



**JOURNAL OF INFORMATION
SYSTEM AND TECHNOLOGY
MANAGEMENT (JISTM)**

www.jistm.com



FACTORS AFFECTING ADOPTION OF E-WALLETS AMONG YOUTHS IN MALAYSIA

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Article Info:

Article history:

Received date: 13.07.2020

Revised date: 10.08.2020

Accepted date: 30.09.2020

Published date: 01.12.2020

To cite this document:

Teo, S. C., Law, P. L., & Koo, A. C. (2020). Factors Affecting Adoption of E-Wallets among Youths in Malaysia. *Journal of Information System and Technology Management*, 5 (19), 39-50.

DOI: 10.35631/JISTM.519004.

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Abstract:

This study aims to identify the current level of e-wallet adoption among the youths in Malaysia and to examine the factors that drive them to get adapted to the ongoing implementation and development of e-wallet in Malaysia. This study extended the TAM model with perceived security and social influence factors for assessing the attitude among the Malaysian youths towards e-wallet adoption. 200 sets of questionnaires had been gathered from the Malaysian youths, Quantitative data analysis was performed via SPSS and Smart-PLS 3.0 program. The results indicate that perceived security, perceived ease-of-use, and social influence were the significant factors that influence or predict the intention of using e-wallets but leaving the perceived usefulness as an insignificant predictor towards the e-wallet adoption among the Malaysian youths.

Keywords:

E-Wallet, Malaysia, Perceived Security, Perceived Usefulness, Perceived Ease-Of- Use, Social Influence

Introduction

An e-wallet serves as a substitution for physical wallet, in digital format, and it stores digitized variable such as personal payment method details for convenience of transaction via the use of password, QR code or facial image (Krisna, 2017). Despite the popularity of smart phones among the Malaysia population that demonstrates huge potential for the e-payment market, the e-wallet industry is still in its infancy, with most use cases concentrate mainly in the field of

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Food & Beverage and Transportation, where abundance of players are spending heavily to acquire customers and merchants in these fields (Yennie, 2018). Hizam (2020) clarified the differences of digital wallets, e-wallets and mobile wallets as shown in Figure 1. Often, the term e-wallet and mobile wallet are used interchangeable by users.

Digital Wallets	eWallets	Mobile Wallets
<ul style="list-style-type: none"> • A digital version of your debit and credit cards stored in an app on your mobile phone that enables you to go cashless and <u>cardless</u>. • The money sits in your bank account or credit card account until accessed. • Digital wallets (e.g. <u>GooglePay</u>, <u>Masterpass</u>, <u>VISA Checkout</u>) are the gateway to your first online purchase or payment. 	<ul style="list-style-type: none"> • <u>May be reloaded</u> from your digital wallet or online banking! • Think <u>eWallet</u>, think <u>Boost</u> or <u>Touch N' Go eWallets</u>. 	<ul style="list-style-type: none"> • Mobile wallets are on your phone. • A user may tap a terminal or scanning a QR code with a smartphone. Examples include, QR Pay and Tap to Pay. • <u>Nielsen</u> revealed that only eight per cent of Malaysians use mobile wallets for payments.

Figure 1: The Differences of Digital Wallets, E-Wallets and Mobile Wallets

Source: MDEC files in Hizam (2020)

Malaysia has a large number of e-wallet providers as compared to the world's second largest country, China. Malaysia has approximately forty (40) e-wallet services, with 32 million population, while in China has only two e-wallet service providers, with 1.5 billion people, reflecting the huge difference for the need to consolidate e-wallet environment in Malaysia (Ganeshwaran, 2019). Despite the large number of services in Malaysia, e-wallet is still yet to serve as the mainstream payment method among Malaysians. The existing e-payment market in Malaysia is still conquered by credit and debit cards (Low, 2019). A survey conducted by Carousell Malaysia in 2018 revealed that there are merely 24.3% of digital wallet users out of the overall population, while only 9% of the respondents reported to utilize e-wallet as the main payment method for more than six times in each week (Milo, 2018).

In its effort to stimulate greater adoption of cashless payment and to motivate the public, especially the youths to be more voluntarily engage in e-wallet adoption, Malaysia government in collaboration with the three largest e-wallet operators in Malaysia (Grab, Boost and Touch 'n Go E-Wallet), to rollout the RM450 million e-Tunai Rakyat programme on 15 January 2020 (Ministry of Finance Malaysia, 2020). The e-Tunai Rakyat initiative aims to accelerate the e-payment adoption among Malaysian consumers and small retail merchants.

Despite the abundance number of researches on user's acceptance towards the m-banking and m-payment, there is no comprehensive study conducted to investigate the factors influence the implementation of e-wallet in Malaysia, especially concerning to the young generation who are more familiar to e-wallet. It would be intriguing to investigate these factors especially among the Malaysian youths, due to the fascinating developments of e-wallet and the prediction of its grow within the subsequent years. The main reason for emphasizing on the youth group is because they are more willing to accept new technology as compared to the older generation.

Literature Review

E-wallet adoption in this study is referred to user's attitude, behaviour or intention to use when dealing with e-wallet. To gain better understanding of consumers' behavioural intention to adopt a specific technology, Technology Acceptance Model (TAM) by Davis (1989) was proposed in this study. TAM mainly contains two chief elements, namely perceived usefulness and perceived ease-of-use to measure the attitudes of consumers towards the technology dedicated to them. TAM is a useful model, which has been used widely to describe how the users react and response towards the emergence of advanced technologies. This study extended TAM model with perceived security and social influence factors for assessing the attitude among the youths towards e-wallet adoption.

Perceived Security

Perceived security refers as an individual's belief that a particular procedure would be secure. It was proven to directly affect intentions to use a technology (Voronenko, 2018). Security concerns are among the main factor in supporting digital cash transactions using e-wallet (My Money Store, 2019). Thus, e-wallet contains Near Field Communications (NFC) that claims to supply a safe environment for the users to carry out business transactions conveniently and efficiently (Nathan, n.d). Moradi (2013) has shown that perceived security has positive relationship towards behavioural intention of the consumers towards e-Banking and Kumar (2018) stated that security is a key indicator that results in adoption of mobile wallet payment methods. Thus, the first hypothesis is developed:

H1: Perceived security positively influence intention to adopt e-wallet among Malaysian youths

Perceived Usefulness

Perceived usefulness is one of the important components in TAM. Perceived usefulness refers to the degree for which a customer perceived that he or she will be profited by using the services provided by e-payment services (Goh, 2017). Perceived Usefulness is strongly related to the extent of productivity (Cheng et al., 2018b). Numerous studies proved that perceived usefulness greatly influenced the behavioural intentions of the users in using the internet payment method, such as e-payment, e-banking as well as e-wallet. Perceived usefulness has shown to raise significant relationship with the adoption of e-wallet in study of Liu and Tai (2016). This is further supported by Cheng et al. (2018b) that portrays that perceived usefulness substantially affects the users' loyalty level towards the adoption of e-wallet services. Hence, the second hypothesis is proposed:

H2: Perceived usefulness positively influence intention to adopt e-wallet among Malaysian youths

Perceived Ease-of-use

Perceived ease-of-use serves as one of the elements that is suggested in the TAM. Perceived ease-of-use is defined as "the freedom from complicatedness and struggles required while dealing with e-payment services" (Sunny & George, 2018). Consumers have higher intention to utilize the system if they feel that the system is of simplicity without complicatedness for them (Liu & Tai 2016). E-services that appears easy to manage, utilize and implement will be of ease to the users, less worry and less dreary to initialize the system (Makanyeza, 2017). Therefore, the third hypothesis as follows:

H3: Perceived ease-of-use positively influence intention to adopt e-wallet among Malaysian youths

Social Influence

Social influence refers to an individual's perception of the social pressure on the decision of engagement in a certain event (Fishbein & Ajzen, 1975). Social influence can be derived from various sources, such as family members, friends, teachers, partners as well as the celebrity influences. Social influence has positive impacts towards the consumers' behaviours on mobile-wallet enforcement (Megadewandanu et al., 2017). Cheng et al. (2018a) has further supported that social influence positively affects the adoption of e-wallet among the respondents involved in his survey. This leads to the fourth hypothesis:

H4: Social influence positively influence intention to adopt e-wallet among Malaysian youths

Figure 2 shows the research framework for this study:

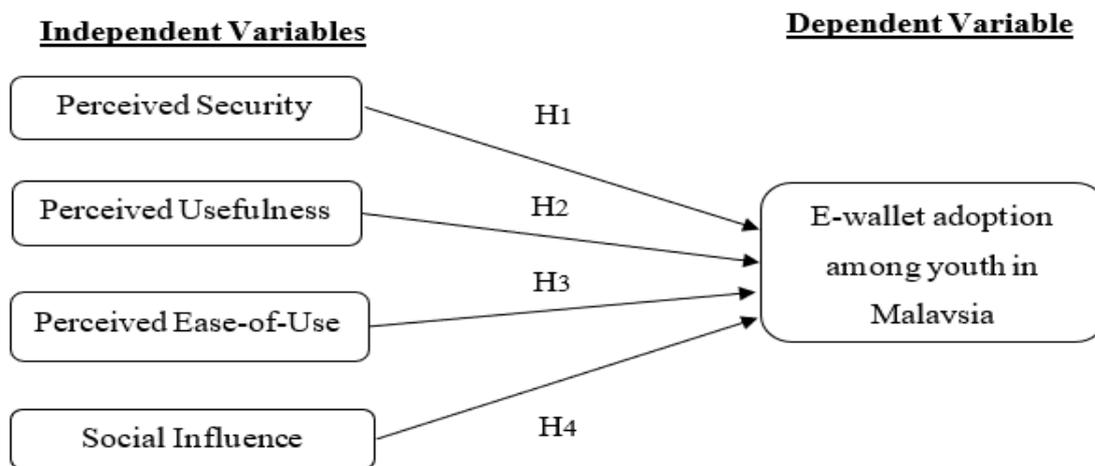


Figure 2: Research Framework

Methodology

A survey was conducted by gathering primary data via web based self-administrated questionnaires. The questionnaire is classified into two sections. The first section covers respondents' demographic and general questions about their habit on e-wallet utilization. The second section focuses on the construct measurements, mainly the four independent variables and intention to adopt e-wallet as shown in Table 1. All measurement constructs are evaluated using a 5-point Likert level of agreement scale from 1 to 5 where 1 (strongly disagree), 2 (disagree), 3 (Neutral), 4 (agree), and 5 (strongly agree). The data collected is only able to explain the behavioural intention of the youths towards the e-wallet adoption in Malaysia. Purposive sampling technique is used as the main technique to collect data, Google form was distributed to the online social groups (closed group and public group) which are working on specific purpose that suite the youth populations via online social media (Facebook, WhatsApp, WeChat, Instagram). This method is a straightforward method to reach out to the youths. The minimum sample size suggested by G*Power is 129 with 4 predictors and medium effect size (0.15). Nevertheless, the number of responses returned was 200 sets of questionnaires and no other responses receive afterward. Mostly they were the youths, age within 15 to 40 years old (based on the definition by National Youth Development Policy of 1997) who live in Malaysia.

Table 1: Construct Measurements Questions

Variables	Construct Measurements Questions	Source
E-wallet Adoption	I intend to use e-wallet for my payments in the future I will always try to use e-wallet payments during purchasing things I will recommend others to use e-wallet payments for purchasing E-wallet payments would be one of my favourite technologies for payment	Voronenko, (2018)
Perceived Security	I would feel secure using my credit/debit card information through e-wallet systems. E-wallet systems are secure to send/use sensitive information. I would feel totally safe by providing information about myself over the e-wallet systems. Overall, the e-wallet are safe systems to transmit sensitive information.	Voronenko, (2018)
Perceived Usefulness	Using e-wallet saves my time. E-wallet is a practical option in making payment. Using e-wallet makes it easier for me to carry out my day-to-day tasks. Using e-wallet is the trend of the modern lifestyle.	Vy, (2019)
Perceived Ease-of-use	I can easily learn how to use the e-wallet. I can quickly become proficient in using services of the e-wallet. The procedures of e-wallet are simple to me. The interface of the e-wallet is user-friendly and easy to understand.	Vy, (2019)
Social Influence	Family and people who are important to me affect my intention to use the e-wallet. Friends and colleagues affect my intention to use the e-wallet. The media and advertisement affect my intention to use the e-wallet. I use e-wallet because the people I know also use it.	Vy, (2019)

Findings and Discussions

Descriptive analysis was performed via SPSS. Table 2 summarises the samples' profile. Among the 200 respondents, male respondents constitute 53.5% (n = 107) of the overall respondents, whose number is slightly higher than female respondents. Majority of respondents (49%) are degree holders; more than half are age from 15 to 25 years old, and 40% of them with monthly income in the range of RM3001 to RM6000. As tabulated in Table 3, e-wallet users comprise of 71.5% of the total respondents, and the top three e-wallets applications used are Touch 'n Go (21.3%), Boost (18.4%) and Grab pay (16.4%).

Table 2: Demographic Profile Analysis

Demographics		Frequency	Percentage
Age	15- 25 years old	105	52.5
	26- 40 years old	95	47.5
Gender	Male	107	53.5
	Female	93	46.5
Races	Malay	64	32.0
	Chinese	80	40.0
	Indian	38	19.0
	Other	18	9.0
Education	Primary School	10	5.0
	Secondary School	18	9.0
	Foundation / Diploma	65	32.5
	Degree	98	49.0
	Undergraduate		
	Postgraduate	6	3.0
Monthly Income Level	PhD	3	1.5
	RM1100 - RM3000	59	29.5
	RM3001 - RM6000	81	40.5
	RM6001 - RM13000	32	16.0
	RM13001 and above	28	14.0

Table 3: General Information on E-wallet Use

General Information		Frequency	Percentage
Degree of Awareness on the growth of Technology	Strongly Aware	49	24.5
	Slightly Aware	121	60.5
	Not Aware	30	15.0
Usage of e-wallet	Users	143	71.5
	Non-Users	57	28.5
E-wallets used (Can choose more than one)	None	57	11.3
	Boost	93	18.4
	TouchnGO	108	21.3
	BigPay	78	15.4
	Wechatpay	58	11.5
	Grabpay	83	16.4
	Other	29	5.7
Experience in using e-wallet	Never	57	28.5
	Less than 6 months	70	35.0
	6 months to < 1 years	50	25.0
	More than 1 year	23	11.5
Frequency used for e-wallet per week	None	57	28.5
	1-4 times	39	19.5

5-8 times	51	25.5
9-12 times	32	16.0
Over 12 times	21	10.5

Table 4: Overall Descriptive Analysis Table

	Mean	Std. Deviation
E-wallet Adoption	3.5563	.77874
Perceived Security	3.5125	.73402
Perceived Usefulness	3.3025	.81351
Perceived Ease-of-Use	3.8687	.88962
Social Influence	3.5425	.69325

Note: 1 (strongly disagree), 2 (disagree), 3 (Neutral), 4 (agree), and 5 (strongly agree).

As shown in Table 4, the mean scores for all the variables are oriented towards 3.3 and above, this indicates the respondents were generally (on average) quite agreed to all the statements. It is interesting to point out that the two elements of TAM have received diverse ratings from the respondents, in which, perceived ease-of-use obtained the highest score in mean (3.87) while perceived usefulness has the lowest mean (3.30).

The structural model and the four hypotheses were analysed via Smart-PLS 3.0 program. Firstly, the model's validation was conducted, and the results of convergent validity was summarized in Table 5 and the discriminant validity via Heterotrait-Monotrait (HTMT) criterion was tabulated in Table 6. The composite reliability (CR) values in this study ranged from 0.815 to 0.931, exceed the 0.7 threshold of CR and with average variance extracted (AVE) above 0.5. The discriminant validity between the constructs is established as outputs of the all constructs in HTMT0.90 inference is free from value of 1.

Table 5: Convergent Validity for the Measurement Model

Construct	Indicator	Factor Loading	CR	AVE
E-wallet Adoption (EWA)	EWA1	0.805	0.851	0.589
	EWA2	0.810		
	EWA3	0.700		
	EWA4	0.748		
Perceived Security (PS)	PS1	0.660	0.819	0.533
	PS2	0.776		
	PS3	0.668		
	PS4	0.804		
Perceived Usefulness (PU)	PU1	0.738	0.836	0.561
	PU2	0.741		
	PU3	0.728		
	PU4	0.787		
Perceived Ease-of-use (PEOU)	PEOU1	0.902	0.931	0.772
	PEOU2	0.931		
	PEOU3	0.892		

	PEOU4	0.783		
Social Influence (SI)	SI1	0.752	0.815	0.525
	SI2	0.743		
	SI3	0.672		
	SI4	0.728		

Table 6: Discriminant Validity by Heterotrait-Monotrait (HTMT) Criterion

	EWA	PS	PU	PEOU
EWA				
PS	0.857 CI.90(0.74, 0.951)			
PU	0.39 CI.90(0.222, 0.564)	0.39 CI.90(0.222,0.607)		
PEOU	0.414 CI.90(0.266, 0.549)	0.323 CI.90(0.184,0.443)	0.191 CI.90(0.107, 0.283)	
SI	0.867 CI.90(0.729, 0.974)	0.726 CI.90(0.544,0.879)	0.406 CI.90(0.236, 0.604)	0.243 CI.90(0.121,0.384)

Note: EWA= E-wallet Adoption, PS=Perceived Security, PU=Perceived Usefulness, PEOU=Perceived Ease-of-use, SI= Social Influence.

*CI.90(lower bound of confidence interval, upper bound of confidence interval)

The above analyses on CR, AVE, and HTMT value are required for measurement model assessment. All values required for the assessments are fulfilled.

Subsequently, the assessment of the structural model for this study with four hypotheses is developed, as shown in Figure 3.

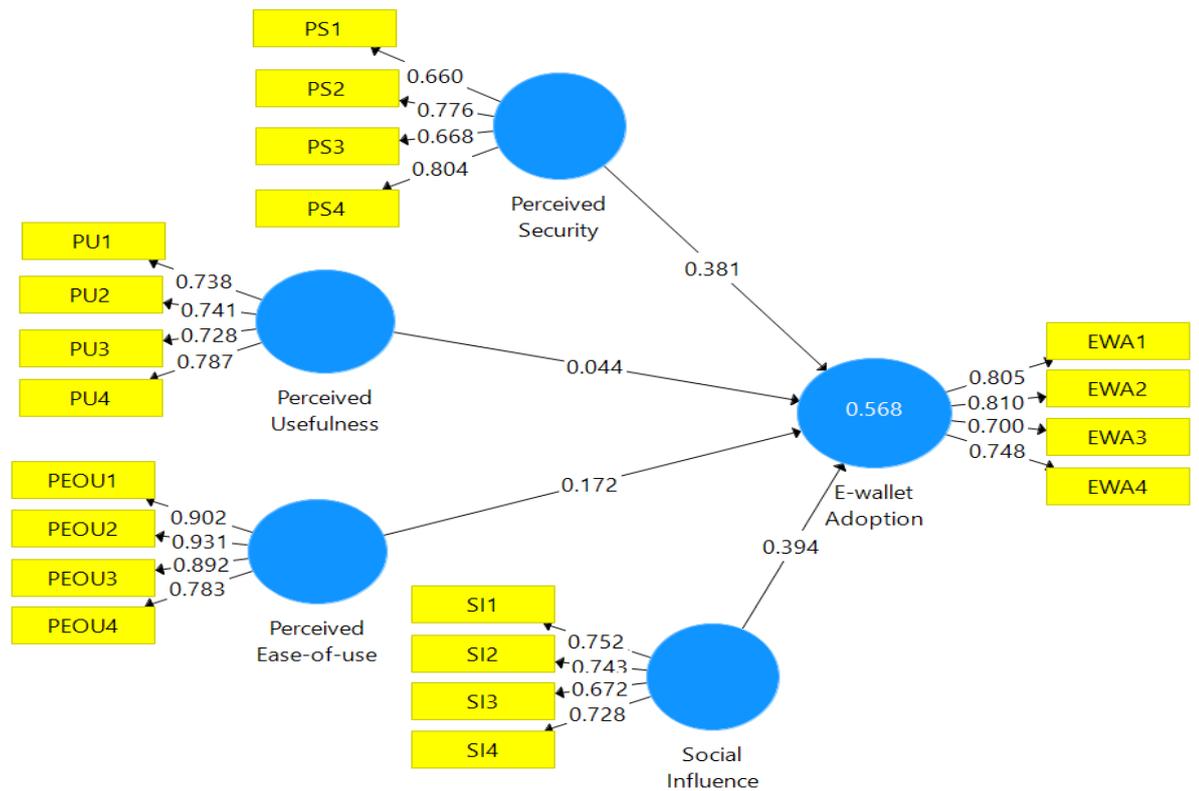


Figure 3: The Structural Model

Table 7: A Summary of The Assessment for The Structural Model

HP	Path	Std. Beta	Std. Error	T-value	Decision	R ²	Q ²	f ²	VIF
H1	PS -> EWA	0.381	0.062	6.125**	Supported	0.568	0.319	0.232	1.450
H2	PU -> EWA	0.044	0.055	0.801	Not supported			0.004	1.131
H3	PEOU -> EWA	0.172	0.053	3.235**	Supported			0.063	1.083
H4	SI -> EWA	0.394	0.07	5.61**	Supported			0.256	1.404

Note: ** p < 0.01

T-statistics for all hypotheses are generated by Smart PLS 3.0 bootstrapping function with subsamples of 5000. All the predictors have positive influence on e-wallet adoption as shown by positive beta values. However, only three out of four hypotheses are supported at 1% alpha value with t-value exceed 2.33 as shown in Table 7. The results indicate that, perceived security, perceived ease-of-use, and social influence were the significant factors that influence or predict the intention of using e-wallets but leaving the perceived usefulness as insignificant predictor towards the e-wallet adoption among the Malaysian youths. The R² value of 0.568 in this study indicates that 56.8% of total variation in the e-wallet adoption can be explained by the structural model. Referring to Cohen (1988)'s guidelines for effect size, perceived security (f² = 0.232) and social influence (f² = 0.256) have medium effect (exceed 0.15); perceived ease-of-use has small yet significant effects (exceed 0.02) in producing the R² for e-wallet whereas perceived usefulness has no significant effects in producing the R² for e-wallet

adoption. The Q^2 value for e-wallet adoption of 0.319 obtained through blindfolding procedure which fall between 0.15 and 0.35 indicates that the model has medium predictive relevance (Hair *et al.* 2013). Besides, there isn't any multicollinearity issue as all the VIF readings are less than 5.

Conclusion

The TAM model was employed to investigate the factors that are affecting the e-wallet adoption. The findings of this study indicate that adoption of e-wallet affected by the users' perception on the system's security, ease of use of the application, and the influence or encouragement by their peers or their close contacts. When the government provided incentive to Malaysian to use e-Tunai Rakyat in January 2020, that is where the influence of these factors especially the social influence has boosted the adoption.

The medium effect of perceived security found in this study is synchronized with the Nielsen's report that highlighted security concern is the main barrier for 46% of non-users to try on e-wallet (Tan, 2019). This suggested that e-wallet service providers should emphasise the security and privacy elements in their marketing strategy to increase awareness of the credibility of e-wallet. Besides, the highest score on the mean of perceived ease-of-use implies the easy of using e-wallet is an important element in adoption of the said technology. As suggested by Vy (2019), service providers can increase the ease of use of their e-wallet by paying more attention to its structure and interface design.

Perceived usefulness is the only insignificant independent variable in this study most probably due to 28.5% of respondents are not a user of e-wallet, therefore they did not perceive about the benefits and usefulness brought by e-wallet and it is proven by the lowest mean values of perceived usefulness (3.30 out of 5) among other variables. The finding on the perceived usefulness is insignificant in predicting the intention to use e-wallet, is coherent with Dastan and Gürlü (2016)'s finding that perceived usefulness has no effect on the adoption of mobile payment system, although similar studies by others have indicated otherwise.

During the movement control order (MCO) in Malaysia due to coronavirus outbreak, the subscribers of e-wallets and contactless payments growth substantially in March, 2020 (Hazlin, 2020). To fight the outbreak of Coronavirus pandemic, Malaysia government requests Malaysians to practice the "new normal" which emphasises on social distancing and personal hygiene. Cashless transactions through e-wallets are no longer just a convenience, but a crucial part of the "new normal". It may also a way to help in curbing the spread of virus through cash or bills (Hazlin, 2020). Hence, a further recommendation would be to perform empirical studies on new variables that derived from the necessity of "new normal", which may be the antecedents for the intention of adopting e-wallet among Malaysian.

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