Customer Perception And Customer Satisfaction Towards Digital Wallets During COVID -19 Period In Tamil Nadu

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Abstract - This paper studies the impact of usage on digital cash during the COVID-19 situation in Tamil Nadu. We came to know that in the spread of COVID-19 through cash this virus has been transferring in public. Due to this, people started transferring cash digitally to avoid contact with the people. By this, the digital platforms were grown largely in public. This paper aims at analysing the use of digital technology and consumer behaviour. The effect of COVID-19 has had a significant impact on consumer purchasing behaviour; consumer buying behaviour is a critical component of every style of shopping; ease and comfort of shopping, product features, and efficiency are some of the factors affecting consumer buying behaviour. Before the pandemic customers were mainly carried in with physical money which was considered the medium of exchanging money, in this mode of transaction the consumers were able to give money based on physical touch to others and it created a massive increase of COVID. Online transaction has been getting popular among people during this time, and online transfer of money was used as a positive factor within the public and the increase of digital payment got a higher preference in the market. But when the pandemic hit the countries, we were forced to adopt online transactions more as a precaution to stay from the crowd, maintain social distance and especially prevent from being infected.

Index Terms - ANOVA - Analysis of Variance, ATM - Automated Teller Machine, BFSI - Banking, Financial Services, and Insurance, BHIM - Bharat Interface for Money (a mobile payment app), Fintech - Financial Technology, GDP - Gross Domestic Product, GPay - Google Pay, IND - Indian Rupees (currency symbol), IoT - Internet of Things, Paytm - Pay Through Mobile (also known as Paytm Payments Bank), POS - Point of Sale, PPI - Prepaid Payment Instrument, RBI - Reserve Bank of India, SEM - Structural Equation Modeling, SPSS - Statistical Package for the Social Sciences, SSC - Secondary School Certificate, UPI - Unified Payment Interface, UTAUT - Unified Theory of Acceptance and Use of Technology

I. INTRODUCTION

In the era of cell phone and smartphone apps, the number of daily users is increasing rapidly by thousands, leading to the development of new innovations to support consumers. One of the most groundbreaking and useful innovations has been the introduction of e-wallets and digital payment services. The first e-wallet, called Walllet365.com, was launched by Time of Money in India in 2006, allowing for quick and secure electronic transfers between individuals and companies, simplifying online shopping and utility bill payments. The real transition for e-wallets in India occurred after demonetization, as the consumer count grew exponentially and several e-wallet companies took advantage of the opportunity, leading to a significant increase in monthly transactions from 3000 crores to 6800 crores. The industry's annual turnover grew from IND 24 billion in 2013 to IND 955 billion in 2017 and is projected to reach $4.4 billion by 2023. Although many prefer the United Payment Interface (UPI) of the government, the e-wallet industry has huge opportunities in the region, leading to intense competition and many businesses seeking to enter the market.

II. LITERATURE SURVEY

Dr. Jyothi Chittineni Jan-Jun (2018) conducted a study on South Indian customers to determine the factors and barriers that influence their adoption of digital payment services, using the Innovation Resistance Theory. The study examined numerous factors, including usage resistance, traditional habits, risk resistance, perceived value resistance, negative image, and lack of information about the service. A sample of 376 respondents over the age of 18 from Andhra Pradesh and Telangana participated in the study, which used both quantitative and qualitative research methods, including a structured questionnaire and a five-point Likert scale. The collected data was analyzed using regression and Pearson's correlation tests. The study found that the adoption of digital payments is influenced by factors such as traditional habits, fear of risks, perceived benefits, and ease of usage, and cash remains the most frequently used mode of payment for Indian consumers. Mohannad Abu Daqar, Milan Constantinovits, Samer Arqawi, Ahmad Daragmeh, January (2020) The objective of this study was to examine the role of Fintech in predicting the spread of COVID-19, based on consumer behavior and perceptions of Fintech before and after the global outbreak. Three variables were used to measure this: Fintech behavior before COVID-19, Fintech behavior after COVID-19, and Fintech perception after COVID-19. The study was conducted using a questionnaire-based survey distributed globally on LinkedIn, targeting consumers who were in favor of Fintech. 507 responses were collected and analyzed using Structural Equation Modeling (SEM). The study found that these three predictors were able to predict 52% of the variance in the spread of COVID-19. Furthermore, the study concluded that contactless payments were crucial in avoiding the spread of COVID-19, while other payment methods such as cash, cheques, physical debit/credit cards, and so on contributed to the spread of the virus. Anwar Mohammed, August (2020) In the article, the author discusses how the relationship between consumers and cash is changing, with a trend towards cashless transactions. The author notes that the fear of transmitting the coronavirus has played a significant role in driving the growth of digital payment applications and reducing the use of cash and central bank digital currencies in the economy.

Shamsher Singh, December (2017) In the last decade (2010s), internet and mobile phone availability significantly increased across India, aided by government schemes to improve infrastructure. Consumer perception of digital payment services is crucial to their adoption in India. This study aims to identify which demographic factors positively impact the adoption of digital payment services. The study surveyed people in Delhi using a structured questionnaire and collected primary data from 150 respondents. The demographic factors considered were Gender, Age, Profession, Education and Annual Income. The data was analyzed using SPSS-19, Cronbach's Alpha Test, ANOVA and Frequency Analysis. The results indicate that factors such as Age, Gender, Profession and Annual Income had no significant impact on consumer perception of digital payment services. However, the study found that Education was a significant factor in positively impacting the adoption of digital payment services.

Saviour F, February (2019) The purpose of this research was to assess the level of customer satisfaction with the diverse services offered by the mobile wallet platform, Paytm. The article provides a detailed analysis of the satisfaction levels of different online payment services provided to consumers by Paytm. In addition to examining satisfaction levels, the study also aimed to identify areas of dissatisfaction and explore the factors influencing the adoption of mobile wallets. The data was collected through a survey using questionnaires distributed among individuals, and responses were collected through direct interaction with the participants. Simple percentage analysis was employed to interpret the data, and satisfaction levels were evaluated based on several factors of Paytm, including software reliability, bill payment facility, privacy policy, and overall satisfaction with the application. Büşra Ağan, (2020) The COVID-19 pandemic posed a significant threat to global and national economies, but it resulted in an increased reliance on and usage of digital technologies in the banking sector worldwide. This study aimed to analyze the differences in digital payment systems during the pandemic period by comparing credit and debit card payments in 2019 and 2020 and testing for any links between GDP and credit card spending. Secondary data were collected from the World Bank website, and a Granger causality test was used to analyze the impact of credit card spending on the movement of the country's GDP. The results showed that online contactless payments and e-commerce transactions using credit and debit cards increased in the country compared to 2019. The Granger causality test indicated a one-way causality from GDP to credit card spending, emphasizing that the nation's GDP is a significant factor in credit card spending.

Meher Neger & Burhan Uddin, (2020) The researchers examined the factors that have the most significant impact on customers' internet purchasing behaviors in their study. They found that product quality, time-saving benefits, payment solutions, and regulatory considerations are all major factors that influence online shopping behaviors. To ensure that customers are satisfied with their online purchases, products and services sold online must be of consistent quality. Payment solutions should also be made easier to access and more secure. Due to the difficulties that many online shoppers face when using electronic payment systems like credit and debit cards, cash on delivery is an acceptable alternative. The study focused specifically on product and service consistency and examined payment safety and security through a survey of online customers in Bangladesh. The data was collected through personal interviews using a structured questionnaire and analyzed using descriptive statistics, reliability analysis, and multiple regression analysis. The findings revealed that, except for the price and protection factors, all other factors had a significant and positive correlation with online shopping activity during the COVID-19 pandemic in Bangladesh. This has implications for e-commerce companies in Bangladesh in terms of their online shopping policies during the pandemic. Shiba Prasad Mohanty & V. Mariappan, this study looks at how demonetization affected alternative payment methods from 2012 to 2018. The majority of the alternative payment sources were found using multiple linear regression, they continued to exist in the short term. The research indicates that it would take many years for the economy to transition to digital payment methods, and that the most recent digital change would not swiftly dethrone cash from the system. India's most recent demonetization was undertaken as part of a plan to promote the use of alternative payment methods and move India towards a cashless society. As a result, the nation's economic gains— including, among other things, terrorist financing and the use of counterfeit money—are eradicated.

Demonetization resulted in the draining of funds from the economy and a reduction in the amount of currency in circulation, but it also aided in the creation of new digital payment platforms. It was a method that the government took to change how individuals and organizations in India send money and settle accounts. The current study investigated how demonetization affected consumers' use of other payment methods and found that people only switched to these during the period of demonetization before going back to using cash. The goal of transforming India's payment system from paper to electronic has, in some instances, not been fully achieved. Despite considerable improvements in ATM, POS, PPI, and mobile banking, it will be some time before there is a noticeable transition to digital payment methods given the geographical location, extent of service, population size, penetration of networks and communications, security issues, and, most significantly, deeply ingrained habits and attitudes. Economic Times BFSI.com, ET-BFSI March 16, 2020, The RBI encourages the use of digital payments during COVID-19. Instead of using cash, which can require going to busy areas to transfer money or pay bills, the people can utilize various forms of digital payment from the comfort of their homes using online platforms like mobile banking, internet banking, cards, and so on, the regulator recommended. Neharika Sobti 2019, Based on the findings of the study, the Indian government should give ubiquitous internet connectivity to all biometrics for proper authentication and security purposes, widening the reach by implementing Internet of Things and enhancing cloud computing, while also creating supportive policies and suitable infrastructure to unleash the actual potential of Digi. To expand up in changing times and keep up with rivals and fiercely competitive clients, Indian businesses should adopt a technology- driven approach with new value propositions developed by digital payment platforms. This study attempts to examine the elements that affect Indian consumers' behavioral intentions and acceptance of m-wallets and other mobile banking services. This is done by looking into how mobile payment technology is being adopted within the framework of an enlarged paradigm of the Unified Theory of Acceptance and Use of Technology (UTAUT) model. By including three additional constructs—perceived expense, perceived danger, and demonetization effect—the study aims to broaden the UTAUT model. It also examines how demonetization, which took place in India from November 8 to December 30, 2016, affected the uptake of mobile payment services. The demonetization issue serves as a test case for understanding whether long-term forced adoption supports or undermines the typical dissemination mechanism.

III. RESEARCH METHODOLOGY

The research mainly focuses on understanding the customer perception and the customer satisfaction of the consumers towards digital wallets during the COVID-19 pandemic period in Tamil Nadu. The primary objective is to understand in detail how the pandemic has changed the perception of the customer towards the digital wallets and at present, what the consumers perceive to be the most important factors of the platform and to understand the difference in usage of the digital wallets by the consumers. The other primary objective is to understand what are the levels of customer satisfaction towards the digital wallets during the COVID-19 pandemic period. For the research purpose, a structured questionnaire was utilized for the collection of data. The questionnaire includes a mix of multiple-choice questions, check-box questions and Likert five-point scale questions. The option in Likert five-point scale question included 1 to 5, with 1 indicating 'high dissatisfaction' and 5 indicating 'high satisfaction. The information was collected using a convenience sampling method. The questionnaire was distributed through online channels to respondents within Tamil Nadu. The respondents included a mix of students, employees and non-employees. The responses were obtained by collecting data from 250 respondents residing in Tamil Nadu. Data collection is done quantitatively, the data collected includes only primary data. Inferential analysis has been implemented for the study, i.e; results for the study have been formulated from the data collected through the questionnaire. Simple percentage analysis and frequency analysis have been utilized for understanding the data for the research study.

IV. ANALYSIS AND INTERPRETATION

The results of the study throw light on the customer perception and customer satisfaction towards digital wallets in Tamil Nadu.

Table 1: Demographic Profile.

Sl. No.	Demographic	Options	Frequency	Percentage (%)
1	Gender	Male	126	50.4%
		Female	124	49.6%
		Transgender	Nil	0
		Prefer not to say	Nil	0
2	Age	18-29	149	59.6%
		30-44	34	13.6%
		45-60	66	26.4%
		Greater than 60	1	0.4%
3	Marital Status	Married	108	43.2%
		Single	141	56.4%
		Divorced	1	0.4%
4	Educational Background	Below SSC	1	0.4%
		SSC	25	10%
		Graduate	76	30.4%
		Post-graduate	146	58.4%
		Doctorate and above	2	0.8%

5	Income	Below 3 lakhs	119	47.6%
		3.01 - 6 lakhs	48	19.2%
		6.01 - 9 lakhs	18	7.2%
		9.01 - 12 lakhs	9	3.6%
		Above 12 lakhs	56	22.4%
6	Occupation	Student	93	37.2%
		Employed	124	49.6%
		Self-employed	13	5.2%
		Unemployed	13	5.2%
		Retired	4	1.6%
		Others	3	1.2%

Source: Author's Computation

The demographic breakdown of the respondents is shown in the above table. We can observe from the table that there is an equal gender distribution of respondents to the survey. The survey focuses on working professionals and students who are open to using digital wallets in their daily lives, providing us a precise picture of how customers perceive and are satisfied with them. The age range of the responders is 18 to 44 for about 73.2%. With 56.4% of the respondents, single people make up the slight majority of the survey, compared to married respondents' 43.2%. 10.4% of the population has a qualification that is less than an SSC qualification or an equal, while 89.6% of respondents had education levels higher than graduation. With 22.4% of respondents earning more than 12 lakhs per year, 66.8% of respondents have yearly incomes of less than lakhs. 37.2% of the respondents were students, compared to 54.8% of the respondents who were employed. The remainder was made up of retired and unemployed persons.

Table 2: Usage of digital wallets during COVID-19 period.

Details	Options	Frequency	Percentage (%)
Has the respondent used digital wallets during the COVID-19 pandemic period	Yes	228	91.2%
	No	22	8.8%

Source: Author's Computation

According to the above table, which depicts how digital wallets were utilised during the COVID-19 crisis, 91.2% of the respondents used digital wallets during the epidemic period, whereas 8.8% of the respondents used no digital wallets at all. This allows us to observe a significant increase in the use of digital wallets in COVID-19.

Table 3: Payment modes used by the customers during the "COVID-19" lockdown situation.

Response	Frequency	Percentage (%)
Debit Card	132	57.9
Credit Card	56	24.6
Digital Wallet like Paytm, GPay, PhonePe, etc.	153	67.1
Net Banking	94	41.2

Source: Author's Computation

The table above lists the many payment methods used by customers during COVID-19. Consumers used digital wallets, such as Paytm, GPay, and PhonePe, the most (67.1%), while 57.9% of respondents said they used debit cards the second-most. 24.6% of respondents used a credit card, compared to 41.2% who utilized net banking for their transactions.

Table 4: Mode of pay used currently by the customers.

Response	Frequency	Percentage (%)
GPay	154	67.5
Paytm	48.6	21.1
PhonePe	44	19.3
Amazon Pay	22	9.6
BHIM	17	7.5
Debit Card, Credit Card	3	1.2
Net Banking	6	2.4
Others	3	1.2
None	4	1.6

Source: Author's Computation

The payment methods that the customers utilized are displayed in the above table. With 67.5% of responders, Gpay is the most popular method. Paytm comes in second with 21.1%. PhonePe is the third-most popular mode, with 19.3% usage. Amazon Pay is the second place with 9.6% of respondents, while 7.5% of those people choose BHIM as their means of payment. 2.4% of respondents utilize Net Banking in this way. Debit cards, credit cards, and other payment methods are used by 1.2% of consumers. 1.6% of the clients utilize no payment methods at all.

Table 5: Use of digital payment modes before the lockdown period.

Response	Frequency	Percentage (%)
None	12	5.3
Daily	39	17.1
Weekly	83	36.4
Bi-Weekly	34	14.9
Monthly	60	26.3

Source: Author's Computation

The utilisation of various payment mechanisms prior to the lockout period is seen in the above table. 36.4% of those surveyed use the method of transaction once a week. With 26.3% of respondents using the mode on a regular basis. 17.1% of those surveyed use daily mode. 14.9% of people use biweekly. 5.3% of those surveyed say they never use it.

Table 6: Use of digital payment modes after the lockdown period.

Response	Frequency	Percentage (%)
None	1	0.4
Daily	59	25.9
Weekly	97	42.5
Bi-Weekly	32	14
Monthly	39	17.1

Source: Author's Computation

The utilization of different payment mechanisms following the lockdown is depicted in the above table. The manner of transaction is used once a week by 42.5% of the respondents. 25.9% of those polled said they regularly utilized the mode. 17.1% of those surveyed use the monthly method. Bi-Weekly usage is at 14%. 0.4% of those surveyed say they never use it.

Table 7: The customer used mostly in digital wallets

Response	Frequency	Percentage (%)
Recharge	155	68
Paying Bills/ Utilities	156	68.4
Bank Transfer	118	58.4
E-Commerce Purchase	127	55.7
Scan and Pay (Paytm, GPay, PhonePe) QR Code in stores	99	43.4
Personal Transfer (Person to Person)	133	58.3
All the above	1	0.4
None	2	0.8

Source: Author's Computation

The most common use of digital wallets by customers is displayed in the above table. With 68.4% of respondents, paying bills and utilities is the most common usage of digital wallets. Recharge comes in second with 68%. Bank Transfer is the third most popular digital wallet, with 58.4% of the market. With 58.3% of respondents, personal transfers (transfers between people) come in second, and 55.7% of respondents use digital wallets to make purchases on websites that accept credit cards. 43.4% of respondents used their digital wallet to scan and pay. Customers that utilize all of the aforementioned digital wallets total 0.4%. 0.8 percent of customers don't use any digital wallets at all.

Table 8: Digital wallets are now being accepted from street vendors to hypermarkets during the lockdown period.

Response	Frequency	Percentage (%)
Strongly Disagree	3	1.3
Disagree	6	2.6
Neutral	40	17.5
Agree	74	32.5
Strongly Agree	105	46.1

Source: Author's Computation

The above table displays consumer perceptions of digital wallets during the lockout, from vendors to hypermarkets. 46.1% of customers strongly concur that retailers and hypermarkets are now accepting digital wallets. According to 32.5% of consumers, retailers and hypermarkets are accepting digital wallets. 17.5% of consumers are evenly in favor of and against digital wallets in hypermarkets and vendors. 2.6% of the customers dispute the assertion. Moreover, 1.3% of consumers firmly disagree with the assertion.

Table 9: Special benefits got by the customer during the lockdown.

Response	Frequency	Percentage (%)
Strongly Disagree	12	5.3
Disagree	23	10.1
Neutral	70	30.7
Agree	69	30.3
Strongly Agree	54	23.7

Source: Author's Computation

The special benefits that customers received during the lockdown are displayed in the above table. Consumers are receiving the benefits, according to 23.7% of customers. Consumers who say they are getting the benefits are in the majority at 30.3%. Same amounts of consumers (30.7%) agree and disapprove with gaining the advantages. 10.1% of consumers dispute the assertion. Additionally, 5.3% of consumers firmly disagree with the assertion.

Table 10: Disadvantages of visiting a bank branch during the COVID-19 period

Response	Frequency	Percentage (%)
Chance of getting an infection (COVID-19)	190	83.3
Distance (proximity problem)	59	25.9
Opening times	25	11
Quality of services	17	7.5
Dealing with people	25	11
Waiting/Queues	134	58.8
No disadvantages (I prefer banking in person)	4	1.8
Carry Cash	1	0.4
Others	1	0.4

Source: Author's Computation

The table above outlines the drawbacks of visiting a bank branch during the respondents' COVID-19 period. Probability of having an infection (COVID-19) is higher, according to 83.3% of responders. Due of lines or waiting, claim 58.8% of respondents. Distance is cited as a concern by 25.9% of respondents (proximity problem). Opening hours and dealing with people, according to 11% of respondents, are the biggest drawbacks. 7.5% of respondents claim that the bank's service quality is a drawback for them. 1.8% of those surveyed claim there are no drawbacks (I prefer banking in person). 0.4% of the respondents had other drawbacks besides carrying cash.

Table 11: Factors understood by the consumer during the lockdown situation.

Response	Frequency	Percentage (%)
Digital payment systems can be an alternative mode of payment	96	42.1
Digital payment system can replace cash-based payments.	81	35.5
Digital payment system can support the existing payment methods	50	21.9
Digital payment system is not necessary	1	0.4

Source: Author's Computation

The majority of the factors that consumers were aware of during the lockdown situation are displayed in the above table. The digital payment mechanism is the primary consideration for the customer. 42.1% of those surveyed. According to 35.3% of respondents, cash-based payments can be replaced by digital payment methods. Digital payment systems can support the current payment methods, according to 21.9% of respondents. Digital payment methods are not necessary, said 0.4% of respondents.

Table 12: Benefits of digital wallets

Detail	Options	Frequency	Percentage (%)
Are digital wallets capable of providing more benefits to an individual for a purchase?	Strongly Disagree	1	0.4%
	Disagree	7	3.1%
	Neutral	45	19.7%
	Agree	75	32.9%
	Strongly Agree	100	43.9%

Source: Author's Computation

According to the above table, most respondents concur that using a digital wallet can help them save money while making purchases. Digital wallets offer them advantages at the time of purchase, according to 32.9% of respondents and 43.9% of those who strongly agree. 19.7% of those surveyed believe that users receive no benefits from digital wallets. 3.1% of respondents disagree that customers receive benefits from digital wallets, and 0.4% of respondents strongly disagree that customers receive benefits from digital wallets when they make a transaction.

Table 13: Quality of purchase using digital wallets

Detail	Options	Frequency	Percentage (%)
Do digital wallets improve the quality of decision making for a purchase?	Strongly Disagree	9	3.9%
	Disagree	17	7.5%
	Neutral	61	26.8%
	Agree	74	32.5%
	Strongly Agree	67	29.4%

Source: Author's Computation

According to the above table, the majority of respondents believe that digital wallets have a good impact on and raise the standard of decision-making for purchases. Digital wallets assist in enhancing the quality of decision-making for a purchase, according to 29.4% and 32.5% of respondents, respectively. Digital wallets, according to 26.8% of respondents, neither improve nor degrade the quality of the purchase. Digital wallets aid in better decision-making for purchases, according to 7.5% and 3.9% of respondents who disagree and strongly disagree with this statement.

Table 14: Usefulness of digital wallets

Detail	Options	Frequency	Percentage (%)
Are digital wallets more useful in buying products in comparison to the traditional methods?	Strongly Disagree	1	0.4%
	Disagree	12	5.3%
	Neutral	52	22.8%
	Agree	74	32.5%
	Strongly Agree	89	39%

Source: Author's Computation

According to the aforementioned data, the majority of respondents believe that digital wallets are more practical than conventional ways for making purchases. Digital wallets are more practical than conventional means for making purchases, according to 39% and 32.5% of respondents, respectively. Digital wallets are perceived as being neither better nor worse than conventional ways of payment by 22.8% of the respondents. The percentage of respondents that disagree and strongly disagree with the statement that digital wallets are more beneficial than conventional ways of payment is 5.3% and 0.4%, respectively.

Table 15: Services and payment options of digital wallets

Detail	Options	Frequency	Percentage (%)
Do digital wallets offer wider options?	Strongly Disagree	2	0.9%
	Disagree	4	1.8%
	Neutral	38	16.7%
	Agree	86	37.7%
	Strongly Agree	98	43%

Source: Author's Computation

According to the aforementioned chart, the vast majority of respondents believe that digital wallets provide a far greater selection of services and payment choices for making a purchase. 43% and 37.7% of the respondents highly agree and agree respectively with the fact that digital wallets offer a larger selection of services and payment methods for making a transaction. Digital wallets, according to 16.7% of survey participants, offer a similar or worse selection of services and payment alternatives. Digital wallets offer a larger selection of services and payment methods for making a transaction, yet 1.8% and 0.9% of respondents disagree and strongly disagree with this statement.

Table 16: Convenience of usage of digital wallets

Detail	Options	Frequency	Percentage (%)
Are digital wallets easy and convenient for usage	Strongly Disagree	1	0.4%
	Disagree	3	1.3%
	Neutral	22	9.6%
	Agree	61	26.8%
	Strongly Agree	141	61.8%

Source: Author's Computation

According to the aforementioned table, the vast majority of respondents believe that using a digital wallet to make a transaction is simple and straightforward. According to 61.8% and 26.8% of respondents, respectively, digital wallets are simple and convenient to use for making purchases. Digital wallets are neither better nor worse than traditional ways of usage, according to 9.6% of the respondents. The percentage of respondents that disagree and strongly disagree with the statement that using a digital wallet to make a purchase is simple and convenient is 1.3% and 0.4%, respectively.

Table 17: Security of digital wallets

Detail	Options	Frequency	Percentage (%)
Are digital wallets safe and secure for usage?	Strongly Disagree	8	3.5%
	Disagree	11	4.8%
	Neutral	57	25%
	Agree	78	34.2%
	Strongly Agree	74	32.5%

Source: Author's Computation

According to the above table, the majority of respondents believe that using a digital wallet to make a purchase is risk-free and secure. The majority of respondents—32.5% and 34.2%—strongly agree and agree, respectively, believe using a digital wallet to make a purchase is safe and secure. 25% of respondents believe that users' security and safety with digital wallets is neither better nor worse. The percentage of respondents that disagree and strongly disagree with the statement that using a digital wallet to make a purchase is safe and secure is 4.8% and 3.5%, respectively.

Table 18: Reliability of digital wallets

Detail	Options	Frequency	Percentage (%)
Are digital wallets reliable (software reliability) to use?	Strongly Disagree	3	1.3%
	Disagree	16	7%
	Neutral	57	25%
	Agree	88	38.6%
	Strongly Agree	64	28.1%

Source: Author's Computation

According to the above table, the majority of respondents believe that using a digital wallet to make a transaction is safe. Digital wallets are dependable for use in making purchases, according to 28.1% and 38.6% of respondents, respectively. Digital wallets are viewed as neutrally reliable for usage in making purchases by 25% of respondents. The respondents' disagreement and strong disagreement with the idea that digital wallets are trustworthy tools for making purchases were 7% and 1.3%, respectively.

Table 19: Satisfaction of facilities available in digital wallets

Detail	Options	Frequency	Percentage (%)
Are you satisfied with the facilities available through digital wallets?	Strongly Disagree	0	0
	Disagree	9	3.9%
	Neutral	46	20.2%
	Agree	87	38.2%
	Strongly Agree	86	37.7%

Source: Author's Computation

The accompanying table demonstrates that the majority of respondents are happy with the purchasing options offered by digital wallets. 37.7% and 38.2% of the respondents, respectively, express a high level of satisfaction and satisfaction with the purchasing options offered by digital wallets. When it comes to the tools offered by digital wallets for making purchases, 20.2% of the respondents say they are neither satisfied nor unsatisfied. 3.9% of those polled expressed dissatisfaction with the purchasing options offered by digital wallets.

Table 20: Satisfaction of customer service provision in digital wallets

Detail	Options	Frequency	Percentage (%)
Are you satisfied with the wallets provide?	Strongly Disagree	7	3.1%
	Disagree	11	4.8%
	Neutral	55	24.2%
	Agree	93	40.8%
	Strongly Agree	62	27%

Source: Author's Computation

According to the aforementioned table, the majority of respondents are pleased with the customer service offered by digital wallets when completing a purchase. 27% and 40.8% of the respondents, respectively, are extremely satisfied and satisfied with the customer care offered while making a purchase using digital wallets. When asked how they feel about the customer service offered by digital wallets when making a transaction, 24.2% of the respondents said they are neither satisfied nor unsatisfied. 4.8% and 3.1% of respondents, respectively, expressed dissatisfaction and extreme dissatisfaction with the customer service offered by digital wallets after making a purchase.

Table 21: Technical errors in using digital wallets

Detail	Options	Frequency	Percentage (%)
Have you faced any technical errors while using digital wallets for any purpose?	Yes	162	71.1%
	No	66	28.9%

Source: Author's Computation

We can infer from the above table that the majority of respondents experienced technical difficulties when utilising digital wallets. When utilising digital wallets for any reason, 71.1% of the respondents encountered some sort of technical issue. The use of digital wallets has not resulted in any technical problems for 28.9% of the respondents.

Table 22: Overall satisfaction of digital wallets

Detail	Options	Frequency	Percentage (%)
What do you think about the overall service satisfaction in using a digital wallet?	Highly Dissatisfied	0	0
	Dissatisfied	4	1.8%
	Neutral	48	21.1%
	Satisfied	126	55.3%
	Highly Satisfied	50	21.9%

Source: Author's Computation

According to the aforementioned chart, the vast majority of respondents are happy with the general level of service provided by digital wallets for making purchases. 55.3% of respondents and 21.9% of respondents, respectively, expressed satisfaction with the overall service provided by digital wallets for making purchases. When it comes to the overall service provided by digital wallets for making purchases, 21.1% of the respondents are neither satisfied nor unsatisfied. 1.8% of those polled expressed dissatisfaction with the general level of service provided by digital wallets for making purchases.

V. FINDINGS

The main conclusions or conclusions that can be drawn from the study's data and the respondents' responses are:
1. The majority of digital wallet users are men.
2. Most of the replies received were from people between the ages of 18 and 29.
3. During the COVID -19 pandemic, digital wallet usage was quite prevalent.
4. The majority of respondents indicated that they use debit and credit cards however, they are largely utilized on digital payment systems with 67.1 % (153 respondents).
5. Google pay is the preferred method of digital payment, being used by 67.5% of respondents (154 respondents) during the shutdown.
6. The majority of respondents (36.45%) report using digital payments once a week prior to the lockout period (83 respondents).
7. During the lockout, 156 respondents said that the majority of users used 68.4% of their time to pay bills or utilities.
8. 46.1% of customers strongly concur that retailers and hypermarkets currently accept digital wallets (105 respondents).
9. Neutral agrees with 30.7% of consumers that consumers are reaping the rewards.
10. The digital payment method is the most important factor for the customer. 42.1% of survey participants.
11. After the lockdown period, 42.5% of respondents said they used digital payments on a weekly basis (97 respondents).
12. When asked if they agree or disagree with the statement that digital wallets give them advantages at the time of purchase, 43.9% (100 respondents) strongly agree and 32.9% (75 respondents) agree. 19.7% (45 respondents) of the respondents believe that using a digital wallet at the moment of purchase neither gives them any benefits nor deprives them of any. Digital wallets give users advantages at the time of purchase, according to 3.1% (7 respondents) and 0.4% (1 respondent), respectively.
13. Digital wallets improve the quality of decision-making for a purchase, according to 32.5% (74 respondents) and 29.4% (67 respondents) who agree strongly. Digital wallets, according to 26.8% of respondents (61), do neither increase or impair the quality of the purchase. Digital wallets aid in better decision-making for purchases, according to 7.5% (17 respondents) and 3.9% (9 respondents), respectively.
14. Digital wallets are more practical than conventional means for making purchases, according to 39% (89 respondents) who strongly agree and 32.5% (74 respondents) who agree. Digital wallets are neither better nor worse than traditional purchasing methods, according to 22.8% of respondents (52). Digital wallets are more useful than conventional means for making purchases, according to 5.3% (12 respondents), while 0.4% (1 respondent) strongly disagrees.
15. Digital wallets provide a larger selection of services and payment methods for making a purchase, according to 43% (98 respondents) who strongly agree and 37.7% (86 respondents) who agree. Digital wallets, according to 16.7% (38 respondents) of

the respondents, offer a similar or inferior selection of services and payment choices. Digital wallets offer a larger selection of services and payment methods for making a transaction, yet 1.8% and 0.9% of respondents disagree and strongly disagree with this statement.

16. 141 respondents, or 61.8%, strongly agree with this statement, while 61 respondents, or 26.8%, believe that using a digital wallet to make a transaction is simple and convenient. Digital wallets, according to 9.6% of respondents (22 respondents), are neither better nor worse than traditional ways of usage. 1.3% (3 respondents) and 0.4% (1 respondent) disagree, strongly disagreeing with the statement that using a digital wallet to make a transaction is simple and convenient.

17. Digital wallets are safe and secure to use for making purchases, according to 34.2% (78 respondents) and 32.5% (74 respondents) strongly agree with this. 25% of respondents (57) believe that users' security and safety with digital wallets is neither better nor worse. Digital wallets are safe to use, according to 4.8% (11 respondents) and 3.5% (8 respondents), who also strongly disagree with this statement.

18. Digital wallets are dependable for use in making purchases, according to 38.6% of respondents (88 respondents) and 28.1% (64 respondents) who strongly agree with this statement. In terms of dependability for usage in making purchases, 25% of respondents (57) believe that digital wallets are neutral. Digital wallets are reliable to use, according to 7% (16 respondents) and 1.3% (3 respondents), who disagree and strongly disagree with this statement.

19. 38.2% (87 respondents) and 37.7% (86 respondents) of respondents, respectively, are satisfied with the options provided by digital wallets for making purchases. When it comes to the features offered by digital wallets for making purchases, 20.2% (46 respondents) are neither satisfied nor unsatisfied. 9.3% of respondents are unhappy with the services provided by digital wallets.

20. 40.8% (93 respondents) and 27% (62 respondents) of respondents who used digital wallets to make purchases said they were satisfied or very satisfied with the customer service they received. When it comes to the customer service offered in digital wallets for making a transaction, 24.2% (55 respondents) are neither satisfied nor unsatisfied. 3.1% (7 respondents) and 4.8% (11 respondents) of respondents are extremely unsatisfied with the customer service provided by digital wallets, respectively.

21. 71.1% (162 responses) of those who have used digital wallets for any purpose have encountered some sort of technical issue. Using digital wallets has not resulted in any technical problems for 28.9% of respondents (66). This was determined to be the main source of unhappiness for the respondents who utilised digital wallets.

22. In terms of overall satisfaction with the service provided by digital wallets for making purchases, 21.9% (50 respondents) and 55.3% (126 respondents) are both very satisfied. When it comes to the general service offered in digital wallets for making a purchase, 21.1% of respondents (48) are neither satisfied nor unsatisfied. 1.8% (4 respondents) had a negative view of the overall service provided by digital wallets.

VI. CONCLUSION

The market for online wallets has grown over time, and as a result of economic and technological advancement, young people have embraced this idea. Digital wallets are used by one-third of today's youth at least once a month, largely due to its accessibility, transactional simplicity, and payment privacy and security. even if we were all able to survive the pandemic comfortably at home. Nonetheless, despite all the obstacles, people managed to conduct all of their financial transactions and activities during the shutdown. The majority of the population is young, and during the lockdown, internet platforms saw a sharp increase in usage.

Customer satisfaction is simply the measurement of how content, happy, and satisfied customers are with a particular company's or organization's goods, services, facilities, etc. In recent years, especially during the global COVID-19 outbreak, digital wallet use has increased. Thus, it is crucial that the companies' services and amenities are appreciated by users of digital wallets. We were able to comprehend client satisfaction with digital wallets in Tamil Nadu during the epidemic time because to the survey we carried out. We deduced from the study that the respondents were content with the majority of the features offered by digital wallets. The respondents expressed satisfaction with a variety of aspects of digital wallets, including their advantages over traditional methods, the quality of their purchases, their usefulness, their ability to offer a wider range of services, their increased security and safety, their ease of use, their dependability, the facilities they could access, and their overall level of customer service satisfaction. Although the majority of respondents were content with these aspects, a significant majority of respondents (71.1%) encountered technical difficulties when using digital wallets. It was discovered that the respondents were dissatisfied in this area. The study reveals appreciable satisfaction levels for the various services provided by digital wallets. Yet, this does not imply that the various services and facilities are faultless; in fact, the majority of the various factors still cause some minor levels of unhappiness. This shows that there is a scope for improvement for the different players to become the major player in this growing sector in India.

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