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Dynamics of customer loyalty in Mobile Wallets

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Abstract
The major determinants of customer behavior are customer attitude, ease of use, perceived usefulness and customer satisfaction leading to forming customer habit and eventually resulting in customer loyalty moderated by trust.
A theoretical model comprising of 7 constructs was developed based on review of literature. Initially there were 27 items related to 7 constructs which were reduced to 12 items and 5 constructs using factor analysis which were then subjected to linear regression to test the hypothesis. The results indicate that ease of use has a positive effect on customer attitude and customer habit which in turn is responsible for developing customer loyalty eventually moderated by customer trust. Trustworthy app will help in generating customer loyalty in the long run. There is a gap in existing research regarding focus on customer loyalty. The study is highlighting customer loyalty as an outcome which is still debatable as mobile wallet is a relatively new and evolving trend.
Keywords: *Mobile Wallet, Customer loyalty, India, Dynamics, Customer Attitude, Trust*.

I. Introduction

Since the rise of digital epoch, focus of interaction has shifted from face to face communication to online communication. Thevalue of mobile payments market is estimated to reach a 4690.65 billion by 2025, at a growth of 26.93% for period of 2020-2025(Press release by ET, Jan 2020). This transition of plastic commerce to mobile commerce is altering the face of digital commerce and hence the nature of customer loyalty. Generation Z is the upcoming customer base for Mobile wallet industry. Customers are getting attracted to use different wallets for convenience of use and speed of transaction besides the offers and discounts provided. As per Shah et al., (2016) the digital payment will be used by majority of customers by 2020 due to deep permeation of mobile and internet across the population. On the contrary, as per the survey by Nielsen Global Connected Commerce,above 80% of the users prefer to have cash transactions overMobile payment system pointing towards customer's lack of trust for financial transactions through MDS (Mobile Data System). In one of the studies, around 48% of the users experienced lack of value preposition in Mobile payment system whereas 55% users were not at ease in using the system which was one of the reasons for preference for cash over digital or mobile wallet system (Kalavalapalli and Nair, 2016).Particularly for Indian customers, demonetization in Indian economy post 2016, the digital payment growth has augmented multi fold (Chaudhary and Singh,2019) which is further reinforced by government support through Digital India initiative. Use of internet and mobile has provided a quick channel to the customers in reaching out for better products and services as well as transparency in transaction. Garg and Panchal, (2017) discussed the benefits and challenges of mobile wallets in India owing to the shift towards cashless economy. Grover, Kar and Illavarasan(2017) highlighted the marketing strategies adopted by service providers to stimulate the users which account almost 47% of Asian population spending 2-3 hours on social media window shopping or buying the products liked or reviewed by others. Using social media

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becomes easier for mobile wallet service providers as trust and impact is very high and hence the transactions are speedy. Mainly tweeter ad Instagram are used by E wallet companies to create the linkage with customers to showcase the promotion offers and creating a buzz. Simultaneously, customer's apprehension in adopting mobile wallet due to complexity in technology and lack of new technology skills are few challenges inhibiting customers to use mobile wallets for financial transactions in middle eastern countries (Sharma et al 2018).

Loyalty can be defined as consumer creating dependence advocating goodwill towards an offering resulting in gratification Lin et al. (2015). Similarly, loyalty can be defined largely as "initiative to make a purchase or investment to develop and maintain a relationship (Reichheld, 2003) in subsection loyalty and growth. In one of the earlier studies (Amoroso and Ogawa ,2013) attitude and loyalty were found to be positively related and so were attitude and satisfaction. Loyalty is a major initiator for satisfaction enhancement of online customers and mobile wallet users (Amoroso and Ogawa, 2013) (Amoroso and Lim, 2016).

II. Theoretical Background

This study is largely based on ECT (Expectation Confirmation Theory) of Consumer Behaviour (Anderson and Sullivan 1993; Dabholkar et al. 2000; Patterson et al. 1997;) for understanding consumer's Post purchase behaviour and satisfaction specifically and service marketing in general. Initially ECT was being used for exploring consumer expectation, consumption, performance to see the extent of their confirmation to their expectation and consumer satisfaction resulting in repurchase intention (Oliver 1980, 1993). When we look at loyalty, satisfaction is the key aspect for retaining the customer for long term. Also satisfied customers tend to remain loyal for a long time in spite of temporary challenges faced by the firm. (Anderson and Sullivan 1993).

ECT is derived from psychology, based on TPB (theory of planned behaviour) (Ajzen, 1991) and TAM(Technology Acceptance Model). As this study is trying to explore the acceptance of innovative technology by customers, becoming satisfied for continuous usage and thus resulting in customer loyalty. TAM focuses on how customer accepts and use technology. TAM was further extended to TAM 2 and UTAUT (Dwivedi et al., 2017). A TAM 3 has also been proposed to further analyse the influence of trust and perceived risk of technology/system in E Commerce context in Jordan based on the updated TAM3 (Faqih and Jaradat ,2015IcekAjzenhad proposed TPB to improve on the prognostic analysis of the TRA (theory of reasoned action) by containingallegedbehavioural control. TPB has since been applied to evaluate and determine the relations among different characteristic of behaviour like Habits, beliefs, attitudes, behavioural intentions in numerous arenas relating to consumer buying. For this study, it is adopted as underlying theory because of its relevance in human behaviour understanding and corroborated variables (Shankar &Balasubramanian, 2009; Yang & Zhou, 2011).UTAUT2 model proposes that demographics have positive moderation effect on prolongation of product. Similarly, one of the study proposed a model ofresidents'perspectives concerning trustworthiness in the services rendered through government portals (Janssen et al, 2017).

This researchstudy comprises of seven constructs: Customer satisfaction (Bhattacherjee,2001) Customer attitude (Bajaj &Nidomulu, 1998; Karahanna, et al, 1999), and customer habit by (Amoroso & Ogawa, 2013; Amoroso & Lim, 2015b), Perceived usefulness (Bhattacherjee,2001) and Ease of Use (Bhattacherjee,2001a, b), Customer Loyalty

(Davis et al.(1989) ,Xu et al. (2014), Trust by (Zhou (2013).

*Ease of Use:*With minimal physical and mental exertions, the degree of comfort in accomplishing a task is defined as the ease of use (Davis, 1993). Previous research has shown that our defined ease of use is directly proportional to customer intention and attitude which is related to actual usage and customer habits, and the perceived usefulness. (F. D. Davis et al,1989). TAM has been extensively used to understand the user's embracing of database applications (Mathieson, 1991), for word processor (Davis et al., 1989) and for websites (Gefen et al., 2003) reflecting the utility and convenience for adoption of updated technology. As Indian customers are relatively novice in mobile payments, easy operating system and getting preferred outcome(Davis 1998), complexity of system and ease of interacting with the system (Moore and Benbasat, 1995) are some basic constructs which are crucial for adoption of mobile wallets.

H1: *Ease of Use of Mobile Wallet has a positive relation with customer attitude*

H2*: Ease of Use of Mobile Wallet has a positive relation with customer habit*

*Perceived Usefulness:*Perceived usefulness is the principal requirement for innovative technology adoption by primary users with expectation of performance enhancement and simplifying the process of service usage (Burke ,1996; Peterson et al., 1997). It can be stated as, "degree to which a particular system usage can enhance his or her performance" (Davis, 1993). In his study of ECM, Bhattachearjee stated that confirmation of user expectation is largely influenced by perceived usefulness of IT system. A website is found useful till it's able to deliver as per customer expectation, (Barnes and Vidgen, 2000). This may result in countenance of usage considering the usefulness in spite of dissatisfaction experienced previously resulting in change in attitude towards the application. (Bhattacherjee, 2001b). Previous studies have reported that perceived usefulness has positive relationship with behaviour intentions i.e., habit, attitude and countenance to use (Chen2010, J. Lu, et al 2005, K. Pousttchi and D. Wiedemann 2008).

H3*. Perceived Usefulness of Mobile Wallet has a positive relation with Customer Habit*

H4*: Perceived Usefulness of Mobile Wallet has a positive relation with Customer Attitude*

*Customer Attitude:*Attitude is a reflection of person's feeling towards a product which is based on their personal experience, for performing the target behaviour (M. Fishbein and I. Ajzen, 1977). Karahanna et al., (1999) concludes that attitude is formed over period of time. Attitude can be assumed as customer's preference and is significant feature of customer loyalty (Wixom & Todd, 2005; Shih, 2011). Existing literatureestablisheda positive correlation of customer attitude is with perceived usefulness, customer habit and customer satisfaction (D. H. Shin 2009, Z. Deng et al 2010). Relaying on technology for better performance will result in favourable attitude of customers (Chau & Hu, 2011) thus resulting in continuance intention of the usage (Black, 2005).

H5:*Customer Attitude towards mobile wallet usage has a positive relation with Customer Habit*

H6*: Customer Attitude towards mobile wallet usage has a positive relation with Customer satisfaction*

*Customer satisfaction:*Satisfaction is regarded as consequence of customer's sentiment of happiness or unhappiness on comparing product's actual performance with product's expected performance (Kotler 2003). Hence satisfaction is linked directly with customer's expectation. Thus smaller the gap, greater is the satisfaction (Hutcheson and Moutinho, 1998). Theory of planned behaviour serves as base for customer satisfaction and resultant consumer behaviour (Ajzen, 2001; Ajzen and Fishbein, 1980). Existing literature has discussed and evaluated customer satisfaction on

new technology, product quality and its convenience resulting in customer perception (Rust and Oliver ,1994). User satisfaction is a major influencer for mobile wallet services continuances (Kim et al, 2009; Hsu et al, 2016, 2015). Thus satisfaction was positively related to repurchase and Customer habit where habit was moderating factor for satisfaction and repurchase intention (Lin et al., 2015; Hsu et al ,2015).

H7: *Customer satisfaction has a positive relation with customer Habit.*

Customer Habit:–Use of mobile phone on everyday basis and screen time spent is more of habit which is automatic behaviour and unintentional on part of customer(Amorosoand Lim 2017).Consumer behaviour is very much reflected in repetition of purchase and consumption of the same product and services because of their prior learning and experience, automatic response (Neal ,Quinn & Wood, 2006; Wood, Quinn, &Kashy, 2002) procuring similar products across diverse shopping situations (e.g., Seetharaman, 2004),consumingsimilar volume from particular retail outlets in recurring visits(Ramaseshan, 2008), eat same food at specific meal through days(Khare&Inman, 2006) or using mobile phone every day,liable of automatic response(Aarts, Verplanken, & van Kippenberg, 1998). Previous research in IS relates habit to continuance behaviour (Wilson, & Mao, 2010; Venkatesh et al., 2012).(Lafley& Martin, 2017) opined that habitpreponderate satisfaction and loyalty in envisaging the continuance of brand, once customer attach with brands at emotional and rational need levels. In other studies, habit is projected as "Push" variable for customer loyalty and repeat purchase directly relating to customer satisfaction (Amoroso & Ogawa, 2013). Using mobile phone would be more of conflict in mind of customers between Controlled (conscious)and Habitual (unconscious) behaviour(Soror, Hammer, Steelman, Davis, &Limayem, 2015) hence customer habit is crucial when customer loyalty is discussed.

H8: *Customer Habit has positive relation with Customer Loyalty*

Customer Trust: It is a biased opinion about a service provider to fulfill the responsibilities as per the expectations of the receiving party. It is vital in case of innovative technology adoption like Mobile Data System and transactions and its continuance because of customer vulnerability of uncertain environment (D.Gefen and D. W. Straub2004; P. A. Pavlou and D. Gefen2004) and feeling of loss of control (Lu et al., 2011; Zhou, 2013). Trust is to be stressed on so that life long relationship with customers in financial service industry can be built (Sekhon et al., 2014).The concept of trust as a sole idea for the influencing of behavioral intentions and outcomes has been analyzed in earlier studies related to mobile payments. (Chandra et al., 2010; Shin, 2010; Lu et al., 2011; Shaw, 2014)

H9:Customer Trust has a moderating effect on Customer habit and Customer Loyalty

The competitive edge-Loyalty: Loyalty is viewed as strong commitment to patronage a preferred brand or service by repurchase regardless of situations and various marketing efforts causing brand switching (Oliver,1999). But loyalty cannot be solely depending on repurchase behavior hence alternate theories were proposed by researchers. There are certain factors which contribute to loyalty and continuance of loyalty. As per Dick and Basu (1994) the definition of loyalty is that it is the outcome of both behavioral components and attitude related components and can be evaluated by correlation of repeat patronage and relative attitude.

Loyalty is something which is looked at by all the players for an easy adoption of mobile wallets. This also will lead to safeguard the retailer's as well as customer's interest in terms of data usage and data handling. Loyalty points and offers are something which is losing its sheen, instead

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customers are more keen to get instant discounts or cash back on the deals on their mobile phones. Good customer service no longer is the major driving factor instead, experience of convenience combined with reward for continued interface with brand resulting inloyalty and recurring usage. Every marketerseeks loyal customers to endure (Ganguli and Roy, 2011) and thrivefor adding to firm's market share and profitability in the long run. (Tsoukatos and Rand, 2006). One of the earlier studies discussed about Impact of Loyalty programs on wallet share of customers. Study focused on mainly two factors of reward program namely allegedappeal of reward programs and apparent switching costs between loyalty programs. Findings reaffirm that attractiveness of reward program is major driving force irrespective of their level of bonding with the company(JochenWirtz, et al 2007).

III. Research Methodology

Primary data was collected using a structured questionnaire. The item scale relating to ease of use (EU), perceived usefulness (PU), customer attitude (CA), customer satisfaction (CS), customer trust (CT) and customer loyalty (CL) in the questionnaire were borrowed from review of literature. There were 27 items in all: (CA-3, PU-5, EU-4, CS-4, CT-4, CH-3, CL-4). A 5 – point Likert scale was used to capture the responses related to the variables under study. The demographics of the respondents included age group of 17 years to age group of more than 30 years, male and female, students as well as working professionals. The total sample size was 269 respondents. Secondary data was collected from reputed refereed journals in the area of management and technology.

Based on the review of literature, initially a theoretical model was constructed having 7 variables. Data was gathered on the 7 variables and a factor analysis test was conducted. Based on factor analysis, the theoretical model was reduced to 5 variables and 12 items. Perceived usefulness and customer satisfaction were eliminated after factor analysis based on lower correlation values (less than 0.7) with latent variables. The hypotheses were reframed based on five variables. The hypotheses were tested using linear regression analysis using IBM SPSS software.

IV. Data Analysis

Table 1: Reliability analysis

Cronbach's Alfa	N of Items
.943	27

Table no 2: Descriptive analysis

Drivers to adopt mobile wallet apps	Mean	Standard Deviation
Customer Attitude	3.98	.9249
Customer Habit	3.43	1.1495
Perceived Usefulness	3.8238	1.02928
Ease of Use	3.8735	0.950975
Customer Satisfaction	3.858	1.000675
Customer Trust	3.76975	0.972025
Customer Loyalty	3.82775	0.95205

Table no 3:Results of factor analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.936
Bartlett's Test of Sphericity	Approx. Chi-Square	3839.347
	df	351
	Sig.	.000

Inference

The KMO value of 0.936 confirmed the adequacy of data for factor analysis test.

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Table no 4 : Total Variance Explained

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings [a]
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total
1	11.130	41.221	41.221	11.130	41.221	41.221	8.486
2	1.814	6.717	47.938	1.814	6.717	47.938	8.577
3	1.274	4.718	52.656	1.274	4.718	52.656	8.215
4	1.144	4.238	56.894	1.144	4.238	56.894	5.793
5	1.089	4.032	60.927	1.089	4.032	60.927	4.057
6	.961	3.558	64.485				
7	.850	3.148	67.633				
8	.784	2.903	70.536				
9	.735	2.723	73.259				
10	.714	2.646	75.904				
11	.623	2.306	78.211				
12	.592	2.193	80.404				
13	.568	2.105	82.509				
14	.517	1.914	84.422				
15	.477	1.768	86.191				
16	.454	1.680	87.871				
17	.421	1.559	89.430				
18	.403	1.494	90.924				
19	.356	1.317	92.241				
20	.337	1.247	93.488				
21	.325	1.205	94.693				
22	.281	1.042	95.734				
23	.272	1.006	96.740				
24	.250	.928	97.668				
25	.234	.868	98.536				
26	.205	.761	99.297				
27	.190	.703	100.000				

Extraction Method: Principal Component Analysis.

a. When components are correlated, sums of squared loadings cannot be added to obtain a total variance.

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Inference

The cumulative variance explained is 60.927 % which has resulted in 5 latent variables with eigenvalues of greater than 1. Factor 1 accounts for the largest variance at 41.221 %.

Table no 5: Correlation of factors with latent variables

Pattern Matrix[a]

	Component				
	1	2	3	4	5
CA1	.954				
CA2	.901				
CA3	.743				
PU1					
PU2					
CS1					
PU3					
CS3					
CH3					
CL3		.918			
CL4		.852			
CL1		.729			
CL2					
CS2					
CS4					
EU3			.860		
EU1			.744		
PU5					
EU4					
EU2					
PU4					
CT3				.795	
CT2				.716	
CT4					
CT1					
CH1					.772
CH2					.708

Extraction Method: Principal Component Analysis.
Rotation Method: Promax with Kaiser Normalization.[a]

a. Rotation converged in 8 iterations.

Inference

Based on factor analysis test, 5 latent variables were created with eigenvalues greater than 1. The 27 item scale was reduced to 12 items. Perceived usefulness and customer satisfaction were eliminated due to lower correlation values (less than 0.7) with the latent variables. The five latent variables and their items were as follows: customer attitude (CA1, CA2, CA3), customer loyalty (CL1, CL3, CL4), ease of use (EU1, EU3), customer loyalty (CL1, CL3, CL4), customer trust (CT2, CT3) and customer habit (CH1, CH2).

Based on factor analysis test, customer satisfaction and perceived usefulness were eliminated as they had lower correlation values (below 0.7) with the latent variables. Hence hypotheses related to customer satisfaction and perceived usefulness (H3, H4, H6, H7) were eliminated. The following hypothesis were tested – H1, H2, H5, H8 and H9

H1: *Ease of Use of Mobile Wallet has a positive relation with customer attitude*

Table no 6 a: Model Summary for Hypothesis H1

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.425[a]	.181	.178	.67688

a. Predictors: (Constant), EU

b. Dependent Variable: CA

Table no 6 b: Coefficients for Hypothesis H1

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.578	.191		13.513	.000	2.202	2.954

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EU	.369	.048	.425	7.649	.000	.274	.464

a. Dependent Variable: CA

Inference

The results indicate that EU (Ease of Use) has a positive relation with CA (Customer Attitude) at p less than 0.05.

H2*: Ease of Use of Mobile Wallet has a positive relation with customer habit*

Table no 7 a: Model Summary for Hypothesis H2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.319[a]	.102	.099	.92717

a. Predictors: (Constant), EU

b. Dependent Variable: CH

Table no 7b: Coefficients for Hypothesis H2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.846	.261		7.063	.000	1.331	2.360
	EU	.363	.066	.319	5.486	.000	.233	.493

a. Dependent Variable: CH

Inference

The results indicate that EU (Ease of Use) has a positive relation with CH (Customer Habit) at p less than 0.05.

H5: *Customer Attitude towards mobile wallet usage has a positive relation with Customer Habit*

Table no 8a: Model Summary of hypothesis H5

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.390[a]	.152	.149	.90084

a. Predictors: (Constant), CA

b. Dependent Variable: CH

Table no 8b: Coefficients of hypothesis H5

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.202	.301		3.990	.000	.609	1.795
	CA	.511	.074	.390	6.900	.000	.365	.656

a. Dependent Variable: CH

Inference

The results indicate that CH (Customer Habit) has a positive relation with CA (Customer Attitude) at p less than 0.05.

H8: *Customer Habit has positive relation with Customer Loyalty*

Table no 9a: Model summary for hypothesis H8

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.370[a]	.137	.133	.77575

a. Predictors: (Constant), CH

b. Dependent Variable: CL

Table 9b: Coefficients for hypothesis H8

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	2.778	.165		16.833	.000	2.453	3.103
	CH	.315	.049	.370	6.475	.000	.219	.411

a. Dependent Variable: CL

Inference

The results indicate that CH (Customer Habit) has a positive relation with CL (Customer Loyalty)

H9: Customer *Trust has a moderating effect on Customer habit and Customer Loyalty*

Table no 10a: Model Summary for Hypothesis H9

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.545[a]	.297	.292	.70123

a. Predictors: (Constant), IntV, CH

b. Dependent Variable: CL

Table no 10b: Coefficient for Hypothesis H9

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Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	3.119	.156		20.057	.000	2.813	3.426
	CH	-.267	.087	-.313	-3.071	.002	-.438	-.096
	IntV	.125	.016	.792	7.766	.000	.093	.156

a. Dependent Variable: CL

Inference

Introducing a moderating variable (IntV) which is "Customer Trust" has shown a negative relationship between CH (Customer Habit) and CL (Customer Loyalty) which is otherwise positive (as indicated by H8). Hence "Customer Trust" has a moderating effect at p less than 0.05.

V. Conclusion and Discussion

(Aydin, G. and Burnaz, S., 2016) opined that Personality traits, perception and rewards as extrinsic motivator are reflected as basis for attitude and intention for Mobile wallet payment adoption by the customers. Social influence was also considered as one of the influencing variable in one of recent studies regarding Mobile wallet perception and customer acquaintance (Dave 2019) in urban Indian customer. IT discusses the expansion and usage of smart phones which seems to trigger the mobile wallet apps and financial inclusion experienced by customer. Paper also discusses the application and operation hurdles which do not influence and deter the customers from using mobile wallet. The challenges felt here was data security and lack of infra /internet support and E awareness in rural markets

The results indicate the positive relationship between different variables through factor analysis and regression analysis.However, perceived usefulness and customer satisfaction were not found to be strongly correlated as inferred from factor analysis. The analysis highlighted that customer habit and customer loyalty is moderated by customer trust. There are several research papers on mobile wallets but customer loyalty and customer trust as a moderating factor have not been explored earlier. The results of the study indicate that mobile wallet companies need to create customer trust (Kumar, et al. 2018) if they want to create customer loyalty (Dick and Basu,1994). The results also indicate that any consumer decision in case of mobile wallet is related to technology aspect and behavioral aspect as explained by different variables. Including trust in the behavioral aspect will eliminate the security concerns and enhance loyalty.

VI. Implications:

The result of this study highlights two major aspects, first the trend of customer shifts from cash to digital mode is quite visible and second the Ease of use is deciding factor in forming a habit and attitude of the customer. With changing mind set and technology being the center fold, mobile wallet has huge potential and untapped market. The payment system is undergoing huge modification and larger reach. In fact, accessibility to internet and utility for not only customers but venders and marketers has forced the policy makers to introduce "dial-in" services for customers to make digital payments not having smart phones (Lakshmi, 2017). However, many users were not having balance or low balance in digital wallets and were switching to service providers or were availing more than one service providers (Kumari, 2017). Study focused on Customer loyalty which is not very prominent because of Customer trust on mobile wallet is not visible. Adoption is more influenced by Customer

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Habit and Ease of Use. Marketers need to understand the customer requirement in planning the application and marketing strategies accordingly. It is crucial that information is clear and easy to open and download with clear text and appropriate images (Limayem et al. (2000).

Moreover, previous researches have discussed the new technology adoption theories such as TAM, UTAT, and IDT for mobile user behavior (Mallat, 2007; Schierz et al., 2010) but never focused on customer habit and customer loyalty for the same, taking trust into consideration. Thus it becomes very much important to study the factors affecting usage, habit and loyalty aspect from marketers' perspective, for mobile payments. The findings of this study has improved our understanding of customer behavior for technology adoption based on previous researches and also the attributes contributing towards loyalty in context of financial payments from mobile applications.

VII. Limitations and further scope

The present study is based on thorough literature review and surveybut it has few limitations. It is focused on customer perception based on ease of use and customer attitude which might change with new technology and better mobile app and thus cannot be used for other mobile technologies. Also, this study was conducted at a particular point of time to understand customer loyalty. Longitudinal study can be conducted to understand the change in perception and attitude of customers over a period of time across geographical locations.

Further cross country studies for understanding the loyalty attribute will give insight to the providers and developers to introduce trust worthy and user friendly digital platform for high adoption and continuance. More rigorous research based on customer feedback and provider response in adding to the values and more features and attributes in mobile wallets can be considered.

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