A STUDY ON CUSTOMERS SATISFACTION TOWARDS MOBILE WALLET (WITH SPECIAL REFERENCE TO COIMBATORE CITY)

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ABSTRACT

Mobile Wallet is a pre-paid payment mechanism which enables the customers to carry money in cashless form and to make payments without using cash. It is working in the form of a mobile application that can be downloaded and installed in a mobile Computing device, Such as cell phones and tablets. In addition to banks, Number of other service Providers such as e-commerce portals, cellular operators etc. The present study is an attempt to Clarify the concept of mobile wallet and to analyze the level of satisfaction and factors influencing the customers to use mobile wallet in Coimbatore city.

Keywords: Mobile wallet, Apps prefer most of the time, Usage

INTRODUCTION:

A mobile wallet is a virtual wallet that stores payment card information on a mobile device. This technology allows users to make transactions digitally without the need for physical cards or cash. Mobile wallets can be used for a wide range of transactions, including purchasing goods and services at retail stores, paying for online purchases, and transferring money to others. They operate through various technologies, such as Near Field Communication (NFC) for contactless payments, QR codes, or through specific apps provided by financial institutions, tech companies, or payment service providers. Mobile wallets offer convenience, speed, and enhanced security features, such as encryption and tokenization, to protect users' financial information.

OBJECTIVE OF THE STUDY

- To study the customer satisfaction towards mobile wallet.
- To find out the most preferred mobile wallet apps.
- To analyze the problem faced by the customer while using mobile wallet.

RESEARCH METHODOLOGY

Survey method is implemented for this research work to meet objectives of the study. Primary data is collected through the questionnaire and secondary data is also collected by other sources in the part of research

## TOOLS USED FOR THE STUDY

- Percentage Analysis
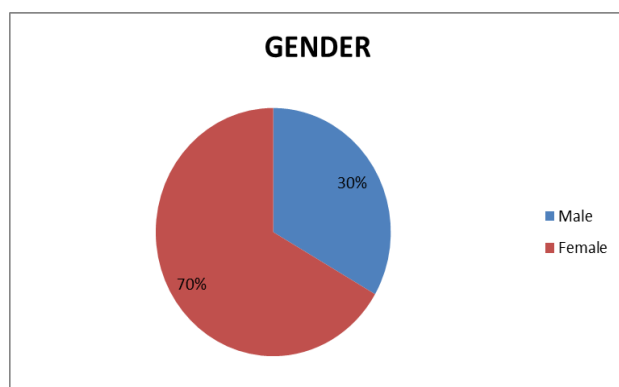
This chart shows that majority of the respondents are female using mobile wallet is with 70%.The remaining respondents are male that are 30%.

EDUCATION QUALIFICATION

- School graduate
- Degree/Diploma
- Post graduate
- Professional
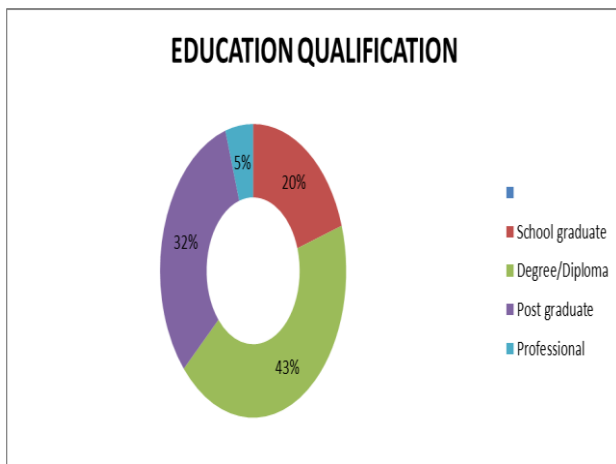
This chart shows that majority 43% of the respondent are Degree/Diploma, 32% of the respondent are post graduate, 20% of the respondent are school graduate, 5% of the respondent are professional

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MONTHLY INCOME

- Rs.10000
- Rs.11,000-Rs.25000
- Rs.25000-Rs.40000
- Above RS.40000
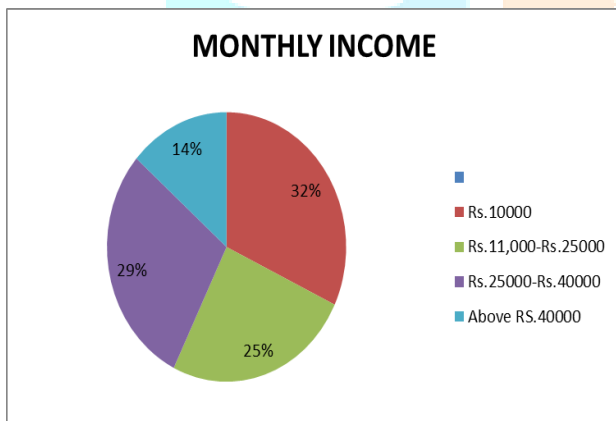
This chart shows that 32% of the respondents are having their income of   Rs.10,000, 29% of the respondents are having their income of Rs.25000-40000, 25% of the respondents are belonging to their income of Rs. 11000-25000, 14% of the respondents are belonging to their income of above Rs.40000.
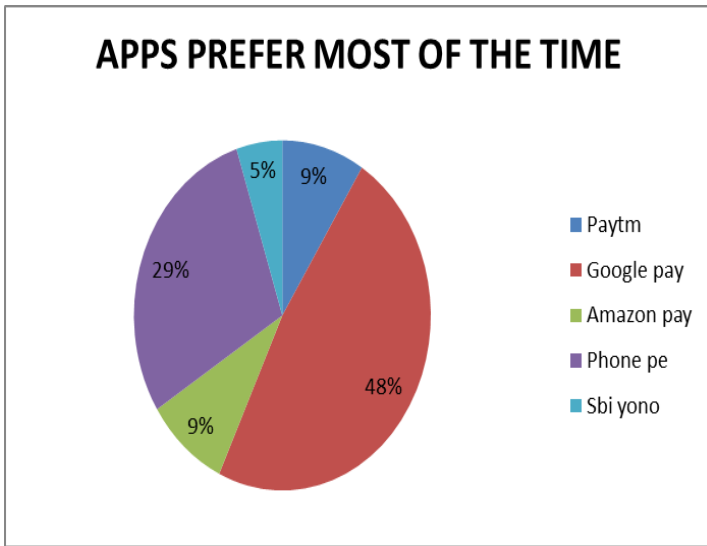
This chart shows that majority 48% of the respondent are using Google pay application, 29% of the respondent are using PhonePe, 9% of the respondent are using both the Paytm and Amazon pay, and only 5% of the respondent are using Sbi yono application.
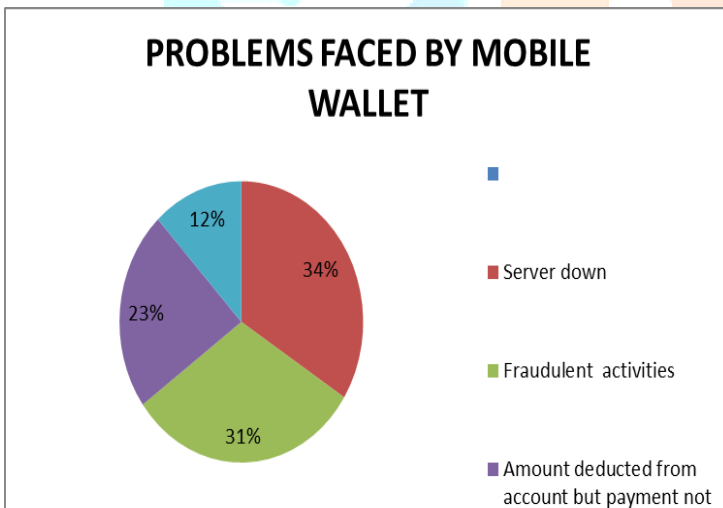
This chart shows that majority 34% of the respondents have faced the Server down issue while using mobile wallet, 31% of the respondent have faced fraudulent activities, 23% of the respondent are facing the problem like amount deducted from account but payment not deducted. 12% of the respondent are facing other problem while using the mobile wallet applications.

PREFERENCE TOWARDS MODES OF PAYMENT

PREFERENCE TOWARDS MODES OF PAYMENT	NO. OF RESPONDENT	PERCENTAGE
Time saving	25	25%
Ease to use	44	44%
Avoid travel	18	18%
Security	13	13%
TOTAL	**100**	**100**

The above table depicts that 44% of the respondents are preferring mobile wallet for the purpose of ease to use, 25% of the respondent are preferring for the time saving and 18% of the respondent are using for the Avoid travel, 13% of the respondent are using mobile wallet for security purpose.

USAGE OF MOBILE WALLET

USAGE OF MOBILE WALLET	NO. OF RESPONDENT	PERCENTAGE
Daily	14	14%
Weekly	39	39%
Monthly	28	28%
Rarely	19	19%
TOTAL	**100**	**100**

In the above table depicts that 39% of the respondent are using mobile wallet on weekly basis, 28% of the respondent are using on Monthly basis, 19% of the respondents are using mobile wallet application Rarely, 14% of the respondent are using on daily basis**.**

CONCLUSION

Mobile wallets represent a significant advancement in the way we manage and use our finances, offering unparalleled convenience, efficiency, and security. By enabling users to store payment information on their smartphones and make transactions with a simple tap or scan, they not only streamline the payment process but also enhance user experience. Furthermore, with continuous improvements in security measures such as encryption and biometrics, mobile wallets are becoming an increasingly safe way to conduct financial transactions. As technology advances and society moves towards an increasingly cashless world, the adoption and evolution of mobile wallets are expected to play a pivotal role in shaping the future of payments and financial interactions.

REFERENCE

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