



REPERCUSSION OF MOBILE WALLET AMONG STREET VENDORS IN COIMBATORE

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ABSTRACT

The study's sole purpose is to shed light on the new application in the electronic era called "Mobile-Wallet". A street vendor is a person who involved in selling of goods and services in the street, public space, open-air spaces and without any permanent place for their livelihood. This paper concentrated on the usage of mobile wallet among street vendors and how it is helpful for their daily business transactions. The information is gathered from 60 respondents on the north zone of Coimbatore city in Tamil Nadu. The study reveals that most of the respondents had a positive impact whereas only some of them faced negative effect from the usage of mobile wallet.

KEYWORDS: Street Vendor, Mobile Wallet, Money, Business, Transactions etc.

I. INTRODUCTION

Evolution of money has taken a drastic change throughout time, which had different mode and factors of trade. From barter system to bit coin there are lots of variations in the form of money. The money wallet is also known as Virtual wallet, Digital wallet and E-wallet [electronic-wallet]. The mobile-wallet has effect on both the consumer and the seller. For ages many other ways had been created to satisfy their needs, wants and desires which leads to various stages of money as a medium of exchange. The transaction of goods and services were started from Barter system [utility], Subjective Ledgers [accounting], Objective Ledgers [physical objects], Universal Ledgers [gold coins], Fiat Money [paper currency], Digital Representations [online banking], Digital Money [corporate tokens], Decentralized Digital Money [bit coin].

The street vendor comes under the informal sector of the economy where the vendor does his business in the street for his source of income. Street vending or hawking constitutes catering largely to the urban demand for affordable goods and services. The mobile-wallet is a virtual wallet which helps us to make payment or cash transactions easier with just a single touch. This focuses on the reason behind the acceptance of non-cash payment from the customers through various types of mobile wallets by the Street Vendors. The mobile-wallet among the street vendors indicate that privacy of data, secure transaction, time consumption to set up and network issues are the factors that hinder the acceptance of m-wallet payment technology.

II. REVIEW OF LITERATURE

Christopher (2020) in his study discussed about the socio-demographic profile and socio-economic conditions of street vendors with empirical evidence. It is an attempt to understand the evolution, functional performance, problems and needs of street vendors at a micro level to evolve suitable strategies to protect the street vendors and improve their livelihood. **Chopra** (2019) on his study on m-wallet technology acceptance by street vendors in India states the technological acceptance of mobile wallet by customers, retailers and various street vendors. She has string implications for the mobile wallet industry who want to expand their business taking advantage of demonetization in India. The contribution to the existing knowledge is in form of validating the existing technology models in the context of street vendors in India.

III. OBJECTIVE

- ❖ To analyze the socio-economic status of street vendors in Coimbatore district.
- ❖ To understand the factors, influence the Street Vendors in adoption of Mobile-Wallet.

IV. METHODOLOGY

The study is descriptive in nature. Primary data is gathered from the 60 street vendors using random sampling technique. The area selected for the study consists of Maruthamalai, Edayarpalayam, Kavundampalayam and



Kanuvai which was bounded on the northern zone of Coimbatore city. Simple Statistical tools like conventional analysis and Garrett Ranking technique were used to analyze the data.

V. RESULT AND DISCUSSION

Table 1: Socio-Economic Characteristics of Street Vendors

Sl. No.	Variables	Category	Respondents N = 60		
			Frequency	Percentage	Mean
1	Sex	Male	34	55.0	1.45
		Female	26	45.0	
2	Marital Status	Single	8	13.3	2.38
		Married	42	70.0	
		Widowed	9	15.0	
		Divorced	1	1.7	
3	Community	FC	3	5.0	1.32
		BC	25	41.7	
		MBC	11	18.7	
		SC	13	21.7	
		ST	8	13.3	
4	Religion	Hindu	49	81.7	3.00
		Muslim	5	8.3	
		Christian	6	10.0	
5	Educational Status	Illiterate	27	45.0	1.80
		Primary Education	23	38.3	
		Graduate	10	16.7	
6	Nature of Selling	Standard place in the street or roadside	23	38.3	3.08
		Carry their goods over head	11	18.3	
		Mini vans	6	10.0	
		Goods carrier	1	1.7	
		Mobile	3	5.0	
		Two-wheeler (bike, cycle)	9	15.0	
		Pull or push carts	7	11.7	
7	Methods to Attract Customers	Calling out loud	31	51.7	2.25
		Use loud speakers	5	8.3	
		Record and play	2	3.3	
		None	22	36.7	

Source: Primary Data

The socio-economic status of the street vendors is classified in table 1. The gender wise classification represents that 55 per cent belongs to male category and 45 per cent belongs to female category. Majority of the respondents were married. While taking into account the Community and Religion wise classification, major part of the respondents were BC (41.7 per cent) and Hindu religious (81.7per cent). The educational qualification is one of the major factors of the socio- economic indicator which shows that most of the respondents were illiterate (45 per cent), followed by primary education (38.3 per cent) and graduates (16.7 per cent). Most of the respondents (23 street vendors) have a standard place in the street to sell and overall respondents prefer to call out loud (51.7 per cent) to attract customers.

Table 2: Purpose of using Digital Wallet by the Respondents

Sl. No.	Factors	I 77	II 63	III 54	IV 45	V 36	VI 23	Mean	Rank	
1	Convenience	F	8	8	18	8	4	14	48.63	IV
		Fx	616	504	972	360	114	322		
2	Time Saving	F	13	16	5	4	13	9	52.23	II
		Fx	1001	1008	270	180	468	207		
3	Customer Performance	F	19	14	5	6	9	7	56.17	I
		Fx	1463	882	270	270	324	161		
4	Speed of Service	F	7	6	13	18	10	6	48.78	III
		Fx	539	378	702	810	360	138		
5	Safe & Secure	F	4	9	10	14	14	9	45.93	VI
		Fx	308	567	540	630	504	207		
6	Easy to access	F	8	8	9	11	9	15	46.17	V
		Fx	616	504	486	495	324	345		

Source: Primary data

Note: X- Scale, F- Number of sample respondents, FX- Score

The purpose of using Mobile-Wallet by the street vendors are listed and ranked in table 2. Among the various constraints, the mobile-wallet is used by the street vendors due to customer awareness stood first with the mean value of 56.17 which is followed by the purpose of time saving with the average of 52.23 by the street vendors study area.

Table 3: Problems faced by using Mobile-Wallet by the Street Vendors

Sl. No.	Factors	I 77	II 63	III 54	IV 45	V 36	VI 23	Mean	Rank	
1	Privacy	F	6	10	16	11	5	12	48.45	IV
		Fx	462	630	844	495	180	276		
2	Time Consumption to set up	F	12	10	15	13	7	3	54.50	II
		Fx	924	630	810	585	252	69		
3	Danger of Losing Money	F	10	13	8	14	6	9	51.23	III
		Fx	770	819	432	630	216	207		
4	Network issue	F	23	15	5	6	7	4	60.00	I
		Fx	1171	945	270	270	252	92		
5	Malware attack	F	4	7	8	6	18	17	41.50	VI
		Fx	308	441	432	270	648	391		
6	Data Leak	F	5	5	7	9	18	16	41.65	V
		Fx	385	315	378	405	648	368		

Source: Primary data

Note: X- Scale, F- Number of sample respondents, FX- Score

The problems faced by the street vendors by using Mobile-Wallet are listed and ranked in the tables 3. The most of the respondents have ranked the major obstacle as the network issues with mean value 60 which is followed by the time consumption to set up the transaction through E-Wallet 54.5 by street vendors.

VI. CONCLUSION

The study substantially focused on the impact of the mobile-wallet and its influence on the street vendor in Coimbatore city. Results limn that the majority of the street vendor had have a positive effect with the usage of



mobile wallet which includes time saving, consumer preference, easy admittance, speed of service and accessible etc. Whereas only a minimum respondents defy with some problems comprises of privacy, network issues and security problems etc. Thus the usage of the mobile wallet is highly benefitted for the street vendors and also the customers.

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