

A STUDY OF CUSTOMERS ADOPTION, AWARENESS AND ACCEPTANCE TOWARDS DIGITAL WALLET

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ABSTRACT

Electronic wallet money is utilised by a wide range of businesses, including corporations, banks, and individual customers all around the globe. A better position has been adopted by banks to provide clients with improved banking transaction services and payments. It is because of the ease and speed of transaction that consumers are drawn to E-wallet shopping, as well as the E-wallet shopping facilities. In the case of businesses, the firms want to provide their consumers with a wide range of payment options, and the E-wallet service they provide is linked to these options. It is necessary to connect an e-wallet to your bank account in order to use it to make purchases. An e-wallet is a secure and password-protected prepaid account that you may use to make online purchases. In addition, the survey intends to assess whether or not this technology is accepted by small enterprises, as well as which wallet services are most often utilised. A model called the Technology Acceptance Model (TAM) is used in this research to identify the elements that influence whether or not people intend to make use of the cashless wallets. Exploratory and Confirmatory Factor Analysis are used to analyse the data in this research.

Keywords: E-wallet, Adoption, Customer, Bank.

INTRODUCTION

It wasn't until the modern era that there existed a system of money. Bartering was the primary mode of exchange for all labour. After then, all transactions were carried out in the form of money notes and coins. People are more trusting of electronic transactions now than they were in the past. In today's digital age, people do business entirely online. When ICT first came into being, it had a significant impact on society. ICT has made it possible for people to communicate more quickly and effectively, as well as raise their standard of living. The shift from a cash-based to a cashless economy is being facilitated by technological advancements. Today, individuals use mobile devices, ATMs, credit cards, debit cards, e-wallets, online cash transfers, etc. to pay for goods and services. Nowadays, electronic wallets are quite popular. The term "e-wallet" refers to a digital wallet that may be used in lieu of paper money. Mobile applications, such as those found on smartphones, are used to build and administer electronic wallets. In

order to assist users in managing their virtual wallet services, many mobile wallet service providers have developed applications. Customers use it for everything from shopping to recharging their mobile devices to making reservations for movies and hotels. E-primary wallet's goal is to reduce the use of cash and move the economy entirely to the electronic medium of trade.

The supply of money is necessary to match demand and supply in any country's economic activities and commerce. It is characterised as a medium of exchange if two parties agree on a common method of commerce for the buying and selling of products. A lengthy history of payment instruments and procedures may be traced in India. For every country's economic well-being and financial stability, the country's financial markets play a critical role. The Reserve Bank of India (RBI) plays a major role in providing secure, reliable, and accepted payment systems. The Payment and Settlement Structures Act of 2007 governs Indian payments and settlements. In 2015, (BADRUDDIN, 2015) The PSS Act of 2007 stipulates that the payment system in India may not be introduced or controlled by anybody or anything other than the RBI until the latter has given its approval.

REVIEW OF LITERATURE

The future of ewallets was discussed by Chauhan and Shingari (2017) from the standpoint of undergraduate students. E-wallet kinds and consumer awareness among undergraduate students are the primary goals of this research. A sample of 100 people was collected from the survey, and the results show that males are more aware of e-wallets and use them more often than women.

Ashram School instructors' usage of online financial transactions is examined by Chaudhari and Rane (2017). Using online payment services at an ashram school has proven to be problematic, as the study has discovered. The data was gathered from 34 instructors at these institutions, which are managed by a semi-government organisation called Satpuda Vikas Mandal. These Ashram school teachers' utility difficulties are well-represented in the data, which has been thoroughly analysed.

Toward a paperless government in India, Padmapriya (2013) describes the E-Governance system in detail. A key emphasis of this paper is on India's e-governance projects and the important variables necessary for their effective implementation, as well as strategies to design and offer electronic government services, ways to establish and guarantee interdepartmental cooperation and service delivery.

A recent study by Rathore (2016) shows that smart phones have taken over the industry, with consumers increasingly using them to make a variety of payment types. In addition, he discusses the difficulties experienced by those who utilise digital wallets. Digital wallets help everyone involved: customers, banks, and financial organisations. The number of tech-savvy clients is expanding at an astronomical rate.

Specifically for India, Kalyani (2016) examines the use, scope, benefits, and drawbacks of virtual wallets. In addition, he recommends that the technology be adopted as quickly as feasible. He divides virtual wallets into four

categories: open, semi-open, closed, and semi-closed. The difficulties that wallet firms face are also a major concern of his. Security, battery life, dispute resolution, user acceptability are just a few of the significant concerns. There is a long way to go until individuals are educated enough to increase the number of customers.

There are a number of variables, including "deals & discounts," "synchronisation of data," "store location," and "better purchasing experience," that motivate young people to utilise digital wallets, according to Ramkumar (2018). According to this research, elements such as "convenience," "privacy," and "promotional mix" all play a role in getting people to utilise this new technology. In the city of Chennai, Paytm and Airtel Money were the most popular m-wallets, according to this research. When it comes to digitalizing the economy, it is said that m-wallets play an important role.

According to Jain & Sabharwal (2019), the majority of transactions are now carried out using m-wallet apps. Electronic payments are becoming more popular among younger people, and m-wallets are the most popular method of payment for them. It has been found that these m-wallets are discouraged by legal formalities, limited knowledge, a lack of trust, and security concerns. While gender and employment have little bearing on EWallet use, age does, according to the report.

According to a research by Yadav & Arora (2019), consumer happiness and the solutions provided by mobile wallets were found to be linked. M-wallets' difficulties negatively effect customer satisfaction; on the other hand. In this study, the researchers only collected data from Delhi and the NCR area, and there was no specific audience in mind.

According to Chawla and Joshi (2019), consumers' attitudes about and plans to utilise m-wallets were evaluated in the study. Cash and debit cards remain the preferred method of payment for most consumers, according to this study. Two models were used in this study: TAM and the Unified Theory of Acceptance Model. In the study, "perceived simplicity of use" and "perceived usefulness," as well as "trust," "security," and "facilitating conditions," were shown to have a significant influence on consumers' attitudes about utilising mobile wallets. People are becoming more aware of mobile wallets. Usefulness and trustworthiness are directly influenced by the perceived ease of utilising m-wallets.

According to M.Nandhini & K.Girija (2019), the m-wallet payment system has become a popular and crucial alternative to conventional payment methods in the last year. Among those polled, Google Pay was the most frequently utilised m-wallet service. Customers' preferences are heavily influenced by the availability of quick service. Another reason for individuals to utilise it is the 'convenience' and 'cashback and savings' it offers. However, using these services is complicated by a number of issues, the most significant of which is 'network connection.' A substantial correlation was found between the employment and the advantages of utilising mobile wallets using a Chi-Square test, which was included in this study. Gender and customer opinion were subjected to a T-test to see

whether there was any difference in how the product was used. Western Tamil Nadu was chosen as the location for the research in this case.

BENEFITS OF E-WALLET

1. Convenience

You can complete a transaction using an e-wallet with a tap or wave of the smartphone at the checkout terminal.

2. Efficiency

Customers that use the correct card and use e-wallet technology may see shorter checkout lines owing to the rapid nature of transactions.

3. Organization

In addition to credit cards, membership cards, and customer loyalty cards, an e-wallet may help you keep track of them all.

4. Security

If people are confident in your e-security, wallet's it must be effective. E-wallets need customers to keep their credit card information or input their passwords in order to utilise them. This means that the data of your users must be protected by your app. Mobile wallet app developers must create a password-protected app with features such as transmitting OTP, fingerprint, or QR code for the validation since such apps are always a target for hackers.

5. Costs

For free, an e-wallet provides all of this ease. On the other hand, certain banking activities and services, such as topping up an existing pre-paid card with funds from another account or a credit card, may be free of charge. However, using an e-wallet saves time and money for the majority of purchases.

V. SIGNIFICANCE OF E-WALLET

You may send and receive money throughout India using an E-wallet, which is the finest platform for all cashless transactions. E-wallet money may be used in a variety of ways, including online shopping, travel booking, taxi booking, and a few more sites that provide food and other services, to help alleviate your current cash shortfall. E-wallets are the ideal option to become cashless and make it easy to spend money without having to carry about a lot of money. Many governments throughout the globe have come to realise the usefulness of e-wallets and have started utilising them themselves.

1. They have a duty to account Bank transactions and services may now be traced entirely thanks to the use of e-wallets. You may view your e-wallet statement at any moment to see all of the transactions you've made or received.
2. Real-time payments Currently, we are living E-wallets are easier to use than e-banking services, and they allow for faster transactions. E-wallets, on the other hand, do smaller transactions more quickly and with fewer levels of protection than banks do. Transferring money is quick and straightforward using an e-wallet.
3. Affordability and Reliability When compared to banks, this approach is much more secure since most individuals only keep a little quantity of money in their wallets for the next few days. To put it another way, you don't have to be concerned about losing a lot of money if your account is hacked or you lose your account due to some unforeseeable circumstances.
4. Improved client service A large number of banks adhere to a set work schedule, and it is impossible to receive a response if you don't fit into that schedule. You may have to take some time out of your day and go to the bank to resolve some significant difficulties. You won't be able to leave without the use of an e-wallet. They provide a convenient means of staying in touch and receiving responses to your questions.

Types of E-Wallets

As per the RBI, there are 3 primary forms of digital wallet present in India.

1. Organizations that solely provide services relevant to their company might give their consumers a closed m-wallet as an option. The money in this wallet cannot be redeemed for cash or moved to a bank account for any reason. You may only spend the money in this wallet if you want to utilise the services of this firm.
2. The Reserve Bank of India (RBI) has approved the use of semi-closed/semi-open electronic wallets. Wallets like this one allow customers to pay for goods and services from a variety of retailers. Users will be able to send and receive larger amounts of money with this wallet. In contrast, semi-closed wallets don't enable customers to take money out of their accounts.
3. Bank-issued open wallets, on the other hand, may be used by anybody who wants to make payments. When the wallet is full, the extra funds may be transferred to a bank account using an ATM. The KYC information of a user is required to open this wallet, and the maximum amount of money it may hold is 1,000,000. (Jains and Singla, 2017)

Major Providers of E-wallet Services in India

1. Paytm- In India, Paytm is one of the most popular m-wallet service providers. It was launched in 2010 and has since become one of India's most popular mobile wallets. With this company's RBI licence, it may open a bank account that can be used for both current and savings accounts.

2. GooglePay- Google has launched a digital payment service in India called 'Google Pay', and it's quickly becoming a popular choice for many. 67 million monthly active users and over \$110 billion in yearly transactions

have been generated in only two years by this digital payment company. Mobile devices may be used to transfer money directly from one bank account to another.

3. PhonePe- In December of that year, this app was launched. Sending and receiving money, recharging devices, and paying for services like electricity and gas are all possible with it. It's a big hit with users, with more than 5 billion transactions completed as of December 2019. As of this writing, (Jose, 2019)

Statistical Techniques Used for the Analysis

The different statistical techniques have been used in this study for analysis.

1. Descriptive Statistics is used to evaluate the frequency and percentages of the data, as well as to measure the mean and standard deviation of the data set.
2. This test is used to determine whether or not the data in question is trustworthy.
3. The Chi-Square Test is performed to determine whether demographic characteristics of the respondents influence their choice to continue using m-wallets in the future.
4. Kruskal Wallis Test is a nonparametric alternative to the ANOVA One-Way test when data is not normally distributed. You may use this test to determine whether or not two category variables are significantly different. Data on demographic characteristics such as gender, age, education, profession, and yearly income of customers are analysed using the Kruskal Wallis test in this study.
5. Using the Mann-Whitney U test, we can determine the difference in median between the two groups. A nonparametric test, the Mann-Whitney U Test is similar to Kruskal Wallis Test, but the main distinction is that the Mann-Whitney U Test is employed when there are two independent groups.
6. the Goodman-Kruskal Gamma Test is a correlation test that is used to data that is not parametric. It measures the correlation between the two variables in the data.
7. Exploratory & Confirmatory Factor Analysis was done to examine if any variables impact the customers to embrace m-wallet services and to discover the link between these elements.

CONCLUSION

Using an e-wallet is quick and safe. Your best bet is to utilise an electronic wallet when dealing with electronic money and doing digital transactions. It will not only provide you with a high degree of protection, but it will also make it easier for you to make transactions. E-wallets are becoming more popular as a means of payment for both online and off-line transactions, and in the near future they will account for a considerable portion of all transactions. According to the findings of this study, the primary reasons for the low preference for Ewallet as a payment method are the inclination of individuals to stick with conventional payment methods, privacy issues, and security threats. Among the most important considerations for e-wallet customers are factors like security, privacy, and cost (Fees). When it comes to utilising E-wallets, the most common issues people run across are slow processing times, security breaches, and missed payments.

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