FACTORS DETERMINING INTENTION TO USE DIGITAL WALLET IN NEPAL

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Abstract

This research aims to identify the determining factors that significantly affect the intention to use a digital wallet. A structured questionnaire was prepared which was sent through the printed form as well as through Google form to 365 respondents where 340 were used. The data were collected through a five-point Likert scale, with participants selecting a non-probability sampling technique using purposive sampling. The descriptive analysis shows that e-Sewa and Khalti are the most popular digital wallet services. The adoption of the digital wallet is the highest in male users between the ages of 21 to 30 years. Among the all variables perceived ease of use and intention to use of digital wallet have the highest positive correlation 0.736, whereas service quality and intention to use of digital wallet have the least positive correlation 0.262. The results of the regression analysis, the intention to use digital wallets is significantly predicted by perceived usefulness (PU) and ease of use (PE), both of which have favorable effects. However, information quality (IQ), system quality (SQ), and service quality (SQ) do not substantially affect the intention to use as their p-values are higher than 0.05. A summary of the study's useful implications for businesses, governments, and digital wallet service providers. Therefore, digital wallet companies must focus on continuously enhancing these aspects to positively influence the intention to use a digital wallet.

Key Words: Digital Wallet, Information Quality, Intention to Use, Perceived Usefulness, System Quality, Service Quality.

Introduction

Digital wallets, which provide comfort, security, and ease of use as mobile payment solutions, have become a major force behind financial inclusion. Particularly in an emerging market like Nepal, where digital payment methods are still in their infancy. The study's goals are described, with a particular emphasis on determining the primary elements that drive the adoption of digital wallets and comprehending how these aspects affect customers' desire to use them. A smartphone that functions similarly to a leather wallet is called a digital wallet, sometimes referred to as a mobile wallet. Nepal is utilizing digital technology, such as digital wallets and

other digital payment methods, to gradually transition from a cash-dominant economy to a cashless economy.

In Nepal, the number of registered businesses offering digital wallet services has increased, and the use of digital wallets. The swift uptake of digital payment systems emphasizes how crucial it is to comprehend the elements that affect their acceptance, such as perceived security, simplicity of use, and digital literacy (Amofah et al., 2023).

The intention to use e-wallets is highly mediated by digital literacy, highlighting its importance in improving user experience and adoption. Furthermore, it has been demonstrated that adding perceived security to the Technology Acceptance Model affects user attitudes and behavioral intentions about e-money, especially in metropolitan areas (Utomo et al., 2024). In Nepal, the perception of digital payment service providers started with the introduction of a credit card by Nabil Bank in 1990 while Kumari Bank was the initiator of online banking in Nepal. Even though it took some time for such services to be part of people's lives, digital payment services are now popular among Nepali users. (Timsina, 2020). After F1 Soft International launched e-Sewa in 2009, the concept of a digital wallet was born. In Nepal, the idea of digital payments was established with the launch of e-Sewa (Timsina, 2020). Nepal has since developed a large number of digital payment service providers. In a short time, digital wallets like IME pay, Khalti, and E-Sewa have gained popularity among users (Neupane, 2019).

In a developing country like Nepal digital wallets are still a new thing and hard to understand but if we look at the developed countries, it has become one of the best ways to carry out financial transactions. (Aryal, 2020). Almost every Nepalese holding their smartphones and probably has a digital wallet installed or waiting to be downloaded. Nepali customers currently utilize digital wallets to pay for services including cell balance top-ups, money transfers, cinema ticket purchases, shopping bills, EMI, insurance, and credit card payments. (Neupane, 2019). The main objectives of this research are to examine the relationship between information quality, service quality, system quality usefulness, and perceived ease of use and intention to use and to analyze information quality, service quality, system quality usefulness, and perceived ease of use impact intention to use.

Hypothesis

The hypothesis seeks to investigate the major determinants of Nepali customers' intention to utilize digital wallets. The following hypotheses are proposed to answer the study research question:

H1: Information Quality has a positive and significant impact on Intention to use.

H2: System Quality has a positive and significant impact on Intention to use.

H3: Service Quality has a positive and significant impact on Intention to use.

H4: Perceived usefulness has a positive and significant impact on Intention to use.

H5: Perceived ease of use has a positive and significant impact on Intention to use.

Literature Review

For a literature review that examine the key factors of intention to use of digital wallet with the focus on theoretical and empirical review.

Delone and McLean IS Success Model

The Delone and McLean IS Success Model, provides insightful information about how users' intentions to adopt technology are influenced by perceived usefulness, perceived ease of use, system quality, information quality, and service quality. The Information Systems (IS) Success Model by Delone and McLean is a valuable tool for analyzing the factors driving the adoption of digital wallets. The Delone and McLean IS Success Model is highly relevant to the study of factors influencing the intention to use digital wallets because it provides a comprehensive framework for examining the important aspects influencing users' adoption decisions. Delone and McLean's model was found to significantly contribute to perceived success when evaluating mobile self-service applications, highlighting the model's applicability in m-commerce contexts (Kendle & Chipangura, 2024).

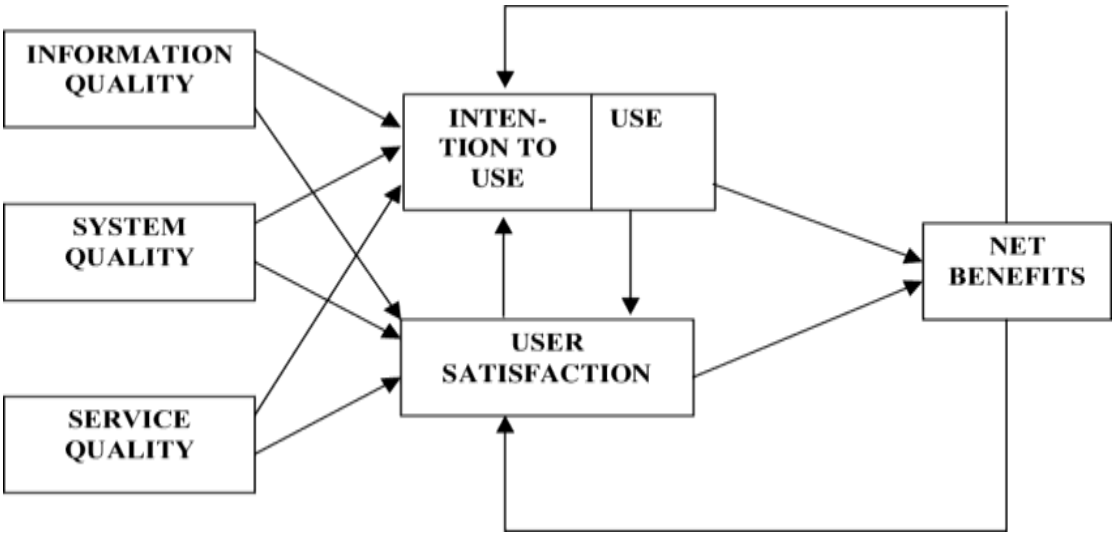

Figure 1. The Delone and McLean IS Success Model (2014)

Tun (2020) identified the variables affecting behavioral intention to use mobile wallets in Myanmar and offered a thorough research model that incorporates components of beliefs, social interactions, quality, and trust. Using a quantitative methodology, the study examined six variables influencing the use of mobile wallets. Surveys of 234 prospective mobile wallet users in Myanmar were used to gather the data, which was then analyzed using structural equation modeling. The results showed that behavioral intention to use mobile wallets was highly influenced by perceived utility and trust. However, it was discovered that social impact, facilitating circumstances, user pleasure, and service quality were all statistically irrelevant.

Kumar et al. (2024) investigate the variables affecting the decision to keep using (ICU) e-wallets. Perceived utility, perceived ease of use, rewards, and perceived enjoyment were the main focuses of the study. Convenience sampling was used to poll 246 Indian e-wallet customers. The findings revealed that consumers' intention to continue using e-wallets was positively influenced by perceived usefulness, perceived ease of use, and rewards. Perceived usefulness was found to partially mediate the relationship between perceived ease of use, rewards, and intention to continue using e-wallets.

Karki and Upadhaya (2024) investigated the use of digital wallets in the Rupandehi District, emphasizing factors that influence adoption and service quality. A self-administered questionnaire was used to gather data from 397 bank clients, and Smart PLS 4 was used for analysis. Taking perceived and monetary risks into account, the study investigated service quality and the technology adoption model (perceived utility and simplicity of use). The results demonstrated that the adoption of digital wallets is positively impacted by perceived usefulness, perceived simplicity of use, and service quality. The study concludes that increasing internet connectivity and managing financial risks are essential for growing access to digital wallets in Nepal. It also highlights the significance of service quality and ease of use in adoption.

Dhami et. al. (2024) aimed to explore the factors influencing the behavioral intention (INT) to adopt digital currency among digital payment users in Kathmandu Valley. A cross-sectional survey was conducted, collecting data from 291 respondents, which was then analyzed using partial least squares structural equation modeling (PLS-SEM). The results indicated that attitude (ATT) and perceived behavioral control (PBC) were the main factors driving the intention to adopt digital currency. Additionally, peer influence (PI) and superior influence (SI) were found to positively affect subjective norms (SN). Perceived ease of use (PEOU),

perceived usefulness (PU), and perceived trust (PT) significantly influenced ((ATT) but self-efficacy (SE) and facilitating conditions (FC) positively impacted PBC.

Shrestha and Tamang (2023) examined the variables affecting digital wallet use and their effects on financial inclusion. It made use of the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Technology Acceptance Model (TAM), two well-known models for technology adoption. The results indicated that perceived usefulness, price value, and trust significantly influenced the adoption of digital wallets. Some interconnected factors, such as user attitudes, security concerns, and perceived utility, affect the adoption of digital wallets in Nepal. Research indicates that perceived usefulness significantly impacts users' intentions to adopt digital wallets, as individuals are more likely to embrace technologies that enhance their financial management capabilities (Shrestha & Tamang, 2023; Fitriani & Astuti, 2024).

Users prioritize safe transactions, which can either promote or discourage the adoption of their views of safety (Christian et al., 2024). Security considerations are also quite important. Additionally, while social influence and facilitating conditions were found to have limited relevance, trust emerged as a critical factor, moderating the relationship between other antecedents and the intention to use digital wallets (Mastran & Bhandari, 2022; Fitriani & Astuti, 2024). Overall, these findings suggest that enhancing perceived usefulness and security, alongside fostering trust, could significantly promote digital wallet adoption among consumers in Nepal.

Digital wallets are one of the modern innovations with considerable potential to change how consumers make purchases and enhance their shopping experiences (Millan, 2019) Information quality significantly influences the intention to use digital banking by enhancing user satisfaction, trust, and perceived value. (Zhou et al., 2010). Furthermore, because perceived utility and simplicity of use are important elements of the Technology Acceptance Model, users' behavioral intentions are greatly influenced by the perceived quality of information, particularly its relevance and correctness (Tung et al., 2014). Additionally, research shows that customers' expectations of service quality frequently differ from their actual experiences, which can discourage uptake if left unchecked (Maharani & Utomo, 2023).

The concept of service quality in digital banking is multifaceted, encompassing various dimensions that significantly impact customer satisfaction and loyalty. Key dimensions identified across studies include reliability, responsiveness, assurance, empathy, system availability, and privacy, which are crucial in shaping customer perceptions and experiences in

digital banking environments (Rathee & Yadav, 2018; Mir et al., 2022, (Vaidya & Niroula, 2024). Notwithstanding these advancements, operational and security risks still exist and must be resolved to raise system quality (Upadhyay, 2020). Despite the significant impact of e-banking, including Internet and mobile banking, Nepal continues to rely substantially on cash transactions, suggesting a lack of digital adoption (Bhandari, 2019). The significance of user-friendly interfaces and strong security measures to enhance system quality is highlighted by factors impacting the adoption of Internet banking, such as perceived usefulness and simplicity of use (Shrestha & Kayestha, 2024). The perceived usability of mobile payment systems will increase consumers' attitudes and inclinations to use them (Francisco, 2017). Intention to use is a tendency an individual shows that indicates whether he or she will adopt a new technology or not. The level of technology use can be predicted by his or her behavior attending to the technology intention is never static and might change over time. One exhibits certain behaviors when he has the intention to use. (Jacob, 2020)

Research Framework

The framework offers an organized method for comprehending the key factors influencing the acceptance and use of digital wallets by combining these theoretical models.

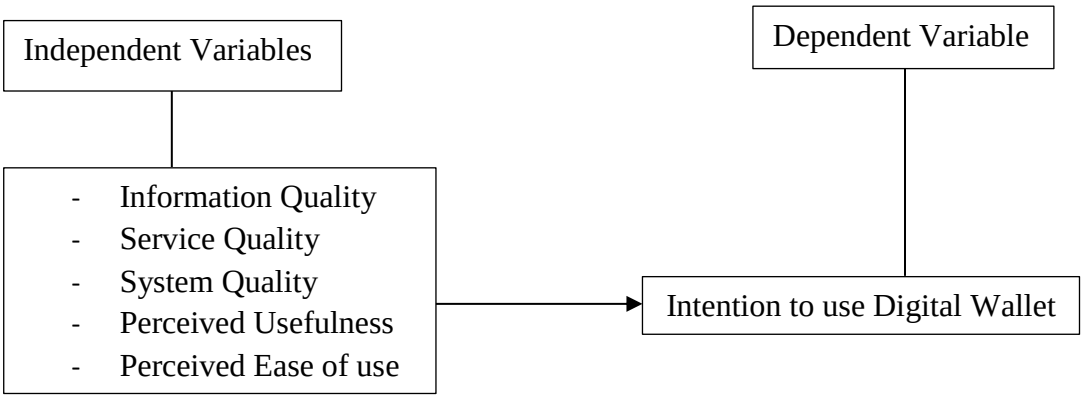

Figure 2. Conceptual frameworks of the study. (D & M IS Success Model & TAM)

Methods

The data for the analysis has been collected from the respondents through a well-structured questionnaire in the printed format as well as through Google form based on primary data. The quantitative method has been used to fulfill the overall objective and provide answers to the proposed research questions. To attain the purpose of the study, descriptive and casual comparative research design has been used. This study was conducted to use digital wallets

among users in Kathmandu. And the population for this research study consists of adults who have used digital wallets and used them for some purpose. This research intended to collect 365 respondents however only 340 were acquired.

The convenience and purposive sampling method has been used for data collection which is one of the methods under non-probability sampling techniques. The convenient sampling method is a statistical method of selecting people who are conveniently and quickly available to fill in the questionnaire. Respondents with varying genders, ages, incomes, occupations, and marital status make up the sample. Respondents with varying genders, ages, incomes, occupations, and marital status make up the sample. Descriptive statistics such as percentage, mean score, and standard deviation are computed using SPSS to examine the data. Similar to this, the research uses a variety of inferential statistical procedures, including regression, correlation, hypothesis testing, ANOVA, and Cronbach's alpha testing.

Analysis and Results

Pearson's Correlation Analysis deals with the extent to which variables under study are correlated to each other.

Table 1: *Correlation Analysis of dependent and independent variables.*

Variables		IU	IQ	SQ	SEQ	PU	PE
IU	Pearson Correlation	1					
	Sig. (2-tailed)	0					
IQ	Pearson Correlation	.346**	1				
	Sig. (2-tailed)	0					
SQ	Pearson Correlation	.387**	.695**	1			
	Sig. (2-tailed)	0	0				
SEQ	Pearson Correlation	.262**	.563**	.603**	1		
	Sig. (2-tailed)	0	0	0			
PU	Pearson Correlation	.501**	.446**	.441**	.332**	1	
	Sig. (2-tailed)	0	0	0	0		
PE	Pearson Correlation	.736**	.489**	.537**	.434**	.537**	1
	Sig. (2-tailed)	0	0	0	0	0	

**Correlation is significant at the 0.01 level (2-tailed)

Table 1 shows the correlation matrix between a dependent variable and independent variables where, IU = Intention to Use (Dependent variable), and other independent variables such as IQ = Information Quality, SQ= System Quality, SEQ = Service Quality, PU = Perceived Usefulness, PE = Perceived Ease of Use.

The research result shows that the correlation coefficient between information quality and intention to use a digital wallet is 0.346 which shows that, there is a positive correlation between information quality and intention to use a digital wallet. The positive coefficient of correlation is 0.346 at a 1 percent significance level. The correlation coefficient between system quality and intention to use ad digital wallet shows that there is a positive correlation with the value of 0.387. The positive coefficient of correlation is 0.387 at a 1 percent significance level. The correlation result shows that there is a positive correlation between service quality and intention to use a digital wallet value being 0.262. The positive coefficient of correlation is 0262 at a 1 percent significance level. The research result shows that the correlation coefficient between perceived usefulness and intention to use a digital wallet is 0.501 which shows that, there is a positive correlation between them. The positive coefficient of correlation is 0.501 at a 1 percent significance level. The correlation value between perceived ease of use and intention to use a digital wallet being 0.736 indicates that there is a positive correlation between perceived ease of use and intention to use a digital wallet. The positive coefficient of correlation is 0.736 at a 1 percent significance level. Among the all variables perceived ease of use and intention to use of digital wallet have the highest positive correlation 0.736, whereas service quality and intention to use of digital wallet have the least positive correlation 0.262. All the variables have a p-value of 0.000 which is less than a significant level of 0.01.

Multiple Regression Analysis

This section ascertains which independent variable accounts for the outcome's variability, the proportion of the dependent variable's variability that can be accounted for by both independent and dependent variables, and which variables are important (in comparison to other variables) in explaining the dependent variable's variability. The effect of independent factors (information quality, system quality, service quality, perceived utility, and perceived ease of use) on the dependent variable (intention of use) was investigated using multiple regression.

Table 2: *Model summary*

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	.751	.564	.558	.44459

a. Predicators: Information Quality, System Quality, Service Quality, Perceived Usefulness, Perceived Ease of Use

Table 2 indicates the R-Square value which is also known as the coefficient of determination can help in explaining variance. The R-square value is 0.564 which means 56.4% variation in intention to use digital wallet is explained by information quality, system quality, service quality, perceived usefulness, and perceived ease of use. However, the reminding 43.6 (100 – 56.4) is unexplained in this research. It explains that there are still other variables which are not been considered in this research. Likewise, the adjusted R Square is 0.558 which means 53.8 percent of the intention to use digital is explained by the independent variables after adjusting the degree of freedom. The model summary also represents the standard error of the estimate of 0.44459 variabilities of the variables.

Table 3: *ANOVA of Regression Analysis.*

Model		Sum of Squares	df	Mean Square	f	Sig.
1	Regression	85.48	5	17.095	86.494	.000[b]
	Residual	66.03	334	.198		
	Total	151.51	339			

a. Dependent Variable: Intention to use

b. Predictors: (Constant), Perceived ease of use, service quality, Perceived Usefulness, Information quality, system quality

Table 3 indicates that the regression model is statistically significant in explaining the variation in the intention to use digital wallets. The F-value is 86.494 with a p-value of 0.000, which is less than the 0.05 significance level. This indicates that at least one of the predictors in the model significantly contributes to the variation in the intention to use digital wallets. Independent variables are significant in explaining the variance in intention to use of digital wallet. This analysis indicates that the factors included in the model significantly influence the intention to use digital wallets.

Table 4: *Beta Coefficient of Regression Analysis*

	Unstandardized Coefficients		Standardized Coefficients		
Model	B	Std. Error	Beta	t	Sig.
(Constant)	.433	.210	-	2.063	.040

IQ	-.025	.051	-.026	-.483	.629
SQ	-.012	.048	-.014	-.244	.807
SEQ	-.066	.036	-.086	-.185	.070
PU	.184	.049	.165	3.72	.000
PE	.778	.053	.690	14.59	.000

a. Dependent variable: Intention to use.

Multiple Regression Model

$IU = \alpha + \beta_1 IQ + \beta_2 SQ + \beta_3 SEQ + \beta_4 PU + \beta_5 PE + et.$ …… I

IU = 0.433 + (-.025) (IQ) + (-.012) (SQ) + (-.066) (SEQ) + .184(PU) + 0.778(PE)

In the regression analysis, the beta coefficients are used. The result shows that the intercept value represents the predicted intention to use (IU). The β -value for the constant is 0.433, and the P-value is 0.040. The regression coefficient for information quality is -0.25, and the p-value for information quality is 0.629, which is greater than the significance level of 0.05, indicating that information quality does not significantly affect the intention to use. The coefficient for system quality is -0.012, and the p-value for system quality is 0.807, which is greater than 0.05, suggesting that system quality does not significantly influence the intention to use. The regression coefficient for service quality is -0.066, and the p-value for service quality is 0.070, which is greater than 0.05, indicating that service quality is not a significant predictor of the intention to use. The regression coefficient for perceived usefulness is 0.184, and the p-value for perceived usefulness is 0.000, which is less than 0.05, indicating that perceived usefulness has a statistically significant positive effect on the intention to use. The regression coefficient for perceived ease of use is 0.778, and the p-value for perceived ease of use is 0.000, which is less than 0.05, suggesting that perceived ease of use has a highly significant positive impact on the intention to use.

The results of the regression analysis, the desire to use digital wallets is significantly predicted by perceived usefulness (PU) and ease of use (PE), both of which have favorable effects. With a coefficient of 0.778, perceived ease of use has the largest effect, followed by perceived usefulness, which has a coefficient of 0.184. The statistical importance of both factors is indicated by their p-values being less than 0.05. However, as their p-values are higher than 0.05, information quality (IQ), system quality (SQ), and service quality (SQ) do not substantially affect the intention to use.

Results of Hypotheses Testing

To test the hypotheses in this study, a quantitative research approach was employed using regression analysis.

Table 5**:** *The Hypothesis Testing*

	Hypotheses	P-value	Remarks
H01:	Information Quality has a positive significant impact on the Intention to use a digital wallet	0.629	Rejected
H02:	System Quality has a positive significant impact on the Intention to use a digital wallet.	0.807	Rejected
H03:	Service Quality has a positive significant impact on the Intention to use a digital wallet.	0.070	Rejected
H04:	Perceived usefulness has a positive significant impact on the Intention to use a digital wallet.	0.000	Accepted
H05:	Perceived ease of use has a positive significant impact on Intention to use a digital wallet.	0.000	Accepted

Table 5 represents the result of the Hypothesis Testing.H01 (Information Quality and Intention to use): The p-value is 0.629, which is greater than 0.05, indicating that there is no significant relationship between Information Quality and the intention to use a digital wallet. H02 (System Quality and Intention to use): Similarly, the p-value is 0.807, which is greater than the 0.05 threshold, meaning there is no significant relationship between System Quality and intention to use a digital wallet. H03 (Service Quality and Intention to use): The p-value here is 0.070, which is also greater than 0.05, suggesting that Service Quality does not significantly affect the intention to use a digital wallet. H04 (Perceived Usefulness and Intention to Use): The p-value of 0.000 is less than 0.05, meaning there is a statistically significant relationship between Perceived Usefulness and the intention to use a digital wallet. H05 (Perceived Ease of Use and Intention to Use): With a p-value of 0.000, which is also less than 0.05, we find a significant relationship between Perceived Ease of Use and intention to use a digital wallet.

Discussion

The findings of this study consist of perceived ease of use and intention to use of digital wallet have the highest positive correlation whereas service quality and intention to use of digital wallet have the least positive correlation The regression analysis reveals that perceived ease of use (PE) and perceived usefulness (PU) are significant predictors of the intention to use digital

wallets, with both having positive impacts which align with the findings of (Utomo et al., 2024)**.** The intention to use digital wallets is influenced by several key factors, primarily framed within the Technology Acceptance Model (TAM) and its extensions. Perceived usefulness and perceived ease of use consistently emerge as significant predictors of users' intentions across various studies, highlighting their critical roles in fostering positive attitudes toward digital wallets. The findings revealed that trust and perceived usefulness significantly influenced the behavioral intention to use mobile wallets of Tun (2020) is consistent with this research where service quality, user satisfaction, facilitating conditions, and social influence were found to be statistically insignificant.

The results provide valuable insights for e-wallet providers looking to enhance user retention by focusing on these significant factors of Kumar (2024) the adoption of digital wallets in Nepal is influenced by several interrelated factors, including perceived usefulness, security concerns, and user attitudes. Research indicates that perceived usefulness significantly impacts users' intentions to adopt digital wallets, as individuals are more likely to embrace technologies that enhance their financial management capabilities. The variable's Perceived usefulness and perceived ease of use consistently emerge as significant predictors in this study which is slightly different from Kumar's,

This research findings insights into Perceived usefulness and ease of use are the most important elements influencing people's intention to use digital wallets, in Nepal. This is consistent with previous research, especially the Technology Accepting Model (Karki and Upadhaya, 2024; Shrestha and Kayastha, 2024), which holds that a person's intention to use a digital wallet is less influenced by criteria like information quality, system quality, and service quality.

Conclusions

Nepal is attempting to transition from a cash-based economy to a cashless economy by utilizing digital technology such as digital wallets and other digital payment methods. Registered companies that have launched digital wallet services have grown in Nepal and people have started to rapidly adopt the use of digital wallets. Moreover, with the recent COVID-19 pandemic, the adoption rate of digital wallet services has increased rapidly. However, there are a lot of users switching between digital wallets of different service providers. In this situation, digital wallet service providers must comprehend the reasons that support customers' desire to utilize digital wallets. The study aimed to investigate the various determinants such as Information Quality, System Quality, Service Quality, Perceived Usefulness, and Perceived

Ease of Use that significantly influence users' intention to adopt digital. Among the various determent factors most respondents have given top priority to Perceived Ease of Use which has the highest mean score (4.47) and next followed by Perceived Usefulness (4.40), Information Quality (3.94), System Quality (3.81), Service Quality (3.65), From the descriptive analysis, it shows that e-Sewa and Khalti are the most popular digital wallet service. The adoption of the digital wallet is the highest in male users between the ages of 21 to 30 years.

Among the all variables perceived ease of use and intention to use of digital wallet have the highest positive correlation 0.736, whereas service quality and intention to use of digital wallet have the least positive correlation 0.262. The R-Square value which is also known as the coefficient of determination can help in explaining variance. The R-square value is 0.564 which means 56.4% variation in intention to use digital wallet is explained by information quality, system quality, service quality, perceived usefulness, and perceived ease of use. However, the reminding 43.6 (100 –56.4) is unexplained in this research. It explains that there are still other variables which are not been considered in this research. Likewise, adjusted R Square is 0.558 which means 53.8 percent of the intention to use digital is explained by the independent variables after adjusting the degree of freedom. The model summary also represents the standard error of the estimate of 0.44459 variabilities of the variables. The regression model is statistically significant in explaining the variation in the intention to use digital wallets. The F-value is 86.494 with a p-value of 0.000, which is less than the 0.05 significance level. This indicates that at least one of the predictors in the model significantly contributes to the variation in the intention to use digital wallets. Independent variables are significant in explaining the variance in intention to use of digital wallet. This analysis indicates that the factors included in the model significantly influence the intention to use digital wallets.

The results of the regression analysis, the desire to use digital wallets is significantly predicted by perceived usefulness (PU) and ease of use (PE), both of which have favorable effects. With a coefficient of 0.778, perceived ease of use has the largest effect, followed by perceived usefulness, which has a coefficient of 0.184. Both factors have p-values less than 0.05, indicating their statistical significance. However, information quality (IQ), system quality (SQ), and service quality (SQ) do not significantly influence the intention to use, as their p-values are greater than 0.05.

Implications

The study's practical consequences for enterprises, governments, and digital wallet service providers are also summarized, along with the findings. To encourage broader adoption of digital wallets and support improved financial institutions and the growth of a more resilient digital economy, the conclusion highlights the significance of resolving the factors that have been identified. Lastly, suggestions for further study taking into account how digital payment systems are developing. The results of the study recommend several crucial managerial measures to encourage the use of digital wallets. The management should concentrate on improving the quality of the information by giving accurate, dependable, error-free, and current information.

The managers should focus on addressing issues with digital wallets and enhancing the responsiveness of customer service and system quality. Supervisors should also highlight the useful characteristics of digital wallets, like their simplicity of use and time-saving capabilities, as these have been shown to positively affect user intentions. The perceived utility of digital wallets can be raised by emphasizing how they facilitate routine financial tasks like bill payment. Raising awareness and encouraging wider use can be achieved by providing incentives, advertising, and educational initiatives. Finally, expanding market reach through strategic partnerships with banks, retailers, and other institutions can enhance the functionality of digital wallets and broaden their acceptance.

Through analysis, the researchers could pinpoint more precise demands and preferences, enabling the creation of more customized and focused digital wallet solutions with personalized marketing strategies continuous monitoring of user feedback and analytics will allow managers to make data-driven improvements, ensuring that digital wallet services remain competitive and aligned with evolving consumer preferences. Companies should concentrate on strengthening the areas that have a positive impact on users' intentions to use digital wallets.

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