

[Home](#) / [Archives](#) / [Vol. 63 No. 6 \(2020\)](#) / [Articles](#)

M-WALLETS: A COMPARATIVE STUDY ON USAGE INTENTION OF RURAL AND URBAN CITIZENS

Dr. Sonal Thukral, Dr. Harleen Kaur (Corresponding Author), Dr. Mallika Kumar, Ms. Neha Shreya

Abstract

‘Digital India’ initiative by the Government, rise in smartphone users, availability of cheaper internet and many such factors have led to a significant rise in m-wallet adoption across the country. However, a majority of the Indian population resides in villages and small towns, and while, the urban citizens tend to be more open towards adoption of new technology

[PDF](#)

Issue
[Vol. 63 No. 6 \(2020\)](#)

Section
Articles



0.3 2019 CiteScore

9th percentile
Powered by [Scopus](#)

[Make a Submission](#)

Downloads

[Copyright Transfer Form](#)

[Paper Template](#)

Important Links