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Behavioral Intention and Adoption of Mobile Payments in Digos City

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Abstract

The rapid growth of digital payments and the increasing penetration of mobile devices have highlighted the need to understand the factors influencing the adoption of mobile payments. This quantitative study explored factors influencing behavioral intention and adoption of mobile payments, specifically in Digos City. It aimed to explore mobile wallet users' behavioral intentions and adoption patterns. The results revealed varying levels of awareness, usage patterns, and familiarity with mobile wallets, with significant differences observed between demographic groups. Results showed a moderate to strong positive correlation between behavioral intention factors—such as perceived ease of use, perceived usefulness, social influence, and facilitating conditions—and the actual adoption of mobile payments, underscoring the importance of these determinants in fostering a cashless society. This was anchored using the Theory of Planned Behavior (TPB) and Unified Theory of Acceptance and Use of Technology (UTAUT) models. A descriptive correlational research design was employed. Data was collected from 330 respondents through survey questionnaires.

Keywords: Behavioral Intention, Adoption, Mobile Payments, Digos City, TPB, UTAUT

Introduction

The pandemic's disruptions presented both challenges and opportunities for businesses. E-wallets paved the way thanks to increased demand for contactless payments (Kee, Lai, Lee, Lee, Lee, Yosanti & Aryani, 2021). Despite the creation of digital payment options, including e-wallets, in Digos City, the transition to a cashless economy has needed to be faster. Long queues, long-distance travel, and wasted time are characteristic of payments for goods and services that generally affect commercial activity and economic development. Understanding consumer behavior and willingness to adapt is essential in a rapidly growing city. In the study of Remo (2018), as cited by Rain & Dui (2021), One element influencing this slow development rate is the small number of banks in the nation. However, considering how standard mobile phones are throughout the nation, electronic transactions have much promise. This study aims to investigate the level of behavioral intention and adoption of mobile payment solutions among consumers in Digos City (Ortiz, Pilapil & Puruganan, 2023). In the modern business environment, e-payment systems are progressively emerging as a risk-taking payment method. In Indonesia, eight (8) variables are identified by the study as influencing factors for Indonesians' intention to utilize electronic payments: perceived usefulness, convenience of use, consumer perception, enjoyment, trust, social impact, perceived security, and attitude toward conduct. The adoption of e-payments is highly influenced by perceived ease

of use, enjoyment, trust, social influence, and attitude toward behavior (Rahayu, 2022). Further, a study in Vietnam examines how young internet users, ages 18 to 25, perceive e-wallets about the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Theory of Planned Behavior (TPR). The findings indicate that e-wallet use is significantly predicted by performance expectancy and social influence but not by effort expectancy, security, or privacy. The study suggests a methodology for online payment management and technology researchers that combines UTAUT and TPR (Phan & Le-Hoang, 2020). Moreover, in Cambodia, perceived transaction speed, performance expectancy, and social influence affect mobile payment users' behavioral intentions. The findings indicated that transaction speed, performance expectancy, and social influence had a significant favorable impact. Suggestions were made for the public sector, commercial banks, and private providers (Chowdhury, Faruque, Sharmin, Talukder, Al Mahmud, Dastagir & Akter, 2024). A study by Venkatesh, Brown, Maruping, and Bala in 2008, as cited by To & Trinh (2021) in their study, defines behavioral intention as a buyer's readiness to use a new system or their possibility of taking measures. In short, it is a form of purchase intention used to forecast consumer behavior. On the other hand, Akther (2023) further explained that using digital currency through Internet banking, debit or credit cards, and various other payment systems to improve the point of sale anytime, anywhere is linked to the adoption of e-wallets (AEW). This indicates that the intention to adopt an e-wallet as a mode of payment is influenced by behavioral intention factors such as perceived usefulness and simplicity of usage. Considering their intention to use and adopt an e-wallet, this study explores the reasons that drove consumers in Digos City (Yang, Mamun, Mohiuddin, Nawi & Zainol, 2021). The study is grounded in two key theories: the Theory of Planned Behavior (TPB) (Ajzen, 1991) and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Venkatesh, Morris, Davis and Davis, 2003). The Theory of Planned Behavior suggests that attitudes, social influence, and perceived behavioral control can predict intentions to perform behaviors based on various customer attitudes (Yang et al., 2021). The UTAUT extends this framework by identifying key factors—performance expectancy, effort expectancy, social influence, and enabling conditions—influencing a person's intention to use technology (Venkatesh et al, 2003). The results of this study aid not only the researchers but also the stakeholders and fintech companies by revealing consumers' behavior towards the adoption of cashless payments. This increased comprehension of customer viewpoints enables stakeholders, including financial institutions, governments, and fintech startups, to create focused strategies that tackle issues. These tactics have the potential to close the digital gap, accelerate Digos City's adoption of mobile payments, empower locals, further foster financial inclusion, and boost the local economy. Our research links theoretical knowledge and real-world application, opening doors for Digos City's future development in terms of inclusivity and financial strength.

Research Objectives

This study aimed to explore and analyze the factors influencing users' behavioral intentions and adoption of mobile wallets in Digos City. Specifically, this study aimed to address the following objectives:

1. Determine the demographic profile of users of mobile wallets in terms of: 1.1 gender; 1.2 age; 1.3 monthly income; and 1.4 their familiarity with some popular e-payment systems. 2. Determine the level of behavioral intentions of users of mobile wallets in terms of: 2.1 perceived usefulness; 2.2 perceived ease of use; 2.3 social influence; 2.4 perceived credibility; 2.5 variety of services; and 2.6 mobility. 3. Determine the level of adoption of users of mobile wallets in terms of: 3.1 perceived usefulness; 3.2 usability; 3.3 perceived security and 3.4 perceived ease of use. 4. To determine if there is a significant

correlation between the levels of behavioral intentions and adoption among users of mobile wallets when analyzed by profile.

Research Methodology

This study used an adapted-standardized questionnaire from Vy (2019) entitled "Factors Influencing Consumers' Intention to Adopt Mobile Wallet in Ho Chi Minh City" and from Barkhordari, Nourollah,, Mashayekhi, Mashayekhi & Ahangar (2017) entitled "Factors influencing adoption of e-payment systems: an empirical study on Iranian customers" to gather the data. This survey questionnaire contained three sections: (1) general information, which includes the respondent's demographic profile that includes gender, age, monthly income, and familiarity with some popular mobile wallets; (2) Behavioral intention factors based on perceived usefulness, perceived ease of use, social influence, perceived credibility, perceived credibility, and mobility using a 5-point Likert scale for the indications; and (3) Willingness to adopt in terms of perceived usefulness, usability, perceived security, and perceived ease of use using a 5- point Likert scale for the indications. This study used a descriptive correlational research design, which is effective for examining relationships between variables without manipulating them. The survey research method was chosen to gather data from a large sample of respondents. This versatile approach allows data collection through various means, including mailed questionnaires, online surveys, and face-to-face interviews, as highlighted by Afriani (2020). For this study, the data collection involved distributing questionnaires directly to the respondents. Before administering the surveys, the research team systematically prepared and retrieved the respondents' data. After collecting, the responses were organized and submitted to a statistician for analysis. The primary aim was to evaluate the respondents' behavioral intentions and willingness to adopt mobile wallets as a payment method. The study used Spearman's Rho correlation to examine the relationships between ranked variables, focusing on how behavioral intention indicators like perceived usefulness, ease of use, and social influence relate to mobile wallet adoption. The correlation matrix provides coefficients to quantify these indicators. Additionally, descriptive statistics, including mean and standard deviation, were used to summarize the data, while the Kolmogorov-Smirnov and Shapiro-Wilk tests assessed data normality. These combined methods offered a comprehensive analysis of the factors influencing mobile wallet adoption among the respondents.

Results and Interpretation

In Table 1, the characteristics of the 330 respondents of our study in terms of gender, age, and average monthly earnings were shown. The gender distribution includes 105 males (31.8%), 197 females (59.7%), 14 identifying as LGBTQIA+ (4.2%), and 14 not disclosing their gender (4.2%). Regarding age, the largest group is aged 18-23 with 146 respondents (44.2%), followed by 70 respondents aged 24- 29 (21.2%), 51 aged 30-35 (15.5%), 49 aged 36-41 (14.8%), and 14 aged over 41 (4.2%). Regarding average monthly income, most respondents (233 or 70.6%) earn less than P20,000. The second largest group earns between P20,001 and P30,000 (88 or 26.7%). Only four respondents (1.2%) earned between P30,001 and P40,000, three (0.9%) between P40,001 and P50,000, and two (0.6%) over P50,000. This income distribution reflects the economic diversity within the sample and provides insights into the financial backgrounds of mobile wallet users. Understanding this variation is important for tailoring mobile wallet features and services to meet users' needs across the different income brackets. These findings highlight the importance of considering demographic and financial factors when designing mobile payment systems to ensure inclusivity and accessibility. Tailoring features to accommodate users from various income levels and age

groups could enhance the overall adoption and satisfaction of mobile wallet services.

Table 1. Characteristics of 330 respondents included in the study, n= 330

Profile	f	%
Sex		
Male	105	31.8
Female	197	59.7
LGBTQIA+	14	4.2
Preferred not to say	14	4.2
Age		
18-23 years old	146	44.2
24-29 years old	70	21.2
30-35 years old	51	15.5
36-41 years old	49	14.8
Above 41 years old	14	4.2
Average Monthly Income		
Below 20,000 Php	233	70.6
20,001 - 30,000 Php	4	26.7
30,001 - 40,000 Php	3	1.2
40,001 - 50,000 Php	2	0.9
Above 50,000 Php		0.6
TOTAL	**330**	**100.0**

Table 2 illustrates the respondents' awareness and usage of various mobile wallet applications. The data reveals that GCash, PayPal, and Maya are the most recognized, with 216, 211, and 204 respondents familiar with these applications—conversely, Coins.PH and BPI Wallet have the lowest awareness, with 251 and 100 respondents, respectively, not knowing these services. Usage patterns align with awareness, with GCash being the most used by 218 respondents, followed by ShopeePay with 89 respondents. Other platforms like Coins and PayMaya show significantly lower usage rates, with Paypal at 3 and BPI Wallet at 38. This trend suggests that most respondents are well-versed in mobile wallet apps like GCash, PayPal, and ShopeePay, consistent with global trends. Research by Afriani and Sujono (2019) in Jakarta highlights the ease of transactions, promotions, and service speed as critical factors influencing mobile wallet use, which aligns with the popularity of GCash and ShopeePay. Additionally, Sanchez and Tanpoco (2023) found that mobile wallet usage in the Philippines has surged due to promotions and ease of transactions. Platforms enhancing user experience and offering attractive incentives can significantly impact consumer adoption and usage behavior. Rabaa'i (2023) also identified performance expectancy, social influence, innovativeness, and perceived risk as factors affecting mobile payment adoption. The study's findings align with these observations, suggesting that the popularity of GCash and ShopeePay is driven by user experience and promotional efforts. At the same time, less popular platforms may need to improve their services to compete effectively

Table 2. Distribution of respondents' awareness of mobile wallet applications

Mobile Wallet	Know	Don't Know	Using
BPI Wallet	192	100	38
CLIQQ Pay	125	173	32
Maya	204	59	67
ShopeePay	196	45	89
Lazada Wallet	163	149	18
GrabPay	130	181	14
Coins.ph	76	251	3
PayPal	211	56	63
GCash	216	0	218

Table 3 shows that among the 330 respondents, 264 (80%) are familiar with and use mobile wallet payment methods, while 66 (20%) are familiar but do not use these methods. This data further supports the notion that increased awareness of mobile wallets leads to higher consumer usage rates. This suggests a high likelihood of a positive correlation between awareness and adoption, indicating that informed individuals are more likely to use these applications. Supporting this, Eappen (2019) found that users' awareness and perceived ease of use influence their intention to adopt mobile payment systems. Similarly, Kalinic, Marinkovic, Molinillo & Liebana-Cabanillas (2019) noted that consumers' knowledge and trust in the security of mobile payments significantly affect usage. Subawa, Basmantra, Utami & Mimaki (2023) observed that marketing activities raising consumer awareness directly increase usage rates, aligning with the awareness theory. Eneizan, Mohammed, Alnoor, Alabboodi, and Enaizan (2019) also highlighted that social factors and awareness campaigns significantly enhance both awareness and utilization of mobile payment systems. These studies collectively suggest that increased awareness of mobile wallets leads to higher usage rates among consumers.

Table 3. Respondents' Familiarity with the Use of Mobile Wallet Payment Method

Familiarity and Usage	Percentage
Familiar with and are Users of Mobile Wallet Payments	80%
Familiar with but are Not Users of Mobile Wallet Payments	20%

As shown in Table 4, social media has become the primary source of information for 51% of respondents, followed by The Internet at 22%, the Internet at 18%, and Recommendations from family, friends, and colleagues at 19%. Out-of-home advertisements are less significant, with only 3 respondents citing them. Hossain, Nurunnabi and Hussain (2020) highlight social media's dominance due to ease of access and tailored content. Chatterjee and Kar (2020) found that social media significantly influences the decision-making process of young consumers using platforms like Facebook, Instagram, and Twitter. Li and Leonidou (2023) note that while TV and internet sources remain influential, social media's interactivity and frequent updates enhance its impact. Zhao, Sun, Zhang and Ma (2023) confirm that social media's expanding functions now overshadow traditional media. These studies collectively support the notion that social media has emerged as the leading information source for consumers in the digital age. Additionally, social media platforms are increasingly used for real-time updates during crises, further solidifying their role as

a primary information source. The interactive nature of social media also allows users to engage with content and share their experiences, creating a more dynamic and participatory information environment.

Table 4. Respondents' media source about mobile wallets

Media Source	Percentage
Social Media	51%
Magazine, TV	7%
The internet	22%
Recommendations of family members/friends/colleagues	19%
Out-of-home advertisement	1%

The gathered data, as shown in Table 5, shows that cash is the most preferred mode of payment with 184 users, followed by digital banking with 120 users, and debit/credit cards being the least used with 26 respondents. This preference for cash aligns with Di Iorio and Rocco (2022), who found that cash remains predominant in developing countries due to its convenience and lack of transaction charges. Digital banking is supported by Kaur, Hassan and El-Emran (2021), highlighting its efficiency and convenience for transactions at any time and place. Begam, Nivetha, Meera and Prasanth (2024) identified security issues, hidden charges, and account management difficulties as barriers to the adoption of debit and credit cards. Similarly, Setiartiti and Mahsyar (2023, p. 4860) noted that cash is widely accepted across various stores and vendors, making it a preferred choice over non-cash payments. This data emphasizes the continued reliance on cash in certain contexts while pointing to the growing acceptance of digital banking solutions.

Table 5. Respondents' main mode of payment used

Mode of Payment	Number of Respondents
Cash	184
Digital Banking	120
Debit/Credit Card	26

Table 6 reveals a positive overall behavioral intention towards mobile wallets, with a mean of 4.09 (SD=0.46), indicating respondents' strong positive attitude towards their use. Research supports this, with Sunny and George (2019) showing that perceived ease of use, perceived usefulness, and perceived security impact behavioral intentions using a framework from TAM and UTAUT. Cacas, Diongson and Olita (2022) found similar positive effects of perceived risk, ease of use, rebates, and social influence on mobile wallet adoption among Generation X in the Philippines. Banerji and Singh (2022) also observed high behavioral intentions towards mobile wallets in India. These studies collectively demonstrate a widespread positive attitude towards mobile wallets across various regions and demographics.

Table 6. Level of behavioral intentions of users of mobile wallets, n = 330

Indicators	$\bar{x}$	SD
Perceived Usefulness	4.27	0.59
Perceived Ease of Use	4.03	0.70
Social Influence	3.99	0.67

Perceived Credibility	3.97	0.69
Variety of Services	4.02	0.73
Mobility	4.25	0.71
Overall	**4.09**	**0.46**

Perceived Usefulness. The high mean score of 4.27 (SD = 0.59) for perceived usefulness in mobile wallets indicates a strong positive valuation by respondents, with specific statements like "Using a mobile wallet saves me time" (mean = 4.34) and "A mobile wallet is a convenient way to pay" (mean = 4.31) highlighting their convenience. This aligns with Davis (1989), who identified perceived usefulness as a key predictor of system usage in the Technology Acceptance Model (TAM). Okonkwo, Amusa, Twinomurinzi and Wamba (2022) found that perceived usefulness significantly influences mobile wallet adoption in cash-based economies, while George and Sunny (2023) noted that user satisfaction and situational factors like the COVID-19 pandemic enhance perceived usefulness. In their study, Nguyen (2022) also emphasized perceived usefulness, risk, and social influence. These findings collectively underscore that the benefits of mobile wallets, as indicated by high mean scores for convenience and time-saving, are central to their acceptance and usage.

Perceived Ease of Use. The perceived ease of use of mobile wallets, with a mean of 4.03 (SD = 0.70), suggests that users find them simple to operate, as indicated by a mean of 4.17 for the statement 'I can quickly learn how to use the mobile wallet. Fearnley and Amora (2019) found that system quality and self-efficacy impact perceived usefulness, affecting attitudes and behavioral intentions toward technology. Granić (2022) highlighted that self efficacy, enjoyment, and facilitating conditions are crucial for adopting educational technology, emphasizing that user confidence and enjoyment enhance perceptions. Additionally, Singh, Sahni and Kovid (2020) noted that ease of use significantly influences actual use, supporting the idea that user-friendly interfaces lead to higher usage. These studies collectively illustrate that technology adoption is influenced by both interface usability and the user's confidence and environment.

Social Influence. Social influence, with a mean of 3.99 (SD = 0.67), indicates that users acknowledge the impact of media advertisements on their intention to use mobile wallets (mean = 4.05). Sarika and Vasantha (2021) found that promotional benefits like cashback, coupons, and discounts moderate the relationship between social influence and the intention to use mobile wallets. In Vietnam, Vy (2019) identified social influence from friends, family, and colleagues as a key determinant of mobile wallet usage. Additionally, Bhardwaj and Kapoor (2024) highlighted the effects of income, education, and employment on mobile wallet adoption, showing a positive relationship between higher income and education levels and mobile wallet usage, while employment status affects usage intensity. These studies collectively emphasize that media advertisements, promotional offers, and socioeconomic factors influence consumers' behavior toward mobile wallets.

Perceived Credibility. The study reveals that perceived credibility, with a mean rating of 3.97 (SD = 0.69), is essential but slightly lower than other indicators. Data security and privacy concerns, such as "The mobile wallet will not pass on my details to third parties without my consent" (mean = 3.92), remain significant. Hopali, Vayvay, Kalender, Turhan and Aysuna (2023) discuss mobile wallets' role in sustainable payment services, noting benefits like cheaper, traceable cashless transactions, although not directly addressing perceived credibility. Zein, Nasution, Sinlae, Anggraeni and Nuraini (2024) observe that perceived self-efficacy and perceived credibility do not directly influence the intention to use mobile payments. User perception and confidence in the reliability of e-wallets impact their usage intentions. Yang

et al. (2022) use the Unified Theory of Acceptance and Use of Technology (UTAUT) to explore e-wallet adoption, finding that perceived usefulness, ease of use, social influence, compatibility with the user's lifestyle, and trust positively affect both the intention to use and actual usage of e-wallets. Trust positively affects the intention compatibility with the user's lifestyle and the intention to use and actual usage of e-wallets

Variety of services. The services most appreciated by users are notably high, with a mean of 4.02 and a standard deviation of 0.73. Statements like "The mobile wallet is accepted at many shopping and entertainment locations" (mean = 3.98) highlight mobile wallets' flexibility and extensive utility. Sharma and Vaid (2023) examined the determinants of consumer behavior in digital wallets and mobile payments, noting that users value multi-functional mobile wallets for payments, loyalty programs, coupons, and cashback, enhancing their attractiveness and usage probability. Saini & Mathur (2023) found that mobile wallets are more convenient than cash or physical credit cards for in-store purchases, as they store information on credit cards, debit cards, coupons, and loyalty cards on a mobile phone. George and Sunny (2022) used the Technology Acceptance Model (TAM) and IS success model to study the continued usage intention of mobile wallets, revealing that contextual factors, especially during the COVID-19 pandemic, were strongly associated with continued use. Users appreciated mobile wallets for their security, touchless payment, and utility during the outbreak.

Mobility. Users appreciate the convenience and versatility of mobile wallets, as indicated by the mean mobility score of 4.25 (SD = 0.71), with statements like "I can use my mobile wallet even when I am traveling" showing a similar mean of 4.25. However, Kim and Kim (2022) found that during the COVID-19 pandemic, the trend for non-contact payments did not increase mobile wallet use in the cash-oriented economy of Cameroon due to low perceived ease of use, compatibility with users' lifestyles, and unappealing brand images. In the Philippines, Cacas et al. (2022) found that perceived risk, ease of use, rebates, and social influence significantly impacted Generation X's intention to use GCash. Similarly, Zhao et al. (2023) noted that promotion and easy, fast transactions in Jakarta encouraged students to use mobile wallets for routine activities like buying food, airtime, and tickets. These studies highlight the importance of user-oriented features and local marketing to boost mobile wallet adoption and reflect a shift toward their use in various aspects of daily life, supporting the idea that users value the convenience of mobile wallets when traveling.

The high mean score of 4.04 (SD = 0.50) in Table 7 indicates a significant level of mobile wallet adoption and utilization in financial activities, aligning with findings by Cacas et al. (2022) that Generation X's intention to use GCash services is influenced by perceived risk, ease of use, rebates, and social influence. This suggests that mobile wallets are widely accepted due to their perceived value addition across age groups. Similarly, Ahmad-Ramli and Hamzah (2021) investigated mobile wallet adoption's antecedents and consequences, highlighting the ongoing integration of these tools into daily financial routines. Mew and Millan (2021) identified security, dependability, and enhanced shopping experience as key factors influencing consumers' intention to use mobile wallets. Trust and hedonic motivation have also been identified as significant factors influencing the intention to adopt mobile wallets, particularly among younger consumers. These studies collectively provide a comprehensive view of the factors driving mobile wallet usage, reinforcing the high integration reflected by the mean score and contributing to the broader literature on mobile wallet adoption across various contexts.

Table 7. Level of adoption of users of mobile wallets, n = 330

Indicators	x	SD
Perceived Usefulness	4.29	0.64
Usability	3.94	0.72
Perceived Security	3.84	0.73
Perceived ease of use	4.10	0.65
Overall	**4.04**	**0.50**

Perceived Usefulness. Perceived Usefulness has the highest average score among adoption determinants, with a mean of 4.29 and a standard deviation of 0.64. Statements like "The mobile payment system is a useful mode of payment" (mean = 4.35) and "Using a mobile payment makes the handling of payments easier for me" (mean = 4.28) illustrate its high utility. Denaputri and Usman (2019) identified perceived usefulness as a critical determinant of customers' intention to use mobile payment, with a path coefficient of 0.15, indicating a high positive impact. This aligns with the high utility, as their study emphasized the usefulness of mobile payments. Liu and Zhang (2019) also found that perceived usefulness significantly influences consumers' intention to use mobile payments. The current research supports the high mean score of 4.29, suggesting that users find mobile payments convenient and beneficial. Ankadhitra, Christiandy and Tamara (2023) further indicated that perceived usefulness positively affects perceived satisfaction, as shown by a mean score of 4.28, a key reason for continued usage and satisfaction with the brand. Collectively, these demonstrate that perceived usefulness influences the adoption and utilization of mobile payments.

Usability. The usability of mobile wallets is slightly lower, with a mean score of 3.94 (SD = 0.72), indicating some user difficulties. Users generally feel positive about mobile wallets but believe there is material they need to learn before use (mean = 4.02). Raon, De Leon and Dui (2021) found that while perceived risk, trust, and security are critical for e-payment uptake in the Philippines, these factors do not significantly correlate with the intention to use e-payment systems, suggesting other influencing factors. Alshira'h and AlQomari (2020) showed that user attitudes towards EPS adoption hinge on convenience and multiple payment options, with security and privacy concerns influencing decisions. Therefore, increasing consumer awareness and confidence in epayments is essential. This aligns with the proposition that users need learning materials to feel assured of the technology's security and effectiveness (Alarafee, Sallabi, Altriki and Maatuk, 2022). The studies consistently show that trust, perceived security, and awareness can initially hinder e-payment system usability and adoption.

Perceived Security. Perceived security is the least adopted at 3.84 (SD = 0.73), highlighting ongoing security concerns. For instance, the statement "I do not worry about malicious invasions into electronic payment systems" (mean = 3.75) suggests a need for improved security. This aligns with prior research indicating that security beliefs significantly impact the adoption of electronic payment systems. Abikari (2024) found that perceived security positively correlates with users' trust and willingness to engage in online payments, noting that users avoid digital payment methods if they deem them insecure. Al-Okaily, Alalwan, Al-Fraihat, Alkhwaldi, Rehman and Al-Okaily (2024) identified that fears of data breaches and unauthorized access hinder the adoption of digital banking despite its convenience. They recommended that banks and financial firms enhance security and transparently communicate these measures to build trust. Similarly, Bakar, Yussof, Ghapar, Sameon and Jørgensen (2024) concluded that technical security measures must be paired with user education and awareness to mitigate security concerns and boost

adoption rates. Thus, the low mean score for perceived security among adoption indicators indicates that users' apprehensions regarding the security of electronic payment systems remain inadequately addressed, consistent with multiple studies suggesting that stronger security measures and improved communication are essential to increase the use of digital payment methods.

Perceived Ease of Use. Perceived ease of use is a significant factor in the adoption of mobile payment systems, as demonstrated by the mean score of 4.10 and a standard deviation of 0.65 in our study, indicating that users find these systems convenient to engage with. This positive perception is crucial in technology acceptance and is supported by various studies. Wulandari, Nurhaipah and Ohorella (2024) showed that easy-to-use systems are more likely to be adopted and efficiently used, as simpler interfaces reduce cognitive load on users. Similarly, Al-Qudah, Al-Okaily, Alqudah and Ghazlat (2024) found that during the COVID-19 outbreak, perceived ease of use directly influenced user acceptance and increased perceived usefulness, suggesting that financial institutions should develop straightforward interfaces to boost mobile banking adoption. Kazakov, Osman and Hossain (2024) also emphasized the importance of ease of use for quick transaction execution and its influence on daily usage, underscoring the role of user interface design. Thus, the high means for perceived ease of use are well supported in the literature, highlighting the importance of user-friendly interfaces in technology adoption.

Table 8 shows the correlation of the variables in this study using Spearman Rho. The results indicate that there are significant correlations concerning mobile wallet adoption. Perceived ease of use and perceived usefulness are positively correlated ($r = 0.112$, $p < 0.05$), indicating that users who find mobile wallets easy to use are more likely to see them as useful. A broader range of services offered by mobile wallets is significantly related to overall adoption ($r = 0.131$, $p < 0.05$), suggesting that diverse functionalities can drive higher adoption rates. Mobility, reflecting the convenience of using mobile wallets anywhere, is significantly correlated with perceived security ($r = 0.112$, $p < 0.05$) and overall adoption ($r = 0.147$, $p < 0.01$), emphasizing the importance of secure and flexible usage. Positive overall behavioral intentions correlate with adoption ($r = 0.138$, $p < 0.05$), highlighting that favorable attitudes towards mobile wallets enhance adoption. Not all correlations are significant; perceived usefulness does not significantly relate to usability ($r = -0.042$, $p = 0.448$), security ($r = 0.046$, $p = 0.407$), or ease of use ($r = -0.013$, $p = 0.820$). Similarly, perceived ease of use shows no significant correlation with usability ($r = 0.020$, $p = 0.713$), security ($r = 0.002$, $p = 0.978$), or overall adoption ($r = 0.055$, $p = 0.321$). Social influence and perceived credibility also show no significant correlations with usability, security, ease of use, or adoption, indicating these factors may not strongly impact mobile wallet adoption.

Table 8. Correlation matrix between the levels of behavioral intentions and adaption of users of mobile wallets

Behavioral Intentions of Users of Mobile Wallets	**Adoption of Users of Mobile Wallets**				
	Perceived Usefulness	Usability	Perceived Security	Perceived Ease of Use	**Overall**
Perceived Usefulness	.013	-.042	-.046	-.013	-.030
	(.809)	(.448)	(.407)	(.820)	(.581)
Perceived Ease of Use	.112*	.020	.002	.078	.055
	(.041)	(.713)	(.978)	(.160)	(.321)
Social Influence	.075	.093	.057	.058	.098
	(.175)	(.093)	(.306)	(.292)	(.076)

Perceived Credibility	.016	.012	.020	.037	.044
	(.772)	(.825)	(.719)	(.498)	(.428)
Variety of Services	.158**	.074	.092	.060	.131*
	(.004)	(.182)	(.095)	(.276)	(.017)
Mobility	.145**	.090	.112*	.081	.147**
	(.008)	(.104)	(.042)	(.141)	(.008)
Overall	.138*	.066	.064	.081	.116*
	(.012)	(.229)	(.249)	(.140)	(.035)

*$p<.05$
**$p<.01$

This study connects previous research by highlighting perceived ease of use, variety of services, and mobility as crucial factors in mobile wallet adoption. Efendi, Ekasari, Sani, Wakhidah and Munizu (2024) emphasized that perceived ease of use and usefulness significantly drives mobile banking adoption, underscoring the importance of user-friendly interfaces and functional benefits. However, perceived risk and social influence were less significant, suggesting that users prioritize practicality and convenience over potential risks or social perceptions. Ali, Khan, Nabi, and Alakkas (2024) found that various services enhance perceived value and security, though the number of services must align with user needs to impact adoption significantly. Gong, Zhang and Zhang (2024) supported the role of mobility, showing that convenience and perceived security in different contexts boost adoption rates. This study further contributes to the existing literature by demonstrating that familiarity with mobile wallets and awareness of their advantages also play a pivotal role in influencing user behavior. Additionally, the findings underscore that while convenience and variety of services are essential, continuous improvements in security measures are necessary to sustain long-term user adoption.

Conclusion

The research revealed that demographics, awareness, usage patterns, familiarity, information sources, payment preferences, and behavioral intentions influence mobile wallet usage and adoption. Predominantly female and young adults aged 18-23, respondents indicated that low-income earners (monthly income under P20,000) are the primary users. High awareness and usage of applications like GCash, PayPal, and ShopeePay were noted, with social media being the main information source. Despite the persistence of cash payments and digital banking's popularity, debit and credit cards were least preferred due to security concerns and hidden charges. The results of the correlation analysis have important implications for mobile wallet adoption strategies. The positive correlations between perceived ease of use and perceived usefulness and between service variety and adoption suggest that simplifying mobile wallet interfaces and expanding service offerings can enhance their perceived value and encourage wider adoption. Additionally, the significant relationship between mobility and perceived security and overall adoption indicates that emphasizing the convenience and security of mobile wallets across various contexts can further drive user acceptance. Conversely, the lack of significant correlations with perceived risk, social influence, and credibility suggests that addressing practical usability and convenience may be more effective than focusing on these other factors when aiming to boost adoption. These findings have important implications for stakeholders in the mobile payments ecosystem. Financial service providers and app developers should focus on creating user-friendly interfaces and services tailored to young adults and low-income earners.

The significant impact of social media on awareness suggests that targeted digital marketing campaigns could further boost adoption. Addressing security concerns associated with debit and credit cards could also help expand their usage, encouraging a shift toward more secure and convenient financial practices. Understanding these significant pairings allows stakeholders to meet the needs of mobile wallet users better, promoting broader adoption and usage.

Recommendation and scope for future studies

With the findings of this study as a basis, the researchers were able to draw out these recommendations:

1. For financial institutions, we recommend that they may shift their focus on enhancing the user experience of mobile wallet services by simplifying interfaces and ensuring seamless transactions. They may also invest in stricter security measures, including multi-factor authentication and encryption, and actively educate users about these protections to build trust and reduce security concerns.
2. This study suggests that local government units may spearhead initiatives to increase public awareness of mobile wallet benefits through community workshops, social media campaigns, and educational programs in schools and public spaces. By fostering a better understanding of mobile payments, they can drive greater adoption and usage across the community.
3. To future researchers, we suggest that they may explore the long-term effects of mobile wallet adoption on financial behavior and inclusion, particularly among different demographic groups. Investigating the impact of emerging technologies and new security measures on user acceptance could provide valuable insights into evolving trends and challenges in mobile payments.

Appendix

Mean per question

Behavioral Intentions		
Statements	**Mean**	**SD**
Perceived Usefulness	**4.27**	**0.59**
Using a mobile wallet saves me time.	4.34	0.78
A mobile wallet is a practical option for making payments.	4.31	0.78
Using a mobile wallet makes it easier for me to carry out my day-to-day tasks.	4.26	0.79
Using a mobile wallet is the trend of the modern lifestyle.	4.18	0.87
Perceived Ease of Use	**4.03**	**0.70**
I can easily learn to use the mobile wallet.	4.17	0.82
I can quickly become proficient in using the services of the mobile wallet.	3.99	0.87
Performing the mobile wallet procedures is simple to me.	3.98	0.84
The interface of the mobile wallet is user-friendly and easy to understand.	3.97	1.02
Social Influence	**3.99**	**0.67**
Family affects my intention to use the mobile wallet I can easily learn to use the mobile wallet.	3.88	0.95
Friends and colleagues affect my intention to use a mobile wallet.	4.00	0.87

The media runs advertisements which affect my intention to use the mobile wallet.	4.05	0.83
I use mobile wallet because the people around me also use it.	4.03	0.79
Perceived Credibility	**3.97**	**0.69**
Payments through mobile wallet are processed accurately.	4.06	0.82
The mobile wallet will not share my information (e.g. personal details, bank account data, payment history, mobile wallet usage behavior) with third parties without my permission.	3.92	0.92
The capability of the wallet providers and their partners in protecting my data is good.	3.92	0.93
Variety of Services	**4.02**	**0.73**
The mobile wallet I am currently using collaborates with partners (banks, internet providers, network carriers, e-commerce businesses, etc)	4.11	0.81
The mobile wallet is accepted at many shopping and entertainment locations.	3.98	0.92
Various services of mobile wallet fulfill my needs in different situations.	3.96	0.91
Mobility	**4.25**	**0.71**
I can use mobile wallet anytime, and anywhere	4.19	0.86
I can use my mobile wallet even when I am traveling.	4.25	0.84
Mobile wallet is right for me because I always carry my mobile phone with me	4.32	0.86
Overall	**4.09**	**0.46**

SPSS OUTPUTS

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
BI_A	330	2.25	5.00	4.27	0.59
BI_B	330	1.00	5.00	4.03	0.70
BI_C	330	2.00	5.00	3.99	0.67
BI_D	330	2.00	5.00	3.97	0.69
BI_E	330	1.67	5.00	4.02	0.73
BI_F	330	1.67	5.00	4.25	0.71
BI_OVERALL	330	2.93	5.00	4.09	0.46
A_A	330	2.33	5.00	4.29	0.64
A_B	330	1.00	5.00	3.94	0.72
A_C	330	2.00	5.00	3.84	0.73
A_D	330	1.67	5.00	4.10	0.65
A_OVERALL	330	2.83	5.00	4.04	0.50

Valid N (list-wise)	330				

Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
BI_A	.156	330	.000	.920	330	.000
BI_B	.117	330	.000	.945	330	.000
BI_C	.102	330	.000	.957	330	.000
BI_D	.135	330	.000	.938	330	.000
BI_E	.142	330	.000	.937	330	.000
BI_F	.178	330	.000	.883	330	.000
BI_OVERAL	.068	330	.001	.983	330	.001
A_A	.155	330	.000	.895	330	.000
A_B	.142	330	.000	.947	330	.000
A_C	.123	330	.000	.958	330	.000
A_D	.119	330	.000	.940	330	.000
A_OVERALL	.064	330	.002	.985	330	.002
a. Lilliefors Significance Correction						

Correlations

			BI_A	BI_B	BI_C	BI_D	BI_E	BI_F	BI_OVER-ALL	A_A	A_B	A_C	A_D	A_OVERALL
Spearman's rho	BI_A	Correlation Coefficient	1.000	.469**	.409**	.244**	.247**	.236**	.590**	.013	-.042	-.046	-.013	-.030
		Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.809	.448	.407	.820	.581
		N	330	330	330	330	330	330	330	330	330	330	330	330
	BI_B	Correlation	.469**	1.000	.439**	.189**	.384**	.385**	.680**	.112*	.020	.002	.078	.055

		Co-efficient											
		Sig. (2-tailed)	.000		.000	.001	.000	.000	.000	.041	.713	.978	.160	.321
		N	330	330	330	330	330	330	330	330	330	330	330	330
	BI_C	Correlation Co-efficient	.409**	.439**	1.000	.278**	.426**	.284**	.649**	.075	.093	.057	.058	.098
		Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.175	.093	.306	.292	.076
		N	330	330	330	330	330	330	330	330	330	330	330	330
	BI_D	Correlation Co-efficient	.244**	.189**	.278**	1.000	.513**	.431**	.634**	.016	.012	.020	.037	.044
		Sig. (2-tailed)	.000	.001	.000		.000	.000	.000	.772	.825	.719	.498	.428
		N	330	330	330	330	330	330	330	330	330	330	330	330

	BI_E	Correlation Coefficient	.247**	.384**	.426**	.513**	1.000	.549**	.771**	.158**	.074	.092	.060	.131*
		Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.004	.182	.095	.276	.017
		N	330	330	330	330	330	330	330	330	330	330	330	330
	BI_F	Correlation Coefficient	.236**	.385**	.284**	.431**	.549**	1.000	.721**	.145**	.090	.112*	.081	.147**
		Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.008	.104	.042	.141	.008
		N	330	330	330	330	330	330	330	330	330	330	330	330
	BI_OVERALL	Correlation Coefficient	.590**	.680**	.649**	.634**	.771**	.721**	1.000	.138*	.066	.064	.081	.116*

		Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.012	.229	.249	.140	.035
		N	330	330	330	330	330	330	330	330	330	330	330	330
	A_A	Correlation Coefficient	.013	.112*	.075	.016	.158**	.145**	.138*	1.000	.346**	.296**	.344**	.628**
		Sig. (2-tailed)	.809	.041	.175	.772	.004	.008	.012		.000	.000	.000	.000
		N	330	330	330	330	330	330	330	330	330	330	330	330
	A_B	Correlation Coefficient	-.042	.020	.093	.012	.074	.090	.066	.346**	1.000	.478**	.281**	.726**
		Sig. (2-tailed)	.448	.713	.093	.825	.182	.104	.229	.000		.000	.000	.000
		N	330	330	330	330	330	330	330	330	330	330	330	330
	A_C	Correlation Coefficient	-.046	.002	.057	.020	.092	.112*	.064	.296**	.478**	1.000	.540**	.817**

		Sig. (2-tailed)	.407	.978	.306	.719	.095	.042	.249	.000	.000		.000	.000
		N	330	330	330	330	330	330	330	330	330	330	330	330
	A_D	Correlation Coefficient	-.013	.078	.058	.037	.060	.081	.081	.344**	.281**	.540**	1.000	.710**
		Sig. (2-tailed)	.820	.160	.292	.498	.276	.141	.140	.000	.000	.000		.000
		N	330	330	330	330	330	330	330	330	330	330	330	330
	A_OVERALL	Correlation Coefficient	-.030	.055	.098	.044	.131*	.147**	.116*	.628**	.726**	.817**	.710**	1.000
		Sig. (2-tailed)	.581	.321	.076	.428	.017	.008	.035	.000	.000	.000	.000	
		N	330	330	330	330	330	330	330	330	330	330	330	330
**. Correlation is significant at the 0.01 level (2-tailed).														
*. Correlation is significant at the 0.05 level (2-tailed).														

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