

Factors Affecting the Willingness of Micro Enterprises to Adopt E-Wallets

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Abstract:- This research investigates the factors shaping the willingness of micro-enterprises to adopt e-wallets in their business operations, focusing on the City of San Fernando, Pampanga. Through a comprehensive survey involving 120 micro-enterprise owners, the study delves into key dimensions, including performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, price value, and habit. The findings reveal a pervasive reluctance among micro-enterprises, with unfavorable responses in various domains, particularly in performance expectancy and habit. Notably, social influence emerges as a positive influencer, indicating the significance of peer recommendations. The study employs regression analysis to discern the impact of each factor on e-wallet adoption, highlighting habit as the most substantial deterrent. Recommendations for stakeholders, including e-wallet providers and policymakers, are proposed based on the research insights. The study contributes to the evolving landscape of digital payment adoption among micro-enterprises and provides actionable insights for stakeholders to enhance e-wallet usage in this sector.

Keywords:- Business; E-Wallet; Micro Enterprises; Technology; Willingness.

I. INTRODUCTION

The world is advancing rapidly in technology, touching every aspect of life. From the wheel in 3,500 BC to the Third Industrial Revolution's digital era, technology has brought both advantages and drawbacks. The current focus is on the impending Industrial Revolution and its impact on industries. The commerce and business sector, in particular, has undergone profound transformations, thanks to technological advancements, offering benefits like enhanced customer service, increased revenue, and streamlined operations.

One significant facet of this technological evolution is the revolution in payment methods. Traditional modes like cash and checks are giving way to innovative options like digital wallets, credit cards, and "Buy Now, Pay Later." In the Philippines, this shift is apparent, with credit cards and e-wallets becoming popular. However, challenges, such as cyber-security risks and disparities in internet access, persist.

Micro enterprises, despite their vital role in the economy, face growth constraints, with financial limitations being a significant hurdle. The adoption of e-wallets in this sector could be a game-changer, fostering efficiency and financial inclusion. This research aims to explore the willingness and readiness of micro enterprises in the Philippines to embrace e-wallets, offering insights that could shape their future and contribute to broader economic development.

II. RESEARCH QUESTIONS

- Are the micro enterprises willing to use e-wallet in their business?
- How may e-wallets be assessed by the respondents as to:
 - ✓ performance expectancy;
 - ✓ effort expectancy;
 - ✓ social influence;
 - ✓ facilitating conditions;
 - ✓ hedonic motivation;
 - ✓ price value; and
 - ✓ habit?
- How may the respondents assess the e-wallet adoption among micro enterprises in CSFP?
- Do performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit affect e-wallet adoption?
- Which among the factors greatly affects the micro enterprises' willingness to adopt e-wallets?

III. CONCEPTUAL FRAMEWORK

This study delves into the adoption of advanced technologies, focusing on e-wallet usage and its impact on customer behavior. The theoretical framework guiding this investigation is the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2). Widely recognized in Information Systems research, UTAUT2 integrates eight models, including TAM, into a comprehensive framework with four determinants (performance expectations, ease-of-use expectations, social influence, and facilitating conditions) predicting intentions and usage. Four moderators (gender, age, experience, and voluntariness) influence key relationships. UTAUT2's expansion incorporates three external constructs (hedonic motivation, price value, and habit), enhancing its predictive capabilities

by up to 74%. This enriched model serves as the foundation for exploring the influence of e-wallet usage on customer behavior in this study.

IV. METHODS, RESULTS, DISCUSSIONS, CONCLUSIONS

A. Methods

This chapter offers a comprehensive view of the research design, provides information about the respondents, outlines the sampling method utilized, explains the data collection procedure, elaborates on the construction and validation of the questionnaire, and clarifies the statistical methods that will be employed for data analysis.

➤ Research Approach

The primary objective of this study is to assess the readiness of micro enterprises in selected barangays of the City of San Fernando to adopt e-wallets and incorporate digital payment methods into their existing systems. Utilizing a quantitative research design, specifically a quantitative correlational approach, the research aims to establish relationships between micro enterprises and their intention to adopt e-wallets. The chosen methodology involves the examination of numerical data through statistical, analytical, and computational techniques, grounded in the positivist paradigm. The correlational design allows for the measurement of multiple relevant variables within the same sample, exploring the relationships between them. This approach is crucial for examining the correlation between micro enterprises and e-wallet adoption, aligning with the objectives of the study.

The theoretical framework guiding this investigation is the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2), known for its extensive and well-established framework in the realm of technology acceptance. UTAUT2 provides a structured foundation for gathering numerical data and conducting statistical analysis, making it particularly suitable for quantitative research on the acceptance and utilization of technology. The utilization of this model enhances the research's value in understanding how micro enterprises may embrace technological advancements through the adoption of e-wallets.

➤ Data Collection

• Phase 1

The researchers took the necessary steps to secure permission and approval from the relevant authorities to collect the required data for the study. The study focused on micro enterprises operating in the City of San Fernando. The criteria for the selection 120 respondents include a daily income not exceeding 1,500 pesos and a minimum of one year in operation.

• Phase 2

Once consent had been granted by the individuals mentioned above, the researchers provided a letter to the business owners of these micro enterprises to request their participation in the survey. Data were collected through face-to-face survey questionnaires, which were distributed to and completed by the business owners.

The data collection tool for this study is an adapted survey questionnaire from different authors. Specifically, performance expectancy and effort expectancy was adopted from Davis (1989); social influence from Vy (2019); facilitating conditions and hedonic motivation from Venkatesh et al. (2012); price value and habit from Widodo et al. (2019); and e-wallet adoption from Voronenko (2018).

• Phase 3

The researchers applied the weighted mean and standard deviation. This technique quantified respondents' perspectives on each statement, providing an average understanding of the statements' importance. Multiple regression was also used to analyze the relationship between a dependent variable and several independent variables. This approach examines how multiple factors collectively influence or predict the behavior of a specific outcome.

The researchers aim to measure how these statements influence or predict outcomes, contributing to a comprehensive understanding of their complex interplay. This approach demonstrates the research's commitment to using suitable statistical techniques for each set of research questions and objectives.

To assess levels of perception related to performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivations, price value, and habitual usage in the context of e-wallet applications, means and standard deviations were computed for each specific item. An aggregate assessment of the overall variable was also conducted. Regression analysis was employed to determine the extent to which influencing factors impact the behavioral intention of micro enterprises in adopting e-wallets. Adopting a correlational research approach, Pearson correlation was used to assess whether significant relationships exist between key factors such as performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, and the adoption of e-wallets by micro enterprises.

B. Results and Discussions

This chapter delves into the findings of the study, systematically organized to correspond with the research questions. The outcomes emanate from the responses gathered during the survey, and their interpretation is presented in five (5) distinct sections.

➤ *Assessment of the Willingness of Micro Enterprises to Use E-Wallets in their Business*

The majority of respondents exhibit a hesitancy to embrace e-wallets for their business transactions. Out of the 120 respondents surveyed, a significant 77 micro enterprise owners (64.17%) express a lack of willingness to integrate e-wallets; while a comparatively smaller cohort of 43 respondents (35.83%) affirmatively indicate their readiness to adopt e-wallets.

This trend suggests a prevailing preference among micro enterprise owners for the traditional mode of payment, primarily the use of cash. This aligns with the findings of Raon et al. (2023), emphasizing that despite the considerable growth of electronic payment systems, cash transactions remain entrenched in the Philippines. Contrary to the observations of Putri and Sumitra (2020), who noted a growing prominence of electronic payment methods in mainstream business practices, it appears that such trends may not be uniformly applicable to micro enterprises.

➤ *Assessment of the Respondents of the Factors Considered regarding their Willingness or Reluctance to Use E-Wallets*

• *Performance Expectancy*

The responses from micro enterprise owner syndicate an overall unfavorable assessment of the performance expectancy associated with the use of e-wallets, with an aggregate mean response of 2.28. The mean scores ranging from 1.92 to 2.43 signal disagreement with the provided statements, and the low standard deviation of 0.99 indicates minimal variance from the mean, highlighting consistency in respondents' viewpoints.

The collective disagreement suggests a sentiment among micro enterprise owners that e-wallets may not significantly enhance the performance of their business operations. This finding diverges from the expectation suggested by Hammouri et al. (2023), which posited that users are more inclined to adopt e-wallet apps when they perceive them as valuable tools for facilitating easy transactions and efficient payments. The data from this study indicates that micro enterprise owners did not perceive e-wallets as valuable instruments for achieving the desired outcomes of ease and efficiency in business operations.

Analyzing individual statements, it is noteworthy that the statement "I think that it will be convenient to make business transactions through e-wallets" garnered the highest mean score of 2.43. This suggests that, among the considerations related to performance expectancy, convenience is the most influential factor for micro enterprise owners. Radon and Sundstrom (2015) support this perspective by emphasizing the significance of convenience in business, as it opens up opportunities to reach potential markets in new and efficient ways.

• *Effort Expectancy*

The collective responses from micro enterprise owners indicate an overall unfavorable stance towards their effort expectancy in the use of e-wallets, as evidenced by a grand mean of 2.43. Mean scores range from 2.31 to 2.56, reflecting a spectrum from disagreement to agreement with the given statements. Similar to performance expectancy, effort expectancy also demonstrates a low standard deviation (0.96), implying minimal variance in responses.

These results unveil an overarching disagreement among micro enterprise owners regarding the perceived effort expectancy associated with e-wallet use. Effort expectancy, often synonymous with Perceived Ease of Use (PEOU), assesses the user-friendliness of a system and its impact on overall satisfaction. According to Sanchez et al. (2023), user satisfaction significantly influences the intention to continue using a service. The findings suggest that micro enterprise owners do not find e-wallets satisfactory or user-friendly.

Despite the overall unfavorable response, some statements, such as "I think e-wallet will be easy to use in business" and "I think that the use and functions of e-wallet are clear and understandable," reveal instances where respondents agree. For those willing to adopt e-wallets, ease of use and clarity in functionality emerge as factors influencing their decision. However, given the prevailing reluctance among micro enterprise owners, the collective response to effort expectancy remains in disagreement.

• *Social Influence*

The micro enterprise owners' shows a general favorable response as to the social influence as attested by an overall mean response of 2.59. Although the mean responses indicating agreement fall within the range of 2.54 to 2.68, it is important to note that a statement in Table 6 includes a mean response of 2.48, denoting disagreement. Furthermore, the standard deviation of 1.00 signifies a minor level of variance from the mean, showing consistency with regards to the views of various respondents.

The overall agreement reflected in mean responses underscores that micro enterprise owners believe they can be influenced by family, friends, media, and advertisement to adopt e-wallets. This discovery corroborates with the study conducted by Siew et al. (2020), which states that respondents are positively encouraged to adopt e-wallets through social influence. The belief that social influence plays a substantial role in determining people's decisions to adopt e-wallets is reinforced by the consensus in mean responses, which shows a consistent pattern among participants.

While media and advertisement may influence a few respondents, the influence of family, peers or what is considered as "people I know" remains the most significant social factor, as indicated by the positive sentiments of the respondents towards this statement. This resonates with the study of Singh, Sinha, & Liébana-Cabanillas (2020), which

reveals that recommendations from colleagues, family, and friends can have a substantial impact on whether a user decides to accept or utilize a new technology. This social influence emphasizes the crucial role of interpersonal relationships in shaping people's views and choices regarding the use of technology. Positive comments or recommendations from close friends and family members build confidence and trust, contributing to favorable attitudes toward the new technology.

- *Facilitating Conditions*

The collective feedback from micro enterprise owners reveals a generally negative perspective on the facilitating conditions for their use of e-wallets, as indicated by an overall grand mean of 2.36. Individual mean scores ranging from 2.13 to 2.63 reflect a spectrum of views on the given assertions, from disagreement to agreement. Notably, individual mean scores tend to lean more towards the disagreeing response. Facilitating conditions exhibit a low standard deviation of 0.92, suggesting a narrow range of response variability among respondents. This consistency indicates that surveyed micro enterprise owners share relatively uniform views on their level of confidence in securing the resources associated with the utilization of e-wallets.

The mean scores reveal a prevalent discord among micro enterprise owners when it comes to facilitating conditions. According to Hammouri et al. (2023), facilitating conditions involve a person's confidence in having the tools and assistance required to use technology. For e-wallets, this includes access to technology, technical support, app user-friendliness, and sufficient knowledge and skills. The results suggest that micro enterprise owners do not possess the confidence of having the necessary resources for the ease of use of e-wallets. A study conducted by Hossain, Hasan, Chan & Ahmed (2017) states that facilitating conditions link behavioral intentions and behavior. Even if an individual shows an intention to perform an act, or in this case, to utilize an e-wallet, the conduct may not take place due to a lack of facilitating conditions.

- *Hedonic Motivations*

The responses from micro enterprise owners, as presented in the table, suggest a generally unfavorable evaluation of the hedonic motivation linked to the use of e-wallets, reflected in an overall mean response of 2.46. Mean scores ranging from 2.38 to 2.53 indicate a mixture of disagreement and agreement with the given statements. It is noteworthy that the low standard deviation of 0.89 signifies minimal variance from the mean, emphasizing the consistency in the viewpoints of the respondents.

The findings uncover a prevailing disagreement among micro enterprise owners concerning the hedonic motivation associated with the use of e-wallets. Hedonic motivations, encompassing non-utilitarian and emotional benefits derived from using goods or services, play a crucial role in consumer decisions, as noted by Hammouri et al. (2023). In the context of e-wallet applications, these

hedonic motivations can significantly impact initial adoption and long-term usage. The results suggest that micro enterprise owners do not perceive e-wallets as possessing the hedonic motivation necessary for sustained usage.

The statements "It will be fun to use e-wallets in my business" and "That using an e-wallet seems to be enjoyable" achieve the highest mean score of 2.53, indicating agreement among micro enterprise owners. This alignment is noteworthy as, according to Hammouri et al. (2023), incorporating fun elements like gamification, reward programs, and social sharing in mobile payment systems can enhance the user experience.

- *Price Value*

The responses from microenterprise owners, as depicted in the table, convey a prevailing unfavorable evaluation of the price value linked to the use of e-wallets. This sentiment is underscored by an aggregate mean response of 2.30. Mean scores spanning from 2.24 to 2.33 signify disagreement with the statements related to price value. The low standard deviation of 0.96 indicates that the responses regarding the evaluation of price value are tightly clustered around the mean, reflecting a high degree of agreement among microenterprise owners.

This collective assessment sheds light on the perceived cost considerations and financial implications associated with the adoption of e-wallets among microenterprise owners. The overall disagreement suggests that, from the standpoint of the respondents, the current pricing structure or value proposition of e-wallet services may not align with their expectations or financial preferences. According to Hammouri et al. (2023), consumers are more likely to express an intention to use a mobile payment system when the perceived benefits outweigh the associated financial costs. In this instance, the study's results indicate that the perceived benefits did not surpass the financial costs associated with using e-wallets in their business operations. This alignment with the findings suggests that microenterprise owners, as consumers in this context, weigh the costs and benefits carefully when considering the adoption of e-wallets. The nuanced balance between perceived advantages and financial considerations plays a pivotal role in shaping their attitudes and intentions toward embracing this technology within their business practices.

The statement "That the benefits provided by e-wallets in my business will be more than the cost" received the lowest mean score of 2.24. According to Chi & Yu (2015), the price value concept is pivotal in attracting consumers because product quality, cost, and price will influence adoption decisions. Positive price value arises when the benefits of using a technology are deemed greater than the monetary costs. Therefore, the data from this study indicates that micro enterprise owners perceive the benefits their business will receive from using e-wallets to be lower than the associated costs. This discrepancy in perceived value suggests that the current value proposition of e-

wallets may not sufficiently outweigh the financial considerations for micro enterprise owners, contributing to their overall unfavorable assessment of price value.

- *Habits*

The overall mean response of 2.10 indicates that the owners of micro enterprises have an unfavorable outlook on habitually using e-wallets in their business. Mean scores range from 1.73 to 2.47, demonstrating disagreement in all statements. Moreover, the respondents' opinions indicate consistency, as evidenced by the low standard deviation of 0.97, which signifies minimal variance from the mean.

As defined by Martinez & McAndrews (2023), the term 'habit,' in the context of technology use, pertains to repeated and routine behaviors that individuals develop over time without conscious thought or intention. Numerous studies consistently emphasize the significant role of habit in shaping users' intentions to adopt technology and influencing their actual behavior.

The statement "I will do my business transactions through e-wallets only" had the lowest mean score of 1.73. Raon et al. (2023) stated that cash transactions are still prevalent even though electronic payment (e-payment) systems have grown significantly in recent years in the Philippines. This was corroborated by an analysis conducted by Ortiz et al. (2023), which found that despite the ongoing advancements in digital payments, many consumers in the Philippines still prefer to use cash due to concerns about cybersecurity, fraud, and internet connectivity in the Philippines. Additionally, pursuant to results from the survey carried out by Wilkinson (2023), many people continue to favor cash because of its inherent convenience, especially when it comes to making small-value daily transactions.

- *Assessment of E-Wallet Adoption Among Micro Enterprises in the City of San Fernando, Pampanga*

The presented data reveals a prevailing unfavorable sentiment, exemplified by an overall mean response of 2.41. However, the mean scores exhibit a range from 2.28 to 2.54, indicating variability in responses across different statements. Additionally, the high standard deviation of 1.02 suggests a notable spread of data points, signifying diversity and variability in the opinions of respondents.

These findings underscore a wide-ranging disparity in opinions regarding the adoption of e-wallets among micro enterprises in CSFP. Despite the overall unfavorable response, specific statements, such as "I intend to use e-wallet for my business payments in the future" and "I will recommend others to use e-wallet payments for business transactions," reveal instances where respondents express agreement. This aligns with the projections by the BSP (2020), anticipating the sustained adoption of digital platforms in the "new economy" driven by consumers' increasing reliance on digital payment methods. According to micro enterprise owners, their intentions to use e-wallets for future business payments and their inclination to recommend others play a role in influencing their choices.

Nevertheless, given the prevailing hesitation among micro enterprise owners, the overall response regarding their adoption of e-wallets continues to indicate disagreement.

The statement "E-wallet payments will be one of my favorite technologies for payment" receives the lowest mean score of 2.28. This disagreement regarding the preference for e-wallets aligns with the assertion made by Pattabiraman (2022) that credit cards, such as Visa, Mastercard, and American Express, take the lead as the most popular payment methods in the Philippines, constituting 16% of all e-commerce transactions as of 2021.

These statements suggest that while respondents are willing to recommend e-wallets to others, they do not foresee e-wallets becoming their preferred payment technology in the future. Research by Ortiz et al. (2023) indicates a significant 14% growth in the use of e-wallet payments in 2019 and an additional 20.1% increase in transaction volume in 2020, as per the 2020 BSP report. Despite this growth, mobile payments have fallen short of earlier expectations, with Filipino consumers exhibiting caution due to associated risks, including cyber-security, social class and financial literacy, and the persistent role of physical cash in maintaining a 'cashless' life (Ortiz, 2023).

- *Assessment of the Impact of the Factors from UTAUT2 Model on E-Wallet Adoption*

Multiple regression analysis served as the analytical tool for investigating the proposed hypotheses and addressing the research question. This stage of testing is used to determine whether the independent variable has an effect on the dependent variable. The evaluation of the significance of the influence between variables is accomplished by examining the value of the highest parameter coefficient alongside the t statistical significance ($t_{table} = 1.96$) with a significance level used $\alpha = 0.05$ for measurement paths (Priyatno, 2013). In the context of this analysis, the dependent variable is E-wallet Adoption, while the independent variables comprise the factors derived from the UTAUT2 Model, namely performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivations, price value, and habit.

As presented in the table, the independent variables of effort expectancy, social influence, hedonic motivation, and habit exhibit t-values of 2.532, 2.687, 3.503, and 4.396, with corresponding significant values of 0.013, 0.008, 0.001, and 0.000, respectively. Notably, the t-values for these four variables surpass the critical threshold of 1.96, while their p-values (Sig) are below the significance level of 0.05. These outcomes suggest a statistically significant relationship between these independent variables and the dependent variable.

Consequently, it can be deduced that effort expectancy, social influence, hedonic motivation, and habit exert a significant influence on the adoption of e-wallets among micro-enterprises in the City of San Fernando, Pampanga. This aligns with findings from earlier studies by Arora (2023) and Teo (2020), reinforcing the notion that

effort expectancy, social influence, hedonic motivation, and habit play pivotal roles in shaping behavioral intentions related to e-wallet adoption.

On the other hand, the T-values associated with performance expectancy, facilitating conditions, and price value is lower than the parameter of 1.96, registering at 1.808, 1.379, and 1.524, respectively. Additionally, their P-values of 0.073, 0.171, and 0.130 exceed the predetermined significance level of 0.05. This leads to the inference that the relationships between performance expectancy, facilitating conditions, and price value, and e-wallet adoption are not statistically significant.

In light of these results, it can be concluded that the impact of performance expectancy, facilitating conditions, and price value on e-wallet adoption is insignificant in the context of micro enterprises in the City of San Fernando, Pampanga. This finding contrasts with the assertions made by Koksai (2016), who emphasized the strong influence of performance expectancy on e-wallet adoption. However, it aligns with the conclusions drawn from studies conducted by Alshehadeh et al. (2023) and Rahmawati et al. (2023), which reported that performance expectancy, facilitating conditions, and price value do not exert a significant effect on the behavioral intention to adopt e-wallets.

➤ *Assessment of the Factor that Greatly Affects the Willingness of Micro Enterprises to Adopt E-Wallet*

In adherence to the rule "the lower the significance level (sig), the greater the significance," habit emerges as the most significant factor influencing the willingness of micro enterprises in the City of San Fernando, Pampanga, to adopt e-wallets. This determination is supported by the highest beta value of 0.279 and the highest t-value of 4.396, coupled with the lowest significance level (sig) of 0.000. Importantly, this significant effect of habit is negative; indicating that it strongly discourages the adoption of e-wallets among micro enterprises in this specific locale.

This unique insight challenges conventional perspectives, aligning more closely with the viewpoints presented by Sivathanu (2018) and Widodo et al. (2019). While Widodo et al. (2019) assert that habit plays a dominant role in shaping the motives and behavior of users embracing digital wallets. Similarly, Sivathanu (2018) suggests that users' predisposition to adopt digital payments stems from their past habits, a notion affirmed by the significance of habit revealed in this study.

However, this result diverges from the study conducted by Cacas et al. (2022), where social influence emerged as the paramount factor driving the adoption of e-wallet services in the Philippines. This discrepancy underscores the regional and industry-specific dynamics that shape the adoption of financial technologies, emphasizing the need for targeted investigations to capture the distinction of diverse business landscapes.

C. Conclusions

➤ *The Following are the Conclusions of the Study:*

- The majority of micro enterprises in the City of San Fernando, Pampanga are not willing to use e-wallets in their business. It is noteworthy that there is still a smaller group of respondents that showcased willingness in utilization of e-wallets.
- The micro enterprises have expressed unfavorable responses in their evaluation of e-wallets across various factors, including performance expectancy, effort expectancy, facilitating conditions, hedonic motivation, price value, and habits. This suggests a general disagreement with the statements related to each factor, indicating a reluctance or reservations toward the adoption and integration of e-wallets into their business operations. Interestingly, the assessment of e-wallets in terms of social influence has shown an overall favorable response, with respondents agreeing to most of the statements related to social influence. It is important to note, however, that there was also a statement within this factor to which they expressed disagreement.
- The respondents' assessments indicate a lingering hesitation among micro-enterprises in CSFP regarding the adoption of e-wallets, suggesting that they do not currently view e-wallets as their preferred choice for business and financial transactions.
- The statistical analysis revealed that factors such as effort expectancy, social influence, hedonic motivation, and habit significantly affect the adoption intention of micro enterprises towards e-wallets. However, factors like performance expectancy, facilitating conditions, and price value did not show significant influence on the intention of micro enterprises to adopt e-wallets. These findings suggest that the convenience and habitual use of e-wallets strongly impact the motivation for their adoption in business transactions. Moreover, micro enterprises are influenced by social affirmations and the people around them who use e-wallets, indicating a reliance on social validation for e-wallet usage. Furthermore, if micro enterprises perceive e-wallet usage as enjoyable and fun, it increases their intention to adopt e-wallet applications and encourages their usage.
- The statistical analysis underscores that, among all the factors related to the adoption of e-wallets, habit emerges as the most significant influence. These findings suggest that the convenience and habitual use of e-wallets play a crucial role in motivating their adoption in business transactions. The established habit of using e-wallets seems to be a key driver for micro-enterprises, emphasizing the importance of ingrained behaviors in shaping their preferences and choices. In this case, since most of the respondents lack the willingness to adopt e-wallets, it serves as the most discouraging factor to adopt e-wallets in micro enterprises' business transactions.

➤ Tables

Table 1: Assessment of the Willingness of Micro Enterprises To Adopt E-Wallets

	N	%
YES	43	35.83
NO	77	64.17
Total	120	100.00

Table 2: Assessment of Performance Expectancy

Indicator	Mean	Std. Dev	Verbal Description
It will be convenient to make business transactions through e-wallets.	2.43	0.94	Disagree
E-wallet will help in speedy business transactions.	2.39	0.99	Disagree
The usage of e- wallet will improve my efficiency in handling business transactions.	2.31	1.05	Disagree
E-wallets are better than traditional methods.	1.92	1.00	Disagree
Usage of e-wallets will increase business productivity.	2.36	0.96	Disagree
GRAND MEAN	2.28	0.99	Disagree

Table 3: Assessment of Effort Expectancy

Indicator	Mean	Std. Dev	Verbal Description
E-wallet will be easy to use in business.	2.56	0.95	Agree
The use and functions of e-wallet are clear and understandable.	2.50	0.94	Agree
Using e-wallets will save time and energy.	2.38	0.95	Disagree
It is easy to understand the operations of e-wallet.	2.38	1.01	Disagree
The operations of e-wallet are controllable.	2.31	0.92	Disagree
GRAND MEAN	2.43	0.96	Disagree

Table 4: Assessment of Social Influence

Indicator	Mean	Std. Dev	Verbal Description
Family and people who are important to me will affect my intention to use e-wallet in my business.	2.54	0.96	Agree
Friends and colleagues will affect my intention to use e-wallet in my business.	2.66	1.07	Agree
Media and advertisement will affect my intention to use the e-wallet in my business.	2.48	0.96	Disagree
I will use e-wallet because the people I know also use it.	2.68	1.01	Agree
GRAND MEAN	2.59	1.00	Agree

Table 5: Assessment Of Facilitating Conditions

Indicator	Mean	Std. Dev	Verbal Description
The support required to use an e-wallet in my business is adequate/adequately provided.	2.30	0.82	Disagree
I have knowledge and internet facility to use an e-wallet in my business.	2.38	0.95	Disagree
The software and hardware required to use an e-wallet is easily accessible	2.37	0.94	Disagree
E-wallet services are compatible with other technologies that I use.	2.63	0.90	Agree
Backend support from my service provider is available 24 x 7.	2.13	0.97	Disagree
GRAND MEAN	2.36	0.92	Disagree

Table 6: Assessment Of Hedonic Motivations

Indicator	Mean	Std. Dev	Verbal Description
It will be fun to use e-wallets in my business.	2.53	0.86	Agree
Using an e-wallet seems to be enjoyable.	2.53	0.84	Agree
It will be comfortable to use e-wallets in my business.	2.38	0.97	Disagree
It will give me pleasure using e-wallets in my business.	2.38	0.89	Disagree
GRAND MEAN	2.46	0.89	Disagree

Table 7: Assessment of Price Value

Indicator	Mean	Std. Dev	Verbal Description
The cost of e- wallets is reasonable.	2.33	0.99	Disagree
The benefits provided by e-wallets in my business will be more than the cost.	2.24	0.97	Disagree
E-wallet will provide good deals within the same package.	2.33	0.92	Disagree
GRAND MEAN	2.30	0.96	Disagree

Table 8: Assessment of Habits

Indicator	Mean	Std. Dev	Verbal Description
1. Using e-wallet in my business will be like a routine for me.	2.19	0.99	Disagree
2. I will do my business transactions through e-wallets only.	1.73	0.90	Strongly Disagree
3. The use of e-wallets in my business will become effortless for me.	2.01	0.97	Disagree
4. It will be good to use e-wallets in my business.	2.47	1.03	Disagree
GRAND MEAN	2.10	0.97	Disagree

Table 9: Assessment of E-Wallet Adoption among Micro Enterprises In CSFP

Indicator	Mean	Std. Dev	Verbal Description
1. I intend to use e-wallet for my business payments in the future.	2.52	1.05	Agree
2. I will always try to use e-wallet payments during purchasing things for my business.	2.31	0.96	Disagree
3. I will recommend others to use e-wallet payments for business transactions.	2.54	0.99	Agree
4. E-wallet payments will be one of my favorite technologies for payment.	2.28	1.05	Disagree
GRAND MEAN	2.41	1.02	Disagree

Table 10: Assessment of the Impact of the Factors From Utaut2 Model on E-Wallets Adoption Detailed

Independent Variables	Beta Coefficient	Std. Error	T	Sig	Verbal Description
Performance Expectancy	0.124	0.075	1.808	0.073	Not Significant
Effort Expectancy	0.187	0.086	2.532	0.013	Significant
Social Influence	0.122	0.046	2.687	0.008	Significant
Facilitating Conditions	0.077	0.068	1.379	0.171	Not Significant
Hedonic Motivations	0.219	0.074	3.503	0.001	Significant
Price Value	0.094	0.066	1.524	0.130	Not Significant
Habit	0.279	0.071	4.396	0.000	Significant

Table 11: Dependent Variable: E-Wallet Adoption Summarized

Dependent Variable	Beta Coefficient	Std. Error	t	Sig	Verbal Description
E-Wallet Adoption	0.928	0.046	27.144	0.000	Significant

Table 12: Assessment of the Factor that Greatly Affects the Willingness of Micro Enterprises to Adopt E-Wallet

Independent Variables	Beta Coefficient	Std. Error	T	Sig	Verbal Description
Habit	0.279	0.071	4.396	0.000	Significant
Hedonic Motivations	0.219	0.074	3.503	0.001	Significant
Social Influence	0.122	0.046	2.687	0.008	Significant
Effort Expectancy	0.187	0.086	2.532	0.013	Significant
Performance Expectancy	0.124	0.075	1.808	0.073	Not Significant
Price Value	0.094	0.066	1.524	0.130	Not Significant
Facilitating Conditions	0.077	0.068	1.379	0.171	Not Significant

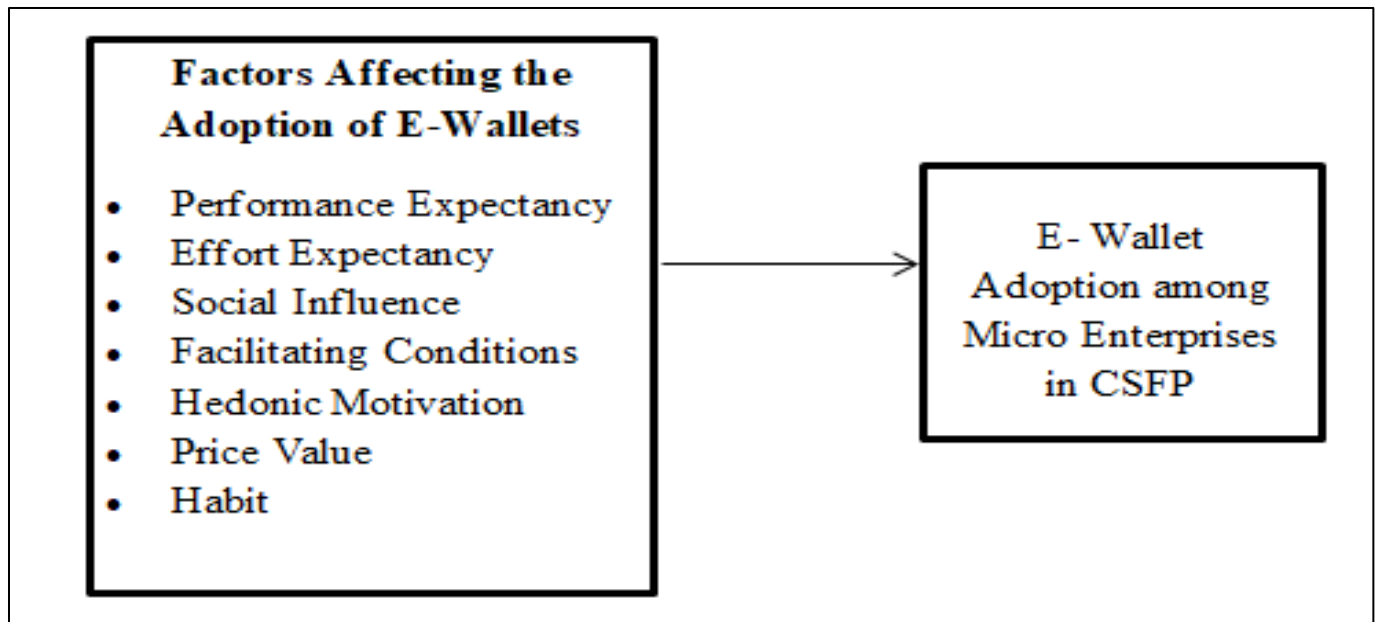
➤ *Figures*

Fig 1: Conceptual Framework

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