.58	16.33	6.66	0.43	26
50K – 75K	0.59	3.77	1.54	0.1	6
Above 75K	1.39	0.43	1.28	0.83	5
Total	12	76	31	2	121

Calculation:

Observed Value	Expected Value	O-E	(O-E)^2	(O-E)^2/E
8	8.33	-0.33	0.11	0.01
3	2.58	0.42	0.18	0.07
1	0.59	0.41	0.17	0.29
0	1.39	-1.39	1.93	1.39
54	52.76	1.24	1.54	0.03
16	16.33	-0.33	0.11	0.007
2	3.77	-1.77	3.13	0.83
4	0.43	3.57	12.74	29.6

20	21.52	-1.52	2.31	0.10
7	6.66	0.34	0.11	0.02
3	1.54	1.46	2.13	1.38
1	1.28	-0.28	0.08	0.06
2	1.39	0.61	0.37	0.27
0	0.43	-0.43	0.18	0.42
0	0.1	-0.1	0.01	0.1
0	0.83	-0.83	0.69	0.83
				35.4

Degree of freedom
= (column-1) (row-1)
= (4-1) (4-1)
= 9
Significant level=0.05
Calculated value=35.4
Table value=16.919
Interpretation

From the above calculation, the calculated value is less than the table value hence we accept the null hypothesis. So, there is no significant difference between income and behavioral intention.

Findings of the Study:

1. It is clear from the analysis that digital payment system is popular among respondents.
2. Majority of the respondents prefer Phonepe for making payments every time.
3. Most of the respondents are suing mobile wallets for paying bills and for recharge purpose.
4. It was observed that payments through mobile wallets do not involve more financial risk compared to physical risk.
5. Server Error is the most common problem with mobile wallets during transactions.
6. The majority of the respondents believe that their personal information would be secure while using mobile wallets.
7. Majority of the respondents said that security and ease of use are the two key elements that affect consumers to utilize mobile wallets.
8. Cash backs, premium offers and Available discounts are the things that made respondents to use mobile wallets.
9. Majority of the participants are very likely to refer mobile wallets to friends whereas as few respondents are moderately likely to refer mobile wallets.
10. It was observed that majority of the respondents use more than 2 mobile wallet apps.
11. Instant transfer of money, QR codes are the main features that respondents were attracted towards mobile payments.
12. As most of the respondents share their experience about mobile wallets with others by word of mouth, and through face-to-face talk.
13. A large number of respondent's opinion is that Phonepe and Paytm are the error free.
14. The Majority of the respondents believe that Phonepe provides speedy transactions.
15. It was observed that Phonepe is the much among mobile wallet which provides more services followed by Google pay and Paytm
16. Majority of the respondents agrees that E wallet transactions are easier than other payment transactions.
17. A large number of respondents stated that mobile wallets save time in transaction process.
18. Most of the respondents have done transactions for mobile recharge, bill payments, food order and DTH recharge.

19. A Vast number of respondents feel that phonepe is the digital payment that is easy to use among all.
20. It was found that Phonepe and Paytm are the best in terms of offers and discounts.
21. From the chi-square test it was observed that there is no significance difference between genders, educational qualification, income on behavioral intention towards mobile wallets.

SUGGESTIONS

1. The mobile wallets and digital payments system has to take necessary steps to overcome delay in processing of payments.
2. By designing more personalized mobile wallets for consumers makes them more benefit for secured digital payments.
3. Discounts and cash back offers are the advertisement tools that should made display in social media platforms.
4. To increase the transaction limit from 100000 to more this will be a very useful in emergency situations.
5. To maintain and control the bank servers and processing time that is 24 hours or more if transaction fails, the amount should refund back in account. This is a drawback while doing the transactions in emergencies.
6. When compared to best services provider Mobikwik was least used by the respondents so Mobikwik should come up with more innovative ideas to increase more users.
7. In order to improve their services, mobile wallet and net banking service providers must evaluate user experience and consider their insightful input.
8. A user-friendly environment must be established in order to keep users using a single payment method.

CONCLUSION

The main aim of the study is to know the behavioral intentions of consumers towards mobile wallets. Especially the study focused on the Behavioral intentions towards the use mobile wallets as a primary indicator of consumer acceptance and also this study focused on use and likelihood of utilizing smart phones for transactions. With the widespread use of internet and technology connectivity the number of digital wallets users is increased. As a results of advancements in digital world each and every activity of human beings had changed as a part of policy change cash is no longer becoming a mode of transaction this moved away towards cash based to digital payments method.

As per the findings digital wallets is getting more popularity among all the generations of people they feel that it is comfortable time saving and ease to use. The study witnessed that Phonepe is leading among all other providers. The study highlights that privacy, perceived usefulness, mobility, usage cost, ease of use and trust worthiness have a strong influence over behavioral intentions to use mobile wallets.

When a user is making online payments, they are facing many obstacles the common problem faced by them is a security issue, Server error and transaction limit. Due to this the digital wallet provider should understand and meet the trust and expectations of users. The major crucial identified features that are attracting the users towards digital wallets are rewards and coupons, instant transfer, convenient. Therefore, everyone as a smart phone but there is a demand to create more awareness and acceptance of the mobile wallet services for all generations of people.

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