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RISK PERCEPTIONS AND TRUST IN MOBILE WALLETS DURING ECONOMIC CRISES: A COMPARATIVE STUDY OF PUBLIC AND PRIVATE PLATFORMS

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ABSTRACT
Economic crises often reshape consumer behaviour, influencing trust and risk perceptions associated with financial technologies. Mobile wallets, a cornerstone of digitalization, have gained prominence as secure and convenient alternatives to cash transactions, especially during the COVID-19 pandemic when contactless payments became essential. This study examines the risk perceptions and trust dynamics in mobile wallet usage, focusing on a comparative analysis of public and private sector platforms. Data collected from 127 users were analyzed using SPSS to uncover trends in adoption and user confidence. Findings reveal that trust in private sector mobile wallets significantly surpasses that of public sector counterparts, driven by perceptions of superior service quality and technological innovation. The study underscores the importance of robust risk communication strategies and enhanced security measures to build user trust in times of economic uncertainty.
KEYWORDS: Risk Perception, Trust Dynamics, Mobile Wallets, Economic Crises, Public and Private Sector Platforms

INTRODUCTION

Technology and digitalization are continuously improving the life of mankind. The impact of this can be observed in the payment industry also. Smart phones have become an important part of the payment especially after the demonetization in India. A customized application(app) provided by a mobile wallet company is needed to be installed in the mobile phone and just after providing a minimum credential, a person is ready to do all banking transactions in a click of a mobile button. When smart phones work like pocket leather wallets they are known as digital wallets‖ and are widely known as mobile wallets‖. These two words are used as synonymous. With the Mobile Wallets applications, it is also possible to save receipts, to make budget and so many advanced features that have made the life of a common man more conducive than earlier.

Mobile wallets are modern versions of e-banking. Technology is changing with the passage of time. Mobile wallets are the software-based wallets which are also known as e-wallets. These wallets allow a user to make payment just by logging in. A person needs to add money in their mobile wallets to complete the transaction. Mobile wallet is an app that can be installed in mobiles. After the entry of mobile wallets into the market, people are less likely to prefer cash. Instead, they like to make payments using online systems or by their apps like Paytm, BHIM UPI, ICICI Money, SBI Buddy, Google Pay, PayPal etc. Mobile wallets provide a feeling of being modern and have totally changed the lifestyle of everyone.

Government Sector Mobile wallets:

In India, different mobile wallets are used. Some of them are: BHIM UPI (Bharat Interface for Money), Itz Cash is a mobile wallet which is operated by Itz Cash Card Ltd. Authorized by RBI- Reserve Bank of India. PNB kitty launched by Punjab National Bank, YONO by SBI a mobile banking app from state bank of India, OBC M-pay from oriental bank of commerce. These are some mobile banking apps which are under government and considered as safe in the terms of fraud.

Private sector Mobile wallet:

In India, there are different mobile wallets available in the private sector. Some of them are Paytm, Mobikwik, I-Mobile, Google Pay (G Pay), Airtel Money, HDFC Payzapp, Amazon Pay, Flipkart, WhatsApp Pay, Phonepe.

REVIEW OF LITERATURE

(Pankaj, 2017) This study is about active determinants for adoption of mobile wallets. Perceived quality, perceived risk, perceived usefulness, perceived cost, perceived ease of use, trust have been studied. Primary data from 350 users has been collected. The users don ‘t changes their decision of using mobile wallets because of cost. People find no risk in mobile wallets and they have full trust in mobile wallets and they find it useful for their routine. People are satisfied from mobile wallets

(Phophalia et al., 2018) This study states the relationship between problems and satisfaction among consumers of mobile wallets. It is a perceptual study made on 351 people to find the problems and to check their satisfaction level towards e-wallets. For this, AMOS and SEM have been used in analysis. This study has a limitation that it included the data of Delhi /NCR regions so results may be affected due to geographical locations.

(Kudesia & Pradhan, 2019) This study was conducted to analyse the digital wallet evolution in Chhattisgarh. The main focus of the study was on consumers awareness towards mobile wallets and their intention to adopt mobile wallets. The study states that people don ‘t have education on mobile wallets and they also face the network issues in their area. People have less awareness towards digital wallets. Sample size is too small in study.

(Ibrahim, Kaur, & Munjal, 2020) The major focus of this study is to understand the youth perception and issues with mobile wallets. Maximum people prefer Google pay and after that PAYTM for their transactions. People frequently used mobile wallets about 5 times in a week. A large number of people have more than one account on mobile wallets. People agree to understand mobile wallets as a necessity of their life and they feel secure while making transactions via mobile wallets.

(Amin, Sultana, Saha, Islam, & Kashem, 2021) This focus of this study is the customer's attitude toward mobile banking usage in Bangladesh. Only the users of mobile banking have been considered for this study. People find mobile banking beneficial for making easy payments for shopping. People get psychological satisfaction after using mobile banking as there is no pain of losing cash from their wallets. People in Bangladesh have a positive attitude towards mobile banking. But there is some technical problem in mobile banking and there are chances of online fraud.

STATEMENT OF PROBLEM

Digital wallet is not a new concept for us. People have been using mobile wallets since 1997.But at that time, due to lack of technology and availability of internet there were very few users of digital wallets. But now people are having technology in their hands as everybody has a smartphone and internet. Now people don ‘t like to make payments in cash. This is the major cause behind increasing online shopping. In this study going to find out the perception of users towards mobile wallets on the basis of different variables. These variables are: Perceived ease of use, Innovativeness, Risk and Security, Comfort and Perceived usefulness.

OBJECTIVES OF THE STUDY

- To compare Users Perception in government and private wallets.
- To provide suggestions in boosting the solutions for improvement in experience of mobile wallets.

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- To analyse the influence of factors on comfort towards using government and private sector wallets.

LIMITATION OF STUDY

- This study is confined to the opinions of the actual Mobile Wallet users only. So, opinion of non-users of the Mobile Wallets is not covered in the study.
- Study is based on convenience sample and it covers only Chennai city.

RESEARCH METHODOLOGY

Sample Method: Although some quantitative research tools were included, the study mostly used qualitative research methods. The present study is based on both primary and secondary data. Primary data is collected from the mobile wallet's users selected by convenience sampling and secondary data is Journals, magazines, newspapers and websites.

Sample Size: A Sample of 127 respondents was chosen. The study was carried out in Chennai city by choosing the respondents who are using public and private Mobile Wallet services.

DATA ANALYSIS

Table 1.1 Frequency Test

Demographics	Options	Percent
Age	18-35 years	37.8
	36-45 years	26.0
	46-55 years	20.5
	Above 56 years	15.7
Gender	Male	58.3
	Female	41.7
Education	Under graduate	50.4
	Post graduate and above	32.3
	Others	17.3
Profession	Government job	29.9
	Private job	32.3
	Business	23.6
	Others	14.2

Table 1.1 shows that 37.8% majority of the respondents are 18-35 years age group. 58.3% majority of the respondents are male. 50.4% most of the respondents are Undergraduate. 32.3% majority of the respondents are Private job.

Table 1.2 Comparison between Age and Innovativeness

ANOVA

Age of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	132.849	4	33.212	217.842	.000
Within Groups	18.600	122	.152		
Total	151.449	126			

INFERENCE:

The hugeness esteem is 0.000 which is under 0.05 in this way the model measurably Essentialness in anticipating comparison relationship between Age and Innovativeness. Since, F determined is more noteworthy than the F basic Innovativeness value=217.842. Here displays effective general miniature act critical.

Table 1.3 Perceptions of Users in Mobile Wallets
Correlations

		Perceived ease of use	Perceived usefulness	Risk and Security	Comfort	Innovativeness
Perceived ease of use	Pearson Correlation	1	.963**	.966**	.908**	.949**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	127	127	127	127	127
Perceived usefulness	Pearson Correlation	.963**	1	.940**	.932**	.958**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	127	127	127	127	127
Risk and Security	Pearson Correlation	.966**	.940**	1	.896**	.944**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	127	127	127	127	127
Comfort	Pearson Correlation	.908**	.932**	.896**	1	.931**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	127	127	127	127	127
Innovativeness	Pearson Correlation	.949**	.958**	.944**	.931**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	127	127	127	127	127

**. Correlation is significant at the 0.01 level (2-tailed).

INFERENCE:

Analysis of correlation matrix shows that the correlation between Perceived ease of use, Perceived usefulness, Risk and Security, Comfort and Innovativeness is estimated to be (0.949, 0.958, 0.944, 0.931, 1.000). This value indicates that there is a very significant and positive correlation.

Table 1.4 Profession of the respondents with Perceived ease of use
Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	86.095[a]	3	.000
Likelihood Ratio	119.055	3	.000
Linear-by-Linear Association	78.060	1	.000
N of Valid Cases	127		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.50.

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INFERENCE:

This chi-square analysis on 5% equivalent regarding significance p-value is less than 0.05. So, Null hypothesis is accepted. Thus, is significant distinctive among Profession of the respondent for Consideration into Perceived ease of use.

Table 1.5 Education of the respondents with Risk and Security

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	105.086[a]	2	.000
Likelihood Ratio	135.281	2	.000
Linear-by-Linear Association	83.558	1	.000
N of Valid Cases	127		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.05.

INFERENCE:

This chi-square analysis on 5% equivalent regarding significance p-value is less than 0.05. So, Null hypothesis is accepted. Thus, is significant distinctive among Education of the respondent for Consideration into Risk and Security.

CONCLUSION

The study findings show that as the domestic mobile industry in India expands quickly, more businesses are joining the market and the level of competition is rising. As a result, Users perception toward mobile wallets may shift frequently in a short period of time. The suppliers must increase the application's persuasiveness in order to foster consumer trust and a positive brand image. Service providers must fortify their security system to safeguard client information in order to prevent information leaks. Additionally, mobile payment application providers can boost their customers' agreement with the application by implying policies that safeguard their rights from potential risks.

The current study is on the importance of risk and security, which is why it is crucial to determine the technological, financial, security, and privacy hazards related to mobile wallets. However, this study highlights the significance of perceived utility. In order to increase the payment system's utility, mobile payment service providers might incorporate additional functionality into their apps. These days, the majority of mobile wallet apps do comparable tasks. Because of this rapid development, service providers are compelled to meet the mobile wallets' future requirements and guarantee that users of such applications are living a convenient lifestyle in addition to using a basic e-wallet. Users can now become digital customers thanks to digital payment mechanisms. Customers will interact with the brands and services more frequently.

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