

A Prospective Study of Consumer Buying Behaviour with Using Digital Wallet: Special Reference to Smart City, Bhubaneswar

Monalisa Pattanayak¹

*¹Ph.D. Research Scholar, Department of Business Management, Affiliated to Koneru Lakshmaiah Education Foundation, Vaddeswaram, Vijayawada, Guntur, Andhra Pradesh, India
Email: monalisapattanayak36@gmail.com, Mob: 9666332722*

Dr. A. Udaya Shankar²

*²Associate Professor, Department of Business Management, KLU Business School, KL University, Vaddeswaram, Vijayawada, Guntur, Andhra Pradesh, India
Email: dr.a.udayashankar@gmail.com, Mob: 9949540100*

Mr. Basudev Singh³

*³ Research Scholar, Department of Management and Commerce, Bijupatnaik University, Rourkela, Odisha
E-mail: basudevsingh1984@gmail.com³*

Prof. (Dr.) Ramesh Chandra Rath⁴

*⁴Dean (R&D) and Head of Department of Master of Business Administration (MBA) at Guru Gobind Singh Educational Society's Technical campus, Chas, Bokaro, Steel city, India
Email: drramesh.rrc@gmail.com, ramesh.ch.rath@gmail.com, Mob: 9583167632*

Abstract:

Today, the lifestyles of people around the world are undergoing dramatic changes as rapidly changing consumer goods hit the market and consumers need to adopt more suitable and safer gadgets to make their lifestyles more comfortable. is changing dramatically. Therefore, to achieve this goal, there is a new way of manufacturing products called digital wallets. It refers to any electronic device or online service provided to the concerned user to enable electronic transaction mode in online transactions.

A good example of a digital wallet is online shopping, also known as an electronic wallet. Nowadays, more and more people choose online shopping because of its advantages such as time saving. B. Use strong passwords to securely store payment details or customer passwords using Paytm, Mobikwik, Google Pay, Phone pe, PayPal, Samsung Pay, Pay Money, etc.

In an invited research paper, our researchers explored a prospective study on consumer purchasing behavior using digital wallets, with specific reference to Smart City, Bhubaneswar, Odisha, India. As developed for the purpose of an extensive research study related to the aforesaid title.. They used a mockup of a fictitious digital wallet with a biometric key and suggested using it safely.

It is planned to use it and is expected to get feedback from 650 customers from 20 department stores in Bhubaneswar. The study used a survey method using Google and electronic data collection modes such as email, Watts, etc., to assess the utility of this digital wallet in its current state and whether consumers are willing to make this change. Examine you. Her Sapp and direct communication with various consumers related to learning online shopping in various supermarkets such as. This research study was analyzed using the mathematical tools and methods of online scientific research on digital purchases of SPSS software and conclusions were drawn from the analysis using Chi's Quire, ANOVA, correlation and regression tests where appropriate and it will be tested.

Keywords:

New Digital Wallet Mode (MoDW), Electronic Digital Mode (EMoDT), Consumer Purchasing Behavior (CBB), Online Shopping (OS), Digital Payments (DP).

1. Introduction:

The fee industry is undergoing a dramatic shift from exchanges to e-wallets. Customers around the world, especially older generations, are apprehensive about moving cash over the Internet. Virtual wallets give them a sense of protection by appearing like a wall between financial institutions and sellers. Since virtual wallets have limits on the coins they can store, losses are limited in the event of a security breach. Additionally, the wallet leaves a cash trail for everyone involved, which helps resolve disputes. With hacking and record theft becoming pure opportunity, wallet usage will boom. As a result, the latest survey aims to explore customer opinions regarding e-wallets in Bhubaneswar City.

2. Research back ground;

Theoretical Framework: Types of E-Wallets Allowed in India

According to the Reserve Bank of India (RBI) guidance, there are three forms of e-wallets in India: closed, semi-closed and open-ended². Closed Electronic Wallets: These are wallets issued by institutions to facilitate the purchase of products and offers from the institution. These gadgets no longer allow you to withdraw or redeem cash. These devices do not facilitate the payment and settlement of 0.33 birthday party offers, so such wallet issues and operations do not fall under the billing system.

Therefore, an RBI Permit is not necessarily required for issuance. Examples: taxi offers, e-commerce, and mobile agencies create e-wallets and invoices closer to purchase goods/use services from them. They offer cashback on payments made through this channel, which is one of his ways to ensure customer loyalty. Semi-closed electronic wallets: These are collections of truly identified service provider locations/institutions that have specific agreements with the provider for easy acceptance and can be used to purchase goods and offers, including economic services. Wallet. These wallets currently do not allow cash withdrawals or redemptions by their owners. Up to Rs. 10,000/- by accepting minimal information from the consumer if holdings at any point in time exceed Rs. 10,000/- plus full cost of reloading in any particular month A wallet of the amount of can be created with this class. not exceed Rs. 10,000/-

Amounts up to Rs 50,000 can be created in the wallet by accepting “officially valid records” that comply with anti-money laundering guidelines. Such wallets are inherently non-rechargeable. Quantities up to Rs.1,00,000/- can be made by fully implementing and reloading Customer Criteria (KYC).

example: .Air Tel Cash. It is used to pay for various services such as: Open eWallets: These are wallets that can be used to purchase goods and services along with financial services such as budget counters at all card acceptance service provider locations [point of sale (POS) terminals] and also at ATMs/banks. Allows for the withdrawal of coins of the correspondent (BC). However, POS coin withdrawals are only permitted up to a maximum of Rs 1,000 per day, subject to the same circumstances (for POS cash withdrawals) as previously related to debit game cards.

For Example:

M-Pesa is Open Pocket operated by Vodafone in cooperation with his ICICI Bank. You can use your Axis Bank E-Pockets card to generate invoices on websites that accept Visa playing cards. The minimum is 10 rupees and the maximum is 50,000 rupees, valid for 48 hours. R.Varsha.Thulasiram (2016) finds that e-pockets, which can be viewed as high-tech monetary transaction and billing platforms, are perceived as convenient and reliable, demonstrating a high level of desirability. .

E-pocket service providers want to specifically tailor the most effective strategies not only for students and young people, but also for institutions of different age groups. Dr. Ramesh Sardar (2016) notes that interoperability between different wallets is the most important contributor to facilitating cashless and digital payments in a year when mobile phone bills will become a major part of retail sales. I summarized that the m wallet has emerged because it must. For example, mobile phone bill security affects as many respondents as possible, so security systems need to be strengthened. Pawan Kalyani (2016), a well-known and e-commerce partner digital his wallet is well known that people are doing well in banks and mobile operator e-bags are limited to mobile phone customers I found People usually use some offers to top up their DTH, pay bills, shopping, etc. The attention and meaningful usability of e-pocket is low and should be improved by adding paid offers. Vidyashree DV, Yamuna N. and Nithya Shree G. (2015) concluded that people are particularly familiar with his web payments via mobile phone programs, and the growth rate increases broader. Paytm and Pay u Money offer his two-step protection authentication to protect your pricing information. Virtual commission machines should take significant steps to overcome delays in payment processing. Alan Cole, Scott Macfaddin, Chandranaraynswami, and AlpnaTiwari (2009) concluded that many workers at this site were annoyed by using mobile phones instead of credit or smart cards. There may be multiple utilities, each ending in one or its own user interface, and each requiring a separate login. This is far from what we believe to be true to make mobile phones a viable alternative to physical bags. He commented that achieving this goal requires an integrated architecture that can accommodate an open set of content types. Requirements are also an important aspect of this work, as they allow proprietary products from multiple vendors to interact with each other.

4. Method of Study:

4.1 The current fearless decision of the Indian government to demonetize all the vintage foreign money notes of 500 and 1000rs has been a burning issue through the u . s .. due to those crises, almost 70% of the people's spending potential has been decreased and nearly it is very hard to pay their basic wishes like drug treatments, grocery items and greens. Now the brand new Indian situation has made Indians suppose 3 about the virtual price gadget. So, the context of this selection it's far extraordinarily huge to study the clients' belief closer to wallets.

4.2 Research Objectives:

Our researchers unanimously selected the following research objectives as good ways to investigate the above objectives.

- Understand protection issues associated with related services when using digital wallets for online advertising and electronic purchases
- To have a look at the customers' consciousness and pleasure about E-pockets services in clever town Bhubaneswar.
- To understand Customer protection issues about associated services while the use of digital wallet in on-line advertising and e-buying..

4.3 Sampling layout:

In this paper, we deliberate to take a descriptive studies layout, and a non- probability primarily based convenience sampling method has been used to get the information about E-pockets accompanied by an excellent studies layout and questionnaire to get the information about E-wallet observed by using an awesome research layout and questionnaire.

4.4 Method of Study:

In this segment, our investigators decided to use both strategies of data lineage to create an overview for this study. Although we focused on 1,000 respondents, 650 same-gender equality respondents were generated by a structured questionnaire and a sample drawn from 102 was taken for evaluation. The device asks a series of 23 questions designed to assess the customer's knowledge and satisfaction with the provider. The test uses his 5-point Likert scale, ranging from "strongly disagree" to "strongly agree." Information is collected from respondents using survey-based quantitative techniques.

4.5 Research tools and Techniques:

In this section, researchers decided to take SPSS Methods and Microsoft Excel have been used to analyses and interpret the facts. Multivariate techniques like ANOVAs, chi-square test, t-test etc. had been used to check the various hypotheses.

4.6 Hypotheses:

In this segment, we the researchers have taken 4 number of null hypothesis (H_0) which includes:

Null hypothesis (H_0)

H₀₁: There is no big difference between working and enjoying an electronic wallet.

H₀₂: There may be no significant differences between companies in the exclusive era in terms of the pleasure of providing e -wallet.

There is no significant difference between the gender of the respondents and the respondents' knowledge regarding the electronic wallet service. There is no correlation between the gender of the respondents and the resources of recognition of the authorities to sell his services.

4.7: Need /Importance and Scope of the Study:

In this section, researchers seeking to explore the predicament and scope of the investigation are confined to the city of Orissa, Bhubaneswar. Therefore, the conclusions drawn from the study cannot be relevance because they are miles apart from opposing elements of the state or different states. You are warned not to get different samples. Destiny researchers are able to evaluate entire regions with large sample sizes.

This research is only a small step in exploring the structures of consciousness and pride. A causal relationship between the two has not been studied. Buyer satisfaction and its impact on complaint reduction, safety, word of mouth, bills and more can be explored with the help of fate researchers. There are many areas to explore e-wallet security and protection issues in order to effectively adopt e-wallets. demographic profile

5. Analysis Table

5.1 Demographic Profile of Respondents:

Characteristics	Dimensions	No of Total Respondent's			Frequency of On line Buying using digital wallet	Percentage	
		P	N	Neutral			
Gender	Male	220	60	20	300	75	74
	Female	210	70	20	300	27	26
	Transgender	30	15	05	050	00	00
Age	18 -28 Years	120	25	05	150	03	03
	29 -39 year	130	16	04	150	02	02
	40-49 Years	112	32	06	150	71	69
	50- 59 years	90	45	15	150	20	20
	60 years and above	34	10	06	050	06	06
Occupation	Student	54	43	03	100	38	37
	Employee	75	40	05	120	51	50
	Business man	78	40	02	120	08	08
	Doctors	58	44	08	110	05	
	Lawyers	51	46	03	100		
	Housewives	52	41	07	100		05
Income	No Income	32	17	01	50	20	19

	2lakhs- Lakhs	4	54	43	03	100	49	48
	4lakhs Lakhs	-7	82	53	15	150	18	18
	7 Lakhs Lakhs	-10	150	34	16	200	13	13
	10 lakhs and above	135		10	05	150	02	02
Use of digital Technology on Line shopping	E-wallet	180		-	-	-	-	-
	Credit card	110		-	-	-	-	-
	Debit card	190		-	-	-	-	-
	Visa/Master Card etc	170		-	-	-	-	-
		650						

H₁: There is no significant difference between respondent's occupation and satisfaction level of using E-Wallet services.

Table 2 One way ANOVA

Criterion	Sum squires	of	DF	Mean Squire	F	significance
Between Groups	2.864		03	.955	3.126	.029
Within groups	29.930		98	.305		
Total	32.794		101			

The significance cost obtained is 0.029, which is less than 0.05, so we reject the null hypothesis. For this reason, we can conclude that there is a significant difference in the level of enjoyment of using the e-wallet offer. Respondent's occupation.

H₂: There is no significant difference between age groups regarding satisfaction with e-wallet offerings.

Table: 3

Criterion	Sum squires	of	DF	Mean Squire	F	significance
Between Groups	1.285		03	.428	1.332	.268
Within groups	31.509		98	.322		
total	32.794		101			

The significance price acquired is .268 which isn't smaller than 0.05, so researcher is fail to reject null hypothesis. as a result it can be concluded that there is no enormous distinction amongst distinct age businesses regarding their delight on E-pockets services.

H3: There is no good sized difference among gender of the respondents and awareness of respondents about E-wallet services

Table: 4

Awareness of E-Wallet	Levine 's Test for Equality Variances	t-test for Equality of Means	Result	Significance test
Gender				
	F	Sig	T	Sig
Aware of E-wallets	0.302	0.584	0.430	0.665
				0.665>0.05
				H₀ is not rejected

Table :4 refers an independent T-test a look at its miles interpreted from the above desk that there is no tremendous distinction in consciousness of respondents approximately E-pockets by way of when categorized via their gender. Information supply * Gender move Tabulation

Table: 4 Refers to records supply of E-pockets customers

			Male	Female	
Info. Source	Social Media	Count	22	04	26
	Friends	Expected Count	19.1	6.9	26.0
		Count	24	11	35
		Expected Count	25.7	9,3	35,0
	Government Promotions	Count	11	08	19
		Expected Count	14.0	5.0	19.0
	Magazines	Count	18	4	22
	/television	Expected Count	16.2	5.8	22
Total	Count	Count	75	27	102
	Expected count	Expected Count	75.0	27.0	102.

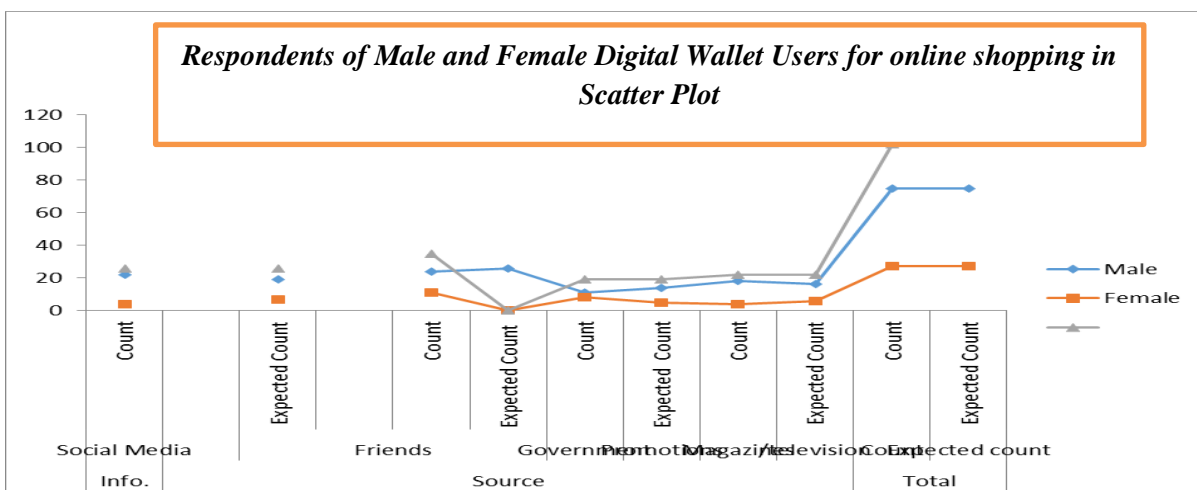
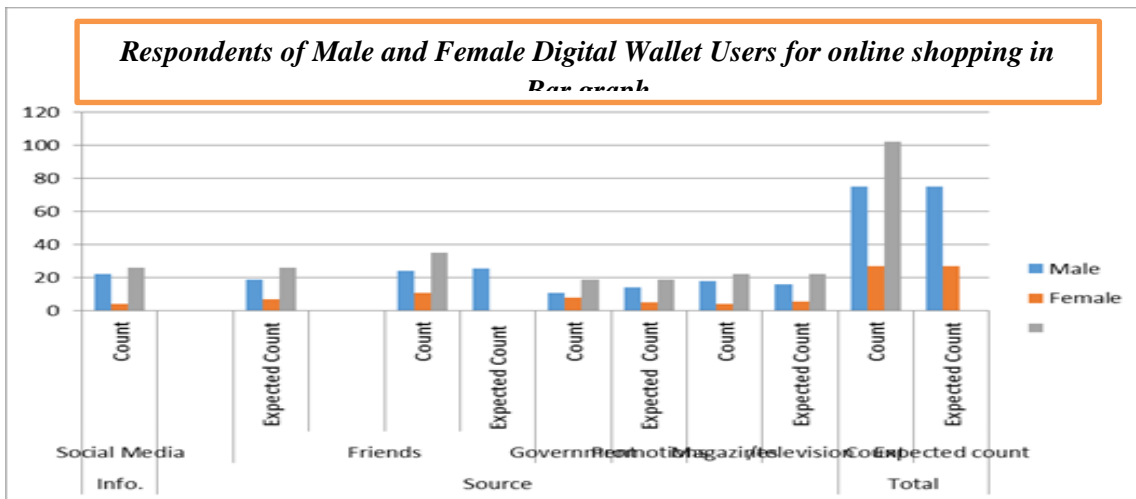
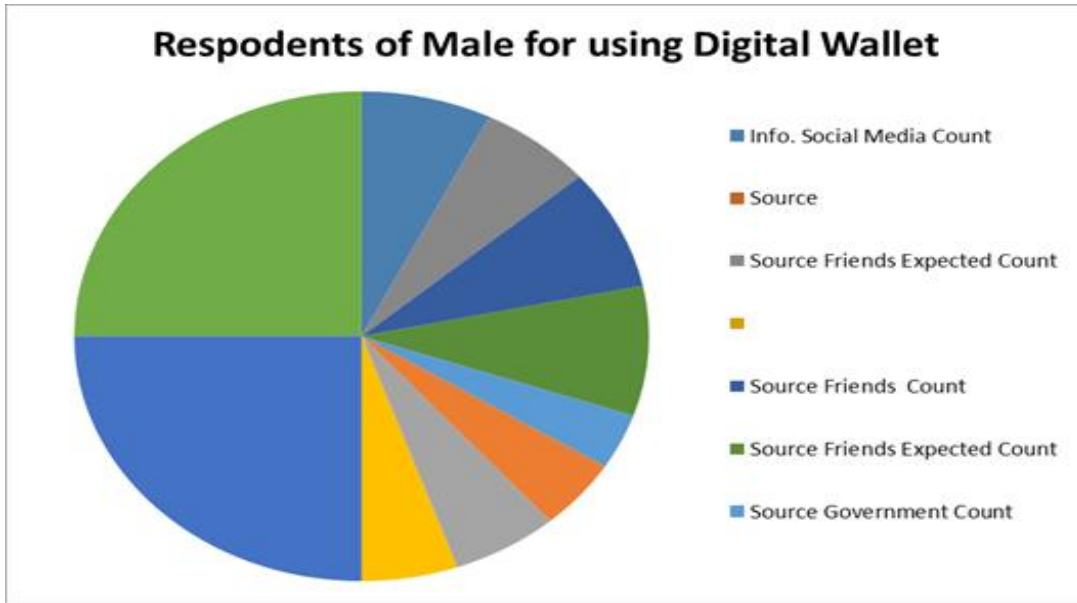


Table -5 refers approximately the Crosstabs sources of focus and gender

H4: There's no affiliation between the gender of respondents and resources of awareness approximately government's initiative of promoting E-pockets services.

Table: - 6 Chi-Squire check

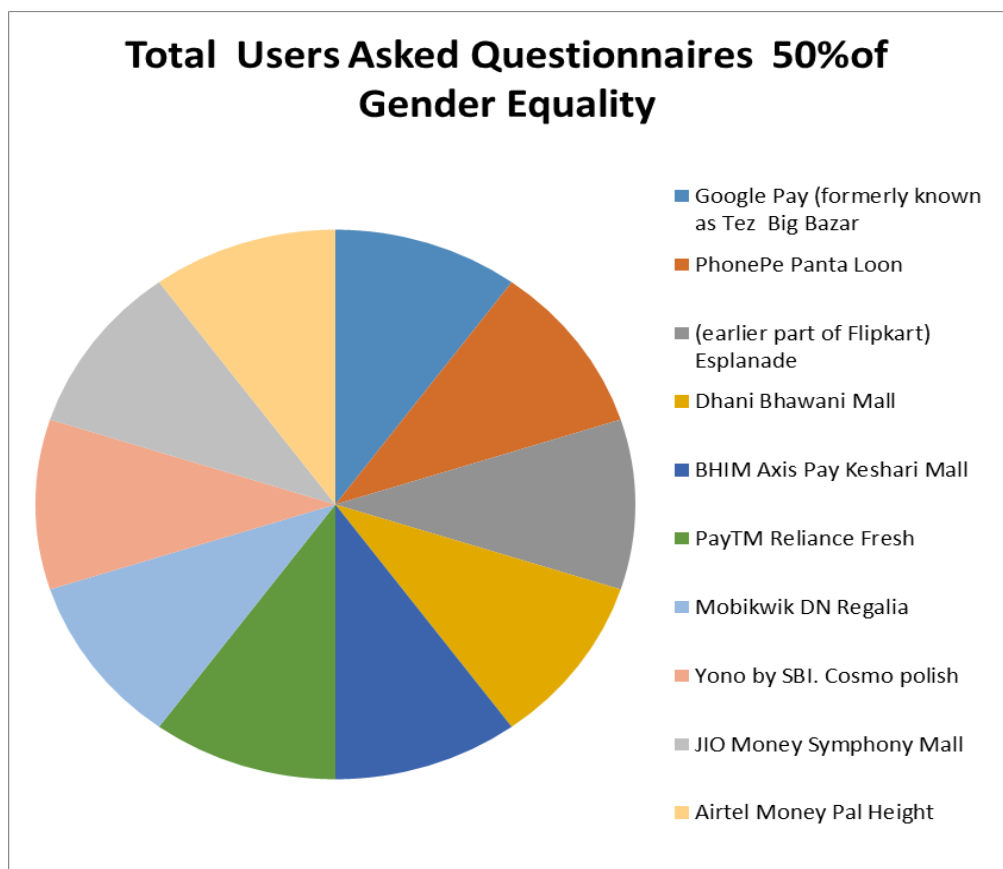
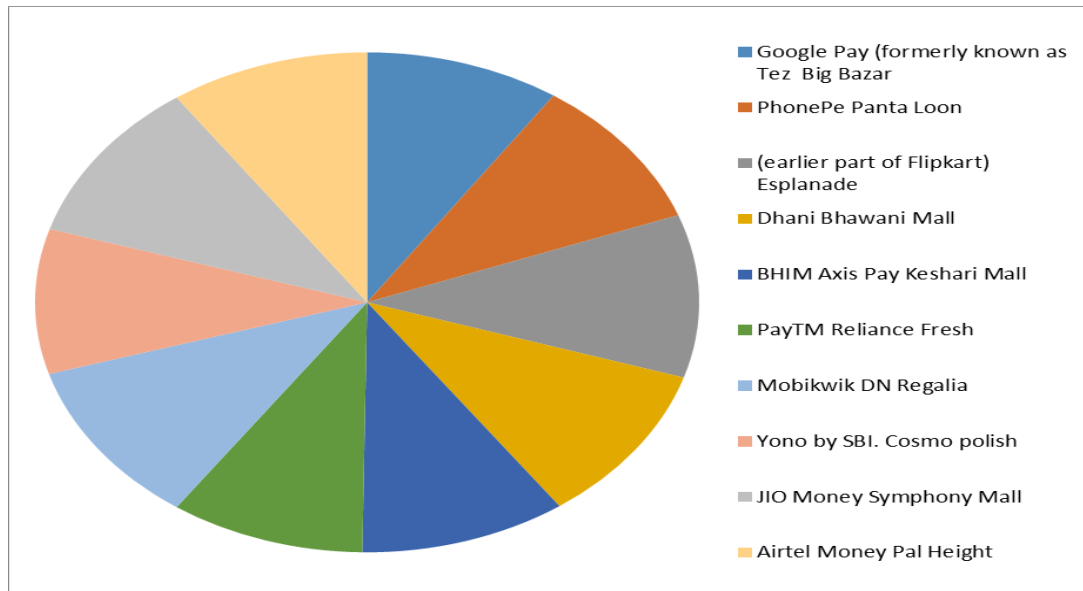
	Value	DF	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.247a	3	.155
Likelihood Ratio	5.271	3	.153
Linear-by-Linear Association	.207	1	.649
No of Valid Cases	102		

Table: 7 Indicates that Top ten digital Wallet Companies and users in Smart City Bhubaneswar

S.L No	Top Ten Digital wallet Companies in India	Name of the Shopping Malls Used Digital Plat form in Bhubaneswar	Total Users Asked Questionnaires	No of Users (Respondents)			Positive Respondents [Users of digital wallet]		Percentage of positive Users
				50%of Gender Equality	P	N	Neut ral	User wise	
1	Google Pay (formerly known as Tez)	Big Bazar	100	82	12	06	82%	8.2 %	86.4%
2	PhonePe	Panta Loon	100	85	13	02	85%	8.5 %	
3	(earlier part of Flipkart)	Esplanade	100	91	05	04	91%	9.1 %	
4	Dhani	Bhawani Mall	100	89	10	01	89%	8.9 %	
5	BHIM Axis Pay	Keshari Mall	100	87	11	02	87%	8.7 %	
6	PayTM	Reliance Fresh	100	82	10	08	82%	8.2 %	
7	Mobikwik	DN Regalia	100	92	07	01	92%	9.2 %	
8	Yono by SBI.	Cosmo polish	100	81	12	07	81%	8.1 %	
9	JIO Money	Symphony Mall	100	91	07	02	91%	9.1 %	
10	Airtel Money	Pal Height	100	84	10	06	84%	8.4 %	
Total			1000	864 (86.4%)	97(9.7%)	39(3.9%)		86.4 %	86.4+9.7+3.9 =100%

Table-7 Source: The information's collected from the own sources asked to various respondents of digital users of Bhubaneswar smart city.

From this above data table it indicates that the researcher have targeted 1000 respondents through the



6. Testing Hypothesis:

From the Chi-Square table above, the value obtained is greater than 0.05, so the researcher does not reject zero speculation. There is no association between the gender of the respondents and the attention value of the agency's initiative to promote E - Wallet service. Results Of the 102 total respondents, the majority (74%) were male. More than 50% of the respondents said he was 18-30 years old. About 50% of the respondents were workers observed with the help of students (37%). With nearly 50% of respondents, such a high focus level of e-wallet respondents indicates that e-pocket providers have successfully marketed the idea of e-wallets to the general public. Respondent obtained records via her e-pocket from various sources. Word of mouth has a greater impact on the spread of facts than other strategies, including advertising on social media, magazines, television, government advertisements, etc. More than 50% of her respondents use her one e-pocket service. This indicates that respondents prefer to have a single carrier to enjoy digital transactions and payments centrally. The majority of respondents used e-wallets for 365 days.

The concept of e-pockets is not necessarily old, so the adoption and use of e-wallet services is limited. Researchers can count on it. Of all respondents, 72% have used his Paytm

It shows the penetration rate of Paytm Pocket compared to other wallets. His second largest wallet used by the respondent is Loose Price. This suggests that Paytm and Free Charge wallets are fluctuating at more extreme levels than their competitors. Of all respondents, 55% of respondents used an e-wallet more than twice per month, and he was observed twice per month. The results show that respondents are very willing to use e-pockets for many invoices and transactions. A majority of respondents (79%) were aware that their government is promoting electronic commerce.

This shows that people at least have a clear understanding of the advantages of virtual transactions over traditional pricing machines. About 87% of all respondents use e-wallets as a motivator for mobile/DTH top ups. His second largest option desired by the user is utility and billing rates. This suggests that mobile wallets have effectively attracted consumers by utilizing dedicated cash return features and low prices. Out of all respondents, 66% of respondents were satisfied with their e-wallet provider, and 24% of customers could be very excited about the e-pocket offering. 10% of customers have a neutral opinion about the desire stage. A majority of respondents (92%) agreed to choose an e-wallet that more closely resembles a traditional payment device. This suggests that people can get pretty high during the Destiny version.

A factual analysis suggests that respondents participate in all five criteria above. Coins-Lower Back Gives are the maximum value allowed for transactions/top-ups via e-wallets. More than 50% of her respondents say they take all security criteria seriously, including identity theft, cybercrime, malware and phishing. This suggests that e-wallet companies need to work on security features to attract users and keep them on the platform longer. I advised you to create a more convenient provider so that you can Over 50% of customers wanted the best e-wallet offers and faster technology. Respondents agreed that e-wallets are an attractive

paid alternative to traditional methods and will contribute to traditional payments during the transition phase.

7. Recommendations/suggestions:

After careful observation, the researchers observed the following and suggested to researchers around the world about future techniques in painting studies: magazines, television, and government advertisements. Therefore, businesses and governments should each hold workshops/seminars on cashless society at universities, colleges, offices, etc. to raise awareness.

b) The authorities may require all universities/schools/institutes/workplaces/etc. to submit at least one application every 12 semesters. E-bags are used for cell/DTH charging.

c) The user's second preferred option is to buy online. Authorities must collect fees and, most simply, submit IT revenues using binding e-wallets to increase the price of e-wallets.

Conclusion:

In conclusion, the above discussion proves that the majority of respondents (92%) agreed to prefer e-wallets over traditional fees. This is due to the adoption of e-pockets by Bhubaneswar's customers, the e-Pockets Marketplace is now closely tied to the e-Pockets Group's promotional strategy, in addition to being an economic news maker to boost the online purchasing behaviour of consumers and users. depends. Regarding the research studied, e-pocket agencies and their money rules are not sufficient to achieve given business objectives with the help of e-commerce agents/owners. The virtual presentation will be improved when the IT equipment platform and online transactions through various e-pocket companies safe and convenient will be improved. The boom of e-pocket customers again depends on personal income and health-to-use. Relevant training from the ease of use of e-wallets on the web, based primarily on the awareness and awareness of e-users on the platform that are characteristic.

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