

A QULITATIVE STUDY OF E-WALLET AND THE RELATION WITH CONSUMER BEHAVIOUR*STUDI KULITATIF MENGENAI E-WALLET DAN HUBUNGANNYA DENGAN PERILAKU KONSUMEN*

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Abstract: The explanations regarding the digital wallet and its function eventually give impact toward the consumer behavior of its users; it can happen because of the different types of advantages and functions of digital wallet which varied compare to other types of payments and transaction as well. With the consumer behavior which tends to focus more on how the consumer behave toward a certain thing; in this case it regarding the behavior of the E-wallet users. The purpose of this study is to find out regarding E-Wallet and the relation with consumer behavior. This study uses a qualitative method and interview toward informants were conducted in order to gain information regarding the phenomenon. The findings of this study show that consumers behavior which constructed by 3 aspects of psychological, personal and social can be affected by the usage of E-wallet. From the results; the company can utilize on this momentum in order to gain more users and eventually profit for the company. Improvement of their current technology such as reducing the numbers of errors, safety net for transaction and also transparency for the users of E-wallet can be ways for the company to improve.

Keywords: *e-wallet, consumer behavior, psychological, personal, sosial*

Abstrak: Peran dari E-wallet dan kegunaannya memiliki dampak terhadap perilaku konsumen dalam hal ini para pengguna E-wallet itu sendiri; hal ini terjadi karena ada banyak manfaat dan kegunaan dari E-wallet yang bervariasi mulai dari tipe pembayaran dan transaksi yang bisa ditawarkan kepada para pengguna yang ada. Perilaku konsumen memiliki fokus yang lebih terhadap suatu objek; dalam hal ini perilaku konsumen berhubungan dengan pengguna E-wallet. Tujuan dari penelitian ini adalah untuk mengetahui hubungan antara E-wallet dan perilaku konsumen. Penelitian ini menggunakan penelitian kualitatif dan wawancara terhadap para konsumen yang berpusat kepada 3 aspek yaitu psikologi, personal dan sosial yang bisa dipengaruhi oleh kegunaan E-wallet sendiri. Dari hasil yang didapatkan; perusahaan dapat menggunakan momentum ini untuk memperoleh pengguna lebih banyak dan juga mendapatkan keuntungan lebih. Pengembangan dari teknologi yang sudah ada saat ini seperti mengurangi jumlah kerusakan, memberikan perlindungan dan transparansi kepada para pengguna E-wallet merupakan cara-cara yang dapat dilakukan oleh perusahaan untuk berkembang.

Kata kunci: *e-wallet, perilaku konsumen, psikologi, personal, sosial*

INTRODUCTION

Research Background

Consumer behavior is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. Consumer behavior refers to the process in which the individual or a group of consumers selects, purchases, uses or disposes products to meet their needs and desires (Solomon, 2006). While deciding upon buying a product there are several factors which influences the consumer like social, cultural, psychological, personal (Kotler, 2012). The theory of consumer behaviors are based on activities like learning, information processing and decision making, developed by eminent researchers in the fields of consumer behavior includes five stage process which are problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior.

In this era consumer is making buying decisions in a participatory digital culture. The old consumer behavior no more fits into this digital era. There is intervention of technology in almost all stages of consumer decision making process. There are several factors which are influencing this consumer behavior and it becomes very important for a marketer to understand the consumer characteristics, their online buying intentions and their behaviors. The behavioral intentions of individuals differ. It is also observed that the younger millennial generation intends to use internet technology more when compared to the elderly generation. The technology also added to the cell phone where the user can safely store all financial information in a digital wallet that can be used later for initiate, verify and confirm the exchange of financial value in exchange for goods and services. Moreover, using a cell phone to process it transactions have been reported to be safer based on customer points view.

A digital wallet also known as "e-Wallet" refers to an electronic device or online service that allows an individual to make electronic transactions. This can include purchasing items on-line with a computer or using a smartphone to purchase something at a store. Money can be deposited in the digital wallet prior to any transactions or, in other cases, an individual's bank account can be linked to the digital wallet. The credentials can be passed to a merchant's terminal wirelessly via near field communication (NFC). Increasingly, digital wallets are being made not just for basic financial transactions but to also authenticate the holder's credentials. For example, a digital wallet could verify the age of the buyer to the store while purchasing alcohol. The system has already gained popularity in Japan, where digital wallets are known as "wallet mobiles" A crypto-currency wallet is a digital wallet where private keys are stored for crypto-currencies like bitcoin.

The explanations regarding the digital wallet and its function eventually give impact toward the consumer behavior of its users; it can happen because of the different types of advantages and functions of digital wallet which varied compare to other types of payments and transaction as well. With the consumer behavior which tends to focus more on how the consumer behave toward a certain thing; in this case it regarding the behavior of the E-wallet users. Previous studies covered consumer behavior in different objects such as mall, during discount season and etc. The current research will solely focus on the consumer behavior of E-wallet users; which in the current status quo already increase in a major way in many places including in Indonesia.

Research Objective

The research objective is "To identify the consumer behavior of E-wallet users and the connection of both variables included".

THEORETICAL REVIEW

Marketing

Based on marketing concept and theories, marketing is about identifying and meeting human and social needs. Marketing is the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. The definition is based upon a basic marketing exchange process, and recognizes the importance of value to the customer. Marketing is human activity directed at satisfying needs and wants through the exchange process (McDaniel, 1982). Marketing is a societal process that, subject to internal and environmental constraints, attempts to establish mutually beneficial exchanges.

Consumer Behavior

Consumer behavior is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met. The Three Factors to fully understand how consumer behavior affects marketing, it's vital to understand the three factors that affect consumer behavior which are psychological, personal and social (Doan, 2014).

E-Wallet

E-wallet is a type of electronic card which is used for transactions made online through a computer or a smartphone. Its utility is same as a credit or debit card. Electronic wallet (E-wallet) provides all of the functions of today's wallet on one convenient smart card eliminating the need for several cards. E-Wallet will also provide numerous security features not available to regular wallet carriers. Identification is required for every credit card transaction and the card is equipped with a disabling device if the card should be tampered with (Zarrin, 2015).

Previous Research

Madan and Yadav (2016) in behavioral intention to adopt mobile wallet: a developing country perspective found that there is a linkage between consumer behavior and E-wallet users. "Influence such as from relatives or families eventually have impact toward the E-wallet as method of transaction. Meaning that social factor or characteristics of the consumer behavior have close relation with the usage of E-wallet."

Chawla and Joshi (2019) in consumer attitude and intention to adopt mobile wallet in India – An empirical study also found that the personal aspect of consumer behavior also affect the E-wallet users. "Lifestyle and current condition such as the economy have significant impact toward the consumer behavior. The usage of E-wallet eventually can give effect toward the personal factor of consumer in this case in term of lifestyle and economic condition."

Wan and Zeng (2013) in Empirical Study on Usability Impact Factors of Electronic Wallet-One Card Solution within College Students shows that psychological factors of consumer behavior have close relation with E-wallet users. "Ease of use and usefulness can affect the intention for using E-Wallet that leads to more usage of E-wallet. In this particular case ease of use and usefulness"

Conceptual Framework



Figure 1. Conceptual Framework

Source: Data Processed, 2020

RESEARCH METHOD

Research Approach

This research is qualitative research methodology which is descriptive research. Qualitative research usually does use some form of quantification, but statistical forms of analysis are not seen as central. Qualitative research involves the studied use and collection of a variety of empirical materials - case study, personal experiences, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and meanings in individuals' lives.

Population, Sample, and Sampling Technique

A population is a group of experimental data or persons. Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion. Because qualitative research is based on certain case in a certain social situation where the result is not being applied to the population, but is transferred to other place in similar social situation with the case being

studied, therefore the term 'population' is not used in qualitative research, in qualitative research it is called 'social situation'. The population of this research is the users of E-wallet in Manado.

Sample is the subset or subgroup of population. A sample is the selected people chosen for participation in a study. Sample in qualitative research is not called as respondent, but as sources, participant, informant, friend and teacher in research process. Sample in qualitative research also is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before. The sample size of the research will be 20 respondents which are users of E-wallet.

Sampling techniques is the way to collect and grab the data from trusted people and in order to get a good result. In this research the researcher will use purposive sampling in order to conduct the interview. Sample method that can be used for this research is purposive sampling. Purposive sampling is a technique to collect sample of data source with some considerations like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation.

Data Collection Technique

Data collection technique plays an important role in impact evaluation by providing useful information to understand the process behind observed result. In this part data collection technique divided into primary and secondary data. Primary data is the data that collected first by the researcher in order to get the result of the interview and also all the information data researcher have of the research. In-depth interview is an unstructured one-to-one discussion session between a trained interviewer and a respondent. Secondary data is the data that already exist before and the next researcher try to research about the data again for the new research and have the specific purpose. Secondary data is the existing data which is collected by the previous researchers and use to support the current one.

Operational Definition of Research Variables

Table 1. Variable Definition

Variable	Indicators
E-Wallet	-Convenience -Coverage -Security
Consumer Behavior	-Psychological -Personal -Social

Source: Data Processed, 2020

Instrument Testing

The key instrument of this research is the researcher. The researcher is trained and has good understanding about all aspects of this research. The researcher was equipped with a note book, a recorder, and a camera in order to conduct interviews. In instrument of research there are some step that have to applied in order to process the data that have to be researched. This is the step that will use in this research which is the step of qualitative data analysis because this research using qualitative data analysis in order to get the best result through step by step.

Data Analysis Method

Data collection method plays an important role in impact evaluation by providing useful information to understand the process behind observed result. Data analysis is the process of systematically finding and arranging interview transcripts, field notes, and other materials that you accumulate to improve your own understanding of them and to allow you to present what you've discovered to others. Qualitative data analysis is a typical inductive when data is being collected, the next step is the data being developed to find patterns or models or into hypotheses.

RESULT AND DISCUSSION**Result**

The Interview Results part will cover the answers encountered for each question. The answers will be ordered per respondent/informant and presented informant by informant from informant 1 to informant 20.

Informant 1

The first informant is 20 years of age and already uses E-wallet application approximately for 3 years; the informant uses it twice a week. The current economic situation and lifestyle influence the informant in using E-wallet because the current situation force the informant to consider in using E-wallet now and lifestyle also make the informant feel more consumptive in using E-wallet. The informant use E-wallet without the family's advice, the informant mostly influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because already used with the application; without any forced in using it.

Informant 2

The second informant is 21 years of age and already uses E-wallet application approximately for 2 years; the informant uses it twice a week. The current economic situation and lifestyle influence the informant in using E-wallet because the current situation force the informant to consider in using E-wallet now and lifestyle also make the informant feel more consumptive in using E-wallet. The informant use E-wallet without the family's advice, the informant mostly influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because already used with the application; without any forced in using it.

Informant 3

The third informant is 22 years of age and already uses E-wallet application approximately for 2 years; the informant uses it twice a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet now, while lifestyle does not give any impact for the informant of using E-wallet because informant does not use E-wallet very often. The informant use E-wallet because of family's advice in order to help them pay bills, the informant does not influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because already used with the application; without any forced in using it.

Informant 4

The fourth informant is 22 years of age already uses E-wallet application approximately for 2 years; the informant uses it twice a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet now, while lifestyle does give impact for the informant of using E-wallet because informant does use E-wallet to pay for food many times. The informant use E-wallet because of family's advice in order to help the informant in payment method, the informant does not influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because already used with the application; without any forced in using it.

Informant 5

The fifth informant is 23 years of age and already uses E-wallet application approximately for 1 year; the informant uses it 3 times a week. The current economic situation and lifestyle influence the informant in using E-wallet because the current situation force the informant to consider in using E-wallet now and lifestyle also make the informant feel more consumptive in using E-wallet. The informant use E-wallet without the family's advice, the informant mostly influence by friends which are also entrepreneurs for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because it is a must nowadays in order to help the business grow.

Informant 6

The sixth informant is 21 years of age and already uses E-wallet application approximately for 3 years; the informant uses it once a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet now, while lifestyle does not give

impact for the informant because the informant rarely uses the E-wallet from the beginning. The informant use E-wallet because of family's advice in order to help the informant in payment method, the informant does not influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because already used with the application; without any forced in using it.

Informant 7

The seventh informant is 22 years of age and already uses E-wallet application approximately for 3 years; the informant uses it twice a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet now, while lifestyle does give impact for the informant of using E-wallet because informant does use E-wallet to pay for food many times. The informant use E-wallet not because of family's advice, the informant does get the influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because already used with the application; without any forced in using it.

Informant 8

The eight informant is 20 years of age and already uses E-wallet application approximately for 2 years; the informant uses it twice a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does give impact for the informant of using E-wallet because informant does use E-wallet to pay for transportation many times. The informant use E-wallet not because of family's advice, the informant does get the influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because already used with the application; without any forced in using it.

Informant 9

The ninth informant is 19 years of age and already uses E-wallet application approximately for 2 years; the informant uses it once a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does not give impact for the informant of using E-wallet. The informant use E-wallet not because of family's advice, the informant does get the influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because already used with the application; without any forced in using it.

Informant 10

The tenth informant is 19 years of age and already uses E-wallet application approximately for 1 year; the informant uses it once a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does not give impact for the informant of using E-wallet. The informant use E-wallet not because of family's advice, the informant does get the influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because already used with the application; without any forced in using it.

Informant 11

The eleventh informant is 27 years of age and already uses E-wallet application approximately for 2 years; the informant uses it twice a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does give impact for the informant of using E-wallet because it makes the informant uses the application more frequently. The informant use E-wallet not because of family's advice, the informant does get the influence by friends for using E-wallet. The E-wallet does influence the social class according to the informant because it gives a different perception to other people that saw the informant use E-wallet, the informant use E-wallet because already used with the application; without any forced in using it.

Informant 12

The twelfth informant is 27 years of age and already uses E-wallet application approximately for 2 years; the informant uses it 3 times a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does give impact

for the informant of using E-wallet because it makes the informant uses the application more frequently. The informant use E-wallet not because of family's advice, the informant does get the influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant, the informant use E-wallet because it is a necessary application for the informant current work.

Informant 13

The thirteenth informant is 28 years of age and already uses E-wallet application approximately for several months; the informant uses it 4 times a week. The current economic situation and lifestyle influence the informant in using E-wallet because the current situation force the informant to consider in using E-wallet now and lifestyle also make the informant use the application more frequent. The informant use E-wallet without the family's advice, the informant mostly influence by friends which are also entrepreneurs for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because it is a must nowadays in order to help the business grow.

Informant 14

The fourteenth informant is 28 years of age and already uses E-wallet application approximately for 2 years; the informant uses it twice a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does give impact for the informant of using E-wallet because it makes the informant uses the application more frequently. The informant use E-wallet because of family's advice to help in paying bills, the informant does not get any influence from friends for using E-wallet. The E-wallet does not influence the social class according to the informant, the informant use E-wallet because it is a necessary application for the informant current work.

Informant 15

The fifteenth informant is 22 years of age and already uses E-wallet application approximately for 2 years; the informant uses it once a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does not give impact for the informant of using E-wallet because the informant rarely uses the E-wallet. The informant use E-wallet because of family's advice to help the family pay for bills, the informant does not get the influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant, the informant use E-wallet because already used with the application; without any forced in using it.

Informant 16

The sixteenth informant is 23 years of age and already uses E-wallet application approximately for 2 years; the informant uses it 4 times a week. The current economic situation and lifestyle influence the informant in using E-wallet because the current situation force the informant to consider in using E-wallet now and lifestyle also make the informant use the application more frequent. The informant use E-wallet without the family's advice, the informant mostly influence by friends which are also entrepreneurs for using E-wallet. The E-wallet does not influence the social class according to the informant and the informant use E-wallet because it is a must nowadays in order to help the business grow.

Informant 17

The seventeenth informant is 25 years of age and already uses E-wallet application approximately for a year, the informant uses it twice a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does give impact for the informant of using E-wallet because it makes the informant uses the application more frequently. The informant use E-wallet not because of family's advice, the informant does get any influence from friends for using E-wallet. The E-wallet does not influence the social class according to the informant, the informant use E-wallet because it is a necessary application for the informant current work.

Informant 18

The eighteenth informant is 22 years of age and already uses E-wallet application approximately for 3; the informant uses it once a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does not give impact for the informant of using E-wallet because the informant rarely uses the E-wallet. The informant use E-

wallet because of family's advice to help the family pay for bills, the informant does not get the influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant, the informant use E-wallet because already used with the application; without any forced in using it.

Informant 19

The nineteenth informant is 27 years of age and already uses E-wallet application approximately for 2 years; the informant uses it 3 times a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does give impact for the informant of using E-wallet because it makes the informant uses the application more frequently. The informant use E-wallet not because of family's advice, the informant does get any influence from friends for using E-wallet. The E-wallet does influence the social class according to the informant because of people perception toward the usage of E-wallet, the informant use E-wallet because it is a necessary application for the informant current work.

Informant 20

The twentieth informant is 22 years of age and already uses E-wallet application approximately for 2 years; the informant uses it once a week. The current economic situation influences the informant in using E-wallet because the current situation forces the informant to consider in using E-wallet, while lifestyle does not give impact for the informant of using E-wallet. The informant use E-wallet because of family's advice to help the family pay for bills, the informant does not get the influence by friends for using E-wallet. The E-wallet does not influence the social class according to the informant, the informant use E-wallet because already used with the application.

Discussion

From twenty informants all have the same perception of the sense of helpful from E-wallet existence with the motivation of usage mostly regarding ease in payment method; most of the informants also gain good experiences such as getting discounts and special prices for using E-wallet. In terms of attitude all respondents feel appreciative for the existence of E-wallet and most of the respondents also stated that the usage of E-wallet affects their personality; most notably become more consumptive. It can be concluded that the psychological factor within consumers affected with the usage of E-wallet. Ease of use and usefulness can affect the intention for using E-Wallet that leads to more usage of E-wallet (Wan and Zeng, 2013). In this particular care ease of use and usefulness are answers that already given by the respondent in this research; further proving that psychological aspect within consumer behavior can be affected by the existence and usage of E-wallet. E-Wallet with all the advantages proves to affect the psychological sides of human because in the end the constant usage of E-wallet eventually play part toward the users in this case Go-Pay users; people will become more consumptive because of the sense of ease and also the positive reaction from the users made E-wallet effects become bigger toward its users. In the end psychological part of consumer behavior correspond toward the usage of E-Wallet.

By looking at the result it can be concluded that personal factor can be affected and have interaction with the usage of E-Wallet. Lifestyle and current condition such as the economy have significant impact toward the consumer behavior (Chawla and Joshi, 2019). The usage of E-wallet eventually can give effect toward the personal factor of consumer in this case in term of lifestyle and economic condition; with lots of consideration will be taken by the users if there are no insurance toward their current condition. The explanation regarding this can be seen by the parts of personal factors which are age, lifestyle, economic condition and also occupation. These parts of personal factors eventually have a role in the decision of users in utilizing the E-wallet; mostly caused by the uncertainty with their personal condition such as economic status. In the end, it can lead into a more consumptive behavior for many people because of the different personal factors.

Social influence such as from relatives or families eventually have impact toward the E-wallet as method of transaction (Madan and Yadav, 2016). Meaning that social factor or characteristics of the consumer behavior have close relation with the usage of E-wallet. In terms of social; E-wallet eventually can get more users by social influences such as from family and friends. Regardless people will be more consumptive because of the social surrounding which act as one of the main factor within the relation of consumer behavior and E-wallet.

CONCLUSION AND RECOMMENDATION**Conclusion**

Psychological aspects which determined by perception, motivation, experiences, attitude and personality can be affected by the usage of E-wallet. People will tend to have a more consumptive approach because of the existence of E-wallet. Personal aspects such as age, occupation, economic situation and lifestyle also affected by the E-wallet usage. It can be seen by the consideration of people in using E-wallet during conditions that related with their economic situation or their current lifestyle. Lastly which is the social aspects consists of influence of relatives, social class and habitual also affected by the E-wallet. It can be seen by relatives that can influence the users in using E-wallet application for the method of payment in the future. All 3 factors lead into consumptive behavior for the users; as the final result of using E-wallet in many occasions.

Recommendation

With the trend of using E-wallet right now; there are 2 main recommendation that can be done by both parties which are for the users and also for the company that made the E-wallet. For the consumers; considerations regarding the level of importance in using E-wallet. Because E-wallet have close relation with consumer behavior, consumer need to pay attention and have considerations in using E-wallet in order to have a stability in terms of economic status and also personal well-being for the consumers. Excessive usage of E-wallet can lead to the users into spending more than the income from the users respectively. For the company; the utilization on large scale and improvement of the E-wallet need to be done in order to gain more users. Because of E-wallet nature that can affect consumer's behavior; the company can utilize on this momentum in order to gain more users and eventually profit for the company. Improvement of their current technology such as reducing the numbers of errors, safety net for transaction and also transparency for the users of E-wallet can be ways for the company to improve.

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