

CONSUMER PREFERENCE FOR MOBILE WALLETS: A STUDY BASED ON SOCIOECONOMIC CLASSES

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ABSTRACT

The relationship between a group of people's social and economic behaviors is referred to as socioeconomic. The relationship between social processes and economic activity in a society is the main focus of social economics. The study of the connection between social behavior and economics is the main objective of the social science and branch of economics known as social economics. A certain social group's or socioeconomic class's behavior within a society, particularly their purchasing habits, may be attempted to be explained by social economics.

Mobile wallets are a relatively new and popular idea, demonstrating a significant impact on the Indian economy. The availability of affordable mobile phones and the rise in internet usage in India are to blame for the rise in mobile wallet usage. The demonetization and digital India movements have altered the perception of the Indian economy. It causes the cash-based economy to turn around and go in the direction of the cashless economy. Mobile wallet usage and adoption are rising in India as a result of growing awareness, more accessible and inexpensive mobile phones, and inexpensive internet. Therefore, this study is being conducted to examine the effects of socioeconomic classes on customers' engagement in using mobile wallets. Using the Kuppaswamy scale, the socioeconomic classes were measured.

KEYWORDS: Indian Economy, Socio-economic classes, Customers, Kuppaswamy scale. Consumer behaviour

INTRODUCTION

Socio-economic status, or SES, is a measure of an individual's or family's economic and social standing in relation to others. It is based on a variety of factors, such as income, education, occupation, family influence, physical assets, social position, social participation, caste, physical strength, political influence, and others. While most studies concur that income, education, and occupation are the greatest indicators of socioeconomic status (SES), some also think that additional factors including shifts in family dynamics and influence should be considered.

Due to its ability to quantify a household's capacity to handle financial shocks, meet emergencies, or live comfortably, wealth is also seen as a factor of socioeconomic status (SES). Intergenerational transfers as well as the buildup of income and savings are reflected in wealth. A significant determinant of health, nutrition, mortality, and morbidity is socioeconomic status (SES). The socioeconomic standing of the populace is assessed using a variety of metrics. SES can be measured using a variety of scales. However, the most well-known scales are Uday Pareek's Socio-Economic Status (1964), B.G. Prasad's Socioeconomic Classification (1961), and the Kuppaswamy Scale (1976)

OBJECTIVES

1. To research the socioeconomic backgrounds of Mobile Wallet users in the research area.
2. To examine consumer inclinations regarding mobile wallets.

HYPOTHESIS

H0. There is no discernible relationship between customers' socioeconomic status and their inclinations about mobile wallets.

H1. The socioeconomic strata of clients and their preferences for mobile wallets are significantly correlated.

REVIEW OF LITERATURE

Numerous studies that are included below examined different aspects and how they affected the uptake and application of new technologies such as mobile wallets, m-payments, and mobile banking. Agus et al. (2007) discovered a favorable relationship between customer satisfaction and the aforementioned aspects. Van der Wal et al. (2002) developed a framework in China that ties new technology quality aspects to customer expectations. They discovered that these variables had a significant impact on consumers' intention and satisfaction to embrace new technology. Through his research, Singh (2011) demonstrated that the majority of wealthy and young Indian consumers are influenced by new technology, such as mobile wallets, and are interested in using it for all of their financial demands.

In their research "A study of Preference towards the mobile wallets among the university students," Rana (2017) talked about how the affordability of smartphones has led to a sharp rise in smartphone usage. This demonstrates how essential cellphones are to daily life. The study found that although mobile wallets were not common in India a few years ago, users are now lured to them because of the proliferation of smartphones, high-speed internet access through 3G and 4G, and attractive incentives. Consequently, the mobile wallet has become a noteworthy mode of payment in India.

In their study "How Age Impacts participation in Digital Economy in India: A Narrative research approach," Sen (2020) explains how digitalization of the economy through automation, online payments, and banking, powered by digital media, has the potential to empower India's people.

It was an investigational study.

The purposive sampling technique was used to select the research participants.

Participants in the study range in age from middle-

aged to elderly. Karnataka is home to those who are 55 years of age or older and those who are between the ages of 25 and 55.

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RESEARCH METHODOLOGY

The study, is descriptive in nature, examined consumer behavior in relation to the influence of variables influencing consumers' perceptions on the adoption and use of mobile wallets.

The district of Saharanpur served as the study's location. Three of the five tehsils in the Saharanpur district were taken into consideration for the research. The study's focus was on the Saharanpur district's urban areas. The data was gathered using the basic random sampling technique. Since it is unknown how many people use mobile wallets for payments, the sample size is determined using an infinite population formula, yielding a result of 380.

For gaining the larger accuracy researcher has increased the sample size to 740 so total sample comprises 740 mobile wallet users/ respondents from Saharanpur district.

DATA ANALYSIS AND INTERPRETATION-

The Saharanpur district's population's SES is determined by the social classes according to the scale provided. The researcher computes the education in order to bring about the result. The Saharanpur district customer respondents' occupation and monthly income were provided. 740 respondents from the Saharanpur district's rural and urban areas were taken into account in the survey. There are four social classes: high class (scoring 26–29), upper middle class (score 16–25), lower middle class (score 11–15), and upper lower class (score 5–10). The lowest class receives a score of less than five. The following are the outcomes:

Table No:-1

Kuppuswamy classification of the socio-economic classes

Sr.No.	Social Classes	Total Score	No. of families
1	Upper Class	26-29	102
2	Upper Middle Class	16-25	420
3	Lower Middle Class	11-15	110
4	Upper Lower Class	5-10	108
5	Lower Class	Below 5	0
	Total	-	740

The socioeconomic position of the mobile wallet users in the Saharanpur district was described in the above table. The Kuppuswamy classification appears to indicate that the majority of families—420 in total—belong to the upper middle class. 110 families, however, belong to the lower middle class. The remaining 108 households are from the upper lower class, while the last 102 families are from the top class. Finally, all of the absentee families are lower class. As a result, it is indicated that upper middle class families make up the majority of the population in the Saharanpur district.

Thus, it can be said that the upper middle class population of the Saharanpur district is represented in this society. It denotes a prosperous and wholesome community.

HYPOTHESIS TESTING

The hypothesis is used to assess how customers' preferences and socioeconomic classes are related. Three variables are included in the socioeconomic classes: monthly income, occupational profile, and educational qualification. The researcher estimated the socioeconomic level of the consumer respondents and moved on to testing the hypothesis in order to measure the relationship between socioeconomic classes and customer preferences. The researcher utilized the chi-square test to measure the connection and interpreted the findings.

Table No. 2 presents data from 740 respondents regarding their inclinations towards mobile wallets, together with an additional variable pertaining to socioeconomic classes. The socioeconomic classes take into account three factors: monthly income, occupation, and

educational attainment. A component of the study involves the cross-tabulation of customer preferences and socioeconomic groupings. Here, the Chi-square test is used to assess the significance of the association between socioeconomic classes and customer preferences, and the findings are then discussed.

Table No:-2

Socio-economic Classes and Preferences of Customers

Sr.No	Socio –Economic classes		Preferences of Customers			Total
			Yes	No	Maybe	
1	Upper Class	Count	86	3	13	102
		Expected Count	77.60	4.41	19.99	102.0
2	Upper Middle Class	Count	322	20	78	420
		Expected Count	319.54	18.16	82.3	420.0
3	Lower Middle Class	Count	77	4	29	110
		Expected Count	83.7	4.7	21.6	110.0
4	Upper Lower Class	Count	78	5	25	108
		Expected Count	82.2	4.6	21.2	108.0
	Total	Count	563	32	145	740
		Expected Count	563.0	32.0	145.0	740.0

The observed and expected frequencies are shown in the table above. This is a cross-tabulation of consumer preferences for mobile wallets based on their socioeconomic groups.

table no: 3 chi-square test

	Value	Df	Asymp. Sig (2-sided)
Pearson Chi-Square	68.907 ^a	42	.006
Likelihood Ratio	51.406	42	.152
Linear-by-Linear Association	8.700	1	.003
N of Valid Cases	740		

a. 37 cells (56.1%) have expected count less than 5. The minimum expected count is .04.

Using SPSS software, one may obtain the chi-square. With 42 degrees of freedom, χ^2 has a value of 68.907. Because the p value (0.006) is smaller than the alpha (α) = 0.05, the χ^2 value is therefore significant. In layman's words, the analysis above shows that the Asymp.sig (2-sided) values are less than at the 5% significance level. Therefore, H1 (accept the alternative hypothesis and reject the null hypothesis) cannot be rejected due to lack of evidence. Therefore, it can be said that there is a strong correlation between the socioeconomic strata of consumers and their preferences for mobile wallets. Consequently, it is concluded that the alternative hypothesis (H1) is accepted and the null hypothesis (H0) is rejected.

MAJOR FINDINGS

1. The Saharanpur district is the society of the people of upper middle class families. It means it is the wealthy and healthy society.
2. The study found that upper middle class families mostly used the Mobile wallet in the study area.

CONCLUSION

The development of new channels is a consequence of technological advancement. Customers' attitudes have altered as a result of these. The development of mobile wallets is one example of technological advancement. The development of mobile wallets helped India's cashless economy. As life grows more and more mobile in every aspect. to comprehend the effects of clients' socioeconomic strata on their involvement in using mobile wallets. Scale was employed in the study to measure the classes and interpret the findings. According to the findings, the majority of people in the Saharanpur district are from wealthy, well-off households, which indicates that most of the patrons are from upper middle class backgrounds.

Additionally, it was found that the majority of users of mobile wallets in the research area are from upper middle class families.

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