

# **YOUNGSTER'S BEHAVIOUR TOWARDS E-WALLET WHILE PURCHASING**

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## **Abstract**

Internet users are growing rapidly day by day around the world. So, the needs of consumers in terms of making payments has changed drastically. Paying cash is a thing of past. Digital payments are making the waves now. E-wallet has become a great potential in the e-commerce market. More and more users show preference in E-Wallet transactions rather than using cash in hand. However, the usage of E-wallets has been in question. The main aim of this research is to investigate the young adult behaviour towards the use of new payment method by the name of e-wallet, by using mobile apps for doing payments. In total 384 surveys were sent to several WhatsApp group and on social media, 201 questionnaires were returned fully answered and able to use.

## **Introduction**

In today's life everything that we do, we want it to be easy and super convenient. Our daily routine such as going to retail store made easier by just using smart retailing. Just sit back on your chair in the house and switch on your preferred online retail applications, choose, purchase and

wait for it to be delivered to your doorstep. This is what we call a hassle-free life. Youngsters nowadays are very easy to cooperate with the latest technologies and trends in purchasing that made their live easier. Society today loves to go cashless with their daily routines. They love to use their debit or credit card more or on the other hands using wallets such as TnG e-wallet, Boost, Kipple Pay and many more. This kind of e-wallets make people felt more safe and secure as they do not bring a lot of cash with them and they will not be potential targets from any criminal.

E-wallet is one of the technology apps and software. E-wallet is a device that has also been recognized as a digital wallet. E-wallet is a software application that uses electronic devices such as computers or mobile devices for online transactions [2]. E-wallet is also a payable device without the use of cash or money. This helps the seller to collect the customer's payment through the use of the unique two-dimensional quick-response code, also known as (QR) code that the seller generates. For example, Grab pay, Boost, Touch n Go e-wallet, Alipay, Favepay and so on. If the customer wants to use this method of payment, they will need to install the Mobile app to begin the payments and services. They can purchase the payment of their products by scanning the QR code using the relevant app. In contrast, there are two types of QR code that are mostly available in the market. For example, Dynamic QR code and Static QR code. For dynamic QR code, it means that buyer not really need to enter the purchase amount for QR payment because the account details and transaction amount are fixed into the QR code. For the static QR code, it is opposite to the dynamic QR code. The buyer must enter the purchase amount for QR payment, and it has the account details only that fix into the QR

code. Furthermore, people who purchase the product in a store or purchase online both are able to use the e-wallet. There is a convenience service which is the bank account are able linked to the e-wallet. Money from the bank can be deposited in e-wallet. The money will be automatically top up when the balance fall below the amount that you set. There is more safety because the e-wallet needs your ID document to verify your identity.

People with e-wallet, don't need to stay in a long que to cash out at ATM machines anymore or having trouble with spare changes. Just scan and purchase easy as that. We could easily pay any amount without a doubt.

## **2.0 RESEARCH OBJECTIVE**

The year 2020 and beyond will see the continued rise in popularity of e-wallets which stole the financial technology limelight in 2019 (Tan.R, 2020).Therefore, we do feel that it's truly fascinating to study and collect data about how the young adults react to their buying behaviour towards purchasing cashless through e-wallet. The research objective of this paper is to investigate the relationship between the preferences of young adults towards cashless purchasing using e-wallet, to analyse the relationship between the ability of young adults paying cashless through e-wallet, to examine the risk and safeness of the young adults using cashless purchasing through e-wallet as well as to investigate the relationship between the social influence impact on the young

adults using cashless purchasing through e-wallet.

## **3.0 LITERATURE REVIEW**

### **Technology Acceptance Model.**

Technology acceptance model was developed by Fred Davis in 1986 with purposed to contract the perceived ease of use and perceived usefulness which act as primary element. These two elements play their role in the creating attitudes and how the behavioral reaction towards IT. After many years, researchers use Technology Acceptance Model to discover on how TAM able to explain the factor that may affecting in the technology usage (Ariffin, Kee Teck Heng, Mokhtar, & Mahadi, 2017). TAM not only been used to see the primary element, but also researchers has varied its purpose. For example, some researchers use TAM to explore the important main points variable and able to create the revised edition in the social media by implementing TAM in the social media setting (Rauniar, Rawski, Yang, & Johnson, 2012). Other than that, TAM also was adapted in the social network game and e-learning as well. According to Martens 2017, to understand on how human behavior in using e-wallet, TAM reserved enormous concern in the online payment acceptance researchers who implement it during research that been

conducted. Although there have a record stated that TAM have shows the structure influence for the people's intention to use online payment, but still people are still concerned about the purpose why they should use online payment. This study is focus on the why the Malaysian Youngster use e-wallet and the behavioral intention to use e-wallet.

### **Behavioral Intention.**

Behavioral intention applied to the motivational factors that affecting in the specific actions, where the clearer the willingness to perform the behavior, the more likely to perform the behavior (LaMorte, 2019). Behavioral intention will infect on how the person will act in the future (Fishbein & Ajzen, 1975). E-wallet was introduced in the market which lead e-wallet to become one of the payment systems that available during making any transaction. E-wallet is expected to receive better impressions from the audience (Nizam, Hwang, & Valaei, 2018). The researchers that conducted the study before this found that there is relationship between behavioral intention with the new technology. There is a positive relationship between the behavioral intention with the new technology (Barry & Jan, 2018). The research before found that there a few variables show the positive relationship in

behavioral intention. With the statement above, hypothesis is formed:

H1: There is a positive relationship in Behavioral intention to use e-wallet.

### **Perceived Usefulness**

Perceived usefulness refers to the degree to which a person assumes that the use of a specific information system can improve their productivity (Davis, 1989). Perceived usefulness is hypothesized in the TAM to predict on how the direct relationship between perceived usefulness with the behavioral intention to use e-wallet (Park, Rhoads, Hou, & Lee, 2014). There is a important relationship between perceived usefulness and behavioral intention to use specific technology by using TAM (Al-Marroof & Al-Emran, 2018). Perceived usefulness has the positive relationship with the behavioral intention. With that, hypothesis that been formed is:

H2: There is positive relationship between perceived usefulness with the behavioral intention to use e-wallet.

### **Perceived ease of use.**

Perceived ease of use refers to the extent that it will be effort-free to a particular system (Davis, 1989). Behavioral intention to use technology

positively affected by the perceived ease of use (Jackson, Chiew, & Leitch, 2007). According to Venkatesh et al. 2002, also stated that behavioral intention and perceived ease of use positively and related with each other. Other than that, a study that been conducted on the undergraduate student that using web service technology found that easy and friendly for the user. In addition, it shows on how the positive relationship work between perceived ease of use and behavioral intention. This study was conducted by Al-Marroof and Al-Emran in 2018. With this, hypothesis that been formed:

H3: There is a positive influence between perceived ease of use and behavioral intention to use e-wallet.

### **Privacy and Safety**

According to Cliquet et al in 2015, privacy refers to how people able to control self-relevant data personally and everyone should pay attention for their privacy. Research found that lack of privacy and safety is one of the problems that make the customers away from using or buying the product. People willing to buy or used the product if there is guaranteed in the privacy (Milberg, Smith, & Burke, 2000). Payment without a security feature via e-wallet can result in

unauthorized access to personal information and a lucrative opportunity for cybercriminals to violate data. (Kaur, Li, Iqbal, & Gonzalez, 2018). Due to effortless transactions, the e-wallet has gained its popularity but still lack of knowledge and awareness among people and fear of making transactions due to security issues are the key factors that should be considered. (Ahmad, Khan, & Jan, 2010). With that, hypothesis is formed:

H4: There is positive relationship between privacy and safety with behavioral intention to use e-wallet.

### **Social Impact**

Social influence refers to how the other's actions influence someone else to become that them. According to Soodan and Rana, influence from the social environment, play it's role in growth the intention to use e-wallet. It either from the relatives or friends, these social able to influence the others to use e-wallet. Social influence helps others to be motivated to use new technology. This is because the power of mouth which able to influence others. With the e-wallet advancement features also able to someone persuade the others. ( (Soodan & Rana, 2019). With this social influence to introduced e-wallet to

others, it helps others to use e-wallet as well. With that hypothesis is formed:

H5: There is positive relationship between social impact in behavioral intention to use e-wallet.

### **Intention**

E-wallet still new in the market, and not everyone how to use it. This intention refers to people intention to switch from the physical payment to the digital payment such as e-wallet. If someone willing or have an intention to switch with the purpose to moving on using physical payment to the digital payment such like e-wallet, that's means they are adapting with the new technology. (Autzen, 2007). Intention to switch from physical payment to digital payment shows the positive relationship between intention with behavioral intention to use e-wallet. With that, hypothesis is formed:

H5: Intention to switch from physical payment to digital payment will have a positive influence in the behavioral intention.

## **4.0 METHODOLOGY**

The category of research for this research is quantitative research as it has created a questionnaire to distributed for specific respondent. This research 's respondent are

from age 18 to 30, Malaysian and have experience in using E-wallet. While types of reseach design had been choose is descriptive research which mean that descriptive research aims to accurately and systematically describe a population, situation or phenomenon (Shona McCombes, 2019). Using this type of research because to examine characteristics of e-wallet user through the questionnaire that been distributed through social media.

### Questionnaire Development

The items from each variable were slightly modified to adjust the current study. All the measurement items from the variables were measured using Five-point Likert scale (i.e. 1= strongly disagree to 5= strongly agree) to express the statement of agreement among the respondent. The questionnaire was published through online platform to carry out the surveys. Gathering all the data using Google form that being distributed through social media such as WhatsApp's, Facebook and Instagram which include 3 section of questions. The first one is Section A that include demographic question. Next is Section B that consist of questions about Independent Variables and Section C is the questions that consist of Dependent Variable.

### Data Collection Target

The target respondent for this research is youngster those who use E-wallet payment method. Youngster or called as young adult is those who age from 18 to 30 years old. A young adult is generally a person ranging in age from their late teens or early twenties to their thirties (Erik Erikson's stages of human development). The young adult stage in human development precedes middle adulthood Based on research there are 14.6 million (45.4%) of young adult population (source from New Straits Time, 2018).

### Sample Size and Sampling Method

This research was use Krejci and Morgan 1970 sampling method to determine the sample size. the sample size calculation which expressed as  $s = X^2 NP(1-P) \pm d^2 (N-1) + X^2 P(1-P)$  (Krejci and Morgan, 1970). As the calculation had been through, the sample size representative of the youngster in this study is 384. This research distributed more than 384 of survey form to the respondents and the respondent who responded through the survey are 204 respondents and only 202 that are available for SPSS data. First, this research is using Non- probability sampling which means not involving all the members of our population. Non-probability sampling techniques are not

intended to be used to infer from the sample to the general population in statistical terms. Instead, for example, grounded theory can be produced through iterative nonprobability sampling until theoretical saturation is reached (Strauss and Corbin, 1990). The population have equal chance to participate for the data collection process. Then this research uses purposive sampling from non-probability sampling categories by selecting participants from a sample frame because they have characteristics that are desires and appropriate for the study.

## **5.0 RESULTS AND FINDINGS**

### Response Rate

The research was carried on youngster behavior in using e-wallet as their payment method. Among youngster or called as young adult are age between 18 to 30 years old. This group was chosen because as nowadays many of that group were wise in using the application as it can provide advantages for them. The data listed on the questionnaire based on the behavior in using E-wallet. We have distributed 384 questionnaires and only 204 were responded by the respondents. In 204 respondents, only 202 respondent's data valid in SPSS. The percentage data based on data distribute is 53% as it is the research response rate.

## Response Profile

Respondent profile is part of the personal information that had been collected from the survey toward the youngster or young adult. The information that had been survey based on their demographic includes gender, ages, income, ethnicity, employment and others. Those question little bit can help researcher to know the behaviour or the background of the respondents.

*Table 1: Response Profile (demographic profile)*

Variables	Category	Frequency	Percentage (%)
Gender	Male	76	37.3
	Female	126	61.8
Ethnicity	Malay	95	46.6
	Chinese	14	6.9
	Indian	91	44.6
	Others	2	1.0
Marital Status	Single	192	94.1
	Married	7	3.4
	Divorce	1	0.5
Income (RM)	1000-1500	110	53.9
	1600-2000	17	8.3
	2000-2500	8	3.9
	2500-3000	4	2.0
	3000-above	5	2.5
Employment	Student	158	77.5
	Employed full time	29	14.2
	Employed part-time	8	3.9
	Seeking opportunity	2	1.0
	Prefer not to say	5	2.5
Intention to use e-Wallet in future	Yes	178	87.3
	No	23	11.3
Frequency of using E-wallet	1 to 3 times	140	68.6
	4 to 7 times	39	19.1
	8 to 10 times	7	3.4
	More than 10 times	14	6.9

Based on the Table 1 shows that response profile that had been carry out from 204 respondent but only 202 respondents that is valid in the table which brings 99% of the respondents. Other 1% is an invalid from the 204 total respondents in the SPSS. For the gender respondents, there are female and male and female was the highest frequency among the total. The result of the survey show that female was 126 respondents that carry 61.8% while 76 respondents from total were male that carry 37.3%.

Next, from the surveys we carried out the ethnicity of the respondents which is Malay, Chinese, Indian and others. From the data collected the frequency and percentage of Malay are 95 respondents (46.6%), Chinese 14 respondents (6.9%), Indian 91 respondents (44.6%) and Other are 2 respondents (1.0%).

Besides that, most of the respondent's marital status is single as it 192 respondents (94.1%) of it and another 7 respondents (3.4%) have married status. 1 respondent which is 0.5% of the survey was divorced. Furthermore, respondent's income also had been carried out from the survey. Respondents who earn RM1000-RM1500 income are 110 or 53.9%. Those who earn RM1600-RM2000 among the respondents are 17 peoples (8.3%), earning income RM2000-RM2500 are 8 peoples

(3.9%) and earning income RM2500-RM3000 are 4 peoples (2.0%). Those income RM3000 and above are 5 peoples which is 2.5% of the respondents.

Also survey the employments of the respondents which are most of them are students. 77.5% of the total respondents are students which is 158 peoples. 14.2% or 29 respondents are employed full time and 3.9% which is 8 respondents are employed part-time. 2 respondents (1.0%) are seeking for opportunities and 5 respondents (2.5%) are prefer not to say about their employment.

The result of the survey based on their intention to use E-wallet in the future also being collected. 178 respondents (87.3%) respond YES on the survey and 23 respondents (11.3%) answer it as NO. Lastly is the result on frequency of using E-wallet question. 140 respondents (68.9%) use E-wallet 1 to 3 times per day while 39 respondents (19.1%) use it 4 to 7 times a day. 7 respondents (3.4%) use E-wallet 8 to 10 times per day and 14 respondents (6.9%) use it more than 10 times.

### Reliability Analysis

Reliability analysis refers to the fact that the construct it is evaluating should be done accurately to represent a scale. There are certain occasions and conditions where

it can be beneficial for the findings. (StatisticSolutions, 2021). Cronbach's alpha is used to get the reliability of the instrument that been used in the research. Cronbach's alpha widely stated in creation of scales intended to quantify attitudes and effective construct. To measured which Cronbach's alpha are considered as good is which value have more value than 0.7. If the value is lower than 0.7 is considered as low value for the reliability results. Cronbach's alpha's value more than 0.7 is considered as strong because all the things accurate and the test is consistent internally. For Cronbach alpha's value able to get lower than 0.7 is because of the variable or the items are unstable and must be identified through the process of the item's analysis. If there any low value, researchers can delete the items so that they can only take the strong value. The table below shows the reliability analysis for each variable, Cronbach alpha's value and no. items.

*Table 2: Reliability analysis.*

Variable	Cronbach's alpha	No. item
Behavioural intention to use e-wallet.	0.901	4
Perceived usefulness	0.898	5
Perceived ease of use	0.864	4
Privacy and Safety	0.745	5
Social Impact	0.877	3
Intention	0.855	3



Table shows the Cronbach's alpha value for each variable that been used in this research. Result shows that all the variable shows the Cronbach's alpha value more than 0.7. This indicate that all variables are strong. The highest Cronbach's alpha value for independent variable is perceived usefulness with 0.898 and no item 5. This is because Malaysian youngster agree that e-wallet program able to help them during their payment through e-wallet. The lowest Cronbach's alpha for independent variable is privacy and safety with 0.745 and no of item is 5. This is because, Malaysian youngster still worried about their privacy and safety if they used e-wallet payment.

#### Descriptive Mean

Descriptive mean is a summary for the sample and variable that been used in the research. Descriptive mean either to be shown with the simple graphics analysis or the quantitative analysis. Descriptive mean helps to describe the data that been showed. Other than that, descriptive mean also helps to describe or make a judgement for the probability from the data. (Trochim, 2020). The table below shows the descriptive mean for each mean.

*Table 3: Mean and Standard Deviation*

Variable	Mean	Standard Deviation
Behavioural Intention to use e-wallet	4.0173	0.86261
Perceived Usefulness	4.0166	0.81676
Perceive ease of use	4.1366	0.77812
Privacy and Safety	3.3087	1.04085
Social Impact	3.6411	1.00250
Intention	3.9175	0.91653

The table above shows the mean for each variable that been used in this research. The range of mean is between 3.3 to 4.13. The highest mean is independent variable perceived usefulness which is 4.1366. The lowest mean is independent variable privacy and safety which is 3.3087. Respondent are agreed that e-wallet is easy to use so that the reasons perceived ease of use recorded the highest mean in the result. While, respondent have a moderate in agreeing for privacy and safety are secured when using e-wallet.

#### Comparison Analysis

This section shows the comparison analysis that been conducted in this research. In conducting this section, T-Test and ANOVA test is conduct for getting the result.

#### **T-TEST**

*Table 4: T-Test*

T-Test T (Gender)	Sig. Value	Sig. (2-tailed)
Equal variances assumed	1.000	0.519
Equal variance not assumed		0.519

The Table 1 shows the T-test that been conducted to see the comparison between gender which are male and female. Result shows that need to accept the null hypothesis. The reasons to accept the null hypothesis is because the sig. value shows the value 1.000 which is more than 0.05. Other than that, Sig. (2-tailed) shows the results 0.519 which is more than 0.05. This is the reason to accept the null hypothesis. With that, the null hypothesis that will come out will be there is no significant different between gender in behavioural intention to use e-wallet. This illustrate that either male or female are attached to use e-wallet as one of their payment options.

## ANOVA TEST

*Table 5: ANOVA Test for Ethnicity and Income*

ANOVA Test	Sig. Value
Ethnicity	0.748
Income	0.688

The table above shows that the ANOVA test that been conducted for ethnicity and income. The ANOVA test for the ethnicity

result shows that need to accept the null hypothesis. The sig. values show the result is 0.748 which is more than 0.05. This is the reason to accept the null hypothesis. The null hypothesis that will come out is there's no significant different between ethnicity in behavioural intention to use e-wallet. The results illustrate the Malaysian youngster use e-wallet as one of their payment options even though there's different between ethnicity. Either they are Malay, Chinese, Indian or others, they still use e-wallet as one of their payment options. The ANOVA Test for income shows that need to accept the null hypothesis. This is because of the sig. value is 0.688 which is more than 0.05. This is the reason why need to accept the null hypothesis. With that, there is no significant different between income's level in behavioural intention to use e-wallet. The result illustrate the Malaysian youngster use e-wallet as one of their payment options despites of their income level.

## CORRELATION

This section shows the relationship between each independent variable with dependent variable.

*Table 6: Correlation*

Variable	Pearson Correlation
Behavioural Intention to use E-Wallet	1
Perceived usefulness	0.284
Perceived ease of use	0.238
Privacy and safety	0.072
Social Impact	0.211
Intention	0.34

Correlation is a measurement tool to see the relationship between each of the variables that been used in the research. The table above shows the correlation of independent variables and dependent variable.

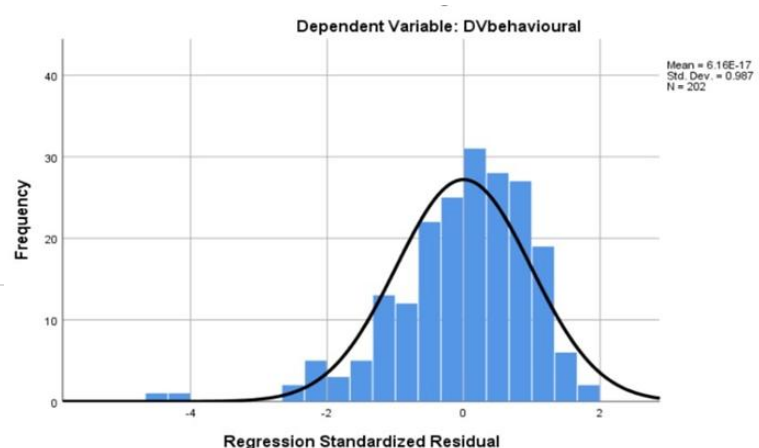
1. The correlation of behavioural intention and perceived usefulness ( $r = 0.284$ ), based on  $N = 202$  observation with non-missing values.
2. The correlation of behavioural intention and perceived ease ( $r = 0.284$ ), based on  $N = 202$  observation with non-missing values.
3. The correlation of behavioural intention and privacy ( $r = 0.072$ ), based on  $N = 202$  observation with non-missing values.
4. The correlation of behavioural intention and social ( $r = 0.211$ ), based on  $N = 202$  observation with non-missing values.
5. The correlation of behavioural intention and intention ( $r = 0.340$ ), based on  $N = 202$  observation with non-missing values.

6. The correlation of behavioural intention and itself ( $r = 1$ ), and the number of non-missing observations is  $N = 202$ .

Based on Table 2, the result shows that all the independent variables which are perceived usefulness, perceived ease, privacy, social and intention have a positive correlation among the dependent variable as the value is more than 0.01 and less than 0.8. The lowest value in correlation table is 0.072 and the highest correlation between independent variable and dependent variable is 0.340. Therefore, the range of the correlation result is between 0.07 to 0.34 of the independent variables and dependent variable.

### Multi Regression

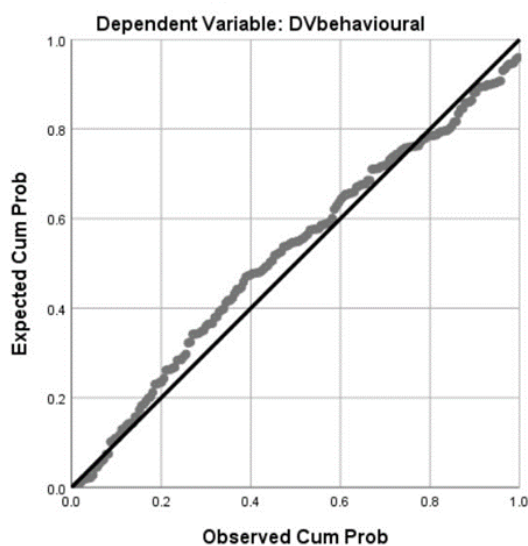
Multiple regression also known simply as multiple regression, is a statistical technique that uses several explanatory variables to predict the outcome of a response variable (data source: Investopedia, by Will Kenton). In multi regression we studied on more than one independent variables with dependent variable. The figure and data below show



the result of multi regression from the research.

*Figure 1: Histogram of The Regression Analysis*

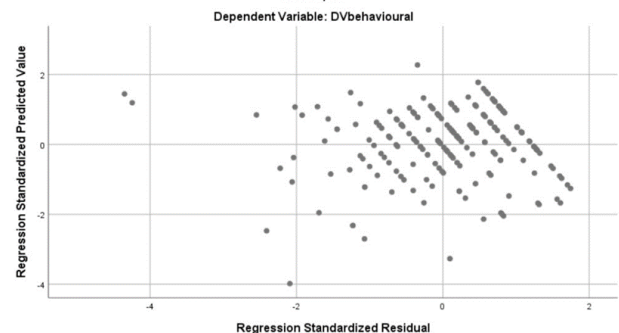
*Figure 2: P-P Plot of Regression Standardized Residual*



Based on Figure 1 shows a histogram that plot a curve bell shape and the point of the frequency and the regression standardized residual prove that it is a normal data. P-P Plot is a probability plot for determining how closely two sets of data match, which plots the two cumulative functions of distribution one against the other. To determine the skewness of a distribution, P-P plots are largely used. Based on the Figure 2 shows that the diagram is normal. It indicates normal distribution where the

data is also good as the grey color near to the straight line.

*Figure 3: Scatterplot*



The scatterplot as shown in Figure 3 is a normal data. It is because the mean of dependent variable does not gather in one plot of place and it assembled in square shape. As can see, based on the scatterplot the range between those points is closer indicates that the correlation of the survey is good.

## Model Summary

*Table 1: Model Summary b*

Model	R	R square	Adjusted square	R Std. error of the estimate
1	0.388	0.151	0.129	0.804

Table 1 above show the model summary form the reseach. Looking for the R square from the survey result on the SPSS in model summary. R-square is used to measure the predictability between the

model and the dependent variable. Hence, from the data the value of R-square is 0.15 and it indicates that the model of 5 independent variables has explained 15.1% of the dependent variable (DV- behaviour to use E-wallet). Only 15.1% strength of independent variables influence our dependent variable. This show that the data is not too powerful as the percent of the R-square not more than 50%.

*Table 2: ANOVA b*

Model	Sum of squares	df	Mean square	F
1 Regression	22.554	5	4.511	6.961
Residual	127.010	196	0.648	
Total	149.564	201		

The result of the survey shows that the F value is 6.961 and the p-value or significant value is less than 0.05 which is 0.000. Therefore, it means that the model is powerful and sufficiently to explain the relationship between those IV and the behavioral intention to use E-wallet (dependent variable).

*Table 3: Coefficient b*

Model	Unstandardized	Standardized	t	Sig.
	b	Beta		
IVuseful	.149	.141	1.353	.177
IVease	.029	.027	.260	.795
IVprivacy	.060	.073	1.100	.273
IVsocial	.037	.043	.537	.592
IVintention	.250	.265	3.686	.000

Coefficient were used to determine if the mean of the Independent Variables which are IVuseful, IVease, IVprivacy, IVsocial and IVintention are related with the dependent variable which is behavioral intention to use E-wallet. Thus, from Table 3 can be explain that:

#### 1. IVuseful

The t-value is less than 2.00 which is 1.353 and the significant value is more than 0.05 which is 0.177. Meaning that we have to accept the null hypothesis and reject the alternative hypothesis for IVuseful. So, there is no relationship between IVuseful and dependent variable of the survey.

#### 2. IVease

The t-value is less than 2.00 which is 0.26 and the significant value is more than 0.05 which is 0.795. Thus, mean that we have to accept the null hypothesis and reject the alternative hypothesis. There is no relationship between IVease and dependent variable.

### 3. IVprivacy

The t-value of IVprivacy is less than 2.00 which is 1.100 and the significant value is more than 0.05 which is 0.273. Meaning that we have to accept the null hypothesis and reject the alternative hypothesis for IVprivacy. So, there is no relationship between IVprivacy and dependent variable of the survey.

### 4. IVsocial

The t-value is also less than 2.00 which is 0.537 and the significant value is more than 0.05 which is 0.592. Thus, it means that we have to accept the null hypothesis and reject the alternative hypothesis. There is no relationship between IVsocial and dependent variable.

### 5. IVintention

The data above shown that this is the only IV that have t-value more than 2.00 which is 3.686 and the significant value is less than 0.05 which is 0.000. It shows a good relationship and we reject the null hypothesis and accept the alternative hypothesis. Thus, there is relationship between IVintention and Dependent variable.

Based on all the relationship of independent variables and dependent variable. Only one of the results that we have to accept the alternative hypothesis

which is IVintention. As IVintention has the powerful relationship among other independent variables, the unstandardized beta of that independent variable is 0.250. Hence, the increase of 1.00 in IVintention will increase 0.25 of the behavioral intention to use -wallet (DV).

## 6.0 DISCUSSIONS

In Malaysia, there many people have experience in using online payment method which is E-wallet in their daily lives. At the same time, the consumers nowadays very concern about the risk that they may face whenever participate in online browsing especially in online financial transactions. Perceived usefulness, perceived ease of use, privacy safety, social influence have been tested using Technology Acceptance Model (TAM) in this research study to examine the youngster's behavioral intention towards E-wallet while purchasing. From the study, almost all five hypotheses of perceived usefulness, perceived ease of use, privacy and security, social influence and intention are supported and have a significant correlation with the behavioral intention of using E-wallet as reported in Table 6. There is one independent variable that is highly determine the behavioral intention of youngsters of using E-wallet. Behavioral intention applied to the motivational factors that affecting in the

specific actions, where the clearer the willingness to perform the behavior, the more likely to perform the behavior (LaMorte, 2019). We find that there is a positive relationship between the behavioral intention with the new technology (Barry & Jan, 2018). This study supports the positive relationship between perceived usefulness and behavioral intention to use specific technology by using TAM (Al-Marroof & Al-Emran, 2018).

One of the most dramatic results from this study is that independent variable which is intention to switch from physical payment to digital payment is the strongest variable (*With highest and positive path coefficient*) to examine the behavioural intention to use E-wallet. This result has similar conclusion with Autzen.(2007). Moreover, the results reveal that respondents do perceive E-wallet is a new form of technology that is easy to use. As per past studies, according to Venkatesh et al. 2002, a study had been conducted on undergraduate students who using web service technology found that new technology is easy and friendly for the user. Hence, when the new technology like E-wallet is easy and user friendly for customers, the behavioral intention by youngsters will increase of using E-wallet.

Social influence is have positive effect that can influence behavioral intention to use E-wallet. Based on previous findings of Soodan and Rana, influence from the social environment, play its role in growth the intention to use e-wallet. It either from the relatives or friends, these social able to influence the others to use e-wallet. Social influence helps others to be motivated to use new technology. This is because the power of mouth which able to influence others. With the e-wallet advancement features also able to someone persuade the others. (Soodan & Rana, 2019). Thus, social influence such as word of mouth such as feedback about E-wallet able to change the youngster's behavior intention to use E-wallet more in future. The research study is shows same result as previous studies such as Cliquet et al in 2015, revealed there is positive relationship between safety and security and behavioral intention to use E-wallet. Research found that lack of privacy and safety is one of the problems that make the customers away from using or buying the product. People willing to buy or used the product if there is guaranteed in the privacy (Milberg, Smith, & Burke, 2000). Payment without a security feature via e-wallet can result in unauthorized access to personal information and a lucrative opportunity for cybercriminals to violate data. (Kaur, Li,

Iqbal, & Gonzalez, 2018). Due to effortless transactions, the e-wallet has gained its popularity but still lack of knowledge and awareness among people and fear of making transactions due to security issues are the key factors that should be considered. (Ahmad, Khan, & Jan, 2010).

## **7.0 LIMITATIONS**

Every research which has been conducted has its own limitation, so do we. Basically we have faced several limitations in order to complete this research. First of all will be the time constraints, we had approximately a week or two to spread the questionnaire and collect the raw data. We realise that due to the time constraint we had to work under pressure and focus more on completing within the timeframe.

Another major limitation would be the current issue which the world facing “Covid-19”, due to this we are unable to engage ourselves into field work hence we could only conduct the research through virtually. This current issue makes us to be less satisfied with our work performance, but it is not easy to work in this condition we are being pushed under an experience with extremely high difficulty task.

Next, we would say that the sample size is insufficient for an overall measurement because for a valid research results, we

need sufficient sample size to neither conclude nor make a statement. Not only that since we lack time, but we also could not reach all our sample size, literally had we used the chain referral method through friends to spread out questionnaires. Finally, we had bias limitation on respondent according to the gender. We had received more female respondent compare to male.

## **8.0 RECOMMENDATIONS**

On the other side, the result of this research study is very helpful for some business organizations to make decision for their future planning. This study enables the manager to shift digital payment method such as using e-wallet. Once the company shift to digital payment method they could gain the usefulness and ease of use through e-wallet. At the same time, managers also should more concentrate on high level of privacy and security to attract wide range of young customers. Privacy and security is a major concern by e-wallet users who use digital wallets while they are purchasing. Since this era is fully covered with many scammers, privacy and security variable should change to more secure platform and need to create good and positive intention among customers. This will make changes towards behavioural intention to use e-wallet during purchasing. If the online



platform isn't secure enough to provide protection to their customers on privacy and security, the users tend to ignore using e-wallet and stick to traditional payment method which is cash. Few more variables suggested to add for better fulfilment research studies about behavioural intention to use e-wallet. The more the percentage of R square, the more the benefits and results get for the good research studies. Customers those using e-wallet improves the social influence. When the usefulness of e-wallet increase and security and privacy improves, the social influence among chain cycle of e-wallet users also increase. The people that the customers having daily conversation in their life also get influence of using e-wallet while they making their purchases. When the E-wallet payment method is very convenient to the users and the number of daily users also will increase. The social class of society in Malaysia is change in payment methods which is from traditional payment method to digital payment method which is e-wallet. There is no any specific social class for e-wallet users. E-wallet is not only at the places where high class people visit such as five start hotels and so on. Even normal small shopping mall and petrol bunk where normal middle class people going everyday also should have e-wallet payment method. This will improve the

lifestyle of people in payment method while making purchases. If the whole country change to this kind of digital changes, the country also work towards the changes which is the country's development process.

## **9.0 CONCLUSION**

In conclusion, E-wallet is very convenience payment method where the usage is rising by the youngsters in this busy era. This research study examined about the youngster's behaviour towards e-wallet while purchasing in Malaysia. Perceived usefulness, perceived ease of use, privacy and security, impact on social class and intention to use e-wallet are used to test its' effects on behavioural intention of youngsters to use e-wallets. From this study, intention to use e-wallet has the positive relationship among behavioural intention to use e-wallet. However, there is no relationship between perceived usefulness, perceived ease of use, privacy and security and social influence in term of behavioural intention to use e-wallet. For future research, the researchers hope further efforts need to be conducted to explore deeper factors that influence the behavioural intention to use e-wallet among youngsters. Everything that using life has its own pros and cons. The customers need to make the right choices

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