

Consumers' Behavioural Intention to Use E-wallet During the Pandemic of Covid-19: Applying the Unified Theory of Acceptance and Use of Technology (UTAUT)

ABSTRACT

The new norm of living during the COVID-19 pandemic has changed the way consumers perceived e-wallet. This study aims to: (i) examine consumers' behavioural intention level to use e-wallet during the COVID-19 pandemic; and (ii) applied the Unified Theory of Acceptance and Use of Technology (UTAUT) in investigating the factors influencing the behavioural intention to use e-wallet during the pandemic situation. A survey questionnaire was conducted through an online platform with consumers in Kuala Lumpur. The descriptive finding (n = 205) indicates a moderate to high level of consumers' behavioural intention to use e-wallet during the pandemic. Statistical analysis found that Performance Expectancy ($p < 1\%$), Effort Expectancy ($p < 1\%$) and Facilitating Conditions ($p < 10\%$) have significant positive relationships with consumers' behavioural intention to use e-wallet during the pandemic. The results highlight the critical factors of behavioural intention to use e-wallet in which the Performance Expectancy, Effort Expectancy and Facilitating Conditions remain significant during the pandemic situation. Remarkably, the consumers' behavioural intention to use e-wallet is strongly influenced by Performance Expectancy compared to other variables. On the other hand, Social Influence is found insignificant in influencing the consumers' behavioural intention to use e-wallet during the pandemic.