



The Moderating Influence of Brand Image on E- Wallet Usage Intention Among Stall Workers as Users: An Application of UTAUT 2 Model

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Abstract – E-wallets are a crucial part of the global shift towards technology, improving the e-banking user experience. However, only a few e-wallet brands are well-known, and stall workers, who act as both recipients and senders of payments, play a unique role in e-wallet transactions. This study investigates how the brand image of e-wallets moderately influences stall workers' e-wallet adoption, focusing on UTAUT 2 factors and their intention to use e-wallets. Results show that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and perceived value have a direct and significant relationship with e-wallet usage intention. Brand image also strengthens the positive effect between hedonic motivation and perceived value as predictors and e-wallet usage intention. The study concludes that brand image does not have a moderating effect between the intention to use an e-wallet and the actual usage of e-wallet. It emphasizes that brand image may not significantly impact the transition from intention to actual usage.

Keywords – E-wallet, Digital wallet, UTAUT, Brand Image, Intention to use

I. INTRODUCTION

In the era of globalization, we are currently experiencing, we are forced to continuously adapt to technological developments, and E-Wallet is one of them (Suganda et al. 2021). According to (Rahi et al., 2023) more recently electronic wallet (e-wallet) banking has been identified as an innovative mode of e-payment and enhances e-banking customer experience. Payment systems have witnessed a sea change. This incredible and quick transition ushers the need to examine the factors that influence the consumers' attitude toward adopting wallet apps (Malik et al 2019).

Among the consumers, the researchers decided to choose Stall workers as consumers of the E-wallet in this study. Due to the lack of studies among the low wage earners like Stall workers. According to (BusinessWorld, 2023), minimum wage earners who work five days a week earn P11,400 monthly on average, which is lower than the average monthly expenses of P15,666. According to (Rutkowski, J. J., 2015), a job is low-paid if it pays a wage that is lower than two-thirds of the median wage. A job is very low-paid if it pays less than 50 percent of the median wage.

The researchers chose Stall workers who are designated in the GreenHills Shopping Center, San Juan City. According to (Baranda, 2022), with over 2,000 stores, Greenhills Shopping Center (GSC) in San Juan City, Metro Manila has been a favorite shopping hub for various goods, including electronics/gadgets, perfumes, jewelry, and apparel, for several decades.

According to (e.g Tran et al., 2021; Wang & Li 2012), to a certain extent, the relationship between mobile app's usability, convenience of use, enjoyment, and brand image is rarely investigated. This study will close that gap and will investigate the objective-based outcomes to assess the E-wallet usage intention furthermore through Stall Workers. This study will provide insights for E-wallet providers and users to determine the impact of UTAUT 2 factors and Brand Image towards the E-wallet Usage Intention. This study will mainly focus on the Stall workers as users of e-wallets as the researchers investigate how brand image moderately influences their adaptation towards usage intention.

Background

This study examines the intention of Stall workers in San Juan City, Metro Manila, to use e-wallets using UTAUT 2 variables such as Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, and Perceived Value.

The research focuses on 150 target workers in Greenhills Shopping Center, who use any form of e-wallet available in the Philippines. The study has limitations, such as a small sample size and purposive sampling method, potential bias, and cross-sectional data. However, it offers valuable insights within its specific context, despite potential limitations. The findings offer valuable insights into the adoption of e-wallets among Stall workers in Greenhills.



Objectives

- This study aims to determine the Stall workers' intention to use an E-wallet in Greenhills Shopping Center in San Juan City
- How do UTAUT 2 variables affect the Stall Workers' intention to use an E-wallet?
 - Performance Expectancy
 - Effort Expectancy
 - Social Influence
 - Facilitating Conditions
 - Hedonic Motivation
 - Perceived Value
- How does Brand Image moderately influence the Stall workers' intention to use E- wallet? Using the UTAUT 2 variables that will affect the Stall workers' intentions to use.

II. METHODOLOGY

This study, the researchers used a descriptive-quantitative research method. This method uses a structured questionnaire that is distributed to the Stall workers. The purpose of this questionnaire is to determine the moderating influence of brand image on the users' e-wallet usage intention.

A descriptive-quantitative research design is applied in this study to identify the key factors of Stall workers who are more likely to adapt e-wallets, and to understand how brand image influences their adaptation behavior as users of e-wallets. While the targeted population is the Stall Workers in Greenhills Shopping Center in San Juan, because most of them use e-wallets as part of their job as Stall workers.

A sample of 150 participants was included in the study, and they were carefully chosen to represent a wide range of demographics. This study used a non-probability sampling design which is a purposive sampling technique.

III. CONCLUSION

The researchers found that performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, and perceived value significantly influence Stall workers' intention to use an e-wallet.

The study also found a strong relationship between the predictors' perceived value, hedonic motivation, and intention to use an e-wallet, which is stronger for Stall workers who have significant influence through brand image.

The study contributes to the technology marketing literature by integrating brand image as a moderator into the

UTAUT2 framework, demonstrating that Stall workers' intention to use e-wallets is influenced by factors such as perceived value and hedonic motivation.

The study suggests that brand image does not have a moderating effect between intention to use an e-wallet and actual usage, suggesting that it may not significantly impact the transition from intention to actual usage.

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