

# A Study on Customer Satisfaction towards Digital Wallets in Coimbatore City

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## Abstract

*In today's rapidly evolving world, speed and efficiency have become essential in daily life. Individuals navigate increasingly demanding environments. The widespread adoption of smartphones and enhanced internet connectivity has transformed how people communicate, work, and conduct daily transactions, driven by technological advancements, has significantly transformed consumer behavior. Mobile wallets have emerged as an essential part of everyday transactions, providing a seamless and convenient payment solution. Smartphone users are increasingly adopting digital payment technologies to enhance their financial interactions. The flexibility and ease of conducting online payments through mobile devices make them a preferred choice for modern consumers, contributing to the growing popularity of cashless transactions. There are various digital payment methods available to consumers to carry out their task effectively. However consumers give preference to which transaction satisfies their requirement. This study set out to investigate consumer satisfaction with reference to the Digital Payment option. Data will be gathered from a combination of primary and secondary sources. A random sampling method is used for collecting questionnaires from 100 respondents. Gpay plays an important role in digital wallet and their customers are highly satisfied with the usage.*

**Keywords:** Digital Wallets, Gpay, Users Satisfaction, Security

## Introduction

The primary objective of a company should be to meet and exceed customer needs and expectations. Customer satisfaction measures how well a business delivers its products, services, and expertise to fulfill consumer demands. A high level of satisfaction indicates that customers find value in the company's offerings, fostering loyalty and long-term success.

This is true for commercial enterprises, government agencies, retail and wholesale establishments, service providers, charitable organizations, and each and every division within an organization. A mobile wallet is an electronic method of holding credit, debit, ID, and Digital gift cards enable contactless transactions via mobile devices, replacing physical cards through dedicated applications on smartphones or tablets—a shift accelerated by pandemic-driven adoption of touch-free commerce amid COVID-19 and demonetization have completely changed the world at large. Customers are in a position to complete their tasks quickly and safely. Now mobile phones have become mobile

wallets. The development of the mobile wallet is digital. Customers can complete their purchases and payments more quickly when they use a mobile. Each and every person uses a different mobile wallet; without customers, businesses cannot exist. Among them, Google Pay and Phonepe are two of the most helpful mobile wallet apps. As a result, every business concern must priorities client pleasure. Companies or organizations who go above and beyond the call of duty to surpass their clients' expectations are likely to be leaders in their mobile wallet. Clients are acknowledged as essential collaborators in forming high-quality offerings and advancements.

## Objectives

1. To delineate the determinants propelling adoption and usage of digital wallets.
2. To evaluate the level of customer satisfaction with mobile wallet services.
3. To investigate the challenges and issues faced by customers when using digital wallets

## Methodology

This study is anchored in empirically derived insights from a demographically stratified cohort of 100 participants in Coimbatore, curated through a probability-driven sampling framework. A convergent methodological design was deployed, synthesizing diverse data streams (primary and archival) to enhance triangulation. Firsthand data was procured via a systematically calibrated survey instrument, fortifying analytical validity and empirical robustness.

## Limitations

The sample size is limited with 100 respondents only. It is limited to the geographical region of Coimbatore. The views of the respondents are the only source of data, and they may be biased. The study has been restricted from the time period of 2024.

## Review of Literature

Vijayashri Gurme (2019) All people own smart phones or other mobile devices, but in addition, there is a need to raise knowledge and foster acceptance of mobile wallet services, which are hassle-free, highly secure, private, comfortable, and handy.

Saviour (2019) The majority of individuals obviously know about Paytm's range of services and make full advantage of them. Students are using Paytm more and more for their transactions, and youth use it for transactions. Consumer satisfaction with Paytm's overall services is quite high. What sets it apart from other mobile wallets is its customer service. In today's digital era, mobile wallet services offer a convenient and time-saving alternative to traditional banking transactions. The demonetization of ₹500 and ₹1,000 notes significantly accelerated the adoption of digital payment platforms like Paytm.

Miruna (2019) highlighted that policy changes have reduced cash usage, urging a shift toward a cashless economy. This transition brings multiple benefits, such as reducing currency management costs, enhancing transaction transparency, curbing tax evasion and fraud, and promoting financial inclusion. and eventually integrating the parallel economy into the mainstream.

Karim(2022) study shows that the overuse of e-wallets may raise consumer expectations for the kinds of incentives, discounts, and promotions that should be offered. In order to ascertain how much they influence the upkeep or user happiness with e-wallet payment systems, the perceived advantage should be chosen.

Yamuna (2021) Digital wallet service providers facilitate seamless and easy transaction execution for their customers by offering a range of services. Consumers who use mobile wallet services may encounter certain difficulties, such as inadequate technological expertise. Without a doubt, all issues will be resolved in the future, and mobile wallets will be modified so that everybody can use them.

**Data Analysis & Interpretation**

**Table 1.1 Percentage Analyses**

<b>FACTORS</b>	<b>RESPONDENTS</b>	<b>PER</b>
<b>Gender</b>		
Male	65	65
Female	35	35
Total	100	100
<b>Educational Qualification</b>		
School Level	10	10
HSC	20	20
Degree	45	45
Post Graduate	25	25
Total	100	100
<b>Age</b>		
Below 20 year	17	17
21 year - 30 year	28	28
31 year - 40 year	40	40
41 year - 50 year	18	18
Above 51 year	14	14
Total	100	100
<b>Occupation</b>		
Government employee	18	18
Private employee	48	48
Business	23	23
others	10	10
Total	100	100
<b>Income</b>		
Above ₹ 30000	9	9
₹ 30001- ₹ 50000	23	23
₹ 50001- ₹ 70000	45	45
₹ 70001- ₹ 90000	13	13
Above ₹ 90001	10	10
Total	100	100
<b>Usage of Mobile wallet</b>		
Less than 6 month	14	14
6 months - 1 year	24	24
1 year - 2 year	27	27
Greater than 2 year	35	35
Total	100	100

Frequency of Usage Per Month		
Once	20	20
Twice	27	27
Thrice	38	38
More than thrice	15	15
Total	100	100
Purpose of using Digital Wallet		
Online Booking	32	32
Money transfer	13	13
Bill payments	29	29
Recharge	18	18
Others	8	8
Total	100	100
Time Saving		
SA	38	38
A	30	30
N	18	18
DA	9	9
SDA	5	5
Total	100	100
Ease to Use		
SA	37	37
A	28	28
N	15	15
DA	11	11
SDA	9	9
Total	100	100
Offer & Discount		
SA	24	24
A	32	32
N	18	18
DA	15	15
SDA	11	11
Total	100	100
Privacy Concern		
SA	40	40
A	26	26
N	13	13
DA	12	12

SDA	9	9
Total	100	100
Security		
SA	48	48
A	25	25
N	10	10
DA	9	9
SDA	8	8
Total	100	100
Customer Service		
SA	31	31
A	28	28
N	17	17
DA	13	13
SDA	11	11
Total	100	100
Availability of Transaction History		
SA	25	25
A	27	27
N	23	23
DA	14	14
SDA	11	11
Total	100	100
Satisfaction Level		
Extremely Satisfied	50	50
Moderately Satisfied	23	23
Indifferent	12	12
Moderately Dissatisfied	8	8
Extremely Dissatisfied	7	7
Total	100	100
Problem Faced by users		
Safety & security	16	16
Server issue	42	42
Authentication	23	23
Pending for verification	19	19
Total	100	100

Source: Primary data

\*SA-Strongly Agree, A- Agree, N- Neutral, DA- Disagree, SDA-Strongly disagree

## Interpretation

The study shows that 60% of respondents are male, with 45% holding a degree and 40% aged between 31-40 years. Most users (48%) are private employees, and 45% earn between ₹50,001-₹70,000 per month. Digital wallets are widely used for online booking, with 38% strongly agreeing they save time and 48% expressing security concerns. While 50% are highly satisfied with digital wallets, 42% face server issues.

**Table 1.2 Ranking the Digital Wallet Service Providers**

Variable	Mean	Rank
Gpay	1.7	1
Paytm	1.55	2
Amazon Pay	1.36	3
Phonepe	1.25	4
Payzapp	1.06	5
Airtel Bank	.86	6
Apple pay	.67	7

**Source:** Primary data

## Interpretation

Table 1.2 the mean score for the different types of digital wallets. Users given first rank for Gpay, second rank for Paytm, Amazon Pay stands third in the list, fourth rank for Phonepe, Payzapp stands in fifth rank, seven rank goes for Airtel Bank, Apple pay stands in eight position.

## Findings

1. Majority 60% of respondents are male.
2. 45% of the users are degree holders.
3. A significant portion, 40%, of users belong to the 31–40 age group.
4. A majority of users, 48%, are employed in the private sector.
5. A notable 45% of respondents belong to the income range of Rs. 50,001 to 70,000..
6. Majority 35% of the users are using a digital wallet for more than 2 years.
7. Around 38% of respondents use digital wallets approximately three times per month.
8. The majority, 32% of respondents, utilize digital wallets primarily for online bookings.
9. A considerable 38% of respondents firmly believe that digital wallets enhance efficiency by saving time.
10. 37% of respondents strongly affirm that digital wallets are intuitive and easy to navigate.
11. A noteworthy 32% of respondents acknowledge that digital wallets provide appealing discounts and promotional offers.
12. A significant 40% of respondents express strong concerns regarding privacy issues associated with digital wallets.
13. A predominant 48% of respondents firmly agree that security remains a primary concern when using digital wallets.
14. 31% of respondents strongly endorse that digital wallet customer service meets their expectations.
15. 27% of respondents agree that digital wallets ensure seamless access to transaction records.
16. A majority of 50% of respondents indicate a high level of satisfaction with digital wallet usage.
17. 42% of users report experiencing server-related issues.
18. Users given first rank to Gpay among all other digital wallets.

### **Suggestion**

Enhancing the privacy and security concerns of their clientele is the primary focus for digital Wallet service providers. In rural areas, mobile wallet usage is quite low. The service providers should take the necessary actions to encourage the use. This study interrogates the penetration and phenomenological utility of app-driven payment systems within rural socioeconomic ecosystems, where infrastructural asymmetries and digital literacy gradients uniquely modulate adoption trajectories and trust architectures. Digital wallet can increase its promotion and adoption by providing offers & discount to their customers.

### **Conclusion**

The recent rise in wallet development and user usage is being driven by a combination of factors, including gadgets that can utilise that bandwidth to provide a novel customer experience, greater bandwidth speed, and broad internet access. The rising tide of cashless transactions is driven by consumers' growing affinity for seamless, secure, and swift payment experiences. This inquiry seeks to deconstruct the experiential dimensions of consumer engagement with digital payment platforms. Analytical findings posit that user satisfaction is governed by a quintet of determinants: interface intuitiveness, transactional agility, cryptographic safeguards, operational seamlessness, and lifestyle-aligned adaptability intrinsic to app-driven payment systems. Customers who use mobile wallet services may encounter certain problems, such as a lack of technological expertise. Future issues will undoubtedly be resolved, and everyone will be able to utilise the digital wallet.

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