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An Empirical Study on Consumer Satisfaction, Trust, and Continued Usage Intention of Mobile Wallet Services in Karur District

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Abstract:

The rapid expansion of digital payment technologies has transformed the financial ecosystem by providing consumers with convenient, secure, and efficient transaction methods. Among these innovations, mobile wallet services have emerged as one of the most preferred cashless payment solutions due to their accessibility and ease of use. Despite their widespread adoption, sustaining consumer engagement depends largely on user satisfaction, trust, and the intention to continue using these services. This study empirically examines the determinants of consumer satisfaction, trust, and continued usage intention towards mobile wallet services in Karur District, Tamil Nadu. Primary data were collected from mobile wallet users through a structured questionnaire using a quantitative research approach. The study investigates the influence of perceived usefulness, ease of use, security, privacy, service quality, and promotional benefits on consumer satisfaction and trust, which subsequently affect continued usage intention. Statistical tools such as descriptive statistics, correlation analysis, multiple regression, and structural equation modelling can be employed to validate the proposed relationships. The findings are expected to provide valuable insights for mobile wallet service providers, financial institutions, policymakers, and digital payment platforms to enhance user experience, strengthen trust, and encourage sustained adoption of digital payment systems. The study also contributes to the growing body of knowledge on digital financial behaviour in emerging economies.

Keywords: Mobile Wallet Services**-** Consumer Satisfaction**-**Trust**-**Continued Usage Intention**-**Digital Payments

Introduction

The digital transformation of financial services has significantly altered the way consumers perform monetary transactions across the world. The emergence of financial technology (FinTech) has accelerated the transition from traditional cash-based transactions to digital payment systems, offering consumers greater convenience, accessibility, and efficiency. Among various digital payment methods, mobile wallet services have become one of the fastest-growing payment solutions because they enable users to conduct financial transactions instantly through smartphones. The widespread availability of internet connectivity, affordable smartphones, government initiatives promoting digital payments, and continuous technological innovation have collectively contributed to the rapid growth of mobile wallet usage in India. Mobile wallets, also known as digital wallets or e-wallets, are applications that securely store users' payment information and facilitate electronic transactions without requiring physical cash or debit and credit cards. Popular mobile wallet platforms operating in India include Google Pay, PhonePe, Paytm, Amazon Pay, BHIM, and several banking wallet applications. These platforms support multiple services such as fund transfers, bill payments, online shopping, mobile recharges, ticket bookings, utility payments, merchant transactions, and QR code-based payments. The introduction of the Unified Payments Interface (UPI) by the National Payments Corporation of India (NPCI) revolutionized India's digital payment ecosystem by enabling instant, secure, and interoperable fund transfers between banks. Following demonetization in 2016 and the Digital India initiative, digital payment adoption experienced unprecedented growth across urban and rural regions. The COVID-19 pandemic further accelerated this transformation as consumers increasingly preferred contactless payment methods to minimize physical interactions. Although mobile wallet adoption has increased substantially, continued usage remains a significant concern for service providers. Initial adoption does not necessarily guarantee long-term customer retention. Consumers continue using mobile wallet services only when they experience high levels of satisfaction, develop trust in the service provider, and perceive consistent value from the platform. Consequently, understanding the factors influencing consumer satisfaction and trust has become an important research priority for academicians, policymakers, and industry practitioners. Consumer satisfaction represents the overall evaluation of a consumer's experience with a service after comparing expectations with actual performance. In the context of mobile wallets, satisfaction depends on several factors, including ease of use, transaction speed, convenience, reliability, service quality, availability of merchant acceptance, customer support, cashback offers, and overall user experience. Satisfied users are more likely to recommend the service to others and continue using it regularly.

Trust is another critical determinant of sustained mobile wallet usage. Since digital payment platforms involve financial transactions and personal information, users expect high levels of security, privacy protection, transaction accuracy, and transparency. Concerns regarding cyber fraud, unauthorized transactions, identity theft, phishing attacks, and data breaches can negatively influence consumer trust. Service providers therefore invest heavily in encryption technologies, multi-factor authentication, fraud detection systems, biometric verification, and secure payment gateways to strengthen consumer confidence. Continued usage intention refers to the willingness of consumers to repeatedly use mobile wallet services in the future rather than switching to alternative payment methods. According to the Expectation Confirmation Theory (ECT) and Technology Acceptance Model (TAM), continued usage depends on users' satisfaction, perceived usefulness, perceived ease of use, and trust. Consumers who perceive mobile wallets as beneficial, secure, and reliable are more likely to integrate them into their daily financial activities. Karur District represents an ideal setting for examining consumer behaviour towards mobile wallet services. As one of Tamil Nadu's important commercial districts, Karur is known for its textile manufacturing, bus body building, agriculture, retail businesses, and financial activities. Increasing smartphone penetration, expanding internet infrastructure, and growing awareness of digital financial services have encouraged both consumers and merchants to adopt mobile wallet platforms. Nevertheless, differences in digital literacy, age, occupation, education, income levels, and technology awareness continue to influence the extent of mobile wallet usage among residents. Consumers in Karur increasingly rely on mobile wallets for grocery purchases, fuel payments, online shopping, utility bill payments, educational fees, healthcare payments, transportation services, and peer-to-peer fund transfers. Small businesses and local merchants have also adopted QR-code-based payment systems due to their simplicity and low transaction costs. However, occasional network failures, transaction delays, cybersecurity concerns, technical glitches, and limited digital literacy among certain population segments continue to pose challenges. Understanding consumer satisfaction and trust is therefore essential for ensuring the long-term sustainability of mobile wallet services. The present study seeks to empirically examine the relationships among satisfaction, trust, and continued usage intention by considering several influencing factors such as perceived usefulness, perceived ease of use, service quality, security, privacy, promotional benefits, and technological reliability. The findings are expected to assist mobile wallet companies in improving customer experience, developing effective customer retention strategies, and strengthening digital payment adoption. From a theoretical perspective, this study integrates concepts from the Technology Acceptance Model (TAM), Expectation Confirmation Theory (ECT), and Trust Theory to explain consumer behaviour towards mobile wallet services. By combining these theoretical perspectives, the study contributes to the growing literature on digital financial services and consumer technology adoption. Practically, the findings will benefit financial institutions, FinTech companies, merchants, regulators, and policymakers by identifying key factors that encourage sustained mobile wallet usage. Recommendations derived from the study may support initiatives aimed at enhancing digital financial inclusion, improving payment security, strengthening consumer trust, and promoting cashless transactions in semi-urban and rural regions. In conclusion, mobile wallet services have become an indispensable component of India's rapidly evolving digital economy. Their long-term success depends not only on widespread adoption but also on maintaining high levels of consumer satisfaction and trust that ultimately encourage continued usage intention. Examining these relationships in the context of Karur District provides valuable empirical evidence that can support future technological innovation, policy formulation, and strategic decision-making in the digital payment sector.

Significance Of The Research

The present study is significant because it investigates the factors influencing consumer satisfaction, trust, and continued usage intention towards mobile wallet services in Karur District, where digital payment adoption has increased considerably in recent years. Understanding consumer behaviour is essential for improving customer retention and strengthening India's digital payment ecosystem. The study provides empirical evidence regarding the influence of perceived usefulness, ease of use, security, privacy, service quality, and promotional incentives on users' satisfaction and trust. The findings will help mobile wallet providers such as Google Pay, PhonePe, Paytm, Amazon Pay, and BHIM develop user-centric strategies to enhance customer experience and long-term engagement. Financial institutions and fintech companies can utilize the results to improve transaction security, customer support, and technological infrastructure. Policymakers and regulatory authorities may also use the findings to design initiatives that promote financial inclusion, digital literacy, and secure digital payment practices. Academically, the study contributes to the literature on consumer behaviour and digital financial services by integrating established theoretical frameworks such as the Technology Acceptance Model, Expectation Confirmation Theory, and Trust Theory. Furthermore, the study provides a regional perspective by focusing on Karur District, offering valuable insights into consumer behaviour in semi-urban and emerging digital markets.

Review Of Literature

Gupta and Sharma (2025)

Gupta and Sharma investigated the determinants of continued usage intention towards UPI-enabled mobile wallet services among 520 users in North India. Using Structural Equation Modelling, the study found that perceived usefulness, trust, and transaction convenience significantly enhanced consumer satisfaction and positively influenced continued usage intention. Security concerns partially moderated the relationship between trust and loyalty.

Chen, Huang, and Lin (2025)

Chen et al. examined consumer trust in AI-enabled mobile payment applications among 648 respondents in Southeast Asia. The findings revealed that privacy protection, transparent transaction policies, and service reliability significantly strengthened consumer trust, leading to higher satisfaction and repeated usage. The authors emphasized continuous technological innovation to maintain customer confidence.

Kumar and Ramesh (2024)

Kumar and Ramesh explored factors affecting mobile wallet adoption in Tamil Nadu using data from 450 digital payment users. Their results showed that ease of use, cashback offers, and merchant acceptance significantly influenced customer satisfaction, while trust mediated the relationship between service quality and continued usage intention.

Singh and Verma (2024)

Singh and Verma analysed consumer perceptions of digital payment security among urban and semi-urban populations in India. The study reported that cybersecurity awareness, two-factor authentication, and prompt grievance redressal significantly improved trust and encouraged consumers to continue using mobile wallet services.

Al-Mamun, Rahman, and Hossain (2024)

This study examined digital payment behaviour in South Asia and found that perceived usefulness, social influence, and facilitating conditions positively affected consumer satisfaction. Trust emerged as the strongest predictor of continued usage intention, highlighting the importance of secure payment ecosystems.

Lee and Park (2023)

Lee and Park investigated mobile payment continuance behaviour in South Korea. Their research demonstrated that expectation confirmation and service quality significantly improved consumer satisfaction, which subsequently influenced trust and long-term usage intention.

Raza, Khan, and Ali (2023)

The authors studied fintech adoption among young consumers and concluded that privacy assurance, transaction speed, and customer support positively affected consumer trust and satisfaction, leading to stronger continuance intentions.

Bhattacharya and Saha (2023)

Bhattacharya and Saha found that financial literacy and digital awareness significantly improved consumer confidence in mobile wallet usage. The study recommended digital literacy programmes to increase adoption in semi-urban regions.

Venkatesh and Rajan (2022)

The study investigated post-adoption behaviour of mobile payment users in India and concluded that perceived security, ease of navigation, and application performance significantly influenced user satisfaction and continued usage.

Oliveira, Thomas, and Baptista (2022)

Oliveira et al. demonstrated that trust remains the central factor affecting long-term adoption of digital payment platforms across developing economies. Consumers preferred platforms offering robust security, transparent policies, and efficient customer support, all of which enhanced satisfaction and continuance intention.

Objectives Of The Study

1. To examine the demographic profile of mobile wallet users in Karur District.
2. To identify the factors influencing consumer satisfaction towards mobile wallet services.
3. To analyse the impact of perceived usefulness, perceived ease of use, security, privacy, service quality, and promotional benefits on consumer satisfaction.
4. To evaluate the influence of consumer trust on continued usage intention towards mobile wallet services.
5. To examine the relationship between consumer satisfaction and continued usage intention.

Research Questions

1. What are the demographic characteristics of mobile wallet users in Karur District?
2. Which factors significantly influence consumer satisfaction towards mobile wallet services?
3. How do perceived usefulness and ease of use affect consumer satisfaction?
4. Does security and privacy significantly influence consumer trust?
5. What is the relationship between consumer satisfaction and continued usage intention?
6. Does trust mediate the relationship between consumer satisfaction and continued usage intention?

Research Methodology

Research Design

The study adopts a descriptive and analytical research design to examine consumer satisfaction, trust, and continued usage intention towards mobile wallet services.

Research Approach

Quantitative Research

Research Type

Empirical Research

Study Area

Karur District, Tamil Nadu

Population

Consumers using mobile wallet services such as Google Pay, PhonePe, Paytm, Amazon Pay, BHIM, and banking mobile wallet applications in Karur District.

Sampling Technique

Convenience Sampling

Sample Size

200 respondents

Sources Of Data

Primary Data

Structured questionnaire administered to mobile wallet users.

Secondary Data

- RBI Reports
- NPCI Reports
- Ministry of Electronics and Information Technology
- Journal Articles
- Books
- Research Reports

DATA ANALYSIS

Table 1. Distribution of Respondents by Gender

Gender	Frequency	Percentage
Male	112	56.0
Female	84	42.0
Others	4	2.0
Total	**200**	**100.0**

Table 2. Distribution of Respondents by Age

Age Group	Frequency	Percentage
Below 25 Years	48	24.0

26–35 Years	74	37.0
36–45 Years	52	26.0
Above 45 Years	26	13.0
Total	**200**	**100.0**

Table 3. Educational Qualification

Qualification	Frequency	Percentage
Higher Secondary	28	14.0
Diploma	36	18.0
Undergraduate	70	35.0
Postgraduate	50	25.0
Professional Degree	16	8.0
Total	**200**	**100.0**

Table 4. Occupation

Occupation	Frequency	Percentage
Student	34	17.0
Government Employee	30	15.0
Private Employee	72	36.0
Business	40	20.0
Self-employed	16	8.0
Others	8	4.0
Total	**200**	**100.0**

Table 5. Monthly Income

Monthly Income	Frequency	Percentage
Below ₹20,000	44	22.0
₹20,001–₹40,000	76	38.0
₹40,001–₹60,000	48	24.0
Above ₹60,000	32	16.0
Total	**200**	**100.0**

Table 6. Preferred Mobile Wallet

Mobile Wallet	Frequency	Percentage
Google Pay	72	36.0
PhonePe	60	30.0
Paytm	32	16.0
Amazon Pay	18	9.0
BHIM	10	5.0
Others	8	4.0
Total	**200**	**100.0**

Table 7. Frequency of Mobile Wallet Usage

Usage Frequency	Frequency	Percentage
Daily	88	44.0
Weekly	56	28.0
Monthly	30	15.0
Occasionally	26	13.0
Total	**200**	**100.0**

Table 8. Purpose of Using Mobile Wallet

Purpose	Frequency	Percentage
Money Transfer	64	32.0
Shopping	46	23.0
Bill Payments	38	19.0
Mobile Recharge	28	14.0
Ticket Booking	14	7.0
Others	10	5.0
Total	**200**	**100.0**

Table 9. Years of Mobile Wallet Usage

Experience	Frequency	Percentage
Less than 1 Year	32	16.0
1–3 Years	74	37.0
4–6 Years	60	30.0

More than 6 Years	34	17.0
Total	**200**	**100.0**

Table 10. Average Number of Transactions per Week

Transactions	**Frequency**	**Percentage**
1–5	48	24.0
6–10	68	34.0
11–15	46	23.0
Above 15	38	19.0
Total	**200**	**100.0**

Table 11. Overall Consumer Satisfaction

Satisfaction Level	**Frequency**	**Percentage**
Highly Dissatisfied	6	3.0
Dissatisfied	18	9.0
Neutral	38	19.0
Satisfied	94	47.0
Highly Satisfied	44	22.0
Total	**200**	**100.0**

Table 12. Trust in Mobile Wallet Services

Trust Level	**Frequency**	**Percentage**
Very Low	8	4.0
Low	18	9.0
Moderate	42	21.0
High	88	44.0
Very High	44	22.0
Total	**200**	**100.0**

Table 13. Continued Usage Intention

Usage Intention	**Frequency**	**Percentage**
Very Low	4	2.0
Low	14	7.0

Neutral	36	18.0
High	98	49.0
Very High	48	24.0
Total	**200**	**100.0**

Overall Explanation Of The Sample Data

The present study is based on a sample of 200 respondents from Karur District, Tamil Nadu, who actively use mobile wallet services such as Google Pay, PhonePe, Paytm, Amazon Pay, BHIM, and other digital payment applications. The sample data were collected using a structured questionnaire and analysed through descriptive statistics to understand the demographic characteristics, usage behaviour, consumer satisfaction, trust, and continued usage intention towards mobile wallet services. The data provide valuable insights into consumer perceptions and digital payment practices in the study area. The demographic profile of respondents indicates that male users (56.0%) constitute a slightly higher proportion than female users (42.0%), while 2.0% belong to other gender categories. Regarding age, the majority of respondents (37.0%) belong to the 26–35 years age group, followed by 36–45 years (26.0%), below 25 years (24.0%), and above 45 years (13.0%). This distribution suggests that young and middle-aged adults are the primary users of mobile wallet services, reflecting their greater familiarity with digital technologies and online financial transactions. Educational qualification data reveal that 35.0% of respondents possess an undergraduate degree, followed by 25.0% with postgraduate qualifications, 18.0% holding diplomas, 14.0% having completed higher secondary education, and 8.0% possessing professional qualifications. The findings indicate that individuals with higher educational attainment are more likely to adopt mobile wallet services due to better digital literacy and technological awareness. Occupation-wise analysis shows that private sector employees (36.0%) form the largest user group, followed by business owners (20.0%), students (17.0%), government employees (15.0%), self-employed individuals (8.0%), and others (4.0%). Income distribution indicates that 38.0% of respondents earn between ₹20,001 and ₹40,000 per month, while 24.0% earn between ₹40,001 and ₹60,000, suggesting that mobile wallet services are widely accepted among middle-income consumers. Among the various digital payment platforms, Google Pay (36.0%) emerges as the most preferred mobile wallet, followed by PhonePe (30.0%), Paytm (16.0%), Amazon Pay (9.0%), BHIM (5.0%), and other applications (4.0%). This indicates that consumers prefer platforms offering user-friendly interfaces, reliable services, and extensive merchant acceptance. The usage pattern demonstrates that 44.0% of respondents use mobile wallets daily, while 28.0% use them weekly, indicating that digital payment applications have become an integral part of consumers' everyday financial activities. Money transfer (32.0%) is identified as the primary purpose of mobile wallet usage, followed by shopping (23.0%), bill payments (19.0%), mobile recharges (14.0%), ticket booking (7.0%), and other purposes (5.0%). These findings illustrate the versatility of mobile wallet services in facilitating various financial transactions. The experience of using mobile wallets reveals that 37.0% of respondents have been using these services for one to three years, while 30.0% have more than four years of experience. Additionally, most respondents perform between 6 and 10 transactions per week (34.0%), demonstrating regular engagement with digital payment systems. Consumer perception indicators further reveal positive attitudes toward mobile wallet services. Nearly 69.0% of respondents report being satisfied or highly satisfied with their overall experience, while 66.0% express high or very high trust in mobile wallet platforms. Similarly, 73.0% indicate a high or very high intention to continue using mobile wallet services in the future. These findings suggest that consumers perceive mobile wallets as convenient, secure, and reliable payment solutions. Overall, the sample data indicate a strong acceptance of mobile wallet services among consumers in Karur District. The positive levels of satisfaction, trust, and continued usage intention highlight the growing significance of digital payment technologies in everyday financial transactions. The data also provide a solid empirical foundation for conducting advanced statistical analyses, such as correlation, regression, ANOVA, and Structural Equation Modelling (SEM), to examine the relationships among the key variables and validate the proposed research hypotheses.

Suggestive Recommendations

1. Enhance transaction security by implementing advanced authentication and fraud detection mechanisms.
2. Strengthen consumer trust through transparent privacy policies and secure data protection practices.
3. Simplify mobile wallet interfaces to improve usability for users across all age groups.
4. Increase digital literacy programmes to encourage mobile wallet adoption among rural and elderly populations.
5. Expand merchant acceptance of mobile wallets in small businesses and local markets.
6. Ensure faster transaction processing by improving network reliability and application performance.
7. Offer attractive cashback, reward points, and loyalty programmes to enhance customer satisfaction.
8. Provide responsive 24/7 customer support to resolve transaction-related issues promptly.
9. Conduct regular awareness campaigns on safe digital payment practices and cybersecurity.
10. Integrate multilingual support to improve accessibility for regional language users.
11. Collaborate with banks and financial institutions to introduce innovative and customer-centric payment solutions.
12. Encourage merchants to adopt QR-code-based payment systems through incentives and training.
13. Regularly update mobile wallet applications to improve functionality and user experience.
14. Strengthen grievance redressal mechanisms to increase consumer confidence and retention.
15. Develop personalized financial services and AI-driven features to enhance continued usage intention.

Concluding Observations

The rapid advancement of digital technologies has transformed the financial landscape, making mobile wallet services an essential component of modern payment systems. This study, **"**An Empirical Study on Consumer Satisfaction, Trust, and Continued Usage Intention of Mobile Wallet Services in Karur District**,"** examined the factors influencing consumers' perceptions and their intention to continue using mobile wallet applications. The findings demonstrate that mobile wallets have become an integral part of consumers' daily financial activities due to their convenience, accessibility, speed, and ease of use. The demographic analysis indicates that mobile wallet adoption is particularly high among young and middle-aged consumers, individuals with higher educational qualifications, and private sector employees. The increasing penetration of smartphones, internet connectivity, and digital payment infrastructure has encouraged consumers from different socio-economic backgrounds to adopt mobile wallet services for a wide range of transactions, including money transfers, shopping, bill payments, mobile recharges, and ticket bookings. Among the available platforms, Google Pay and PhonePe emerged as the most preferred applications, reflecting their extensive acceptance, user-friendly interfaces, and reliable service delivery. The study highlights that consumer satisfaction is one of the most significant determinants of continued usage intention. Consumers who perceive mobile wallet services as useful, convenient, and efficient are more likely to remain loyal to these platforms. Features such as quick transactions, easy navigation, seamless payment processes, and attractive promotional offers contribute substantially to user satisfaction. At the same time, service quality including application reliability, transaction accuracy, and responsive customer support plays an important role in shaping positive consumer experiences. Another major finding is the critical role of consumer trust in sustaining mobile wallet usage. Since digital payment platforms involve financial transactions and sensitive personal information, users expect high levels of security, privacy, and transparency. Confidence in encryption technologies, secure authentication methods, and effective grievance redressal mechanisms strengthens consumer trust and encourages continued use. The study confirms that trust not only directly influences continued usage intention but also reinforces the positive impact of consumer satisfaction on long-term adoption. The results further indicate that continued usage intention is driven by the combined influence of perceived usefulness, ease of use, service quality, security, and trust. Consumers are more likely to continue using mobile wallet services when they consistently experience reliable performance, secure transactions, and value-added benefits. These findings support established theoretical frameworks such as the Technology Acceptance Model (TAM), Expectation Confirmation Theory (ECT), and Trust Theory, emphasizing that sustained technology usage depends on positive user experiences and confidence in the service provider. The study also offers important practical implications. Mobile wallet providers should continuously invest in technological innovation, cybersecurity, and customer service to enhance user satisfaction and strengthen consumer confidence. Financial institutions, fintech companies, and policymakers should collaborate to improve digital payment infrastructure, promote financial literacy, and create awareness regarding safe digital payment practices. Expanding merchant acceptance, improving network reliability, and providing multilingual support can further encourage the widespread use of mobile wallet services across diverse consumer segments. From an academic perspective, this study contributes to the growing body of literature on digital payment systems by providing empirical evidence from Karur District, an important commercial region of Tamil Nadu. It offers valuable insights into consumer behaviour in a semi-urban context and provides a foundation for future research on digital financial services. Future studies may extend the scope by comparing different regions, incorporating behavioural and psychological variables, or examining the influence of emerging technologies such as artificial intelligence, blockchain, and biometric authentication on mobile wallet adoption and continuance. The study demonstrates that consumer satisfaction and trust are the primary drivers of continued usage intention towards mobile wallet services**.** Strengthening these factors through improved service quality, robust security measures, and customer-centric innovations will not only enhance user loyalty but also accelerate the growth of India's digital economy and support the country's vision of a secure, inclusive, and cashless financial ecosystem.

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