

Desertation on
Exploring Consumer Attitude towards Adoption of
Mobile Wallet Services

Submitted By:

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Certificate from the Institute

This is to certify that the Project Report titled Exploring Consumer Attitude Towards Adoption of Mobile Wallet services is a bonafide work carried out by Mr. Shivraj Shelagi of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

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Declaration

I Shivraj Shelagi student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Dissertation Report on Exploring Consumer Attitude Towards Adoption of Mobile Wallet services submitted in partial fulfillment of Degree of Masters of Business Administration is the original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship

Name of the student

Shivraj Shelagi

Place: Delhi

Date: 28/05/2015

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I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards this industry in coming future.

Abstract/Executive summary

The mobile wallet services were first introduced in India in the year 2007, but the even after 8 years, the mobile wallet are yet to catch up on a full scale in India. Till date, not many studies have been carried in this field. This study is carried out to study what are the factors which would make the use mobile wallet service more attractive for the general public. Without understanding, the reasons that would attract the customers for mobile use, it would not be possible to design a appropriate marketing strategy that would popularize the service.

In order to find the factors responsible for adoption of mobile wallet services in India, an descriptive research was carried out using the online survey. Non-random, convenience sampling was used to collect the data from the respondents. A total of 153 respondents participated in the survey. The data obtained was subjected to regression analysis for identifying the hypothesis which were statistically analysis and the factors which significantly influenced the behavioral intention of respondents were identified.

The factors of performance expectancy, facilitation condition, perceived trust, and customer incentive were found to be significantly influence the behavioral intention.

In addition to the identifying the reasons, that would attract the customers, some recommendations have also been suggested to make the service take off in a developing country like India.