



To cite this article: J. AFREED MOHIDEEN and Dr. JOTHI KUMAR S (2026). A STUDY ON MILLENNIALS USAGE PERCEPTION TOWARDS MOBILE WALET PAYMENTS WITH POST COVID 19 IN CHENNAI CITY, International Journal of Research in Commerce and Management Studies (IJRCMS) 8 (1): 122-132 Article No. 580 Sub Id 1000

A STUDY ON MILLENNIALS USAGE PERCEPTION TOWARDS MOBILE WALET PAYMENTS WITH POST COVID 19 IN CHENNAI CITY

J. AFREED MOHIDEEN¹ and Dr. JOTHI KUMAR S²

¹ASSISTANT PROFESSOR
P.G. DEPARTMENT OF ACCOUNTING AND FINANCE
RAMAKRISHNA MISSION VIVEKANANDA COLLEGE
MYLAPORE
CHENNAI-04

²ASSISTANT PROFESSOR
P.G. DEPARTMENT OF ACCOUNTING AND FINANCE
RAMAKRISHNA MISSION VIVEKANANDA COLLEGE
MYLAPORE
CHENNAI-04

DOI: <https://doi.org/10.38193/IJRCMS.2026.8109>

ABSTRACT

The payment sector has been very active in the last few years, even before the pandemic.

It will take a very long time for the Corona Virus outbreak and the ensuing worldwide recession to change how individuals are paid and how they make payments. On the surface, mobile wallet payment choices are replacing traditional checks, which made up about half of all payments at the start of the pandemic. However, these alterations go far beyond.

Following demonetization, consumers have progressively come to favour digital payments to the point where small business owners and retailers have also started to take payments online. The COVID-19 epidemic has the potential to accelerate the global shift toward mobile wallet payments by more comfortable and easier.

KEYWORDS: Digital Payments, Mobile wallet Payments, COVID-19, E- Payments, UPI

INTRODUCTION

The greatest threat to global health since World War II and the defining global health catastrophe of our time is the COVID-19 pandemic. The virus first appeared in Asia in 2019 and has since spread to all continents, including Antarctica.

The human species is bearing an almost unbearable weight of loss as we approach the awful milestone



of over 2.47 million deaths. However, the pandemic is not just a health emergency; it is also a historically significant socioeconomic catastrophe. It has the potential to have catastrophic social, economic, and political repercussions that will leave severe and permanent scars, stressing every nation it touches.

When compared to other industries collectively, the payment industry has been less severely affected by the COVID-19 epidemic. It does not, however, mean that the payment industry is impervious to the COVID-19 consequences entirely. Every industry has been impacted; the extent of the harm varies depending on the industry.

The social distance standards and lockdown procedures in place, along with COVID-19 laws and regulations, have placed a number of constraints. It is safe to state that the travel and transportation sector has been severely impacted, as it has suffered the biggest fall. All payment service providers connected to the travel industry have also been impacted by this downturn. Everything is connected. The only thing that separates one sector from the others is the degree of damage. All other sectors are dependent on each other in one way or another.

Aside from that, the pandemic's economic uncertainty has made individuals extremely frugal with their spending, which has decreased consumer spending overall. The card issuers, who rely on interchange fees for their revenue, as well as the payment processing providers have been impacted by this decline in consumer spending. The digital payments infrastructure needs to develop quickly in order to support the post-covid age and spearhead the transition into this new normal.

There are many different ways to pay (Credit cards, Cash, Mobile Wallet Payments, Bank Transfers, DD, etc.), and some people choose to use them based on personal preferences. However, since COVID-19, people have begun to favor digital payments over the others because they are more practical and secure than cash transactions, which they believe could spread viruses. Payments made with a mobile wallet are frequently simpler, more convenient, and provide users the freedom to pay whenever and wherever they choose. They facilitate faster transaction cycles and are a good substitute for conventional payment systems. Following demonetization, consumers have progressively come to favor digital payments to the point where small business owners and retailers have also started to take payments online.

Digital Payments in India:

The Government of India has been taking several measures to promote and encourage digital payments in the country. As part of the 'Digital India' campaign, the government aims to create a 'digitally empowered' economy that is 'Faceless, Paperless, and Cashless'. The COVID-19 pandemic has

paved the right path to help boost this process.

OBJECTIVES

1. To analyse the mode of payment preferred by the respondents before lockdown and post lockdown.
2. To find the Mobile wallet payment app used by the Millennials and inferring about the same
3. To find out the factors influencing Millennials to adopt the mobile wallet payments.
4. To analyse the feasibility of Mobile wallet modes of payment for small transactions and compare it with that of lump sum transactions.

REVIEW OF LITERATURE

- V. Sornagnesh (October 2020) had conveyed that “It is too early to conclude what the changes might look like in each cultural, demographic, and institutional context, but we can be sure that covid-19 is already reinforcing existing trends towards increased digitalisation of payments. The Reserve Bank of India last year said it aimed to increase digital transactions to about 15% of gross domestic product by 2021, from nearly 10% at the time. The government is aiming for a billion digital transactions per day as the world’s fastest-growing smartphone market empowers consumers to transact at the click of a button. The government has asked banks to encourage their customers to use digital payment methods as a precautionary measure against the Coronavirus outbreak. Meanwhile, RBI has also urged customers to use digital banking facilities amid the Coronavirus outbreak.”
- M. Thangajesu Sathish, R. Sermakani, G.Sudha in their research paper “A Study on the Customer’s attitude towards the E- Payment system” had inferred that “E-wallets are rapidly gaining acceptance as a mainstream mode of payment and in near future it will garner significant share as a mode of payment for sure going online as well as offline business. The study indicated that main reasons for low preference of E-wallet as mode of payment are tendency of people to do not move out of comfort of using traditional mode of payments, privacy concerns and threat to security. E-wallet users give very high level of importance to attributes like security, privacy concerns and pricing (Fees). The major problems frequently encountered by the respondents while using E-wallet are long transaction time taken by E-wallet for processing the transaction, security breach and delayed payment. Therefore, people can adopt and use their mobile wallets for the payment transaction, fund transfer, purchasing groceries and paying bills etc.”
- M.Thangajesu Sathish, R.Sermakani, and G.Sudha (2020) this study is revealed that the traditional system of cash transaction cannot completely be replaced by card or e-payment system. People can adopt and use their mobile wallets for the payment transaction, fund transfer,



purchasing groceries and paying bills etc. The study has discussed the trust is the main factor affecting users' satisfaction directly and it impacts on many users intention to adopt mobile wallets

- Duvvuri Subbarao (2016) his book revealed about the suggestion to take the step by the Government. Both the Government and RBI keep on moving India towards a less cash economy by encouraging people to shift from cash to electronic payments for all transactions. The shift from cash to electronic payments is a continuous process and is happening all the time, but its implementation will depend on the public's acceptance, which is in part a question of making it convenient for people to use electronic payments. In ultimate analysis though, facilitating the shift to a less cash economy is a question of meaningful financial inclusion.

RESEARCH METHODOLOGY

Research methodology states which procedures were executed to carry out the research study.

Sample methodology:

1. Sample size – 150 respondents.
2. Sample unit – students, employees, professionals, etc.
3. Sample area – Chennai city
4. Sample technique – Convenience sampling.

DATA ANALYSIS & INTERPRETATION

1. Chi- Square Test

Ho Null Hypothesis: There is no significant difference between annual income and preference of Mobile wallet payments.

H1 Alternate hypothesis: There is no significant difference between annual income and preference of Mobile wallet payments.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	30.912 ^a	15	.009
Likelihood Ratio	36.575	15	.001
Linear-by-Linear Association	8.973	1	.003
N of Valid Cases	150		

INTERPRETATION

From the above table, it is inferred that Significant value is .009 which is more than 0.05, so null hypothesis is accepted. From this test we can derive that annual income is not associated with the preference of Mobile wallet payments.

2. ANOVA

Ho Null Hypothesis: There is no significant difference between gender and Convenience of Mobile wallet payments over Cash

H1 Alternate hypothesis: There is significant difference between gender and Convenience of Mobile wallet payments over Cash

TABLE 2: Gender and convenience of digital payment

ANOVA					
Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.351	4	1.338	2.616	.038
Within Groups	74.149	145	.511		
Total	79.500	149			

INTERPRETATION:

From the table 2, it is evident that the Significant value falls to be .038, which is above 0.05. Hence, the null hypothesis is accepted. Thus, it can be concluded that there is no significant between gender and Convenience of Mobile wallet payments over Cash.

3. Correlation

Table 3: Employment Status and Volume of transaction

Correlations			Volume_play _a_role	ES
Kendall's tau_b	Volume of transaction plays a role	Correlation Coefficient	1.000	.137
		Sig. (2-tailed)	.	.086
		N	150	150
Employment Status	Volume of transaction plays a role	Correlation Coefficient	.137	1.000
		Sig. (2-tailed)	.086	.
		N	150	150
Spearman's rho	Volume of transaction plays a role	Correlation Coefficient	1.000	.141
		Sig. (2-tailed)	.	.086
		N	150	150
Employment Status	Volume of transaction plays a role	Correlation Coefficient	.141	1.000
		Sig. (2-tailed)	.086	.
		N	150	150

Interpretation

The correlation between the volume of transaction and Employment status is 0.86, which is less than 1, which shows there is a significant relationship between the volume of transaction and Employment status. There is a relationship because, earnings of people play a role on their volume of transactions.



FINDINGS AND SUGGESTIONS

- About 83 % of people prefer Mobile wallet payments over cash for making payments
- Only 17% of people think cash is more feasible option than Mobile wallet payments.
- There is no significant difference between annual income and preference of Mobile wallet payments.
- There is no significant difference between gender and Convenience of Mobile wallet payments over Cash.
- There is a significant relationship between the volume of transaction and Employment status.
- People agree that the usage of Mobile wallet payments have increased post COVID-19
- UPI and Mobile wallet are the most used digital payment options by people in general.
- In general, it is better if people get used to digital payments as it's more feasible and more convenient
- Companies and banks have to increase their security level and educate their customers about the Mobile wallet payment options
- Mobile wallet payments are also a safer option when compared to cash as it also reduces the risk of transferring the disease.

CONCLUSION

Major industries in India are beginning to feel the consequences of the COVID-19 epidemic; the manufacturing, automotive, retail, aviation, and hotel sectors are most affected by the lockdown.

This has consequently had a significant impact on the rapidly expanding digital payments market, which is strongly related to the previously stated industries. Closed stores, travel restrictions, and a decrease in consumer discretionary spending (on entertainment, dining out, and movies, among other things) are all having a detrimental effect on digital payments.

But certain regions are also witnessing a rise in Mobile wallet payments as a result of their greater use during the closure. These consist of online pharmacy, supermarket stores, EdTechs, OTT (telecom and media) companies, online gambling, recharges, and bill/utility payments. The government, which promised to provide financial help to the impoverished through direct payments to bank accounts, is also contributing to an increase in digital payment volumes.

Previously a convenience, Mobile wallet Payments are now required in this day and age. It is yet too early to determine the long-term effects of COVID-19 on digital payments because most of the industries that support them are still in a state of change. Although substantial and extensive, the damage has not been irreversible. The payment ecosystem's components that are least reliant on physical infrastructure and most adaptive to disruption have been able to survive, lessen, and even capitalize on the crisis, turning an impending threat to their benefit.



In conclusion, Covid-19 has had a complicated and multifaceted effect on digital payments. Shorter term, there has been a notable rise in Mobile wallet payments. It will take some time to assess and determine the longer-term effects.

REFERENCES

- Impact of Covid-19 Outbreak in Digital Payments by “Sornaganesh”2020
https://www.researchgate.net/publication/344546518_Impact_of_Covid-19_Outbreak_in_Digital_Payments
- Impact of Covid -19 on the payment industry - Digipay
<https://www.digipay.guru/blog/impact-of-covid-19-on-payment-industry/>
- Impact of the COVID -19 outbreak on digital payments
www.pwc.in
- Impacting Digital payments in India
<https://assets.kpmg/content/dam/kpmg/in/pdf/2020/08/impacting-digital-payments-in-india.pdf>
- <https://www.tcs.com/impact-of-covid-19-on-digital-payments>
- Abhishek, Hemchand, S., 2016. Adoption of sensor-based communication for mobile marketing in India. *Journal of Indian Business Research* 8 (1), 65–76.
- Alalwan, A.A., Dwivedi, Y.K., Rana, N., 2017. Factors influencing adoption of mobile banking by Jordanian bank customers: extending UTAUT2 with trust. *Int. J. Inf.Manag.* 37 (3), 99–110.
- Barbuta, I., Dobrean, S., Gaza, M., Mihaila, M., Screpnicek, A., 2012. *Mobile Payments Guide 2012: Insights in the Worldwide Mobile Financial Service Market.* , Accessed date: 6 November 2018.
- Baron, R.M., Kenny, D.A., 1986. The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations. *J. Personal. Soc. Psychol.* 51 (6), 1173–1182.
- Bartlett, J., Kotrlik, J., Higgins, C., 2010. Organizational research: determining appropriate sample size in survey research. *Inf. Technol. Learn. Perform. J.* 19 (1), 43–50.



- Bartlett, M.S., 1954. A note on multiplying factors for various chi-squared approximations. *J. R. Stat. Soc. Ser. B* 16, 296–298.
- BCG analysis, 2016. Digital Payments 2020 the Making of a \$500 Billion Ecosystem in India. Google The Boston Consulting group, Delhi, Accessed date: 6 December 2018.
- Benitez, J., Chen, Y., Teo, T.S.H.A., 2018. Ajamieh Evolution of the impact of e business technology on operational competence and firm profitability: a panel data investigation. *Inf. Manag.* 55, 120–130.
- Carlos, A., Taylor, V., 2008. Merchant Acceptance, Costs, and Perceptions of Retail Payments: A Canadian Survey. Discussion Paper. Bank of Canada, pp. 2008–2012.
- Chen, C.F., Chen, F.S., 2010. Experience quality, perceived value, satisfaction and N. Singh and N. Sinha *Journal of Retailing and Consumer Services* 52 (2020) 101894 11behavioral intentions for heritage tourists. *Tour. Manag.* 31, 29–35.
- Chong, A.Y.L., Darmawan, N., Ooi, K.B., Lin, B., 2010. Adoption of 3G services among Malaysian consumers: an empirical analysis. *Int. J. Mob. Commun.* 8 (2), 129–149.
- Dave, R., 2016. Here Are the Advantages of Cashless Payments and the Pitfalls You Should Beware of. *The economic times wealth* Retrieved from. <https://economictimes.indiatimes.com/wealth/spend/going-cashless-is-it-good-for-you/articleshow/55908649.cms>, Accessed date: 6 November 2018.
- Davis, F.D., 1989. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *Management Information System Quarterly* 13 (3),319–340.
- Duarte, P., Silva, S.C., Ferreira, M.B., 2018. How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *J. Retail. Consum. Serv.* 44, 161–169.
- Dwivedi, Y.K., Rana, N.P., Janssen, M., Lal, B., Williams, M.D., Clement, M., 2017. An empirical validation of a unified model of electronic government adoption (UMEGA).*Gov. Inf. Q.* 34 (2), 211–230.



- Ehrenhard, M., Wijnhoven, F., Broek, T.D., Stagno, M.Z., 2017. Unlocking how start-ups create business value with mobile applications: development of an App-enabled Business Innovation Cycle. *Technol. Forecast. Soc. Chang.* 115, 26–36.
- Grewal, D., Michael, L., Kumar, V., 2009. Customer experience management in retailing: an organizing framework. *J. Retail.* 85, 1–14.
- Grewal, Dhruv, Levy, Michael, 2007. Passing the baton journal of retailing 2001–2007. *J. Retail.* 83 (December), 371–373.