

RISE AND EVOLUTION OF MOBILE WALLETS IN INDIA

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ABSTRACT

There are 60 million consumers in this country that are under banked. They wait in lines to cash checks and to pay bills, it's highly inconvenient. A product like Mobile Wallets *saves them a lot of time and inconvenience*. With headway in innovation, things around us have changed definitely. Innovation obliges man's solace and comfort. With the assistance of your cell phone, you can do everything. Be it requesting sustenance or basic supplies, booking a taxi or film tickets, and so on.

With the presentation of Mobile Wallet, it has turned out to be greatly helpful for a customer to make cashless exchanges. Furthermore, in spite of the fact that various organizations have sprung up in India, offering buyers a 'portable wallet', there is as yet an absence of mindfulness among individuals about the idea and its utility. This paper explores the applicability of Mobile wallet in India.

Key Words: Mobile Wallet, Paytm, Cashless Society, Credit Cards, Debit Cards

Introduction

An e-wallet is the advanced proportionate to the physical wallet in which we convey cash. It is an online stage which enables a client to keep cash in it, much the same as a financial balance.

A portable wallet is a sort of installment administered through which organizations and people can get and send cash by means of cell phones. It is a type of web based business display that is intended to be connected with cell phones because of their accommodation and simple get to.

A mobile wallet is otherwise called portable cash or a portable cash exchange. A portable wallet fundamentally empowers a person to pay and also get installment utilizing cell phone. A client needs to make a record with a portable wallet supplier. After which cash is added to the 'mobile wallet' account utilizing a charge, credit, online exchange from financial balance or by means of money.

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The fundamental contrast between a portable wallet and online exchanges by means of financial balance is that, like banks, versatile wallet does not charge any measure of cash on each transaction and saves the client from the bother of entering card points of interest and stick number for every last exchange.

It is simple and advantageous as the client simply needs to sign in the record and make the installment. Many of the e-wallet suppliers are Paytm, Citrus, Oxigen, Freecharge, Mobikwik, Zaakpay, ItzCash and so on.

All through history, people have depended on some kind of cash-in-hand to buy the merchandise or services we needed or needed. Starting with the dealing framework, humans began to utilize domesticated animals, grain, shells, metal coins, bits of white deerskin, the wampum, gold, the gold-upheld dollar, charge cards, Mastercards, the U.S. dollar and, most as of late, electronic installments.

In the event that there has been one reliable topic with respect to the development of installments, it's that we incline toward installments that are helpful and value-based. These inclinations started to come to fruition in the mid twentieth century with the presentation of the charge card.

Notwithstanding being first specified by Edward Bellamy in 1887's "Looking Backward," the primary charge card didn't show up until 1921 when a charge card was issued to Western Union clients. Before long, retail chains, benefit stations and inns additionally started offering charge cards to clients so they didn't need to go to the place where they grew up bank.

After the presentation of the Diners Club card in 1950, the Visa business started to look like what we're comfortable with today. The BankAmericard, established in 1958, was the principal current charge card issued by an outsider bank. The card moved toward becoming Visa in 1977. From that point forward, innovation has given us the videotex frameworks of the late-1970s/mid-1980s; web based keeping money and bill pay in 1994; the versatile web installment (WAP) in 1997; and the present flood of portable installments applications.

Because of that, here's a timetable of how electronic installments have progressed into the 21st century:

1983: David Chaum, an American cryptographer, begins deal with making computerized money by inventing "the blinding recipe, which is an augmentation of the RSA calculation still utilized as a part of the web's encryption." This is the start of digital forms of money.

1994: Although this is debated, some trust that the primary online buy, a pepperoni and mushroom pizza from Pizza Hut, happens in this year.

1998: PayPal is established.

1999: Thanks to Ericsson and Telnor Mobil, cell phones could be utilized to buy motion picture tickets.

2003: 95 million phone clients overall made a buy by means of their cell phone.

2007: Both the iPhone and the Droid working framework are discharged.

2008: Bitcoin is created.

2011: Google Wallet is discharged.

2014: Apple Pay is propelled, taken after a year by Android and Samsung Pay.

2020: 90 percent of smartphone users will have made a versatile installment. It's evaluated that by 2017, there will be \$60 billion in versatile installment deals.

Types of mobile payments

There are three types of portable choices. Trade digitalization choices are the place clients open a web program, add things to the truck, arrange, get their products or benefits and are given with a receipt. With digitalization, customers use contactless/versatile advancements, where personal and financial data is put away on their gadget and they enter a PIN to finish an exchange. Finally, mobile wallets are hoping to supplant your present wallet by putting away all your personal data.

There are different sorts of alternatives accessible amongst various forms of portable wallets. For instance, with portable applications, transactions will happen on a purchaser's gadget so as to buy products from a particular retailer, for example, in the Starbucks mobile application, the information is put away on the device. Mobile POS takes puts on a trader's gadget, but data is not stored. Online payment takes place on a buyer's gadget, such as PayPal, for acquiring goods. Mobile P2P exchanges, such as Venmo, likewise happen on a customer's gadget for bank exchanges. Still believe it's not sufficiently huge? Venmo reportedly transferred more than \$1 billion in January 2016 alone.

Bluetooth Low Energy (BLE) happens on either the purchaser or shipper's gadget where information is put away in a portable account. Cases incorporate PayPal's signal and iBeacon. Finally, Near Field Communication (NFC) happens on a shopper's gadget; information is put away on the cell phone and is utilized to buy products. Illustrations include Apple Pay, Android Pay and Samsung Pay.

Shippers are using BLE and NFC that interface cell phones with either signals or NFC tags. With BLE, the transmission is constant and can be utilized as a part of expansive territories so clients can get notices and coupons. NFC must be enacted by the client and is more qualified for one-on-one associations.

Target Audience

Mobile Wallets' target group of onlookers is for the most part young well informed individuals. It could be a current managing an account client or an optimistic provincial buyer who needs to execute carefully.

Udit Sharma, Vice President, Oxigen said, "Clients can be characterized into four classes. To begin with class is of individuals who have credit/platinum cards and are quiet utilizing that method of installment. Second classification is individuals who have cards yet at the same time lean toward utilizing COD. Third class is individuals who don't have cards, so they need to utilize COD. What's more, the fourth class is of individuals who need to utilize COD yet dealers don't convey items to their stick codes. Portable wallets address issues of every one of the four classes of individuals. It takes into account client's comfort over utilizing cards. Accessibility of a man to make COD is required, however with the wallet this issue additionally gets settled. It an intense draw for the business to get every single COD client to versatile wallet in any case it holds an enormous extension."

Benefits to Customers

Convenience and speed of doing the transaction are the key benefits. Mobile wallet users enjoy greater flexibility in making secure payments. The convenience of making payments on the go and easy accessibility of this new mode of payment makes it a logical and natural choice. Additionally, those who don't have a credit card or a debit card can go to their nearest wallet recharge kiosk and get their wallets loaded against cash.

"Mobile wallets can do everything that cash or card can do and way better at it," says Ajit Narayan.

Growth & Adoption of Mobile Wallet

"Portable wallet is a current marvel. Its appropriation will require significant investment as it is a propensity change understanding for clients as they are moving from money to wallet experience," said Jitendra Gupta, MD and Founder of Citrus Pay.

Despite the fact that it may be a generally a more current idea, the appropriation is expanding alongside the consciousness of it. As Mobikwik, Social Media Head, Ajit Narayan said, "Over the last money related year, MobiKwik's client base has developed by near 300% and has come to more than 15 million at this point. One needs to understand this likewise like web 20 years back is new innovation and subsequently will have a 'warming up' period. In any case, the pace will be considerably quicker and we are as of now seeing some problematic development. We expect the majority of the 900 million telephone clients in India to inevitably begin making installments utilizing their gadget and through a versatile wallet. The essential drivers for this would be training and mindfulness about the idea behind quick appropriation."

Paytm in under 15 months of dispatch has accomplished 50 million versatile wallet clients with more than 16 million exceptional executing wallets in a month.

Amit Lakhota, Vice President, Paytm stated, "Portable wallet reception is developing quickly in India and individuals are ending up noticeably more happy with utilizing the same. Buyers are getting to be noticeably open to sparing their cards and keeping cash in these wallets. We now have more than 20000 shippers where the client can pay with Paytm wallet." Further discussing its

selection he stated, "This being another item, customer instruction is essential. We are making it less demanding for purchasers to utilize wallet at more areas. Till now we have concentrated a considerable measure on online traders and now we are growing the degree to incorporate the disconnected dealers too. Thus we are additionally making it less demanding for clients to include cash in wallet utilizing money also."

RBI has been a pro-dynamic mastermind to drive reception and has been exceptionally liberal in issuing licenses. Strategies are chosen and actualized by The Reserve Bank of India (RBI). The RBI has been extremely responsive in the course of the last 2-3 years, acquiring key changes, for example, expanding the utmost of how much cash a client can stop in the wallet, enabling wallet to wallet cash exchanges, and direct store exchange to ledgers.

Evolution of Mobile Wallets in India

To see exactly how huge versatile wallets are getting to be, consider this – Paytm, the market pioneer in this space, achieves only 40% of the cell phone clients in India. However those clients have saved more than Rs 100 crore to their Paytm versatile wallets. There are more than 40 versatile wallet administrations dynamic in the nation, with practically every bank likewise arranging one of their own to remove piece of the overall industry from any semblance of industry pioneers Paytm and Freecharge.

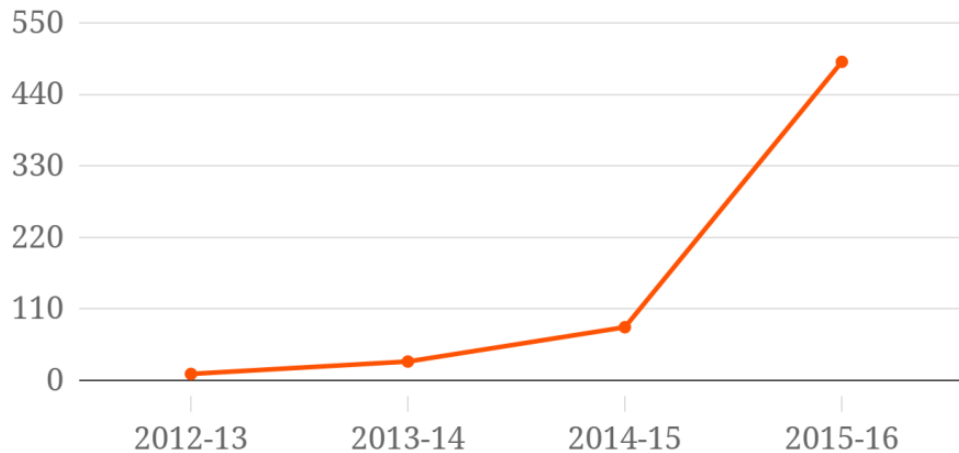
This implies organizations are going to forcefully follow clients throughout the following couple of years, giving numerous more choices to the purchaser. To accomplish development, mobile wallet organizations are coordinating advanced administrations with on location terminals at basic supply shops, fuel stations and even inside auto rickshaws so that the clients don't need to take out their wallets and search for free money.

For eg; Paytm has even propelled TV notices to advance its m-wallet. Be that as it may, a big threat could originate from the legislature of India. With its destined to-be-propelled Unified Payments Interface that will incorporate various financial balances and cards into one, the legislature is quick to give a consistent ordeal to making on the web installments. Portable wallets are not yet some portion of the UPI framework, as indicated by reports.

UPI's rollout could be another factor impacting a versatile wallet biological community that has as of now experienced tremendous changes over the most recent couple of years.

Information distributed by the Reserve Bank of India recounts an account of a monstrous blast in both selection and utilization of portable wallet as a transaction method.

Transactions carried out through mobile wallets (Rs, billion)



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Data: Reserve Bank of India

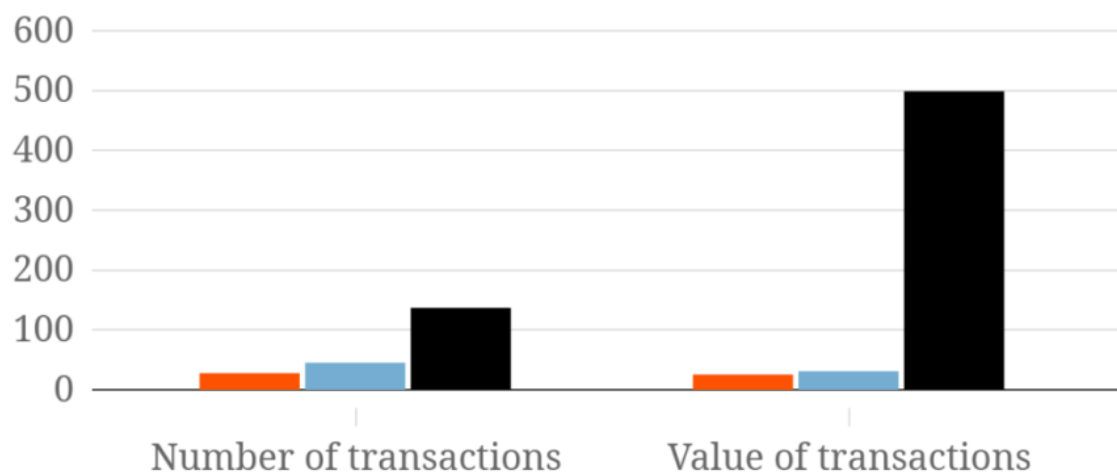
Fig 1: Showing transactions carried out through mobile wallets

In the course of recent years, portable wallet exchanges have hopped from Rs 10 billion of exchanges in 2012-'13 to more than Rs 490 billion in the year 2015-'16. Taxi application Uber's appropriation of Paytm went some path in promoting portable wallets among the individuals who weren't before utilizing the administrations, and even drove its rival Ola to assemble its very own wallet.

In any case, it's not recently the estimation of exchanges that is overpowering, it's the rate at which portable wallets are being received by users. Scroll crunched the numbers put out by RBI and things being what they are the estimation of exchanges brought out through versatile wallets have developed by a humongous 500% between 2014-'16. In the interim, the quantity of exchanges brought out through m-wallets have multiplied in a similar day and age.

Growth of different payment methods between 2014-2016 (%)

■ Credit cards ■ Debit cards ■ M-wallets



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Data: Reserve Bank of India

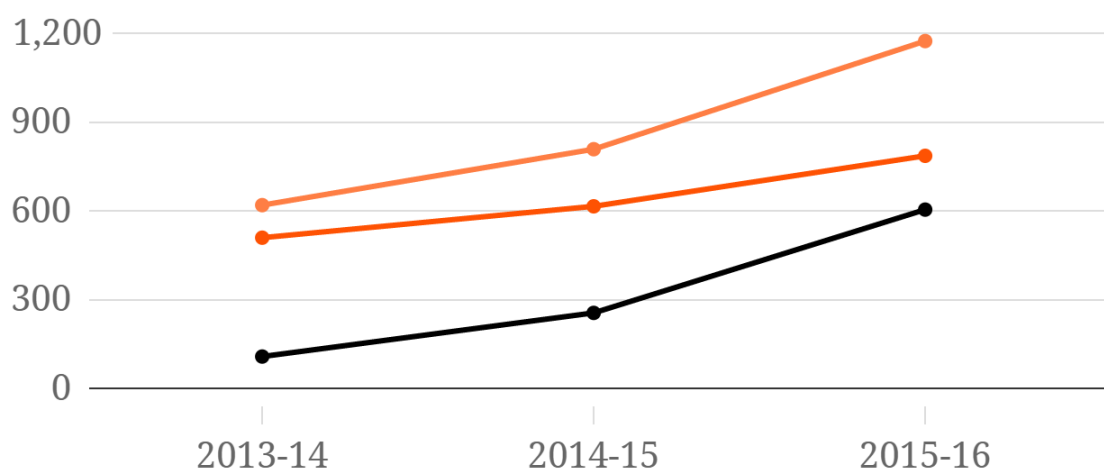
Fig 2 : Growth of different payment methods

By examination, the quantity of charge and Visas exchanges developed by 25%-half in a similar period. Then again, the estimation of exchanges done through plastic cash developed by a humble 25%.

In any case, this isn't to imply that those portable wallets will make your check card repetitive at any point in the near future. Despite the fact that electronic exchanges compensate for just around 10% of the considerable number of exchanges in this money overwhelmed economy, plastic cash has the lion's offer of it

Number of transactions (in millions)

■ Credit cards ■ Debit cards ■ M-wallets



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Data: Reserve Bank of India

Fig 3: Showing number of transactions

For instance, debit cards saw more than 117 crore transactions during the last financial year and credit cards added another 78 crore transactions in the same period. As compared, mobile wallets managed a healthy 60 crore transactions but that's considering the fact that many users actually use their debit/credit cards to put funds into their digital wallets.

How demonetization led to the creation of these applications.

Viewed as a noteworthy stride towards tending to the black money problem in India, the Indian government's choice to demonetize the Rs.500 and Rs.1,000 cash note has brought about expanded utilization of mobile wallets. With just Rs.100 and lower categories being acknowledged, many are turning to internet keeping money and online payment mediums to handle their day by day costs. Truth be told, since demonetization has become effective, portable wallets have seen a huge ascent in application downloads. With projects of financial consideration, digitization of the economy and expanded utilization of advanced mobile phones, online exchanges are as of now very prominent among the urban Indian populace. As indicated by examiners at Technavio, by 2018 the portable wallet showcase in India will develop at a CAGR of 140%, while the worldwide versatile wallet market will enroll a CAGR of 34% by 2020.

As of recently, adapting to advanced technology has been a noteworthy test in India, the same number of customers have preferred transacting in real money as opposed to making use of bank exchanges and plastic cash. With demonetization as a result, a few computerized arrangement suppliers have made imaginative approaches to pull in new clients. The outcome has been portable wallets like Paytm witnessing 200 percent expansion in application download numbers, and Ola Money seeing a 1,500 percent increment in wallet energizes. These digital wallets not just help in paying power, DTH, and transport bills, yet they additionally empower installments at adjacent mother and-pop stores that are as of now enrolled for these administrations.

The vision of interfacing Indians through advanced media has been additionally supported by this proceed onward the piece of the administration. The m-wallet (mobile wallet) portion extensively comprises of administrations identified with managing an account exchanges, exchange of cash and additionally esteem included administrations like bill installments, shopping, ticketing, and so forth. Of these administrations, m-wallets are basically utilized for the exchanging cash, trailed by the installment of bills

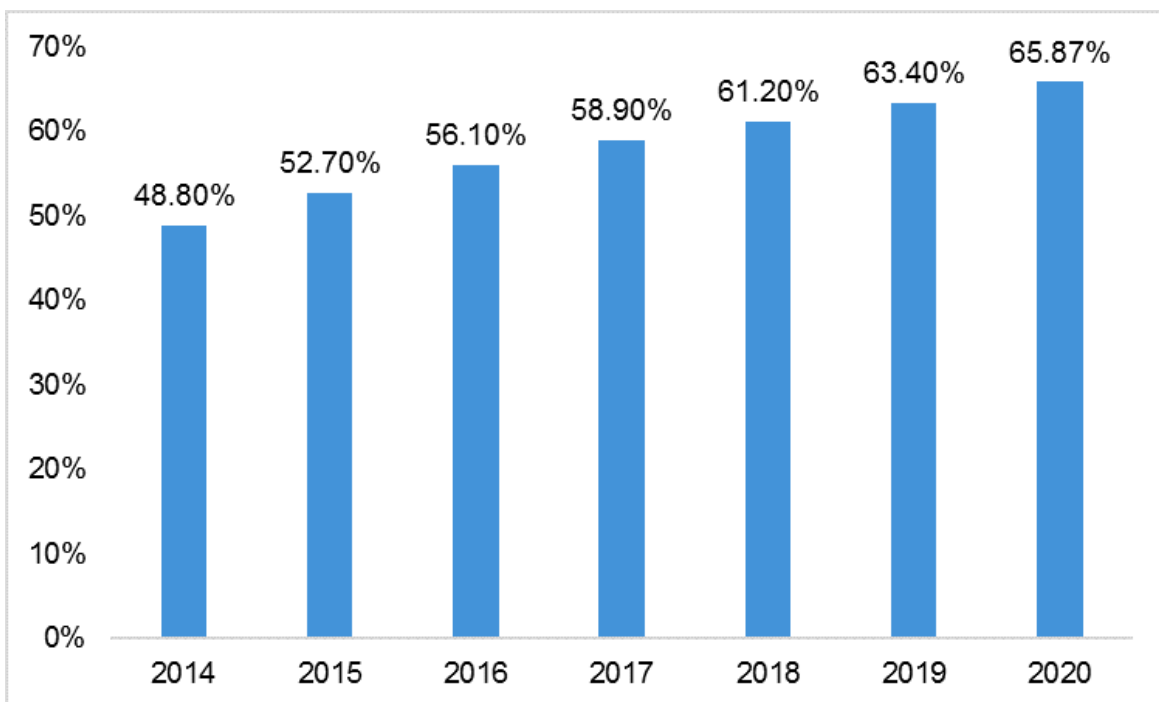


Fig 4 : Graph showing user penetration

Diminishing the volume of money exchanges and falling back on an idiot proof medium of budgetary following is one of the most ideal courses in which the danger of dark cash can be destroyed. As indicated by financial specialists, by not incorporating the Indian economy with advanced media, India will lose the chance to spare near 2% of the GDP, which is around Rs. 2,15,000 crores. With the stakes being so high, it just bodes well that, going ahead, there is a reliable activity towards teaching the masses on the upsides of changing to advanced methods of money related administration.

Advantages & Disadvantages of Mobile Wallets

The Advantages –

Lower Costs:

The use of digital wallets eliminates the need for intermediaries, in a variety of forms. Purchases in-store also will require a cashier because the purchasing process becomes as simple as a tap or scan of a mobile device. Applications like Square can replace expensive POS (point of sale) systems that will bring down transaction costs for the business drastically.

Competitive Advantage:

Digital wallet applications enable a more convenient transaction processing method for consumers, giving businesses that use this technology a competitive edge over others in the market. It redefines the user experience of paying and incorporates a novelty aspect to each purchase.

Modern:

Traditional cash-only businesses, such as farmer's markets, craft fairs and flea markets, now accept debit and credit cards. It up an entirely new dimension to payment methods in large markets, introducing many business opportunities and greater revenue generating potential.

Convenience:

Users can make a purchase in mere seconds with a simple tap or scan of their device. The experience of buying products becomes quicker and easier and cheaper- leading to a greater sense of satisfaction. Furthermore, with faster transactions, checkout lines in stores become much shorter, hence making it easier for customers who do not use any digital technology too.

The Disadvantages –

Investment:

The initial monetary investment for building a functional digital wallet application is huge. The initial development of the software, regular maintenance, multiple updates and fixes associated with it. Upon acquiring the software, the business would also have to install the corresponding hardware in the stores, which leads to a further hike in costs.

Support Technology:

There are few technologies that support digital payments, at the moment, with NFC terminals and phone readers the most prevalent. In the case of digital wallets, they only work with a

corresponding hardware device for each application. NFC terminals and specialised scanners are the only devices present at the moment that will support the processing of digital wallet payments;. Thus, the scope is limited because the technology is still new.

System Outages:

Information for digital wallets is stored on the cloud of business servers which increases the risk of a system malfunction or crash. As a result, businesses will not be able to comply with payments and will become increasingly slow due to high traffic in their servers.

Security:

Companies have to ensure that their customers' personal information is encrypted and well protected. One of the biggest concerns of undertaking a digital wallet application is definitely "will my information be safe"? This hurdle that companies face is very common and as a result, they must develop security systems that protect and full proof all information possible to avoid potential security issues.

FUTURE OF MOBILE WALLET

THE WAY AHEAD

Versatile wallet will assume a noteworthy part in everyday life as an expansion being used of cell phone can be seen and individuals are depending on advanced way of life to make things helpful and quick.

Amid ninth India Digital Summit 2015, IAMAI, Udit Sharma, Vice President, Oxigen said "There is undoubtedly portable wallets will take off. Originating from Oxigen our reasoning is that we don't hold the privilege to call ourselves a versatile wallet unless we repeat all the usefulness of a genuine physical wallet. A portable wallet ought to address its clients and in addition shipper's needs, (for example, comfort, security concerns and a trader client end to end relationship), at exactly that point will there be a genuine selection of wallet in this nation."

Bipin Preet Singh, Founder and CEO, Mobikwik, amid a similar summit stated, "There are two essential elements for versatile wallet reception. To begin with is that banks have not made an extraordinary showing with regards to as far as innovation or premium foundation so there is a need and space for option frameworks like versatile wallet to develop. Second component is that India is a money lion's share nation and there is enormous degree in getting the money changed over into advanced cash."

Despite the fact that there is not 100% entrance of versatile wallet yet, regardless it holds enormous potential. According to a McKinsey report, by and by number of cell phone clients in India is 29 million. As per IAMAI report, number of versatile web clients is relied upon to achieve 213 million by June 2015. In this manner to profit the administration of a portable wallet a client

ought to have a cell phone and after that web association. To fuel versatile wallet reception, organizations have even opened disconnected stores where individuals who don't have credit/charge cards can pay and revive their records. In this way, endeavors are being made crosswise over industry for portable wallet attention to get whatever number clients as would be prudent

Objectives of the Paper:

1. To know about the generic preference of the common people that come to make use of the mentioned applications.

Money may at no time in the future be the best. While you sit tight for the serpentine lines at ATMs to subside and money notes of Rs 100 division to end up noticeably effortlessly available once more, the appropriation of digital payment solutions is grabbing at an angry pace.

Everyone from the area vegetable merchant to the chai and bhelpuri-wala is grasping advanced installment answers for hold over the money crunch.

Debit cards, e-wallets and other computerized stages are seeing a surge in volumes. However, are we completely prepared to do the change to a less-money society?

ET Wealth conducted an online study to discover the level of appropriation of computerized installment arrangements and client propensities. The discoveries uncover that while individuals are getting settled with cashless payments, some attitude issues are keeping down numerous from grasping the more current stages. The discoveries additionally recommend that the use propensities for the individuals who have taken to cashless modes could be presenting them to security dangers.

Ease of digital transactions wins people

The online survey was conducted from 26 to 28 December. Some 663 respondents participated in it. Figures denote % of respondents.

Why would you adopt a cashless payment system?

It is sheer convenience, due to which most people opt to switch to digital payments.

Convenience: 84%

Discounts/cashback rewards: 49%

Easy tracking of spends: 54%

Shortage of currency notes: 34%

2. To know about the advantages and the disadvantages that the public might suffer while using the applications.

Lower Costs: The use of digital wallets removes the need for intermediaries of various forms. There is no longer a need for a cashier at an offline store because the purchasing process becomes as simple as a tap or scan of a mobile device. Applications can replace expensive POS (point of

sale) systems and will ultimately reduce transaction costs for the business in terms of man-power and operational costs.

Competitive Advantage: Digital wallet applications provide an ease and convenience of transaction processing method for customers and give businesses that adopt this technology a competitive edge across market. It redefines the user experience of paying and incorporates a novelty aspect to each purchase.

Modern: Traditional cash-only businesses, can now accept all e-cards like debit and credit cards. This opens up an entirely new gateway to payment methods in large markets, introducing many business opportunities and greater potential revenue.

Convenience: All users can now get through a purchase in mere seconds with a simple tap or scan of their mobile device. The experience of purchasing items becomes quicker and easier, without having to wait at store lines or move out of their homes - leading to a greater sense of satisfaction.

The Disadvantages

Investment: The initial monetary investment for building a functional digital wallet application is huge. The initial development of the software, regular maintenance, multiple updates and fixes associated with it. Upon acquiring the software, the business would also have to install the corresponding hardware in the stores, which leads to a further hike in costs.

Support Technology: There are few technologies that support digital payments, at the moment, with NFC terminals and phone readers the most prevalent. In the case of digital wallets, they only work with a corresponding hardware device for each application. NFC terminals and specialised scanners are the only devices present at the moment that will support the processing of digital wallet payments;. Thus, the scope is limited because the technology is still new.

System Outages: Information for digital wallets is stored on the cloud of business servers which increases the risk of a system malfunction or crash. As a result, businesses will not be able to comply with payments and will become increasingly slow due to high traffic in their servers.

Security: Companies have to ensure that their customers' personal information is encrypted and well protected. One of the biggest concerns of undertaking a digital wallet application is the safety of private information, which is why a lot of customers are apprehensive about digital evolution. This hurdle that companies face is very common and as a result, they must develop security systems that protect and full proof all information possible to avoid potential security issues.

3. To give a complete analysis of how demonetization is affecting people and the circumstances which led to the creation of these applications.

Viewed as a noteworthy strides towards tending to the black money problem in India, the Indian government's choice to demonetize the Rs.500 and Rs.1,000 cash note has brought about expanded utilize of mobile wallets. With just Rs.100 and lower sections being acknowledged, many are falling back on internet saving money and online payment mediums to handle their every day costs. Truth be told, since demonetization has become effective, portable wallets have seen an enormous ascent in application downloads. With projects of financial incorporation, digitization of the economy and expanded utilization of PDAs, online exchanges are as of now very famous among the urban Indian populace. As indicated by examiners at Technavio, by 2018 the portable wallet advertise in India will develop at a CAGR of 140%, while the worldwide versatile wallet market will enlist a CAGR of 34% by 2020.

As of not long ago, computerized detach has been a noteworthy test in India, the same number of have preferred transacting in real money as opposed to making utilization of bank exchanges and plastic cash. With demonetization in actuality, a few computerized installment arrangement suppliers have made imaginative approaches to draw in new clients. The outcome has been versatile wallets like Paytm witnessing 200 percent expansion in application download numbers, and Ola Money seeing a 1,500 percent expansion in wallet energizes. These digital wallets not just help in paying power, DTH, and transport bills, yet they additionally empower installments at adjacent mother and-pop stores that are as of now enrolled for these administrations.

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TYPES OF QUESTIONS USED IN THIS PROJECT:

A questionnaire consists of a various questions that each respondent has to answer in a pre-determined format. However, this project, open ended and closed ended questions have been framed wherein, the open ended questions ask the respondent to formulate his/her own answer and a close ended question requires the respondent to pick an answer from a given number of options. Each respondent's options for a close ended question has to be exhaustive and mutually exclusive. The four types of response scales for closed ended questions are distinguished as;

Dichotomous; where the respondent has 2 options.

Nominal; where the respondent has more than 2 or unordered options.

Ordinal; where the respondent has more than 2 ordered options.

Continuous; where the respondent is presented with a continuous scale.

In this project report the questionnaire was mailed so that it was convenient to fill them with the answerer getting the freedom of using his own time.

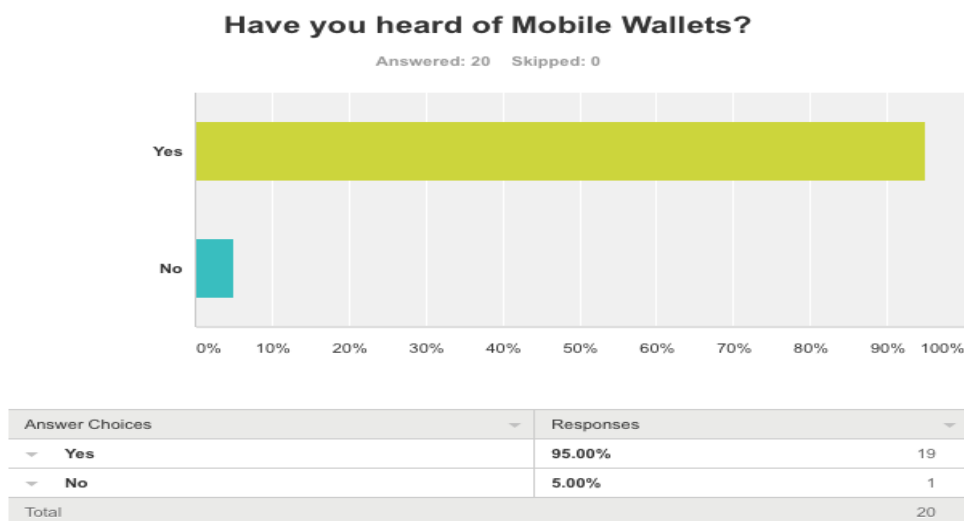
In this project report we gather and analyze information through a preparation of an online questionnaire that has 8-10 multiple choice questions for the convenience and easy understanding

of both the parties involved in the exchange of information, namely the interviewer and the answerer (respondent).

The online survey done by preparing an online questionnaire can prove to be a very time efficient process of gathering information and also the cost associated with it is quite minimal when compared to information gathered in other methods like the interview which demands the physical presence of the respondent in order to gain access to the information that is required.

Other benefits of an online questionnaire include that the respondent does not have a fixed amount of time or a certain mental pressure applied. He/She has the choice of taking his time and making his decision according to his convenience.

In an everchanging, competitive and dynamic world, it is important for each and every organization to gather information so that they can use it for planning and making decisions so that they can avoid facing losses by effectively using time, resources and efforts. This also in turn helps organizations to maintain a certain level of advantage over its competitors. Market research helps one have a business vision and the steps required in getting there.



Everyone except one person used Paytm as the preferred mobile wallet showing dominance of the same.

FIGURE 1

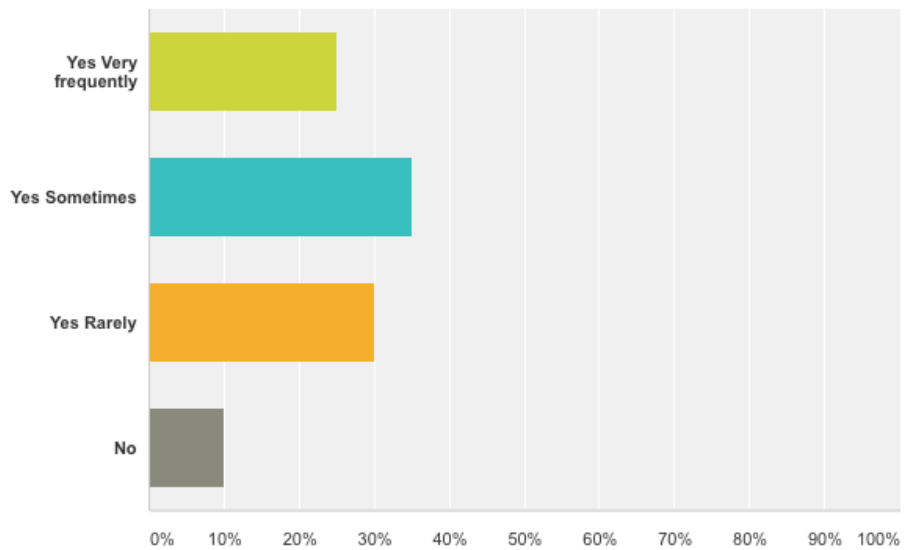
Everyone except one person used Paytm as the preferred mobile wallet showing dominance

In the survey almost everyone had heard of mobile wallets

Most of the people used mobile wallets but not a lot of times

Do you use Mobile Wallets?

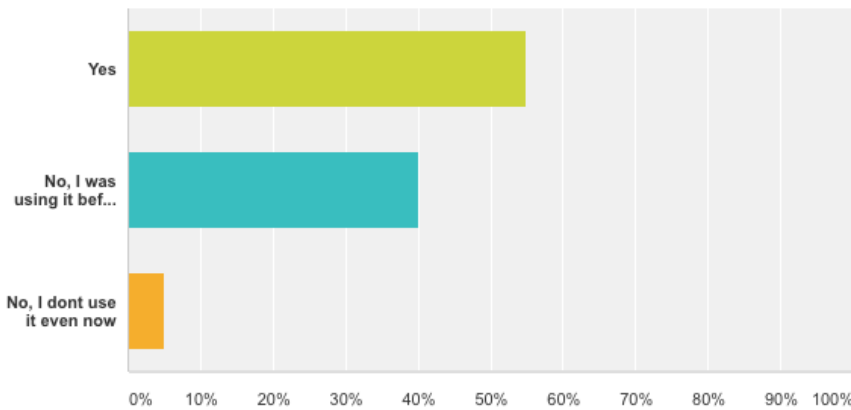
Answered: 20 Skipped: 0



Answer Choices	Responses
Yes Very frequently	25.00% 5
Yes Sometimes	35.00% 7
Yes Rarely	30.00% 6
No	10.00% 2
Total	20

Would you say that you started using the Mobile Wallet after the demonetisation move by the government?

Answered: 20 Skipped: 0

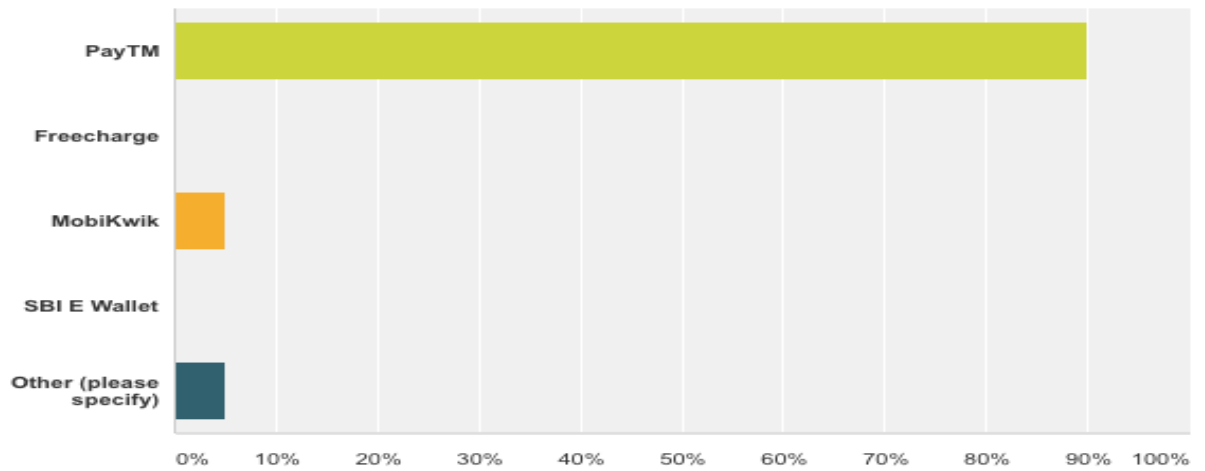


This clearly shows that a majority of people started using mobile wallet after demonetisation hence helping India move towards a cashless economy

Answer Choices	Responses
Yes	55.00% 11
No, I was using it before demonetisation	40.00% 8
No, I don't use it even now	5.00% 1
Total	20

Which mobile wallet do you use?

Answered: 20 Skipped: 0

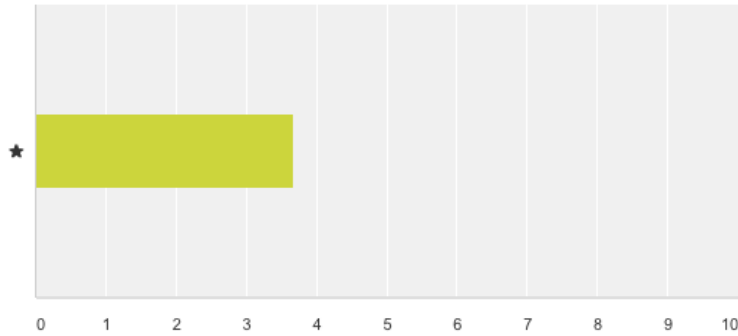


Everyone except one person used Paytm as the preferred mobile wallet showing

Answer Choices	Responses
PayTM	90.00% 18
Freecharge	0.00% 0
MobiKwik	5.00% 1
SBI E Wallet	0.00% 0
Other (please specify)	5.00% 1

. Overall, how would you rate the quality of your customer service experience?

Answered: 19 Skipped: 1

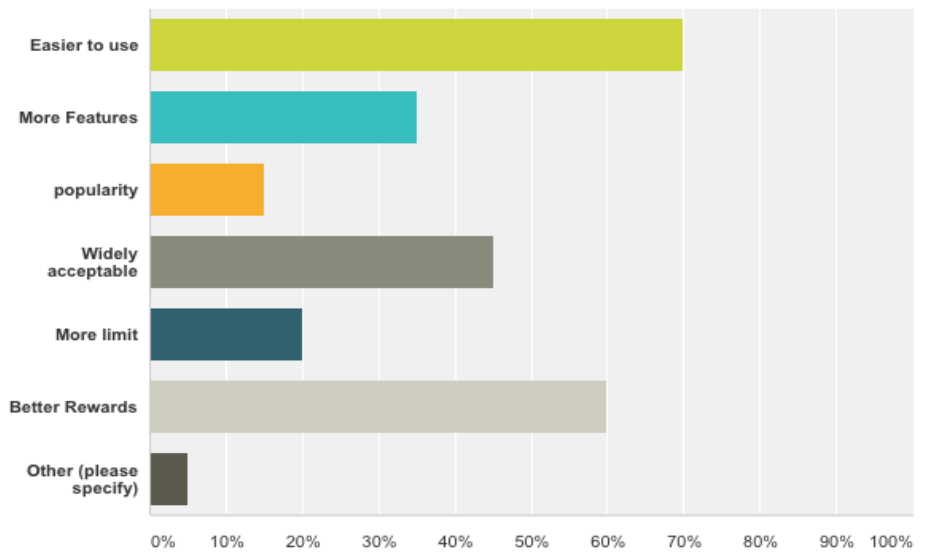


Most of the people rated the service 4/5 stars showing they are moderately happy with the service.

	1	2	3	4	5	Total	Weighted Average
★	10.53% 2	0.00% 0	26.32% 5	36.84% 7	26.32% 5	19	3.68

What makes you more bent towards a single wallet?

Answered: 20 Skipped: 0



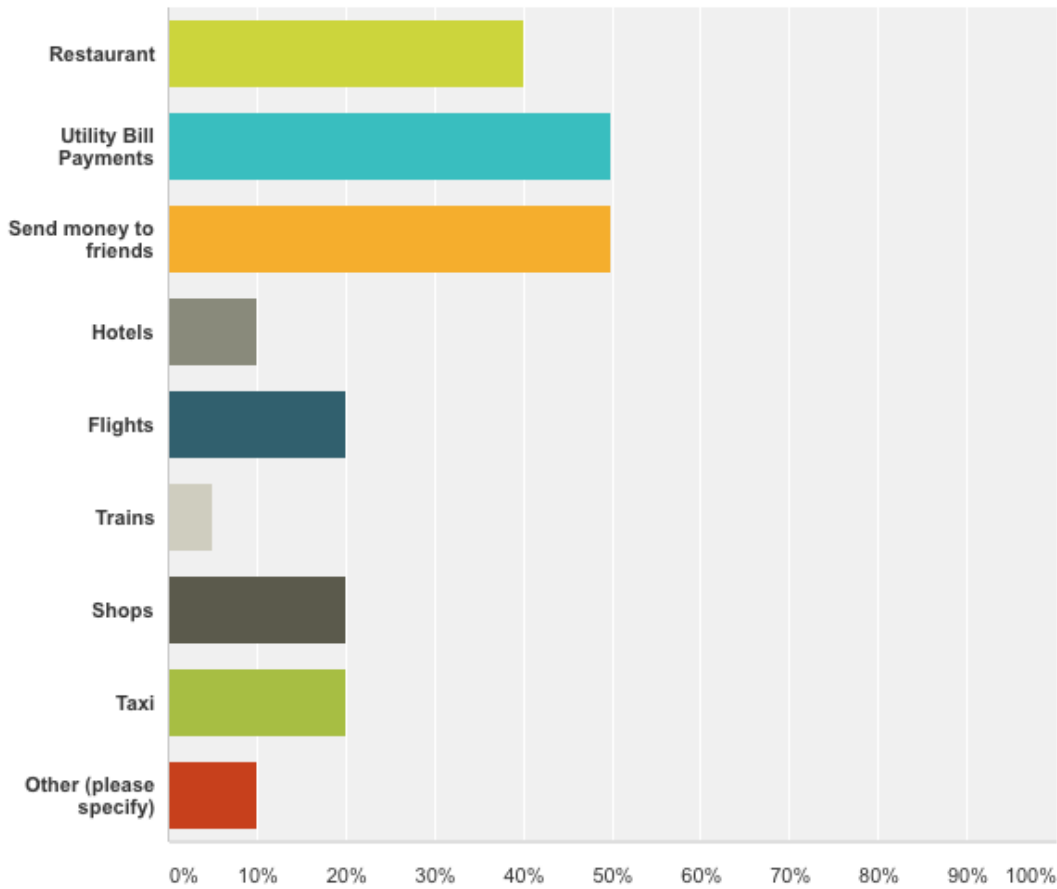
In this the people chose the ease of using a wallet as the highest motivator for selecting a wallet. This is followed by better rewards, the acceptability and finally the features of the wallet

Answer Choices	Responses
Easier to use	70.00% 14
More Features	35.00% 7
popularity	15.00% 3
Widely acceptable	45.00% 9
More limit	20.00% 4
Better Rewards	60.00% 12
Other (please specify)	5.00% 1

Total Respondents: 20

Where do you use your e wallet most?

Answered: 20 Skipped: 0



This shows the trend that people use mobile wallet to pay their utility bills and sending money to their friends.

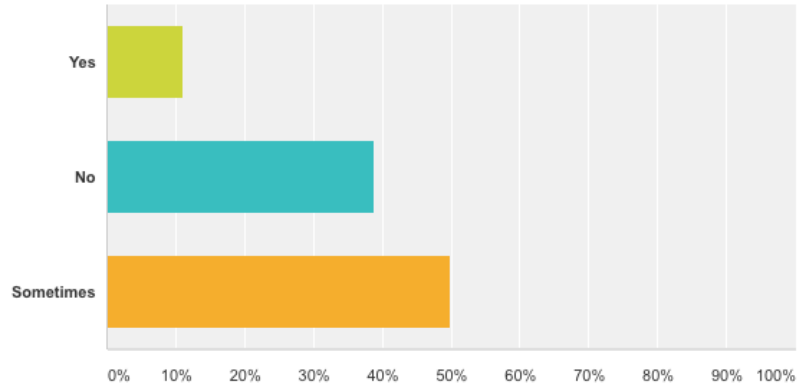
Answer Choices	Responses
Restaurant	40.00% 8
Utility Bill Payments	50.00% 10
Send money to friends	50.00% 10
Hotels	10.00% 2
Flights	20.00% 4
Trains	5.00% 1
Shops	20.00% 4
Taxi	20.00% 4
Other (please specify)	10.00% 2

Total Respondents: 20

Do you prefer Mobile Wallets to cash or plastic payment options?

Answered: 18 Skipped: 2

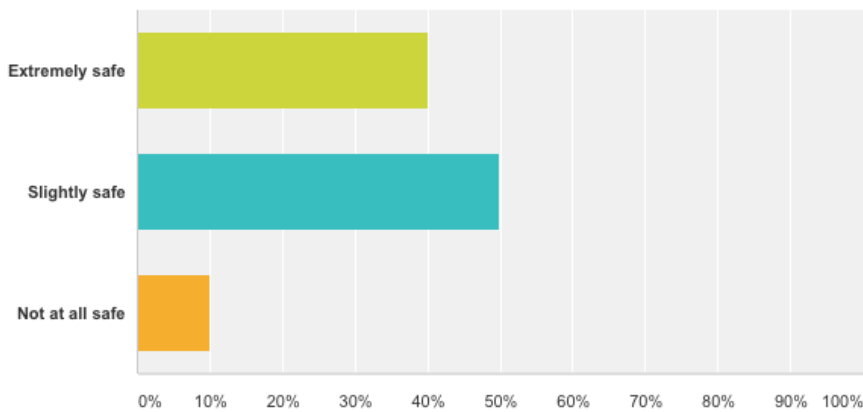
From this we can clearly see that currently people do not prefer Mobile Wallet over other forms of payment.



Answer Choices	Responses	Count
Yes	11.11%	2
No	38.89%	7
Sometimes	50.00%	9
Total		18

How safe do you feel using mobile wallets?

Answered: 20 Skipped: 0



Answer Choices	Responses	Count
Extremely safe	40.00%	8
Slightly safe	50.00%	10
Not at all safe	10.00%	2
Total		20

Majority feels slightly safe but not extremely safe. Mobile wallet companies should invest in customer education of safety of Mobile Wallets.

FINDINGS:

By doing this study, we found out about the importance of mobile wallets in today's life, the many uses of it.

The many competitors that are there in the market, we found the preference of the respondents who use them and their reasons for doing so.

We found out that PayTm enjoyed a special preference over the rest of the competitors as it was easier to use, had better rewards and was popular in the market.

Although FreeCharge is the second largest mobile wallet in the country, PayTm manages to maintain a certain edge over it as it has immense advertisements and a lot of vendors and customers that use it. This basically makes the decision for a potential user to use that wallet as one wallet will help him transact with majority of the people.

We also found out that due to the demonetization transition, many of the respondents turned to the mobile wallets as it became a necessity for them in order to transact.

CONCLUSION:

The need for mobile wallets in today's life is very important as carrying liquid cash around is not practically safe and also due to the demonetisation leading to the unavailability of cash, mobile wallets' usage has boosted beyond measure. It makes buying, selling and basically transacting easier.

In this study we learned about the rise of mobile wallets, its opportunities, threats, advantages, disadvantages, the factors affecting it, its scope, need, importance and much more.

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APPENDIX

The Questionnaire used for this research.

1. What is your age?
2. Have you heard of mobile wallets?
3. Do you use Mobile Wallets?
4. Which of these Mobile Wallets do you use?
5. How safe do you feel using Mobile Wallets?
6. Do you prefer using Mobile Wallet over cash/plastic payment options?
7. Would you say you started using the Mobile Wallet after demonetisation move by the government?
8. Overall, how would you rate the quality of your customer service experience?
9. What makes you bent towards a single wallet?