

# Factors Affecting Consumer Intention and Adaption to use Mobile Wallet in the Province of Batangas

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## Abstract

As mobile wallets innovate, this also transformed our lives. Cash, in its various physical forms, has been used for hundreds of years, but nowadays cash is actively discouraged in many types of transactions. From this, the use of online payment evolved. This study aims to discover the factors of behavioral intention to use mobile wallets in the Province of Batangas. The study determined that perceived usefulness, perceived ease of use, security, trust, facilitating conditions, and lifestyle compatibility have a significant effect towards the attitude in the adoption of mobile wallets. This study also concluded that the attitude towards adoption of mobile wallets has a significant effect to the intention to adopt mobile wallets. It also revealed that perceived usefulness and trust do not have a significant effect towards the attitude in the adoption of mobile wallets and the moderating variables of age and gender do not have moderating causal effect to attitude and intention to adopt mobile wallets. The output of this Capstone research intends to promote awareness of mobile wallet services in the City of Lipa. It will help the residents and the local government with regard to technology innovation.

Keywords: mobile wallet, perceived usefulness, perceived ease of use, security

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## 1.0 Introduction

A mobile wallet is a virtual version of payment cards and financial accounts that can be accessed on a computer or smart device. Mobile wallets are a great answer and a more secure way of making financial transactions for those who cannot or do not want to access a bank's services. They are safer, with fewer fees, and easier to access. A mobile wallet can be an alternative mode of payment and can substitute the traditional way of banking, according to the study of Sheya (2019). Most mobile wallets services in the Philippines do not require a bank account and are simply available via mobile phones. Filipinos can utilize digital payment platforms more easily because of systems like GCash and Maya. The mobile wallet may have a strong potential in low bank utilization countries like the Philippines (Raon, et.al., 2020). During the pandemic, 52 percent of Filipinos made their first online purchase. Digitization in the Philippines is not restricted to the urban. Customers that live outside of urban areas are catching up, with 54 percent of first-time online shoppers living in the non-metro areas (Isnurhadi, 2021). However, according to the Bangko Sentral ng Pilipinas (BSP), 20.1 percent of monthly using mobile payments volume is done digitally by the end of 2020, which is a significant increase over the 2020 first semester forecast of 17 percent. The BSP also stated that the value of digital payments increased significantly from 25 percent to 26.8 percent within the same time period.

For the SDG, the study is classified as sustainable development because it is related to the contributing development of mobile wallets. The mobile wallet provides a secure and convenient form of payments of employees' personal and government expenses. Mobile wallet helps in economic growth and

financial stability, for it allows lower transaction cost and reduced risk, especially in this time of the pandemic. It also creates an opportunity for individuals who can work with the service providers.

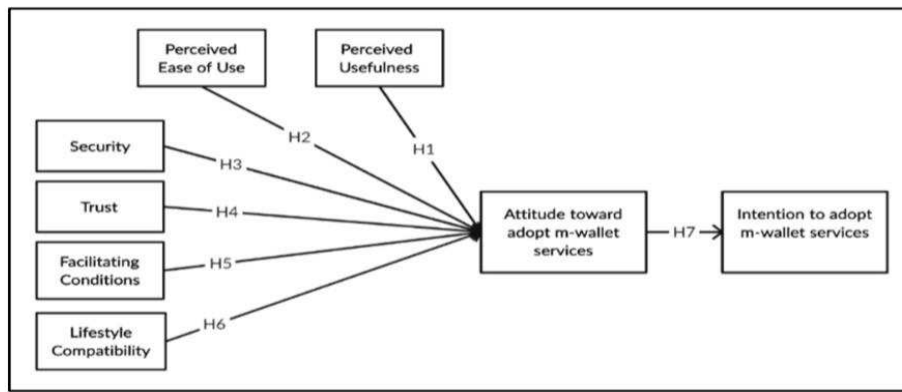
The purpose of this study is to understand the factors that influenced consumers' intention and adaptation to the use of mobile wallets in the Province of Batangas. It also determines if the factors: Perceived Usefulness, Perceived Ease of Use, security, trust, Facilitating Conditions, lifestyle, and attitude towards adoption of mobile wallet significantly affect the intention to adopt mobile wallet in the Province of Batangas. The Philippines' digitalized economy bloomed during the pandemic. While the crisis lockdown in our country it estimates monetary development and affect the fast cross-area digitization created new growth opportunities for online businesses. According to BSP, It went on to say that the rising use of the digital wallet was driven by high-frequency, low-value retail transactions like electronic fund transfers. As an owner of a small online business, this research had contributed in my line of business where mobile wallets played a big role in the researcher's daily transactions. The development and innovation of technology changed the way how we conduct our business. Since the pandemic, the mobile wallet helped the researcher a lot it since it is convenient to use as a means to transact with her clients. Aside from knowing the respondents' perception with regard to mobile wallets, this research can also be applied to the researcher's business.

This study helped to provide strategies to maintain the existing mobile wallet providers. In addition, it contributed to the current knowledge about the mobile wallet acceptance factors and behavioral intention by discussing the mobile wallet acceptance factors. This research further assisted the service providers, for they can use this research to know the views of consumers on mobile wallets and from there, they will be able to improve the quality of the factors that are beneficial in addressing the needs of the consumers.

Moreover, this project will be presented in the community through an advertisement so that it will be easy for the consumers to know what is the project all about. Digitalization has emerged already in the province of Batangas; it is more convincing if the study will be advertised through social media. Posting on social media can cater to a large number of target consumers and it can be easily shared to different people and in other places so that they can be aware of the benefits of using mobile wallets.

### 1.1 Conceptual Framework

The conceptual framework was anchored in the study: "Factors Affecting User Adoption of E-Payment Services Available in Mobile Wallets in Saudi Arabia " by Noha Y. Alswaigh and Monira E. Aloud. (2021) , which aims to provide an empirical contribution to the research on the influence of perceived utility and lifestyle appropriateness on mobile payment acceptance. The previously-mentioned study investigated the elements that influence end-user adaption to mobile wallet services in Saudi Arabia from the end-user perspective. Alswaigh and Aloud (2021) proposed this model to provide a measurement of user acceptance of the adoption of mobile wallet services. The model presented in Figure 1 highlights the significance of these eight elements, which are suggested to play a moderating influence on user intention to utilize mobile wallet services in Saudi Arabia.

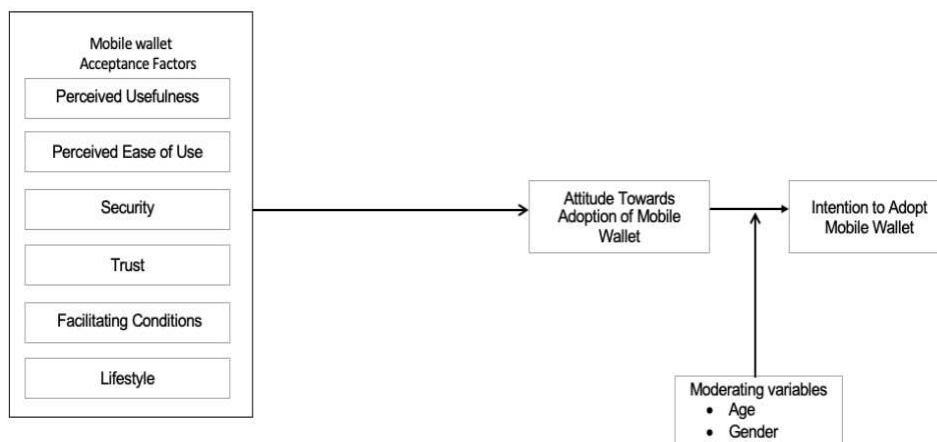


**Figure 1.** Factors Affecting User Adoption of E-Payment Services Available in Mobile Wallets in Saudi Arabia by Noha Y. Alswaigh and Monira E. Aloud (2021)

Based on the study of Alswaigh and Aloud (2021), Perceived usefulness, perceived ease of use, security, trust, facilitating conditions and lifestyle, and compatibility have a significant and positive effect on attitude to adopt mobile wallets. As a result, the attitude has a favorable and significant impact on the adoption of mobile wallets. However, the researcher recommended, as an expansion of the previous study, the adding of the moderating effect of the user's age and gender to accept and adopt mobile wallets.

## 1.2 Operational Framework

This study also modified the previous study's UTAUT model with the TAM that established a research model which integrated the relationship of the factors with the proposed hypotheses. Numerous studies have been conducted by using the Technology Acceptance Model (TAM) framework to explore the importance of perceived usefulness and perceived ease of use in influencing attitude and thereby adoption intention in many related areas like mobile phone services, mobile banking, and mobile wallets (Bailey, 2017).



**Figure 2.** The proposed model on Factors Affecting Consumer Intention and Adaptation to Use Mobile Wallets in the Province of Batangas by Carillo (2021)

Moreover, this study was guided by the operational framework illustrated in Figure 1. Similar variables from the adopted framework were used such as perceived usefulness, perceived ease of use, security, trust, facilitating conditions, lifestyle compatibility, and attitude towards the use of the mobile wallet, and the added moderating variables such as age and gender. The demographic profile was added to know the moderating causal effect of gender and age on attitude and intention to adopt mobile wallets. While the study of Alswaigh and Aloud (2021) was conducted in Saudi Arabia, this study was conducted in the Province of Batangas.

### 1.3 Objectives

In general, the study determined the effect of factors affecting Consumer Intention and Adaptation to use Mobile wallets in the Province of Batangas. Specifically, the study aimed to achieve the following:

1. Determine if perceived usefulness, perceived ease of use, security, trust, facilitating conditions, and lifestyle compatibility have a significant effect on attitude towards the adoption of mobile wallets;
2. Determine if the attitude toward the adoption of mobile wallet has a significant effect on intention to adopt mobile wallets; and,
3. Determine if the moderating variables of age and gender has a causal relationship with the attitude and intention to adopt mobile wallets.

### 1.4 Hypotheses

To address the needs of the study, the following hypotheses were tested:

H<sub>01</sub>: Perceived usefulness, perceived ease of use, security, trust, facilitating conditions, and lifestyle compatibility has no significant effect on the attitude towards the adoption of mobile wallets.

H<sub>02</sub>: Attitude toward the adoption of mobile wallets has no significant effect to the Intention to adopt mobile wallets.

H<sub>03</sub>: The moderating variables of age and gender have no significant effect on the relationship of attitude and intention to adopt a mobile wallet.

## 2.0 Methodology

This study is based on a descriptive causal research design. It is designed to determine whether one or more variables cause or affect the value of other variables. This was used to explain the effect of factors affecting consumer attitude and intention to the use of the mobile wallet. . The study features eight factors as follows: Perceived Usefulness, Perceived Ease of Use, security, trust, Facilitating Conditions, lifestyle compatibility, attitude towards adoption of mobile wallet, and demographic profile to adopt a mobile wallet. Quantitative research was used in distributing online questionnaires through a Google form and actual questionnaires to respondents.

For the sampling design of this study, non-probability sampling was used to employ purposive sampling in selecting samples from the the population. A questionnaire, along with a cover letter, was distributed using a Google form and respondents were invited to complete and return the questionnaire online. The study has a total of 115 respondents from the province of Batangas. The chosen respondents were non-

users of mobile wallets. The collected data were analyzed using the software, Statistical Package for Social Sciences (SPSS). The perceptions on the actors were measured by a five-point Likert-type scale. It is a type of psychometric response scale in which responders specify their level of agreement to a statement typically in five points: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree.

This research adopted a survey questionnaire from the study entitled: "Factors Affecting User Adoption of E-Payment Services Available in Mobile Wallets in Saudi Arabia" by Alswaigh and Aloud (2021). The said study used a statistical tool according to its objectives and employed simple linear regression and multiple regression using SPSS. The constructs were also measured using a 5-point Likert scale in which the measure scales and mean results interpretation for the discussion of descriptive statistics were established in Table 1. The instrument that passed the reliability test in Cronbach's alpha is shown in Table 2.

Table 1. Specifications for Measurement Variables Section of the Instrument

Variables or Constructs	Number of Items and Sequence		5-point Likert Scales	Interpretation	Mean Range
Perceived Usefulness	6	1-6	strongly disagree (1)	Very low	1.00 to 1.80
Perceived Ease of Use	4	7-10	disagree (2)	Low	1.81 to 2.60
Security	5	11-16	neutral (3)	Moderate	2.61 to 3.40
Trust	6	17-22	agree (4)	High	3.41 to 4.20
Facilitating Conditions	4	23-26	strongly agree. (5)	Very High	4.21 to 5.00
Lifestyle Compatibility	5	27-31			
Intention	4	32-35			

Prior to the conduct of data gathering for the actual study's test of research hypotheses, a pilot-testing of the instrument was performed to secure the validity and internal consistency reliability of the measurement items of the variables and respondents'. The questionnaire was pre-tested by 30 nonusers of mobile wallets in the province of Batangas. Using Statistical Package for Social Sciences (SPSS) software, simple and (multiple linear regression analysis were used to test each of the hypotheses.

Table 2. Reliability of Constructs for Measurement Variables

Variable	Item	Reliability	Interpretation
Perceived Usefulness (PU)	PU 1	.909	Passed
	PU 2		
	PU 3		
	PU 4		
	PU 5		
	PU 6		
Perceived Ease of Use (PE)	PE 1	.897	Passed
	PE 2		
	PE 3		
	PE 4		
Security (S)	S 1	.889	Passed
	S 2		
	S 3		
	S 4		
	S 5		
Trust (T)	T 1	.891	Passed
	T 2		
	T 3		
	T 4		
	T 5		
	T 6		
Facilitating Conditions (FC)	FC 1	.925	Passed
	FC 2		
	FC 3		
	FC 4		
Lifestyle Compatibility (L)	L 1	.873	Passed
	L 2		
	L 3		
	L 4		
	L 5		
Intention (I)	I 1	.764	Passed
	I 2		
	I 3		
	I 4		
	I 5		

Frequencies and Percentage Distribution were used to describe the profile of the respondents in terms of gender and age. Frequencies refer to the number of responses to a certain question. The frequency distribution allows the researcher to view the entire set of scores or responses. Mean was used to identify the perception of the respondents on the mobile wallet factors and to know the intention to adopt mobile wallets. It was used as a measure of the average response toward a test by adding all the individual numbers and dividing the number of cases. Further, the Mean identified the numerical score in the center of a frequency

distribution.

This research project was conducted in full compliance with research ethics norms. The respondents had been provided with a consent form detailing their responsibilities as participants and they were made aware of the purposes of the study. Throughout the study, their identity remained anonymous which includes the avoidance of using self-identifying statements and information. The respondents also have the right to withdraw at any time.

### 3.0 Results and Discussion

This chapter presents the data gathered as well as their analysis and corresponding interpretation.

#### 3.1 Distribution of respondents according to gender

Items	Frequency	Percent
Male	55	47.8
Female	60	52.2
Total	115	100.0

Table 3 Distribution of respondents according to gender

Table 3 presents the distribution of respondents according to gender. Among the 115 respondents, 55 (47.80%) were males and 60 (52.20%) were females. This result indicates that more females contributed to this study.

#### 3.2 Distribution of respondents according to age

Items	Frequency	Percent
<18	3	2.6
18-30	65	56.5
31-40	33	28.7
≥41	14	12.2
Total	115	100.0

Table 4 Distribution of respondents according to age

Table 4 presents the distribution of respondents according to age. Among the respondents, the majority of their ages range from 18- 30 years old ( $f = 56.50\%$ ). Related to this is the result of the study of Khan and Fatma (2017), which stated that those who are in ages 18-30 emphasize more in lifestyle, experience, and adversity. This age bracket is also the target market of companies for persons included in the said bracket want to grow and experience new things according to Aishah and Shaari (2017)

### 3.3 Composite Means and Standard Deviations of Measurement Variables

Indicators	Mean	Std. Deviation	Interpretation
Perceived Usefulness	4.0304	.73898	High
Perceived Ease of Use	3.9348	.77097	High
Security	3.5899	.73193	High
Trust	3.7072	.72500	High
Facilitating Conditions	3.9739	.78596	High
Lifestyle Compatibility	3.9600	.82726	High
Intention	4.0630	.70388	High

Table 5 Composite Means and Standard Deviations of Measurement Variables

The results were revealed by descriptive statistics such as composite means and standard deviations (Table 5) of measurement variables. It was deemed to provide an introduction to the intensities of each variable to contribute to the tests of relationships. Generally, Table 5 presented the measurement variables' composite means and the indication of the data being spread out from the mean. From the respondents perspective, the most spread out data were from lifestyle compatibility ( $s.d. = .82726$ ) which implied the greatest contribution to high variances towards attitude to adoption of mobile wallet. According to Chawla and oshi (2019), a lifestyle compatibility is described as the natural matching of two people's lifestyle choices and ideals. Mobile wallet adoption may be expanded to cover computers and mobile devices which are now part of the lifestyle of some people.

### 3.4 Effect of Mobile Wallet Acceptance Factors on Attitude towards the adoption of mobile wallets

Table 6 shows the effect of mobile wallet acceptance factors on attitude towards the adoption of mobile wallet. It shows that 78.3% of the attitude towards the adoption of mobile wallets can be attributed to variation in perceived usefulness, perceived ease of use, security, trust, facilitating condition, and lifestyle compatibility ( $R^2 = .783$ ,  $F\text{-value} = 65.003$ ,  $p\text{-value} = .000$ ).



Model	Unstd. Beta	Std. Error	Std. Beta	t	Sig.	Interpretation
1 (Constant)	.623	.193		3.224	.002	
Perceived usefulness	-.027	.058	-.029	-.462	.645	Not Significant
Perceived ease of use	.156	.066	.176	2.367	.020	Significant
Security	.130	.066	.139	1.950	.054	Marginally Significant
Trust	.053	.066	.056	.800	.425	Not Significant
Facilitating condition	.151	.064	.174	2.378	.019	Significant
Lifestyle compatibility	.398	.065	.484	6.126	.000	Significant
R <sup>2</sup> = .783			F-value = 65.003		p-value = .000	
a. Dependent Variable: Attitude towards adoption of mobile wallet						

Table 6 Attitude towards adoption of mobile wallet

Table 6 shows the effect of the Mobile wallet acceptance factors on attitude towards the adoption of mobile wallets. Based on the results, it shows that perceived ease of use ( $\beta = .156$ ,  $t=2.367$ ,  $p = .020 < .05$ ), facilitating condition ( $\beta = .151$ ,  $t=2.378$ ,  $p = .019 < .05$ ) and lifestyle compatibility ( $\beta = .398$ ,  $t=6.126$ ,  $p = .000 < .05$ ), have significant effect to the attitude towards the adoption of mobile wallets. While Security ( $\beta = .130$ ,  $t=1.950$ ,  $p = .054$ ) revealed a marginally significant effect on attitude towards the adoption of mobile wallets. Perceived Usefulness ( $\beta = -.027$ ,  $t=-.462$ ,  $p = .645 > .05$ , and trust  $\beta = .053$ ,  $t=.800$ ,  $p = .425 > .05$ ), does not have a significant effect to attitude towards the adoption of mobile wallets. Among the mobile wallet acceptance factors, lifestyle compatibility has the greatest contribution to the attitude towards the adoption of mobile wallets (Beta=.484). Such effect is positive, indicating that lifestyle compatibility has a higher attitude towards the adoption of mobile wallets. This result is in contrast to the findings in the study of Raksadigiri and Wahyuni (2020) which stated that the Perceived Usefulness and Trust have a significant effect on attitude towards the adoption of mobile wallets.

### 3.5 Effect of Attitude towards the adoption of Mobile Wallet to Intention to adopt mobile wallets

model	Unstd. Beta	Std. Error	Std. Beta	t	Sig.	Interpretation
1 (Constant)	.928	.252		3.680	.000	
Attitude	.790	.063	.765	12.615	.000	Significant
R <sup>2</sup> = .585				F-value = 159.144	p-value =.000	
a. Dependent Variable: Intention						

Table 7 Attitude towards the adoption of Mobile Wallet to Intention to adopt mobile wallet

Table 7 shows the effect of attitude towards the adoption of Mobile Wallet to Intention to adopt mobile wallet. The results revealed that the Attitude towards adoption of Mobile Wallet positively affect the intention to adopt mobile wallet and implied that as Attitude increases, the Intention also increases. The results also indicated that Attitude explained 58.5% of the variance of intention ( $R^2 = .585$ ,  $F= 159.144$ ,  $p = .000 < .05$ ). The attitude towards adoption of Mobile Wallet was found to be a significant predictor of respondents' Intention to adopt mobile wallets ( $\beta = .790$ ,  $t= 12.615$ ,  $p < .05$ ). This is supported by the study of

Kumar and Gupta (2020), which revealed that attitude towards adoption of mobile wallet has a significant effect to the intention to adopt mobile wallets.

### 3.6 Moderating effect of age and gender on the attitude toward the adoption of mobile wallets

R	R Square	MSE	F	df1	df2	p	Interpretation
.7737	.5986	.4198	32.5058	5.0000	109.0000	.0000	Moderate

Model Summary

Model	Coeff	Std Error	T	p	LLCI	ULCI
Constant	-.0164	.0620	-.2641	.7922	-.1393	.1065
Attitude	.7728	.0624	12.3881	.0000	.6492	.8965
Gender	.0409	.0612	.6683	.5054	-.0804	.1622
Attitude x Gender	.0181	.0618	.2929	.7701	-.1044	.1406
Age	-.0643	.0643	.9999	.3196	-.0632	.1919
Attitude x Age	.0827	.0699	-1.1839	.2390	-.2213	.0558

Test(s) of highest order unconditional interaction(s).

	R2-chng	F	df1	df2	p	Interpretation
attitude x gender	.0003	.0858	1.0000	109.0000	.7701	Not Significant
attitude x age	.0052	1.4071	1.0000	109.0000	.2390	Not Significant

Table 8 Effect of Age and gender on attitude toward the adoption of mobile wallet

Table 8 shows the moderating effects of gender and age on attitude towards the adoption of mobile wallets. It was found out that gender does not significantly moderate the casual relationship between attitude and the adoption of mobile wallet ( $R^2$  change=.0003,  $f=.0858$ ,  $p>.05$ ). The same result was revealed for age ( $R^2$  change=.0052,  $f=1.4071$ ,  $p>.05$ ), indicating that age does not significantly moderate the casual relationship between attitude and the adoption of mobile wallet. These results are in contrast with the study of Pathirana and Azam (2017), stating that the moderators gender and age have significantly moderate effect to the attitude of using mobile wallet.

### 3. 7 Conclusion

In today's modern world, the relationship between people and digitalization gives a big impact to our lives. With the increasing usage of mobile devices, there are a lot of features that have been developed to help

us in our daily routines. One of these features is the use of the mobile wallet, thus the intention to adopt its use has been on a lower scale. This research determined factors that affect the intention to adopt mobile wallets and the moderating effects of age and gender on the attitude to adopt mobile wallets.

This research focused on factors that affect the intention to adopt the use of mobile wallets such as: perceived usefulness, perceived ease of use, security, trust, facilitating conditions, and lifestyle compatibility. This study achieved the following objectives based on the results.

First, Ho1 is partially rejected it was revealed that perceptions of usefulness and trust is accepted while perceived ease of use, security, facilitating conditions, and lifestyle compatibility is rejected and have significantly affected consumer attitude towards the adoption of mobile wallets. Second, the attitude towards the adoption of mobile wallet has a significant effect to the intention to adopt mobile wallets, therefore Ho2 is rejected. Lastly, age and gender have no moderating causal effect on attitude towards the adoption of mobile wallet and intention to adopt a mobile wallet, therefore Ho3 is accepted.

Based on the objectives of this research, it was shown that perceived ease of use, security, facilitating conditions, lifestyle compatibility, and intention have significantly affect the attitude towards adoption of mobile wallets. However, perceived usefulness and trust were found not to have significant effect on the attitude towards adoption of mobile wallets. The result also shows that the attitude towards adoption of mobile wallet significantly affect the intention to use mobile wallet. However, the moderating variables age and gender have no moderating causal effect on attitude and intention to adopt mobile wallets. Identifying factors affecting mobile wallet adoption may change as the technology develops. It was determined that those who have the intention to use a mobile wallet do not have enough trust to put their money on this kind of system. Further, the lack of information about mobile wallet service providers affects the respondents' intention to use.

### 3.8 Recommendations

This section was purported to provide recommendations or alternative actions or decisions on which individuals or groups could take reference on. Based on the conclusions stated above, the following are recommended. To begin with, the significant effect of perceived ease of use, security, facilitating conditions, lifestyle compatibility has significantly affect the attitude to adopt mobile wallet, and the attitude towards the adoption of mobile wallet has a significant effect to the Intention to adopt mobile wallet. It is also recommended that service providers and mobile wallet systems should retain their provided security. However, the researcher is recommending that service providers should provide orientation to those who will use the mbile wallet and who are willing to adopt mobile wallet services, in order to improve the level of security for future users. Moreover, non-users should not focus merely on the services provided in terms of lower rates and service charges.

Another recommendation is that the service provider must improve in providing information and education to the users and nonusers regarding the features of mobile wallets so as to give awareness and lessen the risks involved. Service providers should improve their strategies so that non-users can know well the features and services that they provide.

Lastly, an action plan in providing awareness of using a mobile wallet should be created. By understanding the major factors that are affecting the intention and adoption of mobile wallets, the results of the plan will help mobile wallet services in promoting their platform and gain more users of the mobile wallet. Additionally, service providers' advertisements on different social media, must be launched so as to gain the

attention of its target market. The project's action plan will also be beneficial to other communities that may be planning to improve or develop their mobile wallet system.

### 3. 9 Limitations of the Study

Like other research, there are limitations to this study. This research may be improved by increasing the sampling size which will provide opportunities for future research. Future researchers could use the author's framework to expand the variables and moderators of the intention to use a mobile wallet. The future researcher could also add variables such as cost, satisfaction, and perceived risk. Lastly, future researchers could expand the locale of the study.

### Acknowledgment

In making this study, the researcher would like to extend their sincerest gratitude to the following whereas without them, this paper will not be possible. Foremost, endless gratitude to the One above for giving the researcher the gift of knowledge and wisdom and for His presence to help in every step of the way.

To Mr. Joseph Angelou Ng, Ph.D., DBA, the research Teacher-in-charge for dedicating his time, patience, and knowledge to guiding the researcher in making the study. To Ms. Wilfreda D. Dimaano, DBA, the researcher's adviser for being always there to help whenever a problem arises and for her never-ending support to the researcher. To Ms. Lanie M. Santos, Ph.D., the researcher's statistician for her exemplary skills and knowledge that she shared.

Last but never the least, the Carillo family, friends, and MBA 1902 classmates of the researcher for being understanding and supportive which inspired the researcher in making the study.

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