

## An Investigation of Factors Influencing Intention to Use Mobile Wallets of Mobile Financial Services Providers in Myanmar

Phyo Min Tun

Assumption University, Thailand

**Abstract.** *Mobile wallet is becoming an innovative financial product in the globe and is well expanding quickly into developing countries. This empirical study proposes a comprehensive research model in an amalgamated way consisting of beliefs, social, quality, and trust aspects, to fill up the gaps of previous research studies in similar contexts. The quantitative research is employed to investigate six factors with behavioral intention to use a mobile wallet. Structural Equation Modeling (SEM) technique was applied to analyze data and formulate the results. Survey data were collected from 234 potential mobile wallet users in Myanmar. The results of the study indicated that trust and perceived usefulness factors are significantly influencing behavior intention to use a mobile wallet in Myanmar. But service quality, user satisfaction, facilitating conditions, and social influence are statistically insignificant. The result of this study can be utilized by user acquisition managers, marketing managers, and business development managers to formulate the strategies and approaches for positioning their mobile wallet among a suitable user base, thereby acquiring more mobile wallet users.*

**Keywords:** *Mobile wallet, mobile financial service, financial technology, behavioral intention.*

### 1. Introduction

Nowadays, the quick development and improvement of mobile devices and technologies in the telecommunication industry have been enabled the emergence of new innovative products and services. The daily lives of users have been easier because of various innovative devices and create new value-added mobile applications. Those mobile applications transform the way of providing services especially from financial service providers to their customers. Following the fact of value-added mobile financial services, mobile payment systems have become a competitive advantage and game-changer in the mobile financial service industry. Within the context of mobile payment systems, the trend of a mobile wallet (MW) or digital wallet has emerged as an innovative way of engaging financial transactions. MW is a digital form of ordinary wallet that is installed as an application in mobile phones to store mobile money or digital money or electronic money (E-Money).

The major benefits of using MWs are minimizing cash handling risks as well as fraud reduction, faster payment, saving effort and time, and so on (Shaw & Kesharwani, 2019). Lwin, Ameen, and Nusari (2019) stated that Myanmar is a cash-based economy which is more than 80 percent of the populace is still using traditional financial services in reference to the year 2015 report of International Monetary Fund (IMF). Therefore, the current elected democratic government of Myanmar encouraged the financial sector to innovate and modify their services from traditional ways of remittance, making payment, and top-up to the high-tech driven innovative services. According to the data of the Central Bank of Myanmar (CBM), five mobile financial services providers (MFSP) were granted so far since CBM issued the regulation on mobile financial service in 2016 for non-bank financial institutions (Table 1). MFSPs have been expanded rapidly in recent years and become an important role for financial inclusion by providing MW to their customers.

---

\*Corresponding author. Email: [phyomintun.sg@gmail.com](mailto:phyomintun.sg@gmail.com)  
Received: June 28<sup>th</sup>, 2020; Revised: July 18<sup>th</sup>, 2020; Accepted: July 21<sup>st</sup>, 2020  
Doi: <http://dx.doi.org/10.12695/ajtm.2020.13.2.3>  
Print ISSN: 1978-6956; Online ISSN: 2089-791X.  
Copyright©2020. Published by Unit Research and Knowledge  
School of Business and Management-Institut Teknologi Bandung

Those MWs are namely, Wave Money, MPT Money, OKDollar, My Money, and M-Pitesan. Among them, only OKDollar was launched

before receiving the MFSP licence from CBM (Lynn & Kean, 2017).

Table 1.

*Significant Milestones of The Mobile Financial Service Industry*

Year	Month	Milestones
2016	March	MFSP Regulation was released by CBM.
	June	OKDollar was launched without an MFSP licence.
	September	Wave Money was granted.
	November	Wave Money was officially launched.
2017	July	M-Pitesan was granted.
	August	OKDollar officially received an MFSP licence.
2018	September	M-Pitesan was officially launched.
	October	My Money was granted.
2019	June	My Money was officially launched.
	October	MPT Money was granted.
2020	January	MPT Money was officially launched.

## 2. Research Objective

The major usages of MW in Myanmar are utility bill payments, domestic remittance, and e top-up (Lwin & Thanabordeekij, 2019). The financial sector in Myanmar is gradually moving away from the traditional cash-based economic model according to the report of the World Bank in 2019. The number of mobile phone subscribers in Myanmar reached 50 Million in 2018 (Tanner, 2018) but only less than one percent (0.7%) of the total population (54 Million) have mobile money account (Kemp, 2020). Therefore, MFSPs expect to have 30 Million MW users in 10 years of time (Thiha, 2019). Also, MFSPs urge the public to use MWs to avoid handling the cash for taking precautions from COVID-19 in Myanmar during the global pandemic (Aung, 2020). On the other hand, several previous studies recommended for further investigations on similar innovation-based financial products in Myanmar (Lwin et al., 2019; Tun, 2020). Moreover, Lwin and Thanabordeekij (2019) argued that MWs in Myanmar is still in the early stage of adoption so that users might be unfamiliar with the new system. Hence, the objective of this study is to examine and investigate the factors that influence the intention to use the MWs of MFSPs in Myanmar. The outcome of this

study will be valuable for MFSPs to prepare and improve their business functions, marketing strategies, and the quality of service to fulfill their ultimate goals. Thus, there are questions which need to be answered:

*Question 1:* What are the factors that influence the intention to use MW?

*Question 2:* Which influencing factors have a significant effect on the intention to use MW?

## 3. Literature Review

MFSPs use Financial Technology (FinTech), an innovative modern technology, which enables them to enhance and expand their traditional financial services. Some examples of FinTech products are mobile/electronic wallets, mobile/electronic money, cryptocurrency, and so on (Lin T. C., 2015). Amoroso and Magnier-Watanabe (2012) defined MW as an electronic wallet (E-Wallet) that enables users to make financial transactions through a mobile device. MWs are digital forms and they are equivalent to an ordinary physical wallet. Users easily can spend the money from their wallets and make a payment whenever they purchase a product or service. Also, for a mobile wallet, users can deposit a specific amount of money through over the counter (OTC), a debit card, a credit

card, mobile banking or online banking that can be utilized to make payments. The advantages of using the MW are reducing the need for banknotes or cash, utilizing various types of financial transactions, earning discount coupons from user loyalty programs, and supporting the government for greater financial inclusion and transparency (Shin, 2009). Shin (2009) also stated that MW can be utilized to transact through multi-channels such as consumer to business (C2B), business to consumer (B2C), and consumer to consumer (C2C). Chawla and Joshi (2019) explained that MW is basically similar to the concepts of mobile banking. MW can be assumed as an additional module of mobile banking wherein users can keep their personal details along with the information of different types of payment. Thus, MWs has become an alternative method even for customers of banks to avoid using the ATMs and visiting the physical branches frequently (Nag & Gilitwala, 2019).

#### 4. Research Model Development

Various theoretical models were employed and suggested by previous researchers for examining influential factors determining behavioral of user intention to use, accept, and continuous use of modern technology, mobile application, or financial services. Among these, Technology Acceptance Model (TAM), Updated Information Systems Success Model (Updated ISS) and Unified Theory of Acceptance and Use of Technology (UTAUT) were utilized to investigate the behavioral intention and continuance usage of several technologies including mobile banking, mobile payment, mobile wallet, and mobile commerce. Some researchers developed their research models by incorporating the relevant factors which were adopted from different contexts to enhance and improve the predictive ability of the specific models (Table 2).

Table 2.  
Summary of prior studies in MW and similar contexts

Authors	Model/ Theory	Territory	Sampling Size	Context
Alaeddin et al. (2018)	TAM + Additional Factors	Malaysia	98	MW
Aydin & Burnaz (2016)	TAM + UTAUT + Additional Factors	Turkey	1305	MW
Chawla & Joshi (2019)	TAM + UTAUT + Additional Factors	India	744	MW
Jin, Seong, & Khin (2020)	TAM + TRA + Additional Factors	Malaysia	350	MW
Lwin & Thanabordeekij (2019)	UTAUT2	Myanmar	496	MW
Routray, Khurana, Payal, & Gupta (2019)	TAM + Updated ISS	India	200	MW
Seetharaman et al. (2017)	TAM + Additional Factors	Singapore	227	MW
Shaw (2014)	TAM + Additional Factors	Canada	284	MW
Watcharadamrongkun, Apirungruengsakul, & Pooripakdee (2018)	TAM	Thailand	300	MW
Do, Tham, Khatibi, & Azam (2019)	UTAUT + Additional Factors	Cambodia	200	M-Payment

Wong & Mo (2019)	TAM + Additional Factors	Hong Kong	121	M-Payment
Alam (2014)	UTAUT + Additional Factors	Bangladesh	225	M-Banking
Lwin et al. (2019)	TAM + Additional Factors	Myanmar	200	M-Banking
Tun (2020)	TAM + Updated ISS + Additional Factors	Myanmar	275	M-Banking
Nag & Gilitwala (2019)	TAM + Additional Factors	Thailand	384	E-Wallet
Taufan & Yuwono (2019)	TAM + Additional Factors	Indonesia	214	E-Wallet
Lin & Theingi (2019)	UTAUT2 + Additional Factors	Myanmar	405	M-Commerce
Lai & Lai (2014)	UTAUT	Macau	219	M-Commerce
Yang (2005)	TAM + Additional Factors	Singapore	866	M-Commerce

Davis (1985) introduced TAM by adapting the Theory of Reasonable Action (TRA) and especially incorporated for modeling user acceptance of technologies. TAM consists of two major beliefs: Perceived Ease of Use (PEOU) and Perceived Usefulness (PU). PU refers to the use of a specific system that will enhance his/her performance and PEOU refers to the degree to which the users expect the specific system to be easiness (Davis, 1989). Moreover, attitude construct was included in original TAM, but, Davis and Venkatesh (1996) eliminated attitude construct in the final version of TAM after the main finding of both PU and PEOU were found to have a direct influence on behavioral intention (BI).

The UTAUT was emerged and formed from the studies of the prior models and theories (Venkatesh, Morris, Davis, & Davis, 2003). The UTAUT has four main predictors of the behavioral intention of users and there is Effort Expectancy (EE), Performance Expectancy (PE), Facilitating Conditions (FC), and Social Influence (SI). The terms of PE are similar to PU of TAM and EE captured the concepts of PEOU from TAM. Previous studies (Lwin & Thanabordeekij, 2019; Madan & Yadav, 2016) reported that the amount of effort to use innovative technology such as MW has been intensely reduced and EE is no longer needed for the users to

consider for using the MW. A similar result was reported in the study of Lin and Theingi (2019) in the M-Commerce context in Myanmar. On the other hand, PEOU does not influence the intention of users to use MW according to the previous empirical studies (Seetharaman et al., 2017; Shaw & Kesharwani, 2019; Shaw, 2014). Their studies suggested that any innovation IT artefacts that are highly ranked such as MW, only in terms of free of effort or easiness of using will not be able to attract the attention of the users. Thus, PEOU, PE, and EE constructs will not be considered to investigate in this study.

DeLone and McLean (2003) proposed the Updated ISS Model consists of three key quality factors: System Quality (SYSQ), Information Quality (IQ), and Service Quality (SERVQ), to measure the success of information system (IS). Despite IQ is one of the key constructs in the Updated ISS Model, in the study of Tam and Oliveira (2017) revealed that users prefer graphical interface expression than the traditional information display from the system. Therefore, IQ was appeared as a non-critical factor to determine the intention of users to use an innovative IS in several studies (Brown & Jayakody, 2008; Lee, Sung, & Jeon, 2019; Tam & Oliveira, 2017). SYSQ construct is concerned with the ease of use and it has similar terms of PEOU

of TAM (Seddon, 1997). Likewise, Talukder, Quazi, & Sathye (2014) also recommended to exclude the SYSQ construct in future research because it was found the insignificant effect on behavioral intention in their study. Other several research studies (Tam & Oliveira, 2017; Tun, 2020) also reported a similar result.

SERVQ is increasingly being accepted as a critical aspect of the e-commerce context (Santos, 2003). Quality of service is an activity that increases the values therefore the businesses need to concentrate more to improve their services more than ever. SERVQ refers to the quality of the online and offline supports that MW users receive from the MFSPs (Al-Mamary, Shamsuddin, & Abdul Hamid, 2014). However, there is a lack of research studies that investigate the effect of SERVQ on the behavioral intention of users, most notably in the mobile financial service context. Moreover, user satisfaction (SATIS) is also considered a critical factor in Updated ISS Model. Ensuring user satisfaction is widely accepted as a critical dimension that leads to the continuous use and success of the information system (Tam & Oliveira, 2017). The result of the study of Tun (2020) also indicated that the satisfactory level of the user has a significant effect on the behavioral intention of users in the MFSP context. Thus, only SERVQ and SATIS construct from Updated ISS Model will be examined in this study.

Additionally, customers still concern about trust even the support structure and technological are implemented for electronic transactions (Agarwal, Rastogi, & Mehrotra, 2009) and, they have similar concerns while the research studies are conducted in mobile banking (Talukder et al., 2014) and mobile payments (Wong & Mo, 2019) contexts. However, the role of trust was neglected in the several empirical studies regarding MW (Alaeddin et al., 2018; Aydin & Burnaz, 2016; Campbell & Singh, 2017; Jin et al., 2020; Kumar, Sivashanmugam, & Venkataraman, 2017; Routray et al., 2019; Singh, Sinha, & Liébana-Cabanillas, 2020; Soodan & Rana, 2020; Vasantha & Sarika, 2019). Notably,

Lwin & Thanabordeekij (2019) ignored Trust construct in their theoretical research model to investigate the use of mobile wallets in Myanmar. In early 2003, there was a severe banking crisis in Myanmar, and especially the private financial institution sector was hit (Turnell, 2003). Therefore, people might have lower confidence to accept the financial service such as MW majorly provided by MFSPs. Hence, trust construct cannot be ignored and it will be supplemented as an important factor in the research model of this study. As a result, the research model in this study is the incorporation of TAM (PU), Updated ISS (SERVQ and SATIS), and UTAUT (SI and FC) with the addition of trust (TR) factor to examine the behavioral intention of users to use MW (BI).

## 5. Hypotheses Development

In the case of MW, usefulness is in terms of reducing energy, money, and time, electronic transactions, can be used at anytime, anywhere and enhance the efficiency of the financial processes (Shaw & Kesharwani, 2019). Users will resist adopting new technology such as MW if they are unaware of its usefulness. Therefore, based on the research results of several MW adoption studies, the developed model hypothesized the influence of perceived usefulness on the user's behavioral intention (Shaw, 2014; Singh et al., 2020).

H1: *PU positively influences the intention to use MW.*

In the Updated ISS model, the requirements of service quality represent one basic indicator to predict the level of success in IS (DeLone & McLean, 2003). Service quality refers to technical support from both the customer needs perspective and the technical perspective. Customer service is the core of every successful business both online and offline, therefore businesses need to be more focused and prepared on the quality of service more than ever. Empirical research in the m-commerce context (Bahaddad, 2017) also confirmed that the high service quality of the system affects the user's behavioral intention.

H2: *SERVQ* positively influences the intention to use MW.

Seddon (1997) stated that user satisfaction is the fundamental perceptual measure of IS success. This construct contained three indicators: first, the importance of user satisfaction relies on the use of innovative products in mobile devices such as MW. Second, the approaches that would be helpful for the support of users' feedback. The final indicator is the efficacy of MW meets user expectations (Bahaddad, 2017). Therefore, intention to use represents the level of user satisfaction, which leads the users to utilize the same system repeatedly and regularly.

H3: *SATIS* positively influences the intention to use MW.

Social influence defined as “the extent to which an individual perceives that others, who are important to him/her believe he or she should use the new system” (Venkatesh, et al., 2003, p.451). According to the empirical study of Soodan and Rana (2020), social influence appeared to play an important role in developing the intention to use MW. The opinions of relatives and friends may affect the decision of whether MW will be used increasingly or stopped using it. Moreover, prior research explained that the role of the recommendation of others causes personal intention to use MW (Lwin & Thanabordeekij, 2019).

H4: *SI* positively influences the intention to use MW.

Facilitating conditions refers to “the degree to which an individual believes that a technical infrastructure exists to aid the use of the system” (Venkatesh et al., 2003, p.453). MFSPs play a critical role in creating a facilitating environment for financial transactions that gradually implant confidence in the user and reforms their behavior (Chawla & Joshi, 2019). The users can feel motivated if they perceived MW is compatible with the complementary or replacement services they are currently using and can support them further to reduce the difficulties of adoption (Soodan & Rana, 2020). Therefore, facilitating conditions is likely to affect the intention of users to use MW (Lwin & Thanabordeekij, 2019).

H5: *FC* positively influence intention to use MW.

Mahwadha (2019) explained that financial transactions will occur between two or more parties when there is trust in each other. Trust refers to the extent to which customers perceive MWs to be trustworthy with respect to the privacy policies and security followed by them (Madan & Yadav, 2016). Customers are concerned about the safety of their data while conducting financial transactions via the MW. Therefore, Trust is hypothesized as an antecedent factor that influences user intention to use MW (Shaw, 2014).

H6: *TR* positively influences the intention to use MW.

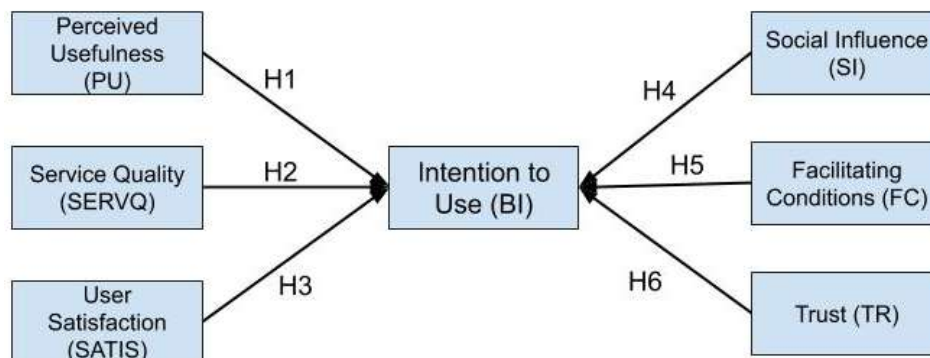


Figure 1. Research model with hypotheses

Table 3.  
The List of Hypothesis

	Hypotheses	Effects	References
H1	PU -> BI	(+)	Shaw & Kesharwani (2019)
H2	SERVQ -> BI	(+)	Bahaddad (2017)
H3	SATIS -> BI	(+)	Tun (2020)
H4	SI -> BI	(+)	Lwin & Thanabordeckij (2019)
H5	FC -> BI	(+)	Chawla & Joshi (2019)
H6	TR -> BI	(+)	Shaw (2014)

## 6. Research Design

A quantitative research design was used and confirmatory factor analysis (CFA) was employed in this study to examine proposed research hypotheses (Table 3), and to answer research questions. The survey is a suitable approach to learn the behavior and investigate the causal effects of relationships (Neuman, 2006). An online questionnaire was created by using Google Form as a research instrument for this study to avoid physical contact for taking precautions from COVID-19 and gain

responses conveniently without having a face to face contact. A self-administered structured questionnaire (Appendix A) was developed to investigate the factors in the proposed research model (Figure 1) and other variables used to collect demographic information of the respondents. The questionnaire was prepared in bilingual, the English, and Burmese languages which are native in Myanmar. There are three indicators for each factor in the questionnaire (Table 4) and used a 5-point Likert scale which ranges from 1 (strongly disagree) to 5 (strongly agree).

Table 4.  
The Summary of The Indicators of Each Factor

Factors	Indicators	References
Perceived Usefulness	PU1, PU2, PU3	(Venkatesh, Thong, & Xu, 2012)
Social Influence	SI1, SI2, SI3	
Facilitating Conditions	FC1, FC2, FC3	
Service Quality	SERVQ1, SERVQ2, SERVQ3	(Routray et al., 2019)
User Satisfaction	SATIS1, SATIS2, SATIS3	(Bahaddad, 2017)
Trust	TR1, TR2, TR3	(Shaw, 2014)
Behavioral Intention	BI1, BI2, BI3	(Davis, 1989)

## 7. Data Analysis and Results

### 7.1 Profile of the Respondents

Data were mainly collected from potential MW users in Myanmar and 234 respondents participated in this study. 20 respondents (8.5%) were eliminated after filtering outliers, there are 214 valid questionnaires were available for data analysis. The number of valid data sample is more than a typical sample

size of 200 that is adequate for the structural equation modeling (SEM) analysis (Kline, 2011). Moreover, other research studies in a similar context also used not more than 210 cases (Madan & Yadav, 2016; Singh et al., 2020; Vasantha & Sarika, 2019). The analysis results of respondents' profiles are presented in Table 5 and the data sample consisted of 40% male and 60% female. 72% of respondents' age are above 25 years old and 28% of respondents are from younger age

groups. Most respondents of current education are bachelor degree (64%), 6% are diploma, 22% are master degree, 8% are Ph.D.

Half of the respondents (51%) are employee, 22% are self-employed, 14% are civil servant and only 13% are student.

Table 5.  
*Profile of Respondents*

Demographic		Frequency (n=214)	%
Gender	Male	86	40
	Female	128	60
Age	18-20 year	14	7
	21-25 year	45	21
	26-30 year	45	21
	31-35 year	50	23
	36-40 year	34	16
	>= 41 year	26	12
	Diploma	12	6
Education Level	Bachelor Degree	137	64
	Master Degree	47	22
	Ph.D.	18	8
	Self-Employed	48	22
Occupation	Employee	109	51
	Civil Servant	29	14
	Student	28	13

*7.2 Analysis result of factor loading and reliability*  
Factor loading greater than 0.50 were considered to be very significant according to the recommendation of Hair, Black, Babin, and Anderson (2010). All of the factor loading value of the indicators were greater than 0.60 except for SI3 with 0.56. Further, the internal consistency of each construct with collected data was evaluated via

Cronbach's alpha values. All of the values are above 0.80 except for SI with 0.75, therefore, the results indicated the high reliability of data (Table 6). Moreover, the overall Cronbach's alpha of all of the factors including 21 indicators is 0.94 which can be assumed as the data was highly reliable.

Table 6.  
*Analysis result of factor loading and Cronbach's Alpha*

Indicator	Std. Factor Loading	Cronbach's Alpha
PU1	0.86	0.87
PU2	0.87	
PU3	0.78	
SERVQ1	0.68	0.82
SERVQ2	0.89	
SERVQ3	0.79	
TR1	0.77	0.86
TR2	0.88	
TR3	0.82	
SATIS1	0.81	0.87
SATIS2	0.85	
SATIS3	0.79	



SI1	0.78	
SI2	0.82	0.75
SI3	0.56	
BI1	0.83	
BI2	0.88	0.86
BI3	0.77	
FC1	0.76	
FC2	0.74	0.82
FC3	0.84	

7.3 Analysis result of composite reliability, convergent validity, and discriminant validity

Convergent validity of the factors was evaluated by average variance extracted (AVE) and composite reliability (CR). The composite reliability for all the constructs in the structural model was above 0.80 except for SI with 0.77. The values of AVE are all exceeded the suggested threshold of 0.50 level (Hair et al., 2010). Discriminant validity was examined (Fornell & Larcker, 1981) and the result indicated that all of the correlations

coefficients between factors were less than the square root of AVE of the individual factors. In summary, the analysis results (Table 7) can be concluded that all the factors from the research model have adequate composite convergent validity, reliability, and discriminant validity.

Table 7.  
CR, AVE and Discriminant validity

	CR	AVE	PU	SERVQ	TR	SATIS	SI	BI	FC
PU	0.88	0.70	<b>0.84</b>						
SERVQ	0.83	0.63	0.42	<b>0.79</b>					
TR	0.86	0.68	0.46	0.67	<b>0.82</b>				
SATIS	0.86	0.67	0.61	0.75	0.72	<b>0.82</b>			
SI	0.77	0.53	0.60	0.59	0.55	0.65	<b>0.73</b>		
BI	0.87	0.69	0.67	0.59	0.74	0.75	0.53	<b>0.83</b>	
FC	0.82	0.61	0.69	0.55	0.63	0.75	0.59	0.74	<b>0.78</b>

7.4 Analysis result of fit indices

In this study, the goodness-of-fit statistics and coefficients are  $\chi^2/df = 1.6$ , GFI = 0.90; AGFI, 0.86; NNFI = 0.91, CFI = 0.96, IFI = 0.96 and RMSEA = 0.05 (Table 8). According to the analysis result of the research model, GFI and RMSEA value are barely met the minimum value of the recommended threshold (Kline, 2011) but it is adequate for SEM analysis. Moreover, the GFI value is

overly influenced by the size of the data sample (Byrne, 2010), therefore, some researchers have recommended the use of less sensitive fit indices such as GFI and AGFI (Hair et al., 2010; Planing, 2014). Nevertheless, the analysis result can be assumed as the proposed structural model in this study is a very good fit for the collected data.

Table 8.  
Fit Indices of Research Model

Fit indices	Good Fit	Research Model
$\chi^2/df$	$\leq 3.0$	1.6
GFI	$\geq 0.90$	0.90
AGFI	$\geq 0.85$	0.86
NNFI	$\geq 0.90$	0.91
CFI	$\geq 0.90$	0.96
IFI	$\geq 0.90$	0.96
RMSEA	$\leq 0.05$	0.05

7.5 The results of Hypothesis

The hypotheses were examined according to the proposed research model (Figure 1) and the results of hypothesis testing were as following (Table 9). PU ( $\beta=0.236$ ,  $p<0.001$ ) and TR ( $\beta=0.414$ ,  $p<0.001$ ) with regard to MW evidenced a positive relationship with the intention to use. Therefore, H1 and H6 are supported. Meanwhile, SERVQ, SATIS, FC,

and SI were found as statistically insignificant factors in explaining the behavioral intention of users to use MW. Therefore, H2, H3, H4, and H5 are rejected. According to the analysis result, TR had a stronger influence than PU on behavioral intention to use MW. All the results of hypothesis testing are concluded and presented in Figure 2.

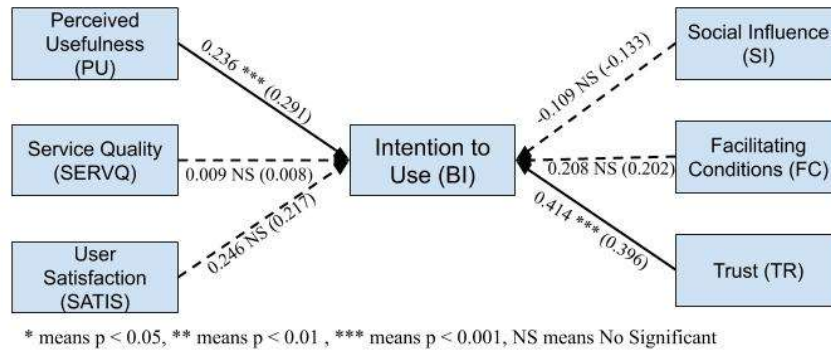


Figure 2.  
The Structural Model with The Result of Hypotheses

Table 9.  
The Result of Hypotheses

	Hypothesis	Path Coefficient	Support
H1	PU -> BI	0.236 ***	Yes
H2	SERVQ -> BI	0.009 NS	No
H3	SATIS -> BI	0.246 NS	No
H4	SI -> BI	-0.109 NS	No
H5	FC -> BI	0.208 NS	No
H6	TR -> BI	0.414 ***	Yes

## **8. Discussion**

The role of TR on behavioral intention to use MW was examined through H6. The finding indicates that TR is emerged as a major factor in influencing the intention of users toward using MW as the relationship was found to be statistically significant. Prior study in the context of MW has reported similar results (Chawla & Joshi, 2019). TR represents the confidence of users that their privacy is assured and their financial information is secured. Trust is undoubtedly considered to be the major role to determine to use MW especially for the country like Myanmar which had the bitter experience of the financial crisis. PU is the second important factor affecting the intention of users and was examined through H1. The finding implied that MW should be made more useful to increase the number of MW users. They should be perceived as superior advantages and benefits in MW compared to traditional payment processes. The lack of a clear realizing of these advantages and benefits creates a major barrier in building positive intentions to use MW (Aydin & Burnaz, 2016). The result is also consistent with the study of Shaw (2014).

Interestingly, H2, H3, H4, and H5 are rejected according to the result of hypotheses testing. Firstly, SERVQ is one of the non-significant factors that affect the intention to use MW in this study. The result indicates that the quality of the service is not an antecedent factor to determine to use MW and it is consistent with finding Brown and Jayakody (2008). Secondly, SATIS also does not positively influence on intention of users according to the analysis result of this study. The finding is consistent with the conclusion of Ang and Soh (1997) stated that the adoption of information systems does not significantly correlate with user satisfaction especially in Asian society. Thirdly, SI usually emerges from a high level of knowledge and digital literacy. However, social influence has non-significant effect on intention of users to use MW in this study and the result is consistent with the study of Belousova and Chichkanov (2015). The result

indicates that there is no social pressure on users who use or do not use MW in Myanmar. Social influence also was found insignificant to users to adopt MW especially if it is new to the market (Malik, Suresh, & Sharma, 2019). Lastly, FC has an insignificant effect on behavioral intention to use MW. This finding proves that MW is still in the early phase of the product life cycle and the existing infrastructure and support to adopt MW are still limited. Moreover, current using technologies of users do not have capable of capturing the attention of users to use MW and several previous studies support this finding (Alam, 2014; Chemingui & lallouna, 2013).

## **9. Limitations and Future Research**

One of the limitations of this study was the data collection because several areas in Yangon, which is the largest city and the most populated city in Myanmar, was imposed lockdown by the local government because of COVID-19 pandemic. Conducting an online survey was the only option to collect the data during such a sensitive period. Therefore, the size of the data sample can be considered as a limitation as well. The survey should be conducted in larger samples to improve the data quality and avoid data bias to further investigating the relationships between factors. Focusing only on investigating the perspective of potential MW users in Myanmar can also be considered as another limitation of this study. Thus, it is also important to conduct further studies to deliver deeper insight and knowledge about the factors that influence on regular MW users.

These findings can reflect only the current situation of the MW which is at the infancy stage. The products in that stage are still limited infrastructure and support, immature, inconsistent performance, and high cost. This study was limited to an analysis of the effect of only six main factors that were represented from the perspective of users, neglecting other aspects of the MFSP industry which

might influence behavioral intentions. There are many other critical user-related factors such as perceived risk, perceived value, and perceived self-efficacy, etc., which may be examined in future research to study the intention of users to use MW deeply. Future researchers should consider adding more factors and relationships between factors if the research study is in similar contexts. Moreover, the research model in this study can be extended by supplementing potential moderating variables such as gender, age, experience, and digital literacy for further investigation. Additionally, trust can be separated into two perspectives namely: trust in MW and trust in MFSP, then investigate which one of perspectives is more significant than the other in the context of MW.

## 10. Conclusions

This study was developed with the major objective of investigating the factors that influence on intention to use MW among Myanmar people. This research has provided valuable insight into MFSPs to enhance the intention of potential users to use their issued MW and create better solutions to solve the users' concerns. TR and PU are the factors that have a significant effect on the individual behavioral intention to use MW. Trust was notably found to be the most significant factor in predicting intention to use, following by perceived usefulness of MW. MFSPs ought to build up the level of awareness of trust, privacy, and security in MWs to acquire more regular users. Further, MFSPs need to pay more attention to developing MWs to be useful conveniently, widely, and highly perceived by users. In summary, the study results clearly show that TR and PU are critical factors of intention to use MW at the initial phase of the product life cycle. Quality of services, user satisfaction level, social pressures, and infrastructures will not increase the likelihood of using MW. The results can be concluded that the potential users literally might not know about MW. Therefore, the MFSPs should duly develop sustainable and suitable strategies for the MW market by enhancing and improving the ability of MW

along with the strong rules and effective regulations. Meanwhile, MFSPs should more concentrate on creating educating plans for potential users about MW.

## References

- Agarwal, R., Rastogi, S., & Mehrotra, A. (2009). Customers' perspectives regarding e-banking in an emerging economy. *Journal of Retailing and consumer services*, 16(5), 340-351.
- Alaeddin, O., Rana, A., Zainudin, Z., & Kamarudin, F. (2018). From physical to digital: Investigating consumer behaviour of switching to mobile wallet. *Polish Journal of Management Studies*, 17(2), 18-30.
- Al-Mamary, Y. H., Shamsuddin, A., & Abdul Hamid, N. A. (2014). Factors affecting successful adoption of management information systems in organizations towards enhancing organizational performance. *American Journal of Systems and Software*, 2(5), 121-126.
- Alam, M. M. (2014). Factors affecting consumers' adoption of mobile banking in Bangladesh: an empirical study. *TNI Journal of Business Administration and Languages*, 2(2), 31-37.
- Amoroso, D. L., & Magnier-Watanabe, R. (2012). Building a research model for mobile wallet consumer adoption: the case of mobile Suica in Japan. *Journal of theoretical and applied electronic commerce research*, 7(1), 94-110.
- Ang, J., & Soh, P. H. (1997). User information satisfaction, job satisfaction and computer background: An exploratory study. *Information & Management*, 32(5), 255-266.
- Aung, H. L. (2020, March 29). Avoid handling physical cash to prevent spread of COVID-19 in Myanmar: experts. Retrieved from <https://www.mmtimes.com/news/avoid-handling-physical-cash-prevent-spread-covid-19-myanmar-experts.html>
- Aydin, G., & Burnaz, S. (2016). Adoption of mobile payment systems: A study on

- mobile wallets. *Journal of Business Economics and Finance*, 5(1), 73-92.
- Bahaddad, A. A. (2017). Evaluating M-commerce systems success: Measurement and validation of the DeLone and McLean model of IS success in Arabic society (GCC Case Study). *Journal of Business Theory and Practice*, 5(3), 156-193.
- Belousova, V., & Chichkanov, N. (2015). Mobile Banking Adoption in Russia: What Incentives Matter?. *Higher School of Economics Research Paper No. WP BRP*, 48.
- Brown, I., & Jayakody, R. (2008). B2C e-commerce success: A test and validation of a revised conceptual model. *The Electronic Journal Information Systems Evaluation*, 11(3), 167-184.
- Byrne, B. (2010). *Structural equation modeling with AMOS: basic concepts, applications, and programming* (2nd ed.). New York, NY: Routledge.
- Campbell, D., & Singh, C. B (2017). A Study of Customer Innovativeness for the Mobile Wallet Acceptance in Rajasthan. *Pacific Business Review International*, 10(6), 7-15.
- Chawla, D., & Joshi, H. (2019). Consumer attitude and intention to adopt mobile wallet in India—An empirical study. *International Journal of Bank Marketing*, 37(7), 1590-1618.
- Chemingui, H., & lallouna, H. B. (2013). Resistance, motivations, trust and intention to use mobile financial services. *International Journal of Bank Marketing*, 31(7), 574-592.
- Davis, F. D. (1985). *A technology acceptance model for empirically testing new end-user information systems: Theory and results* (Doctoral dissertation, Massachusetts Institute of Technology).
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Davis, F. D., & Venkatesh, V. (1996). A critical assessment of potential measurement biases in the technology acceptance model: three experiments. *International journal of human-computer studies*, 45(1), 19-45.
- Delone, W. H., & McLean, E. R. (2003). The DeLone and McLean model of information systems success: a ten-year update. *Journal of management information systems*, 19(4), 9-30.
- Do, N., Tham, J., Khatibi, A., & Azam, S. (2019). An empirical analysis of Cambodian behavior intention towards mobile payment. *Management Science Letters*, 9(12), 1941-1954.
- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, 18(1), 39-50.
- Hair, J., Black, W., Babin, B., & Anderson, R. (2010). *Multivariate data analysis (7th ed.)*. Upper Saddle River, NJ: Prentice Hall.
- Jin, C. C., Seong, L. C., & Khin, A. A. (2020). Consumers' Behavioural Intention to Accept of the Mobile Wallet in Malaysia. *Journal of Southwest Jiaotong University*, 55(1), 1-13.
- Kemp, S. (2020, February 18). Digital 2020: Myanmar. Retrieved from <https://datareportal.com/reports/digital-2020-myanmar>
- Kline, R. B. (2011). *Principles and Practice of Structural Equation Modeling (3rd ed.)*. New York, NY: The Guilford Press.
- Kumar, K., Sivashanmugam, C., & Venkataraman, A. (2017). Intention To Use Mobile Wallet: Extension of TAM Model. *International Journal of Current Engineering and Scientific Research*, 4(12), 5-11.
- Lai, I. K., & Lai, D. C. (2014). User acceptance of mobile commerce: an empirical study in Macau. *International Journal of Systems Science*, 45(6), 1321-1331.
- Lee, S. W., Sung, H. J., & Jeon, H. M. (2019). Determinants of continuous intention on food delivery apps: extending UTAUT2 with information quality. *Sustainability*, 11(11), 3141-3156.
- Lin, T. C. (2015). Infinite financial intermediation. *Wake Forest L. Rev.*, 50, 643.
- Lin, Z., & Theingi, H. (2020). extended utaut2 model on factors influencing of mobile

- commerce acceptance in Yangon, Myanmar. *AU-GSB e-journal*, 12(2), 3-18.
- Lwin, N., Ameen, A., & Nusari, M. (2019). Mobile Banking Adoption among Customers within Private Commercial Banking Sector in Yangon, Myanmar. *International Journal Of Management And Human Science*, 3(2), 44-59.
- Lwin, T. H., & Thanabordeekij, P. (2019). Factor Influencing The Use of Mobile Wallets in Myanmar. *Panyapivat Journal*, 11(3), 30-41.
- Lynn, K. Y., & Kean, T. (2017, September 5). Central Bank issues licence to OK Dollar, but no change to fine print. Retrieved from <https://frontiermyanmar.net/en/central-bank-issues-licence-to-ok-dollar-but-no-change-to-fine-print>
- Madan, K., & Yadav, R. (2016). Behavioural intention to adopt mobile wallet: a developing country perspective. *Journal of Indian Business Research*, 8(3), 227-244.
- Mahwadha, W. I. (2019). Behavioral Intention of Young Consumers Towards E-Wallet Adoption: an Empirical Study Among Indonesian Users. *Russian Journal of Agricultural and Socio-Economic Sciences*, 85(1), 79-93.
- Malik, A., Suresh, S., & Sharma, S. (2019). An empirical study of factors influencing consumers' attitude towards adoption of wallet apps. *International Journal of Management Practice*, 12(4), 426-442.
- Nag, A. K., & Gilitwala, B. (2019). E-Wallet-Factors Affecting Its Intention to Use. *International Journal of Recent Technology and Engineering*, 8(4), 3411-3415.
- Neuman, W. L. (2006). *Social Research Methods: Qualitative and Quantitative Approaches (6th ed.)*. Boston, MA: Sage, Allyn and Bacon.
- Planing, P. (2014). *Innovation acceptance: the case of advanced driver-assistance systems*. Stuttgart: Springer Science & Business Media.
- Routray, S., Khurana, R., Payal, R., & Gupta, R. (2019). A Move towards Cashless Economy: A Case of Continuous Usage of Mobile Wallets in India. *Theoretical Economics Letters*, 9(04), 1152-1166.
- Santos, J. (2003). E-service quality: a model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, 13, (3), 233-246.
- Seddon, P. B. (1997). A respecification and extension of the DeLone and McLean model of IS success. *Information systems research*, 8(3), 240-253.
- Seetharaman, A., Kumar, K. N., Palaniappan, S., & Weber, G. (2017). Factors Influencing Behavioural Intention to Use the Mobile Wallet in Singapore. *Journal of Applied Economics & Business Research*, 7(2), 116-136.
- Shaw, B., & Kesharwani, A. (2019). Moderating Effect of Smartphone Addiction on Mobile Wallet Payment Adoption. *Journal of Internet Commerce*, 18(3), 291-309.
- Shaw, N. (2014). The mediating influence of trust in the adoption of the mobile wallet. *Journal of Retailing and Consumer Services*, 21(4), 449-459.
- Shin, D. H. (2009). Towards an understanding of the consumer acceptance of mobile wallet. *Computers in Human Behavior*, 25(6), 1343-1354.
- Singh, N., Sinha, N., & Liébana-Cabanillas, F. J. (2020). Determining factors in the adoption and recommendation of mobile wallet services in India: Analysis of the effect of innovativeness, stress to use and social influence. *International Journal of Information Management*, 50, 191-205.
- Soodan, V., & Rana, A. (2020). Modeling Customers' Intention to Use E-Wallet in a Developing Nation: Extending UTAUT2 With Security, Privacy and Savings. *Journal of Electronic Commerce in Organizations (JECO)*, 18(1), 89-114.
- Talukder, M., Quazi, A., & Sathye, M. (2014). Mobile phone banking usage behaviour: an Australian perspective. *Australasian Accounting, Business and Finance Journal*, 8(4), 83-104.
- Tam, C., & Oliveira, T. (2017). Understanding mobile banking individual performance: The DeLone & McLean model and the moderating effects of individual culture. *Internet Research*, 27(3), 538-562.
- Tanner, J. C. (2018, February 12). Myanmar racks up 50 million mobile subscribers: operators. Retrieved from

- <https://disruptive.asia/myanmar-50-million-subscribers/>
- Taufan, A., & Yuwono, R. T. (2019). Analysis of Factors That Affect Intention to Use e-Wallet through the Technology Acceptance Model Approach (Case Study: GO-PAY). *International Journal of Science and Research*, 8(7), 413-419.
- Thiha. (2019, February 27). Myanmar mobile wallet eyes 30m clients in 10 years. Retrieved from <https://consult-myanmar.com/2019/02/27/myanmar-mobile-wallet-eyes-30m-clients-in-10-years/>
- Tun, P. M. (2020). Factors Influencing Intention to Reuse Mobile Banking Services for the Private Banking Sector in Myanmar. *ASEAN Journal of Management & Innovation*, 7(1), 63-78.
- Turnell, S. (2003). Myanmar's banking crisis. *ASEAN Economic Bulletin*, 272-282.
- Vasanth, S., & Sarika, P. (2019). Empirical Analysis of Demographic Factors Affecting Intention to use Mobile Wallet. *International Journal of Engineering and Advanced Technology (IJEAT)*, 8(6S), 768-776.
- Venkatesh, V., Morris, M., Davis, F., & Davis, G. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, 27, 425-478.
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS quarterly*, 157-178.
- Watcharadamrongkun, A., Apirungruengsakul, N., & Pooripakdee, S. (2018). Analyzing the Relationship of Factors towards Adoption of Mobile Wallet. *Research Journal of Social Sciences*, 11(3), 17-22.
- Wong, W. H., & Mo, W. Y. (2019). A Study of Consumer Intention of Mobile Payment in Hong Kong, Based on Perceived Risk, Perceived Trust, Perceived Security and Technological Acceptance Model. *Journal of Advanced Management Science Vol*, 7(2), 33-38.
- Yang, K. C. (2005). Exploring factors affecting the adoption of mobile commerce in Singapore. *Telematics and informatics*, 22(3), 257-277.

## Appendix A

Indicators	Statements
PU1	I find using MW useful in my daily life.
PU2	MW is very helpful.
PU3	Using MW helps me to accomplish my tasks more efficiently.
SERVQ1	The responsible service personnel provide immediate attention when I experience problems with MW.
SERVQ2	The responsible service personnel provide services related to MW at the promised time.
SERVQ3	The responsible service personnel have sufficient knowledge to answer my questions regarding MW.
TR1	MW has adequate features to protect my security
TR2	MW keeps my financial information secure and personal data safe.
TR3	MW is trustworthy.
SATIS1	The MW application has met my expectations.
SATIS2	I am satisfied with the service I have received from MW.
SATIS3	Overall, I am satisfied with MW.
SI1	People who are important to me think that I should use a MW.
SI2	People who are important to me would recommend to use a MW.
SI3	People who are important to me influence my decision to use a MW.
BI1	I intend to use a MW, when the opportunity arises.
BI2	I am likely to use a MW in near future.
BI3	I plan to use a MW frequently in my daily life.
FC1	I have the resources necessary to use MW.
FC2	I have the knowledge necessary to use MW.
FC3	MW is compatible with other technologies I use.