



Consumer Preference on Mobile Wallet during COVID 19 with special reference to Chengalpet District

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ABSTRACT

Mobile wallets are the latest mode of non contact payment .The usage of smartphones and internet through mobile data paved the way for the wide adoption of mobile wallet payment. As a precautionary measure of Covid WHO had recommended avoiding personal contact and to maintain social distancing. To avoid personal contact, people started using mobile wallet mode of payment. The main objective of this research paper is to show the usage of mobile wallet after Covid and factors affecting the usage of mobile wallet after Covid . After the analysis the researcher found that mobile wallets are user friendly during Covid pandemic . factors like secure payment , easy accessibility ,problem free mode of payment.

keywords Mobile wallets. Covid , Consumers,Factors