A STUDY ON USERS' AWARENESS LEVEL TOWARDS M WALLETS

Abstract

Daily lives of people today revolve around their smartphones. Technological advancement, smart phones have evolved into devices where mobile users can make payments via a phone-installed application. The present study aims to explain the types of M wallets and its usage, as well as various factors that persuade the decision of users to adopt M wallets and various risk and challenges by the users of M wallets. A organized form was spread to more than 150 and full information was collected from 130 respondents. The study revealed that Paytm is the most preferable M wallet followed by Googlepay. Security is the main concern for the users while using any type of Mobile Wallet. The M Wallet service provider companies have to identify the requirements of the users and fulfill them.

Keywords: M-Wallet, Financial transaction, Paytm, Googlepay, PhonePe, BHIM Axis Pay, MobiKwiK, Security.

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I. INTRODUCTION

The announcement of demonetization by Prime Minister Mr. Narendra Modi on November 8, 2016, was one event that led towards the digital payment system. Demonetization provided the Indian digital wallet industry with a significant development opportunity. There was a major rise in the number of users using digital wallets. Because of the technological advancement customer's purchasing habits and their payment methods are changing. India's economy has been based on cash. The Indian consumers feel safer and secure with cash in their pockets, but now the situation is changing.

According to GlobalData report, the utilization of M wallet is increasing and payment through traditional ways such as cash and cards are displacing. According to reports, from 2023 to 2027, the amount of money spent using mobile wallets will expand at a compound annual growth rate (CAGR) of 23.9%. Whereas cash has habitually been the popular way of payment amongst Indians, its use is steadily on decline. It is because the Government of India has also made great efforts to make digital India with the promotion of digital transaction.

There are 217 million m wallet users in India and is likely to reach 434 million in 2025. The mobile wallet transaction volume in India is 25 billion and is expected to reach 71 billion by 2025.

In India, there are three different kinds of mobile wallets:

1. **Open Wallets:** It is the one that allows a user to transfer money, withdraw cash from ATMs, and make purchases. Users can use it to send money to any savings account linked to a mobile number. Example- ICICI Pocket and Vodafone Idea.

2. **Closed Wallets:** Mobile wallets that are closed to third parties include Amazon Pay and other proprietary wallets. Example: Amazon Pay.

3. **Semi-Closed Wallets:** These wallets are offered by one company; however they can be used to pay at numerous retailers. The wallet's issuer requires merchants to sign an on boarding agreement before they may acknowledge payments. One of the most well-liked semi-closed wallets is Paytm Wallet.

II. MOBILE WALLETS IN INDIA

1. **Paytm:** One of the big e-commerce sites in India, Paytm provides mobile wallets for its users to store money and conduct rapid transactions. Many people in India believe it to be the best mobile application. In essence, Paytm operates on a semi-closed format and was introduced in 2010. Users are able to load funds and pay vendors. Although e-commerce is an additional benefit, you may still pay your bills, send money, and use cash back, entertainment, and travel services. Nearly everyone accepts payments made using Paytm.

2. **Google Pay:** It was previously known as **Tez,** and despite being a latecomer to the mobile wallet market, it quickly grew its user base for obvious reasons. It is the greatest money transfer or online payment app with cashback. Because Google Pay integrates with bank account, there are no problems with monthly wallet recharges because money is already safe with the bank. Others might send money or give it straight through your bank

account. Additionally, there is no such difficulty with KYC, which increases its popularity.

3. **Phone Pe:** Flipkart now includes PhonePe, which was introduced in 2015. On PhonePe, user can effortlessly pay bills online, recharge mobile device, send money to someone else, and make UPI payments. The safest and quickest online transaction experience in India is provided by PhonePe, which has an excellent user interface.

4. **Mobikwik:** The primary service offerings of Mobikwik are bill payment and recharge. An independent mobile payment network with 32 million users is called Mobikwik. Customers of this e-wallet have the option of adding funds through debit cards, credit cards, net banking, or even doorstep cash services. One of the distinctive services Mobikwik has provided its users is "expense tracker," which enables users to set a budget for costs via SMS data to analyze and regulate the expenditure.

5. **BHIM Axis Pay:** In India, another top mobile wallet is BHIM (Bharat Interface for Money). Based on the Unified Payment Interface (UPI), it is mobile wallet software created by the National Payments Corporation of India (NPCI). It was introduced in December 2016 with the goal of facilitating electronic payments made directly to banks. Customers set up a UPI PIN for their bank account when they register it with BHIM. Users of other banks in addition to Axis Bank are able to use it. As soon as that happens, they can begin conducting business at the mobile number. With the click of a button, users may pay their friends, relatives, and businesses.

III. LITERATURE REVIEW

Abhijit m. Tadse & Harmeet Singh Nannade (2017) the use of Paytm by consumers was examined, along with the difficulties that consumers encountered. The study is divided into categories based on user age, usage reason, usage frequency, and monthly Paytm cost. The paper concludes that M-wallets are fast growing method of online paymentIn order to give services to the greatest number of users, the payment gateway needs to be improved, according to the study, as just a small percentage of users received assistance each time they encountered a problem.

Sanaz Zarrin Kafsh (2015) highlighted the elements influencing consumers' acceptance of mobile wallets. IDT and TAM are the foundations of the investigation. According to the study, there is a strong correlation between perceived usage and perceived ease of use and subjective norms, which influence an individual's intention to use mobile wallets. The outcome indicates that expanded side of the TAM model for mobile wallet acceptance can support business participants that want to enhance public demand for mobile wallets.

Poonam Paimuly and Shalu Rathi (2016) explained the different aspects of mobile wallets. The study explains the role and importance of mobile wallets in different sectors. In future scope, mobile wallets becoming a latest marketing channel in future. In the customer to company and customer to customer sectors, mobile payment options include contactless and remote payment. Mobile wallet presence is spreading from urban to rural areas.

Neeharika, P&V, N.Sastry (2014) carried out research on "A Novel Interoperable Mobile Wallet Model with Capability based access control framework". This paper has made an outstanding input in the advancement of a Mobile wallet. Safety is the key concern when the users have to give their financial information. It responds to security concerns by presenting an access control architecture that moves in the direction of an interoperable mobile wallet.

IV. OBJECTIVES OF THE STUDY

1. To check the understanding level of the users towards mobile wallets.
2. To evaluate the merits and demerits of M wallets.
3. To know about the most popular M wallet.

V. RESEARCH METHODOLOGY

Both the sources have been used for this paper i.e. Primary and Secondary. Surveys were used to gather primary data. Secondary data were gathered through publications, the internet, and reports. Questionnaire administered to more than 150 users. But fully filled questionnaire received back were 130. So sample size in this study is 130.

Demographic Profile		Count	Percentage
Gender	Male	50	38.0
	Female	80	62.0
Age	Up to 20	60	46.0
	21-30	30	23.0
	31-40	35	27.0
	Above 40	05	4.0
Education	Up to H. Sc.	03	2.0
	Degree	95	73.0
	PG and Above	32	25.0
Occupation	Employed	10	7.0
	Business	70	54.0
	Profession	28	22.0
	Student and Housewife	22	17.0
Monthly Income (Rs.)	Up to 15,000	10	8.0
	15,001-30,000	50	38.0
	30,001- 50,000	60	46.0
	Above 50,000	10	8.0

Source: Primary Data

Out of 130 users of M wallets 46% of the users are from the group age up to 20, 62% of the users are female, 73% of the respondents are degree holders, 54% of the respondents are from business and 46% of the respondents' monthly income ranging from 30,001-50,000.

VI. FINDINGS OF THE STUDY

1. Out of total respondents, 49% of the respondents are completely aware and whereas 50% moderately aware and 4% are not aware of M wallets.
2. Most of the users got information from social media followed by friends when compared to television and newspapers.
3. Maximum respondents prefer using Paytm, Google Pay when match up to Jio money and Phonepe.
4. Most of the people favor using M wallets for saving their time.
5. More than half of the respondents use M wallets for cash backs and discount offers
6. 56% of the users use M wallets more than 10 times, 13% between 5-10 times and 7% uses only once.
7. More than 60% of the respondents put more than 1000/- in their M wallets and use it for daily purpose.
8. Out of 130 users, 57% are strongly agreed that using M wallet services is motivating to them.
9. The security of mobile payments is a severe issue for some users.
10. More than 55% of the respondents agreed that they recommend M wallets to their friends whereas very few are not agreed with the same.

VII. CONCLUSION

The use of M wallets for payment is a significant platform for new technology that supports financial institutions in India and it facilitate to boost their customer and the use of M wallets. According to our survey, the majority of users prefer using M-wallets over other transaction applications because they are time saving and simple to use. Maximum respondents are afraid because of security issue. A mobile wallet's adoption will automatically rise when security concerns are addressed and decreased. Hence, the M wallet service providers need to know and fulfill the expectations of the users.

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