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Research Article

Examining Customer Satisfaction and Continued Usage Intentions of Mobile Wallets in Aizawl City

Thelma Lalhmingthangi[1], (iD)Dr. Lalengkima[2*]

[1]Research Scholar, Department of BH & HSS (Economics), National Institute of Technology Mizoram, India
[2]Guest Faculty, Department of Economics, Mizoram University, Aizawl, Mizoram, India

Corresponding Author: Dr. Lalengkima (iD)

Abstract

This study examines customer satisfaction and the intention to continue using mobile wallets in Aizawl City, Mizoram. Mobile wallets, as digital payment tools, have become increasingly popular in urban India, offering convenient, secure, and efficient alternatives to traditional financial transactions. The research focuses on understanding the factors influencing user satisfaction and their subsequent intent to continue using these services. A quantitative approach was employed, collecting data from 228 mobile wallet users through a structured survey. The findings reveal that users are generally satisfied with mobile wallets, particularly in areas such as performance, security, and transaction convenience, with an overall satisfaction score of 3.93. However, variability in user responses suggests that concerns regarding security and privacy still exist. Regarding continuance usage intention, the study indicates a strong willingness among users to continue using mobile wallets, with an overall score of 3.97. The analysis highlights the significant role of satisfaction in shaping users' continued engagement and suggests that addressing security and privacy concerns could further enhance user retention. This research offers valuable insights for mobile wallet providers aiming to improve customer experiences and foster long-term loyalty in emerging markets.

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1. INTRODUCTION

In recent years, mobile wallets have become a popular method for conducting financial transactions, particularly in urban areas of India. Mobile wallets, also known as digital wallets, offer users a convenient, secure, and efficient alternative to traditional payment methods. With the increasing adoption of smartphones and internet connectivity, mobile wallet services such as Paytm, Google Pay, and PhonePe etc. have gained widespread acceptance across different demographic segments. Aizawl, the capital city of Mizoram, has seen a growing trend in the usage of

mobile wallets, with more consumers turning to these services for daily transactions. Customer satisfaction plays a crucial role in the adoption and continued use of mobile wallets. It is widely recognized that user experience, ease of use, security features, and trust are key factors that influence consumer satisfaction (Ladhari, 2009). Additionally, understanding the factors that drive the intention to continue using mobile wallets is vital for service providers to improve their offerings and ensure long-term customer loyalty. Research has shown that continuance usage intention is influenced by both extrinsic factors, such as perceived usefulness, and intrinsic factors, such as satisfaction and personal trust (Bhattacherjee, 2001). The context of Aizawl City presents a unique set of opportunities and challenges for mobile wallet adoption and usage. Given the city's specific demographic, infrastructural, and socio-cultural characteristics, a targeted research approach is warranted to uncover the local nuances influencing customer satisfaction and continued usage intentions. Cultural values, such as community orientation and social connectedness, may play a significant role in shaping users' perceptions and attitudes towards mobile wallets (Zhu, 2019). Also, culture can impact how people view mobile banking and how likely they are to use it. Understanding how these cultural values intersect with technological adoption is crucial for tailoring mobile wallet services to the specific needs and preferences of Aizawl's residents. Also, the examination of cultural values is essential to understand smartphone banking usage. Furthermore, the level of digital literacy and access to reliable internet connectivity within Aizawl City are critical factors that may influence the adoption and usage patterns of mobile wallets. The availability of digital infrastructure and the level of digital literacy among the population directly impact the accessibility and usability of mobile wallet services. While studies on mobile wallet usage have been conducted in various parts of India, there is limited research on customer satisfaction and continuance usage intentions specific to Aizawl City. This study aims to fill this gap by exploring the key factors influencing customer satisfaction and their intention to continue using mobile wallets in Aizawl. By analyzing these factors, the research aims to provide insights into how mobile wallet service providers can enhance customer experiences, foster loyalty, and increase user retention in this growing market.

2. REVIEW OF LITERATURE

The proliferation of mobile wallets has instigated a transformative shift in the financial landscape, particularly within urban centers characterized by burgeoning technological adoption (George & Sunny, 2020). Examining the determinants of customer satisfaction and continued usage intentions is critical to understanding the sustained viability and expansion of mobile wallet ecosystems. To effectively promote mobile wallet adoption and guarantee long-term success, it is imperative to comprehend the factors influencing users' post-adoption behaviour (George & Sunny, 2020; Obidat *et al.,* 2022). Continued usage intention, which serves as a crucial determinant of actual usage, warrants particular attention from academics and practitioners alike (Mensah *et al.,* 2019). This is especially true in emerging economies, where mobile wallets can offer previously unavailable financial inclusion opportunities (Pal *et al.,* 2020). Furthermore, the disruptive nature of mobile wallets necessitates a thorough investigation into the factors influencing consumer behaviour, particularly in specific regional contexts such as Aizawl City, where unique socio-economic and cultural dynamics may shape adoption patterns (Lew *et al.,* 2020). The transition from traditional payment methods to digital alternatives, such as mobile wallets, is influenced by various factors, including perceived usefulness and perceived ease of use, both of which contribute to a positive consumer attitude towards switching (Alaeddin *et al.,* 2018). The success of this transition to a cashless economy relies heavily on stakeholders working together to boost digital payments made through mobile wallets and addressing issues like safety concerns and network connectivity (Hasan *et al.,* 2024). Customer satisfaction in the context of mobile wallets is a multifaceted construct, encompassing factors such as transaction speed, security, user interface design, and perceived value-added services (Talwar *et al.,* 2020). It is crucial to recognise that customer satisfaction is not merely a static outcome but rather a dynamic process influenced by ongoing interactions and experiences with the mobile wallet service. A user-friendly design and superior service contribute to favourable attitudes towards mobile banking and the adoption of mobile wallets (Kumar *et al.,* 2017). Further, the perception of security and privacy plays a pivotal role in shaping customer trust and, consequently, their satisfaction levels. The impact of security and privacy extends beyond mere transactional concerns, encompassing broader anxieties related to data protection and potential misuse of personal information (Muhtasim *et al.,* 2022). This necessitates the implementation of robust security protocols, including encryption algorithms, to safeguard users' financial data (2018). Moreover, the success of mobile wallets hinges on their ability to seamlessly integrate into users' daily routines, providing convenience and accessibility across various transaction types. In addition to security, elements such as convenience, affordability, and accessibility significantly contribute to the appeal of mobile money solutions, especially for individuals who may have limited access to traditional banking services (Ali *et al.,* 2020). Understanding the continued usage intentions of mobile wallets necessitates a comprehensive examination of the underlying psychological and behavioural mechanisms driving user engagement. Factors such as perceived value, trust, and satisfaction are posited as key antecedents of continued usage intentions, influencing users' willingness to maintain their relationship with the mobile wallet service (Purwati *et al.,* 2018). Trust is a critical factor in mobile payments, and users must have

confidence that the technology can keep their money secure (Bulsara & Pandya, 2019). Furthermore, the perceived usefulness of mobile wallets in facilitating various daily activities, such as bill payments, online shopping, and peer-to-peer transfers, significantly influences users' continued engagement. Also, the alignment of technology with tasks and trust are essential for the continuous use of mobile payment systems (Franque *et al.,* 2022). The integration of features such as GPS navigation with haptic feedback allows users to navigate hands-free and streamline daily tasks, boosting user satisfaction and reducing the need to carry multiple devices (2018). The intention to continue using a particular information system reflects a person's commitment to continued usage (Obidat *et al.,* 2022). Moreover, the influence of social norms and network effects cannot be overlooked, as users are more likely to continue using mobile wallets if their peers and social circles also adopt these technologies (Johnson *et al.,* 2017).

3. OBJECTIVE AND METHODOLOGY

The primary objective of this research is to assess the level of customer satisfaction and continued usage intention of mobile wallets, with the measurement of these factors determined through the calculation of weighted mean scores. This methodology allows for the quantification of various factors that influence customer attitudes and behaviors toward mobile wallets.

Research Design: This study employs a quantitative research design; wherein numerical data is collected to examine customer satisfaction and the intention to continue using mobile wallets. By focusing on measurable variables, the research aims to identify the key factors that contribute to customer satisfaction and predict their likelihood of continued usage of mobile wallets.

Sampling & Data Collection: The target population for this study consists of current users of mobile wallets residing in and around Aizawl city. A random sampling technique was used to select a representative sample from the target population. Specifically, 12 individuals were randomly selected from each municipal ward, resulting in a total sample size of 228 respondents. The study primarily relies on primary data, which is collected through email and social media platforms. Respondents are asked to rate each construct using a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The survey questionnaire includes demographic questions and specific inquiries related to the identified constructs, thereby enabling a comprehensive understanding of the factors influencing both customer satisfaction and usage intentions.

Data Analysis: The collected data were analyzed using weighted mean and standard deviation. The weight for each factor is normalized to ensure they sum up to 1 so that each factor contributes proportionally to the outcome. The formula for calculating the weighted mean is as follows:

$$Weighted\ Mean = \sum Weight\ of\ Construct_i \times \sum Rating\ of\ Construct_i$$

Where:
- i represents the specific construct (CS and CUI).
- The weight is the importance level assigned to each construct.
- The rating is the response provided by the user on the Likert scale.

The overall weighted mean for customer satisfaction and continued usage intention were calculated for all respondents, and the results were analyzed and interpreted. Higher weighted mean values indicate that the factors considered are crucial in influencing customer satisfaction and the intent to continue using mobile wallets.

Value Allocation

If the mean value falls between 0.0-1.49, it indicates strongly disagree.
If the mean value falls between 1.5-2.49, it indicates disagree
If the mean value falls between 2.5-3.49, it indicates neutral
If the mean value falls between 3.5-4.49, it indicates agree
If the mean value falls between 4.5-5.49, it indicates strongly agree

4. RESULTS AND DISCUSSIONS

Customer satisfaction is a key and crucial indicator of the success of any product or service. Customer satisfaction is a major indicator of repurchase intention, according to A. Eggert and W. Ulaga, (2002). Satisfaction is a key predictor of future purchase intent (Triandis, 1971). The table below contains a list of five assertions that measure Consumer Satisfaction with regard to the quality, performance, security, privacy, and ease of using mobile wallets.

Table 1: Customer Satisfaction

Sl. No.	Statements	Weighted Mean	SD
A	**CUSTOMER SATISFACTION**		
1	MW meets my needs & expectation regarding quality & performance	3.98	3.44
2	I will recommend MW to my friends, relatives & colleagues]	4.00	3.47
3	I am satisfied with the security of my money in MW	3.88	3.34
4	Confidentiality of my personal details makes me satisfied with MW	3.76	3.22
5	I can transfer money to anyone in need, anytime, which makes me satisfied with MW	4.04	3.50
	Overall CS	**3.93**	

Source: Primary Data, 2023

The first statement, which pertains to the mobile wallet (MW) meeting users' needs and expectations regarding quality and performance, yielded a weighted mean of 3.98. This value indicates that the majority of respondents agree that the MW effectively meets their expectations. However, the associated standard deviation (SD) of 3.44 suggests a moderate degree of variability in user responses, implying that while a substantial proportion of users are satisfied, there exists a segment that may hold differing perceptions regarding the quality and performance of the service. The second statement, concerning users' willingness to recommend the MW to friends, relatives, and colleagues, recorded a mean score of 4.00. This suggests a general consensus among respondents in favor of recommending the service, reflecting a favorable level of customer satisfaction. Nevertheless, the SD of 3.47 highlights some level of dispersion in the data, indicating that not all respondents share the same level of enthusiasm, and a subset may be less certain or satisfied with the service. The third statement, addressing users' satisfaction with the security of their money in the MW, obtained a mean value of 3.88. This implies that users generally agree that the service provides adequate financial security. However, the SD of 3.34 points to some degree of variability in perceptions, with a portion of users expressing concerns or holding less favorable views regarding the MW's security features. In the fourth statement, which evaluates satisfaction with the confidentiality of personal information, the mean score was 3.76. This suggests that most respondents perceive the MW as handling their personal data securely and confidentially. Nonetheless, the SD of 3.22 reflects a degree of heterogeneity in opinions, with some users possibly

expressing reservations or dissatisfaction concerning data confidentiality. The fifth statement, which received the highest mean score of 4.04, pertains to the ability to transfer money to others at any time. This indicates strong user satisfaction with the flexibility and convenience offered by this feature, marking it as a potential key driver of overall satisfaction. The SD of 3.50, while suggesting some divergence in user experience, reinforces the notion that this functionality is a significant positive aspect for the majority of users. The overall customer satisfaction (CS) score stands at 3.93. This suggests that users, on average, are positively inclined toward the MW service, particularly in areas such as performance, security, and transactional convenience. While the presence of variability in standard deviations indicates that not all users share uniform satisfaction, especially in aspects related to security and confidentiality, the overall sentiment is favorable. Consequently, while the MW appears to be well-received by most users, attention to the aforementioned areas of concern could enhance user satisfaction further and improve the overall user experience. The Continuance Usage Intention parameter indicates a user's intent to continue using mobile wallet services in the future. According to Cheok and Wong (2015) and Mouakket and Bettayeb (2015), satisfaction is the most significant predictor of the intention to continue using a service. The table 2 focuses on the continuance usage intention (CUI) of a mobile wallet (MW) service, reflecting how users intend to keep using the service in the future. The data includes the weighted mean and standard deviation (SD) for four statements related to users' intentions regarding the mobile wallet, as well as an overall CUI score.

Table 2: Continuance Usage Intention

Sl. No.	Statements	Weighted Mean	SD
B	**CONTINUANCE USAGE INTENTION**		
1	I will continuously use	4.22	3.69
2	I intend to use MW often	3.99	3.45
3	I like the idea of swiping my cellphone at the sales counter	3.76	3.22
4	I intend to use the MW to manage my payment information in the future	3.90	3.37
	Overall, CUI	**3.97**	

Source: Primary Data, 2023

From the analysis of the table, it can be observed that the first statement, which reflects users' intention to continuously use the

mobile wallet, has a weighted mean of 4.22. This result suggests a strong inclination among users to continue using the mobile

wallet in the future. However, the standard deviation (SD) of 3.69 indicates a moderate level of variation in responses, pointing to a relatively broad spectrum of opinions. This suggests that while many users are committed to continued use, there are others with differing levels of enthusiasm or commitment. The second statement, which measures respondents' intention to use the mobile wallet frequently, shows a weighted mean of 3.99. This suggests that most users intend to use the mobile wallet on a regular basis. The SD of 3.45 indicates some degree of variability in user responses, highlighting that while some users are highly committed to frequent usage, others may not share the same level of intention. The third statement, which evaluates the users' perception of swiping their phones for transactions at sales counters, has a mean score of 3.76. This indicates a general positive reception towards this feature, suggesting that most users are favorable toward the idea. However, the SD of 3.22 reveals that not all users share the same level of enthusiasm for this feature, as some may have less interest or inclination toward using their phones for such transactions. The fourth statement reports a mean of 3.90, indicating that users generally plan to use the mobile wallet for managing payment information in the future. This suggests a forward-looking intent among respondents to rely on the mobile wallet for payment management. However, the SD of 3.37 signifies that there is variability in users' preferences, with some users expressing confidence in using the wallet for payment management, while others may remain uncertain or less committed to this future usage. The overall Continuance Usage Intention (CUI) score of 3.97 reflects a generally positive perception of the mobile wallet among users, particularly regarding future usage intentions. Despite the overall positive response, the variation in standard deviations points to some users being more hesitant or indifferent toward continued use. Nevertheless, the data indicates a growing acceptance and willingness to continue using the mobile wallet, signifying that it is becoming an integral part of daily life for most users. The presence of some variation suggests, however, that targeted efforts to address specific concerns could further enhance user satisfaction and commitment.

5. CONCLUSION

The study on customer satisfaction and continued usage intentions of mobile wallets in Aizawl City reveals generally positive perceptions among users. The overall customer satisfaction score of 3.93 indicates that users are largely satisfied with mobile wallet services, particularly in terms of performance, security, and transactional convenience. However, the variability in responses suggests that there is room for improvement, especially in areas related to security and confidentiality of personal information. The continuance usage intention score of 3.97 further reinforces the positive outlook for mobile wallet adoption in Aizawl. Users demonstrate a strong inclination to continue using mobile wallets, with intentions to use them

frequently and for managing payment information in the future. The willingness to recommend the service to others also indicates a favorable user experience. Despite the overall positive reception, the study highlights areas that require attention from service providers. Addressing concerns related to security and privacy could enhance user satisfaction and potentially increase adoption rates. Additionally, the variability in responses across different aspects of mobile wallet usage suggests that there is a need for targeted improvements to cater to diverse user preferences and expectations. In conclusion, while mobile wallets have gained significant traction in Aizawl City, service providers should focus on continually enhancing security features, improving user experience, and addressing any lingering concerns to ensure sustained growth and user loyalty in this evolving digital payment landscape.

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