



CONSUMER ATTITUDES TOWARDS THROUGH ON THE MOBILE WALLET REFERENCE WITH THE CHENNAI CITY

S. Mary Priteena

Abstract

At present world, smart phone is an important in the usual life of the mankind. The most advance technologies made the android mobile devices were the mobile users can make transfer the amount to another person account. It is related to the bank transactions. Without bank supports cannot able to transfer the money to another person. We can use this application 24/7 hours. There is no restriction to transfer the amount.

Keywords: - online payment, mobile wallet, mobile application, online transaction, Paytm, Phonepe, Google Pay, BharatUPI, Airtel Money, Jio Tag, Freecharge, mobile wallet application, server problems.

Introduction

Mobile wallet is the digital wallet, physical wallet, virtual wallet and includes mobile payment. Mobile wallet saves time. We don't stand in queue. At any time, the user will pay the amount to anyone. Now, we pay the amount through the whatsapp account, we just click "payment" option and directly ask to the payment amount, we have to enter the amount and sent the payment to that particular person's. The money transaction can transfer the amount via Google Pay, Phonpe, Paytm and BharatUPI. We go to "Google Play" and enter "Phonepe" installed the mobile wallet application. Then, enter our "mobile number" click "continue" use the phonepe mobile wallet application. It is interconnection with the debit card, credit card and Master card, instead of the payment of amount; it's a card less payment method. It is one kind of "in-store" payment without carrying the amount in our hand. At 21st century peoples progress the mobile wallet. Illiterate and literate people are using the mobile wallet.

Objectives

- To know about the mobile wallet technology services.
- To find out the customer satisfaction level of mobile wallet users.
- To identify the impact of the mobile wallet.
- To complain the reasons of digital wallet transactions.

Statement of the problem

In rainy times, we cannot transfer the amount to another person. It is full and full satellite network base on the time of signal waves is not clear to be transfer the amount. It takes times to transfer the amount because of server problems.

Need of the study

In the busy world, we cannot take the cash in our hand any place. But, we save the money our individual bank account and also we create specific mobile wallet application. We can transfer the amount to any person. It is easy way for transaction amount.

Limitation of the study

- Lot of fraud made in the mobile application.
- In rainy times, make a payment delay.
- High risk in theft.
- Server problems.
- Transactions limited per day.

Review of the literature

Mobile wallet activities which preferred to online payment the terminals over wireless network. The mobile network engaging wireless connection provide a different way for develop in mobile wallet. The payment application like tickets booking, education, health care, and passport apply etc (**Asghar A Jahanshahi et al.(2020)**)^{1st}

. The customer argued in the method of income amongst the market competitors is the important motivation for low adoption rate. There is fundamental mobile commerce, content aggregator model, the service and content provider (**Ly-Fie-Sugianto et al.(2019)**).2nd

Technical modern developments as well as regular customers are three main components available in the mobile wallets. The interrelationship between E- business and trade commerce, technical idea, advance technical, regular clients (**Jason J Zhang et al.(2018)**). 3rd

The studies work out entire Chennai city, a survey talked the customer fulfillment level of the mobile wallet. It is fastest mobile networks. Customers quickly download and update the new online application own mobile phones. The outcomes show lacks of knowledge, insufficient transact, interoperability and personalization require are factor which are important applicable mobile wallet (**Pruthikrai Mahatanankoon et al.(2017)**)4th

Wireless network equipments lead to adopt of mobile wallet in Chennai city. This is the representation of buyer behavior. The works done by users satisfy with mobile commerce. The competitors are giving more usable principles adopted by the south region (**Sita Mishra et al.(2016)**)5th

.Project has identified the main concerned affect the agreement of E- commerce by consumers. At last investigation of determine of trade commerce also updated in the course of the online customers. Trust is main important between customers and retailers entire wallet company. (**Lucy Gitau et al.(2015)**).6th

Research methodology of mobile wallets. The projects presented by the fundamental develop myths for mobile wallet. Mobile wallet applications highly develop with base of software applicants (**A Hammed et al.(2014)**).7th

Research suggested mobile wallet and digital wallet verification code of behavior. The instruct talk about imitation and secured analytical. Secure signifies aspect payment application: established secure competitors work (**Fengling Han et al.(2013)**).8th

The project work gives current information obtains the software intend and implement enlarge software applications based on network services. The online application structure talk about content of network services (**Wenjan Liu et al.(2012)**).9th

Secure end-to-end mobile wallet system have employed in the online transaction. There orders of architecture. Data encryption, decryption, public key, cryptography have discussed. Proper safety measures is requiring as competitors (**Franis Kritzing et al.(2011)**).10th

1

¹st Asghar A Jahanshahi et al.(2020)” online payment the terminals over wireless network”

Definition

According to the mobile wallet has been defined by the” mobile wallet prefers to the mobile money, mobile money transfer. It is a card less method. We earn the money in the mobile reward and mobile coupons. The mobile application is a wide range of mobile wallet services. Mobile payment is derived by the online payment, mobile money, mobile money transfer, mobile money order, now it is called mobile wallet, mobile wallet is otherwise called digital wallet or e- wallet and also add virtual wallet. Virtual wallet means online payment is the help of younger customer. The mobile wallet consumer has to pay the amount through the online payment. We are using the mobile wallet; no one can cheat during the payment time. We don’t stand in queue and pay the amount in the banks, hospitals, electric bills etc. we have upload the mobile wallet applications, then only, the user has to use that particular wallet application. The customer has to enter our name, country of person, phone number. They will calls or send any 4 digit codes, we have to attend the calls or enter 4 digit code click ‘ok or done’ option. The online application will be start to use.

Privacy Needs for Payee and Payer

- ❖ Many people believe that proper encryption is the panacea of all confidentiality problems.
- ❖ We can protect confidential information from prying eyes while in transit; we note that it is extremely difficult to ensure that confidential information is treated in a confidential manner by the recipient. For example, many of us use credit cards which can be a contact-less one for purchasing services.
- ❖ In the electronic world, the end parties are faceless. We may easily be led to believe that we are revealing information to trusted parties when we are not.

2nd Ly-Fie-Sugianto et al.(2019)” fundamental mobile commerce, content aggregator model, the service and content provider”

3rd Jason J Zhang et al.(2018)” interrelationship between E- business and trade commerce, technical idea, advance technical, regular clients”

4th Pruthikrai Mahatanankoon et al.(2017)” outcomes show lacks of knowledge, insufficient transact, interoperability and personalization”

5th Sita Mishra et al.(2016)”Wireless network equipments lead to adopt of mobile wallet”

6th Lucy Gitau et al.(2015)”customers and retailers entire wallet company”

7th A Hammed et al.(2014)” fundamental develop myths for mobile wallet”

8th Fengling Han et al.(2013)” mobile wallet and digital wallet verification code of behavior”

9th Wenjan Liu et al.(2012)” software intend and implement enlarge software applications based on network services”

10th Franis Kritzinger et al.(2011)” Data encryption, decryption, public key, cryptography”

- ❖ In addition, we do not know if the recipient handles the information in the appropriate manner or not.
- ❖ The anonymity of the user of the mobile payment system

Types of Mobile Wallet services partners

▪ **Airtel Money**

The airtel money has provided the self- recharge. Somebody has to need the recharge money. The airtel to airtel customer can transfer the amount to the particular person. The airtel company was first launched the airtel mobile money then only, the other mobile company operators is the follow kind of methods.

Procedure

- #121# will type the mobile devices.
- The offers list will be shown like net pack, recharge, msg offers, and ringtones set offers etc.
- We have to select the specific offers and type the phone numbers.
- The airtel money amount will be list.
- The Airtel customer what the amount requires and select the amount and click send button.
- Another Airtel customer number will be shown and type the 10 digit number and send it to them.
- The amount will transfer to them.
- The sender can send the amount to the receiver. They will get the send message as well as receive message will be sent to the receiver.
- This is the procedure of airtel money.

Jio Money

JIO was launched by central government. The JIO stand for digital life of India. The JIO money will be recharge to any other mobile operators. This is specialty for JIOSim . We have to send the amount whenever required; just send the amount to the receiver.

Procedure:

- The customer has to upload the JIO money application.
- The JIO money will install to the mobile devices.
- The name, sex, password of personal account have to register the jio money wallet.

- The JIO money customer has to verify the mobile number, then the send the message for 4 digit PIN number.
- We have to set the number to the JIO money application.
- Finally, the customer will be continued to use the JIO money and create new account to them.
- The JIO money should have zero balance, the person has to recharge the amount starting 100 rupees and then we have to recharge the amount to the JIO money wallet.

Paytm

Paytm is an Indian company. Pay tm was launched in August 2010; it is a consumer brand of parent company One97 Communications. PAYTM stands for "Payment through Mobile". It also operates the Paytm payment is another name of Paytm Wallet.

Procedure

- ❖ Set up a Paytm account using our mobile number and email ID
- ❖ Add some money to your Paytm Wallet using net banking, debit card, or credit card
- ❖ To transfer money to someone else, select the 'Pay or Send' option
- ❖ We can make payments to others or to bank accounts on Paytm by scanning a QR code
- ❖ Alternatively, we can send money to another Paytm user via their phone number

Freecharge

Free Charge is an e-commerce website headquartered in Gorgon. It provides online facility to recharge any prepaid mobile phone, postpaid mobile, DTH & Data Cards. Free charge was launched on 8 April 2015. Snap deal is a parent company of free charge.

Procedure

- Enter Mobile number and press Enter. Mobile Operator & Circle will be selected automatically.
- Choose our free coupons of equivalent amount.
- Enter our registered email id & password we have already registered with Free Charge before or just follow the simple new user registration process - it will take less than 2 minutes.
- Pay online via Net Banking/Debit Card/Credit Card to complete the recharge instantly.
- Coupons will be delivered to our inbox instantly via email.

Phonepe

Phone Pe is a Fin-Tech company headquartered in Bangalore, India. Phone pe was Founded in December 2015, it provides online payment system based on Unified Payments Interface (UPI), which is a new process in electronic funds transfer launched by National Payments Corporation of India (NPCI).It is licensed by the Reserve Bank of India for issuance and operation of a Semi Closed Prepaid Payment system with Authorization Number: 75/2014 dated 22 August 2014.

Procedure

- First, we go to “Google play store”
- Second, enter the” phonepe”
- Third, enter our “mobile number”
- Fouth, “Automatic OTP” will fill the code bar
- Fifth, next process click ”continue”
- Sixth, we installed the phonepe mobile application
- Seventh, we continuously transaction the amount one to one person.

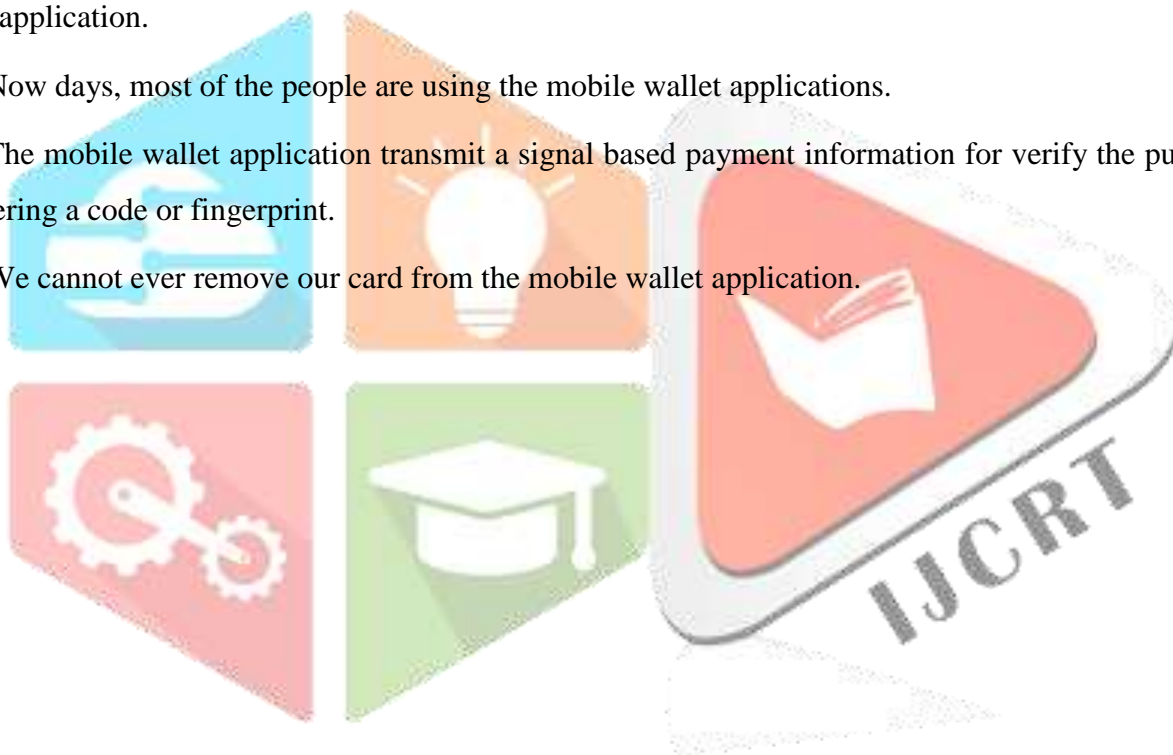
Obstacles of Mobile Wallet

- When we are using the time of mobile payment during the usage of internet connection should be frequently available because it is most important for online transaction.
- Mobile phone application space should be available in the mobile devices, then only we have to upload the mobile wallet application, the maximum space storage is 4.4 to 5.5 version , can be adopt the mobile wallet application. While we are transacting the amount through the mobile wallet.

Benefits of Mobile Wallet

- It saves the time to transact the mobile wallet.
- Whenever we require to pay the amount instantly, through the online transaction.
- It reduces the expenditure of travelling.
- We can use the mobile wallet applications 24/7 hours.
- The mobile wallet application is using for multiple ways. Ex: grocery , banking , gas , DTH, hospitality .

- The customer cannot be stand in line.
- It is most usable for the businessman's and professional workers.
- The mobile wallet will be using for transferring money anywhere, anytime and anyplace.
- We want to upload the money to our wallet application to make it easily via net banking through the credit card or debit card.
- We can avoid the fraud and risk via the mobile wallet.
- The safe and secure for customer while they pay the amount through the mobile payment.
- When the customer is using the net banking payment. It is most useful for IT professionals and other professionalism. For example: Instantly, we pay the amount and transact the amount through the mobile banking wallet application.
- Now days, most of the people are using the mobile wallet applications.
- The mobile wallet application transmit a signal based payment information for verify the purchase either by entering a code or fingerprint.
- We cannot ever remove our card from the mobile wallet application.



Drawbacks of Mobile Wallet

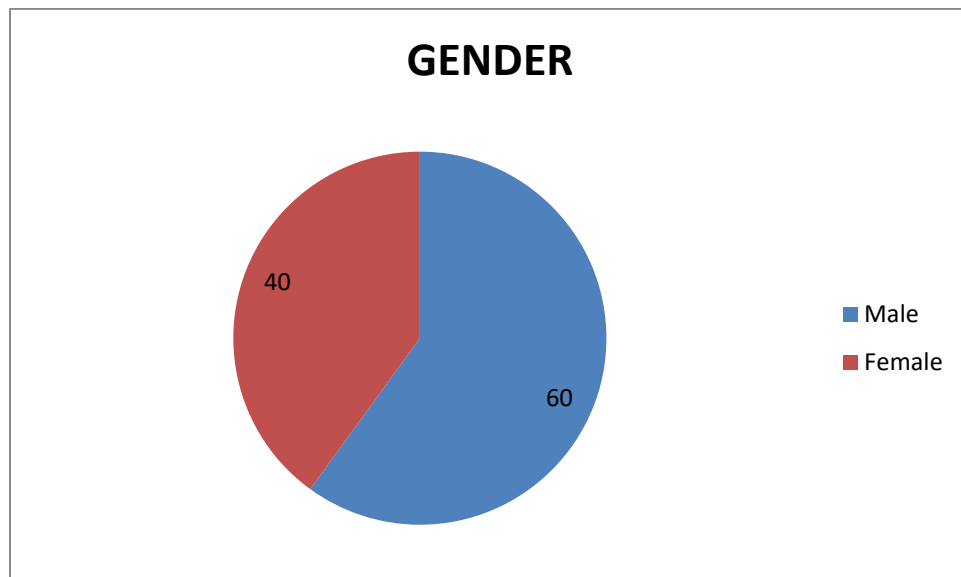
- Lot of international restriction in the mobile wallet
- Sometimes the mobile wallet application will take the time to store the mobile devices.
- The customer done any mistake during the payment, again, he wants to pay the amount in the mobile wallet.
- The mobile wallet application storage space is very limited to store the one or two wallet application in the smart phones.
- The customer should have the bank balance in their own mobile wallet balance.
- The mobile wallet company name should standardize in the competitive market world.

➤ To avoid the danger of losing money in the mobile wallet.

Table: which Gender mostly use the mobile wallet?

S.NO	GENDER	NUMBER OF THE RESPONDENT
1	Male	60
2	Female	40
Total		100

Source: primary data



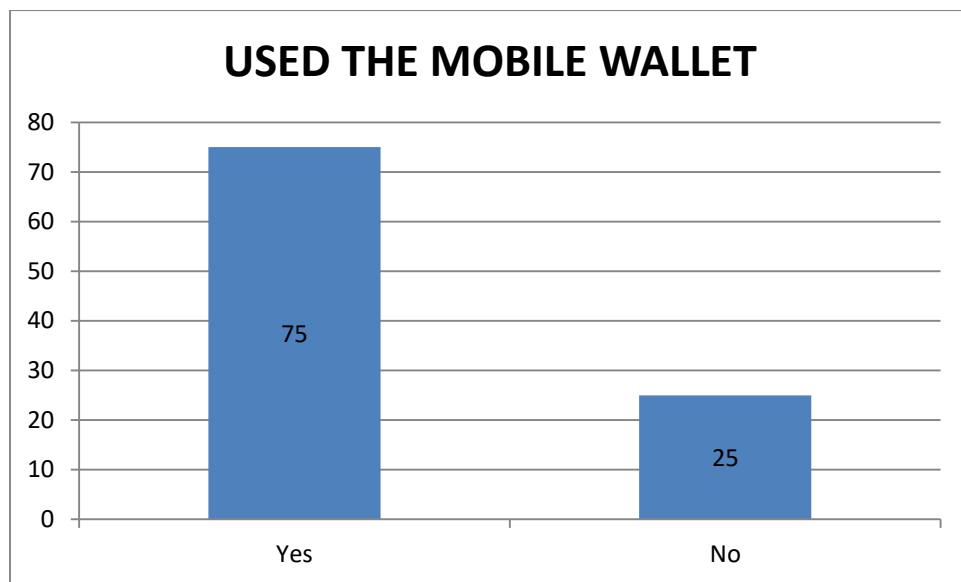
Interpretation

60% Most of the male gender are using the mobile wallet for purpose of the business deals, medical expenses and 40% of the women respondent are using the mobile wallet for personal use.

Table: Are you using the mobile wallet?

S.NO	USED THE MOBILE WALLET	NUMBER OF THE RESPONDENT
1	Yes	75
2	No	25
Total		100

Source: Primary Data



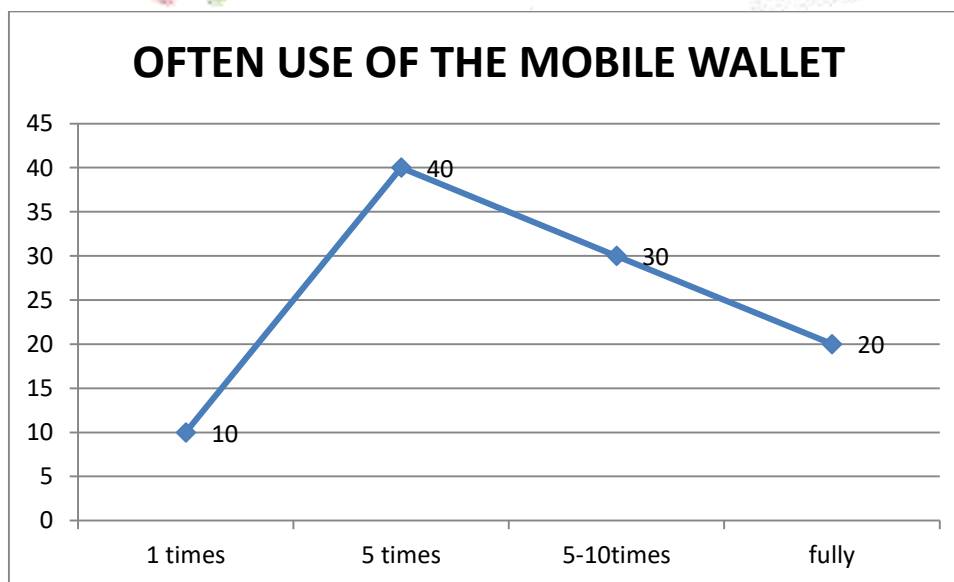
Interpretation

75% of the respondents use many ways for recharge, medicine, provisional stores etc and 25% of the respondents are not use the mobile wallet because they cannot know about the mobile wallet application.

Table: How many times often to use the mobile wallet?

S.NO	OFTEN USE OF THE MOBILE WALLET	NUMBER OF THE RESPONDENT
1	1 times	10
2	5 times	40
3	5-10times	30
4	fully	20
Total		100

Source: primary data



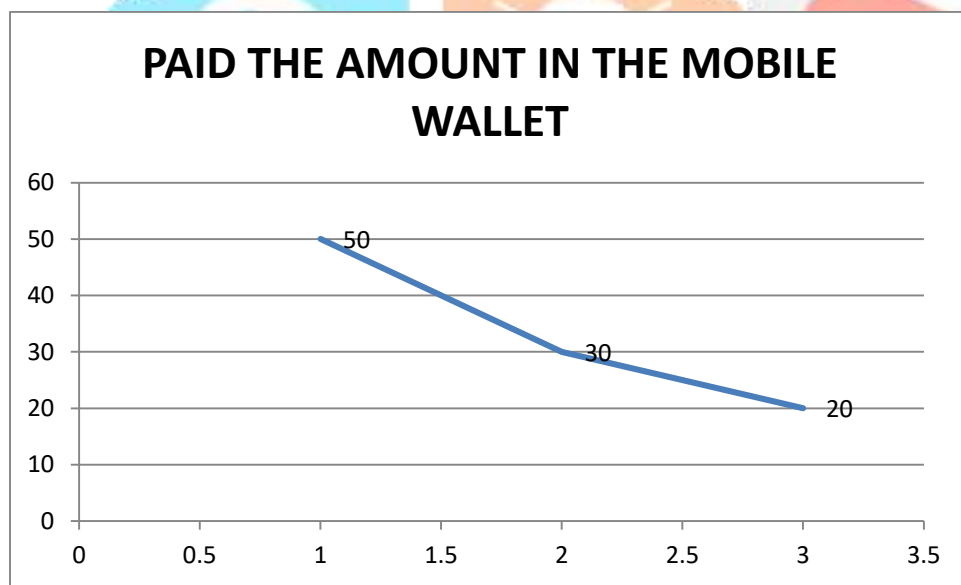
Interpretation

10% of the people are using the mobile wallet rarely, 40% of the respondents are working person any transaction given the amount by the way of mobile wallet, 30% of the respondents are using the small scale business proprietor’s buy and give the amount to another business dealers, 20% of the respondents were used by the business magnet person can transaction the amount high way so he cannot take the cash not in hand or suitcase daily.

Table: How can you pay the amount via mobile wallet?

S.NO	PAID THE AMOUNT IN THE MOBILE WALLET	NUMBER OF THE RESPONDENT
1	Smart phone	50
2	Laptop	30
3	Both	20
Total		100

Source: primary data



Interpretation

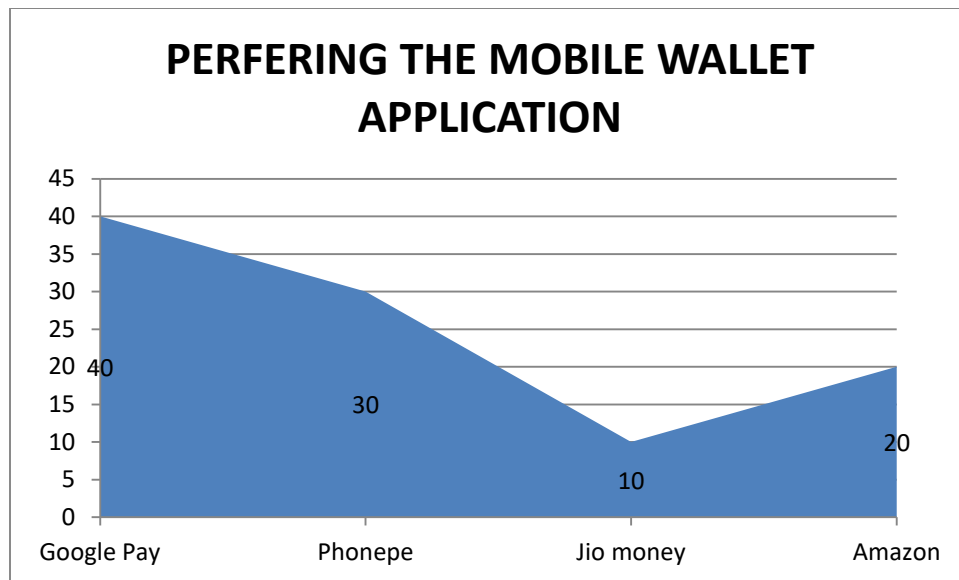
50% of the respondents are full and full used by the android mobiles it’s easy to pay the amount immediately, 30% somewhat the person like IT people can easily transfer the amount by the way of Laptop they download application keep in desktop and pay the amount. 20% of the respondents are paying the amount or transaction by the way of smart phone and laptop.

Table: which mobile wallet application do you prefer for the payment to others?

S.NO	PREFERING THE MOBILE WALLET APPLICATION	NUMBER OF THE RESPONDENT
1	Google Pay	40

2	Phonepe	30
3	Jio money	10
4	Amazon	20
Total		100

Source: Primary data



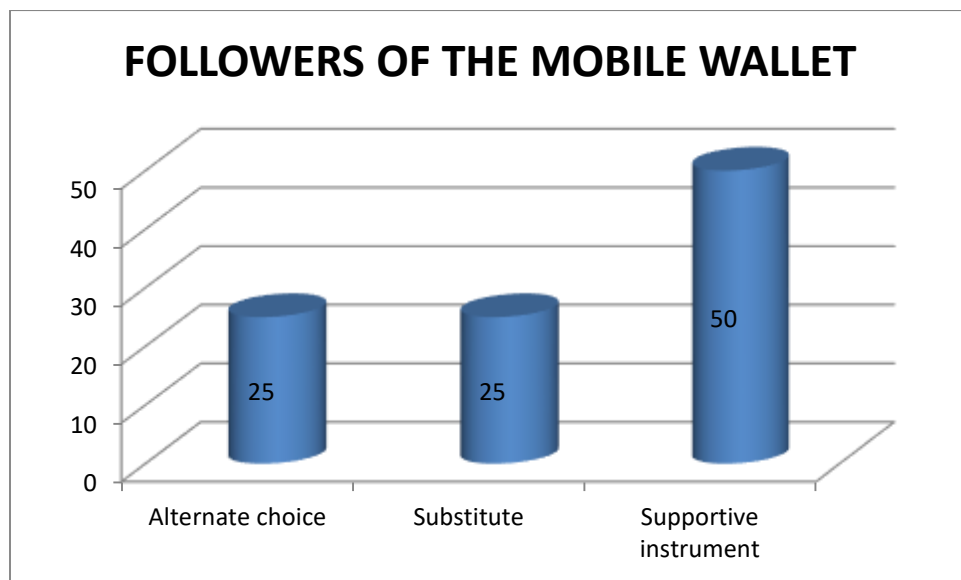
Interpretation

40% of the respondent mostly preferring the Google pay, it’s easy to transfer the amount as soon possible, 30% some person are using the Phone pe, it’s relatable to the Google pay, 10% of the respondents prefer the JIO money, 20% of the respondents are purposing the Amazon mobile wallet, it’s a new one.

Table: Are you continuous using this mobile wallet application?

S.NO	FOLLOWERS OF THE MOBILE WALLET	NUMBER OF THE RESPONDENT
1	Alternate choice	25
2	Substitute	25
3	Supportive instrument	50
Total		100

Source: primary Data



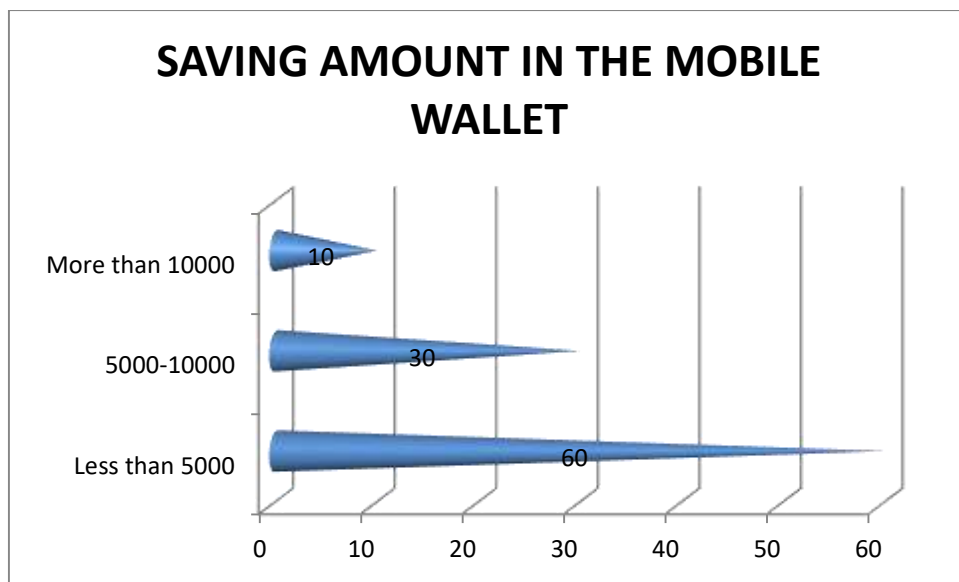
Interpretation

25% of the respondents are alternating the choice of the mobile wallet, 25% of the respondents are substituting the mobile wallet, and 50% of the respondents are supporting the mobile wallet instrument for purpose of any personal use.

Table: How much money can you save in the mobile wallet?

S.NO	SAVING AMOUNT IN THE MOBILE WALLET	NUMBER OF THE RESPONDENT
1	Less than 5000	60
2	5000-10000	30
3	More than 10000	10
Total		100

Source: Primary Data



Interpretation

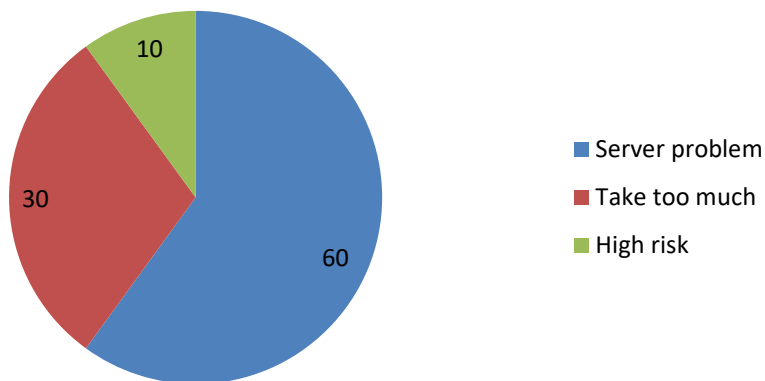
60% of the respondents are using this application for personal use like provision store, medical store, restaurants and travelling expenses pay by the QR code, 30% respondents small scale business proprietor’s transact the amount to another person reason for purchase the goods and sales the goods, 10% of the respondents are using this mobile wallet application only the home-makers.

Table: What type of difficult you solve the issues in the mobile wallet?

S.NO	OBSTACLES OF THE MOBILE WALLET	NUMBER OF THE RESPONDENT
1	Server problem	60
2	Take too much	30
3	High risk	10
Total		100

Source: Primary Data

OBSTACLES OF THE MOBILE WALLET



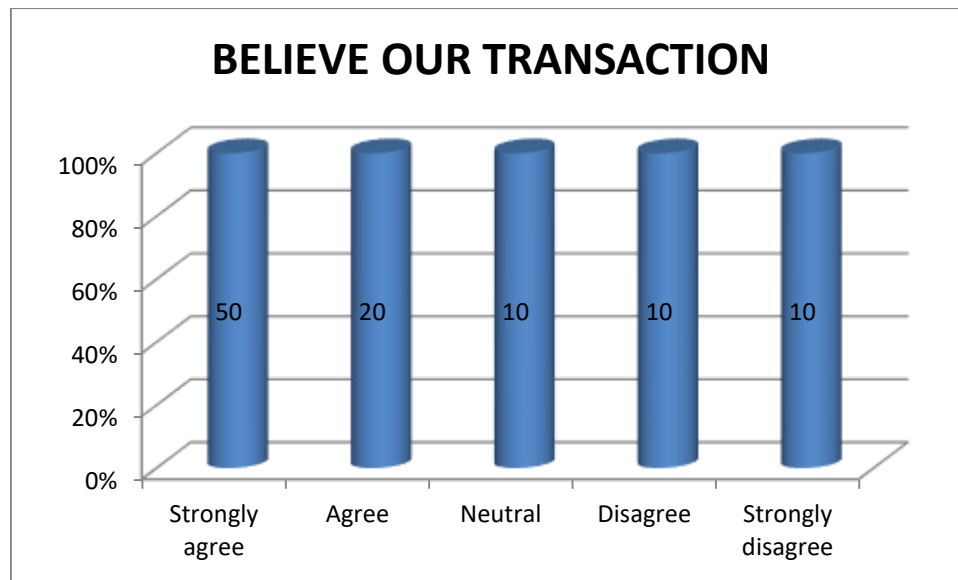
Interpretation

60% most of the respondents are facing the server problems in the cloudy time, 30% of the respondents are proclaiming to take too much time for transaction the amount and 10% of the respondents highly risk in the mobile wallet application.

Table: Are you hoping our transactions were secured?

S.NO	BELIEVE OUR TRANSACTION	NUMBER OF THE RESPONDENT
1	Strongly agree	50
2	Agree	20
3	Neutral	10
4	Disagree	10
5	Strongly disagree	10
Total		100

Source: Primary Data



Interpretation

50% of the respondents are hoping the transaction to another person, 20% of the respondents agreeing and supportive person to transact the amount and all the three respondents are commonly disagree, strongly disagree and neutral 10%.

Findings

- 75% of the respondents use many ways for recharge, medicine, provisional stores etc.
- 60% Most of the male gender are using the mobile wallet for purpose of the business deals, medical expenses.
- 60% of the respondents are using this application for personal use like provision store, medical store, restaurants and travelling expenses pay by the QR code.
- 60% most of the respondents are facing the server problems in the cloudy time.
- 50% of the respondents are full and full used by the android mobiles it's easy to pay the amount immediately.
- 50% of the respondents are hoping the transaction to another person.
- 50% of the respondents are supporting the mobile wallet instrument for purpose of any personal use.
- 40% of the respondents are working person any transaction given the amount by the way of mobile wallet.
- 40% of the respondent mostly preferring the Google pay, it's easy to transfer the amount as soon possible.

Suggestion

In the business world, most of the business proprietor's are doing the business in high level and small level both sector are requiring the amount to transact to another business dealers. They cannot take the amount in any place. So, the business entrepreneur can use any mobile wallet applications. But, they cannot transact not more than amount example above 50 k, they have to transact the amount limited base.

Conclusion

Most of the consumer has to use the mobile wallet. It is useful for anywhere, anytime and anyplace. We just upload the mobile wallet in that various kind of basic needs available in the wallet. The consumer can pay the amount through the online. Mobile wallet are d2h recharge wallet, electric bills wallet, gas booking wallet etc. it's save time and also secured wallet. . No one can use the credit or debit card. Everything's come under the online payment. Even though small scale businessmen are use the wallets.

Results

Most of the consumers are using the mobile wallet application. The various person uses in different mobile wallet application as like Google Pay and Phonepe. Different applications are various method but all are interconnected with the bank account. At present, youngster and adults are frequently used by the Google Pay and phonepe. We don't carry the amount in any place. It is a mini-bank. We don't hold money in our hand

References

Articles

1. Shelleysingh, Mobile Money: Cell Phone Banking in Developing Countries, volume 245, 2017 pages:125 - 127
2. **Matt McGinty “mobile wallet” volume :9(4), issue no :5,2017, pages: 111 - 117**
3. Will Hernandez, “Mobile Payments services and systems”, Volume 3, issue no:7, 2017,
4. **Julian Wallis, “digital technology”, “conference paper”, volume 9, 2017, pages 37.**
5. F. Liébana-Cabanillas, “Intention to use new mobile payment systems”, “international journal of marketing”, volume 10, 2017.
6. Webinar, “Mobile Payment Today, “international journal of paper”2016,
7. Jeff Fang, “Exploring Mobile Money Services as an Innovative Solution for Micro and Small Enterprises”, “Conference paper” 2015.
8. Jeff Fang, “Mobile Payment System With Privacy Protection”, ”new advance in springer journal” 2015, pages 17 - 20

9. [Jerry Lien](#), “Mobile Money Solutions for a Smartphone”, “Journal of Payments Strategy & Systems”, volume 9, 2015, pages- 23.
10. Urmilakute,[”Engineering science and technology”](#), “An International journal(ISSN)”,Volume 4, 2014, pages 76-77.
11. Yuetao Wu, “[Mobile payment based on connection of NFC and SIM card](#)”,_ “An International journal(ISSN)”, volume : 10, 2014, pages : 112- 115.
12. Kevin P. Donovan,”Mobile Money”, “online library”, volume 33(4), 2014, pages: 732 – 734.
13. Allan Mugambi “Mobile-Money Benefits and Usage”, ”[IT Professional](#) paper”, Volume: 16, [Issue: 3](#), 2014
14. Banupriya, “E-WALLET” , “Seminar paper”, volume 8, 2013, pages: 44.
15. Siddharth “Mobile payments services”, volume 9 (4), 2013, pages: 74 – 75.
16. Riti Chowdhury, “Secure Money Transaction in Enabled Mobile Wallet”, “Conference paper”, Vol. 245, 2012. Pages: 125- 126.
17. UC Irvine, “Money Transfer System to Mobile Money Ecosystem”, “School of Law Research Paper”, volume 9,2012, pages: 534- 537.
18. Octavian Dospinescu, 2012, “new technical approach Danube’s university of Galati, issue 5 (5), pages: 84 – 94.
19. Ahoy Upadhayaya, “concept of digital wallet”, “international journal of management”,2012, pages 67 – 68.
20. Hao Zhao, “The concept of Secure Mobile Wallet”, “**Conference Paper**”, volume 4, 2011, pages: 34.
21. Amin, Hanudin, “Mobile Wallet Acceptance”, “Labuan school of international business and finance”, volume 7, 2011, pages 33.
22. Kathrin ,”Mobile Money and Payment”,’ international journal of marketing” volume 8,2011,pages: 84.
23. Kevin Yazd, “Mobile Commerce,” “ international journal paper”, volume 5, 2010, pages 54.
24. MajidTaghiloo,“Digital Wallet For Peer To Peer Payment System” “International Journal of Ubi Comp (IJU)”, Vol.1, No.4, 2010, pages 345.
25. Ashutoshsingh, “safe and secure in the mobile wallet” the Hindu newspaper, volume 3, 2010 , pages: 245 – 247.
26. Will Hernandez, “Mobile Commerce and mobile wallet”, “**IEEE journals and magazines**, volume 4, 2009 , pages 23.
27. FabridoHenriqueDiniz, “**Digital Wallet Technology**”, volume 6,2006, pages 110.