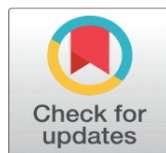
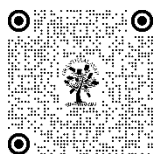


# A STUDY ON CUSTOMER PERCEPTION TOWARDS MOBILE- WALLET AMONG YOUTH WITH SPECIAL REFERENCE TO COIMBATORE CITY (GPAY & PHONEPE)

Ms. K. Mirunalini <sup>1</sup>✉, Dr. S. Murugan <sup>2</sup>

<sup>1</sup> Research Scholar, Department of Commerce CA, Sri Krishna Arts and Science College, Coimbatore, India

<sup>2</sup> Associate Professor, Department of Commerce, Sri Krishna Arts and Science College, Coimbatore, India



## Corresponding Author

Ms. K. Mirunalini,  
[mirunalinik@skasc.ac.in](mailto:mirunalinik@skasc.ac.in)

## DOI

[10.29121/shodhkosh.v5.i1.2024.1819](https://doi.org/10.29121/shodhkosh.v5.i1.2024.1819)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

**Copyright:** © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



## ABSTRACT

According to the examine it seems that many human beings truly consider the authorities at the usefulness of cashless financial system because it enables to combat towards terrorism, corruption, cash laundering however one largest hassle with inside the running of cashless financial system in India is cybercrime and unlawful get right of entry to number one facts. It became observed that demographic component anticipate schooling does now no longer have a good deal effect at the adoption of the virtual fee. It shows that adoption of virtual fee is inspired through the instructional degree of the Payments. The increase of customers of clever telecast smartphone and net penetration in such location additionally facilitated the adoption of virtual fee.

**Keywords:** GPay, Paytm, PhonePe, UPI Cashless Financial System, and Virtual Fee

## 1. INTRODUCTION

Any technological adjustments ought to be the welfare development of the society in any other case it won't be permanent. The Government of India has been taking numerous measures to sell and inspire virtual bills with inside the country. As a part of the 'Digital India' campaign, the authorities' goals to create a 'digitally empowered' financial system that is 'Faceless, Paperless, and Cashless. There are numerous kinds and modes of virtual bills. Some of those encompass using debit/credit score playing cards, net banking, cellular wallets, virtual fee apps, unified bills interface provider, unstructured supplementary provider facts, financial institution pay as you go playing cards, cellular banking, and so on. Digital

fee techniques are frequently smooth to make extra handy and offer clients the ability to make bills from everywhere and at anytime. These are a great opportunity to standard techniques of fee and accelerate transaction cycles. After demonetization, human beings slowly commenced embracing virtual bills or even small traders and store proprietors commenced accepting bills through the virtual mode. Role of Digital India in banking After demonetization, Indian authorities has taken numerous steps for cashless transactions. In December 2016, the top minister delivered Bharat Interface for Money for the clever tele call smartphone customers to hyperlink all their account and switch their cash. Over 30 main public region and personal region banks have been connected.

EWallets PayTM, GoogleTez, Airtel Money, Citrus Pay and plenty of e-wallets have been rolled out in India. A big boom in transaction observed it from three million in November 2016 to eighty-two million in October 2017. It is a high quality signal with inside the Indian financial system. It paves away for cashless financial system and convey all transactions are delivered into accountability. Digital Payment Modes in India There are numerous mode of virtual fee to be had in India. These are: Online or cellular wallets: They are used through the net and through phone applications. Money may be saved at the app thru recharge through debit or credit score playing cards or net-banking.

**Prepaid credit score playing cards:** Pre-loaded to men or women's financial institution account. It is much like a present card; clients could make purchases the usage of budget to be had at the card -and now no longer on borrowed credit score from the financial institution. Can be recharged like a cellular telecast smartphone recharge, as much as a prescribed restrict.

**Debit/ RuPay playing cards:** These are connected to a men or women's financial institution account. Can be used at shops, ATMs, on line wallets, micro-ATM, and for e-trade purchases. Debit playing cards have overtaken credit score playing cards in India.

**UPI:** The United Payments Interface (UPI) envisages being a gadget that powers more than one financial institution bills onto a unmarried cellular utility platform (of any taking part financial institution). Merges more than one banking features, guarantees seamless fund routing, and service provider bills. It allows P2P fund transfers.

## **2. PURPOSE OF USING DIGITAL WALLET SERVICES**

Recharge and Broadband Top-ups Instant cash switch to any financial institution Online buying and service provider bills Payment for reserving shipping centers Utility invoice bills like strength invoice, water invoice, fuel charges, phone invoice and Tollgate usages.

## **3. PROFILE OF THE STUDY**

A Digital Economy is an financial system wherein all varieties of transactions are finished through virtual means. It consists of e-banking (cellular banking or banking through computers), debit and credit score playing cards, card-swipe or factor of sales (POS) machines and virtual wallets.

## **4. STATEMENT OF THE PROBLEM**

It is plain that the researcher set up the examine approximately the important thing determinants of purchaser pride and consciousness of virtual fee to

accumulate the purchaser pride reaction to the provider in addition to to investigate the maximum suitable answers for the hassle. Digital fee provider customers had been receiving many terrible feedbacks in phrases of Payment gateway failure, Problem with popularity of debit/credit score card, Failure of Digital Fee Apps, Delay in affirmation of order, protection transactions, connectivity and Services quality. So, the subsequent questions have been raised with-inside the minds of the researcher:

## 5. RESEARCH METHODOLOGY

### Type of Virtual and Level of Satisfaction Towards Digital Payment

**Table 1**

Table 1 Type of Digital Payment							
S. No.	Type of Payments	No. of Respondents	%	Ave rage	Range		S.D
					Min	Max	
1	GPay	401	75.4	58.9	47	73	4.9
2	PhonePe	131	24.6	59.6	47	81	6.4
Total		532	100.0				

It could be analyses from the above table that the respondents who Payments the digital Gay ranged between 47 and 73 with an average of 58.9. On the other hand, the respondents who PhonePe ranged between 47 and 81 with an average of 59.6. With a view to find the degree of association between type of digital payments by the respondents and their level of satisfaction, a two-way table was prepared and it is shown in the following table.

**Table 2**

Table 2 Type of Digital Payments (Two-Way Table)					
S. No.	Type of Payments	Level of Satisfaction			Total
		Low	Medium	High	
1	GPay	66 (16.5)	242 (60.3)	93 (23.2)	401
2	PhonePe	36 (27.5)	51 (38.9)	44 (33.6)	131
Total		102	293	137	532

It could be identified from the above table that the percentage of high level of satisfaction of the respondents was the highest (33.6%) among the respondents who Payment in PhonePe and the same was the lowest (23.2%) among the respondents who payment of GPay. The percentage of medium level of satisfaction was the highest (60.3%) among the respondents who GPay and the same was the lowest (38.9%) among the respondents who Payments in PhonePe. On the other hand, the percentage of low level of satisfaction was the highest (27.5%) among the respondents who PhonePe and the same was the lowest (16.5%) among the respondents who Payments of GPay.

In order to find out the relationship between type of Digital payment by the respondents and level of satisfaction, a hypothesis was framed and analyses with

the help of chi-square test. The result of the chi-square test is shown in the following table.

H0 : There is no significant relationship between type of Digital payment by the respondents and level of satisfaction.

H1 : There is a close significant relationship between type of Virtual payment by the respondents and level of satisfaction.

**Table 3**

<b>Table 3 Type of Digital Payments (Chi-Square Test)</b>				
<b>Factor</b>	<b>Calculated <math>\chi^2</math> Value</b>	<b>Table Value</b>	<b>D.F</b>	<b>Remarks</b>
<b>Type of Payments</b>	18.625	9.210	2	Significant at 1% level

It is inferred from the above table that the calculated chi-square value is greater than the table value and the result is significant at 1% level. Hence, the hypothesis, "Type of Payment and level of satisfaction are not associated", does not hold good. From the analysis, it is concluded that there is a close significant relationship between the type of digital Payments by the respondents and their level of satisfaction towards the payments in digital marketing.

## 6. CONCLUSION

As governments, regulators and provider provider's paintings collectively to enhance digital fee structures and associated infrastructure, it's miles recommended to examine how cease customers understand those choices. The fundamental coverage advice of the examine is that a mixture of comments and public notion evaluation can boost up digitization. Digital bills aren't handiest pushed through a high quality outlook on virtual bills, however additionally a terrible outlook on coins. The adoption of virtual bills is predicted to boom primarily based totally on the overall socio-financial improvement of the human beings. Although the facts series comes from a geographically various institution of respondents, it's miles nevertheless restrained to a sure section of the population. In addition, e-trade and era companies (extra accepting of virtual bills) have ramped up their offerings, filling the void left through the closure of bodily stores. In the destiny, such surveys can be persisted with a bigger pattern and in digital payments an extra dependent manner.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

## REFERENCES

- V. Parvathy<sup>1</sup> and D. Durairaj<sup>2</sup> (2021) A Study on Users Perception and Awareness closer to Digital Payment Security Threats amongst Youngsters in Chennai, Tamil Nadu, India. *Asian Review of Social Sciences*, pp.30-34.
- Shinki Katyayani Pandey (2022) A Study on Digital Payments System & Consumer Perception: An Empirical Survey., *Journal of Positive School Psychology*. Vol. 6, No. 3, 10121-10131

Prakash M(2022) A Study on Consumer Perception Towards Digital Payment, East Asian Journal of Multidisciplinary Research, Vol. 1, No. 6, 2022: 1033-10  
Mr. Sunil R Hegde, Ms. Shalya Accamma(2022), A Study On Customer Perception Towards Digital Payments in Tamil Nadu, International Journal of Creative Research Thoughts, Volume 10, Issue 4 April 2022 | ISSN: 2320-2882