

Determinants of E-wallet Adoption Intention among Supermarket/Mart Customers in Kathmandu Valley

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Abstract

Background: Online shopping has grown to include both domestic and international markets, allowing consumers to shop more easily. There has been an increasing usage of electronic wallets due to the increase in the growth of electronic devices.

Objectives: The main objective of this study is to examine the factors influencing the intention to adopt an e-wallet among customers.

Design: A quantitative cross-sectional research design was employed using structured questionnaires. Employing convenience sampling, this study distributed 125 questionnaires to respondents and received 108 valid questionnaires for further analysis, which represents an 86.4 percent valid response rate. Descriptive, correlation, and regression analyses were performed.

Findings: This study found that perceived trust and ease of use have a positive and significant impact on the intention to adopt e-wallet among mart customers. Moreover, finding reveals that the ease of use ($\beta = 0.702$) had a stronger impact than perceived trust ($\beta = 0.47$) on adoption intention.

Conclusion: The study concludes that perceived trust and intention to adopt are positively and significantly correlated. Therefore, the intention to adopt an e-wallet was positively impacted by perceived trust and ease of use.

Novelty: This study offers new knowledge on how perceived trust and ease of use impact intention to adopt e-wallet in supermarket/mart in Kathmandu valley, which has received less attention in previous studies, especially in the Nepalese context.

Policy implication: E-wallet developers should prioritize user-friendly interface design and transparent security features to build trust and encourage adoption.

Keywords: cross-sectional data, ease of use, financial technology, purchase intention

1. Introduction

The electronic payment system for any purchases refers to the electronic payment system. E-wallets reduce transport costs, robbery, and counterfeiting of fast cash. The process of electronic payment has increased the growth of e-wallets in the world. Fintech, a short form of financial technology, refers to the innovative sector that incorporates technology with the finance industry (Ion & Alexandra, 2016). E- Wallet was an innovative payment instrument that arose under financial technology. The transfer of funds, payment of bills such as water, electricity, telephone, internet, and recharge of mobile phone. E-wallet defined as an electronic payment instrument that enables the user to make transactions anytime, anywhere, for instance, using their e-wallet app installed on their smartphones to purchase items at the convenience store (Punwatkar & Verghese, 2018). The importance of e-wallets has been increasing rapidly due to the spread of the COVID-19 pandemic in 2019 (Kampf et al., 2020).

In the society of globalization and technology, the development leads us to the evolution of new information communication media. E-wallets provide a double level of authorization to reduce misuse or person substitution. The increasing use of mobile phones and growing communication have enhanced the use of mobile payment services in developing countries (Chogo & Sezoyeka, 2014). E-wallet payment systems have faced issues with their use since their inception. Various studies have been conducted to investigate issues such as these in the implementation of the e-wallet payment system. Batra and Karla (2016) mentioned that,

with the penetration of smartphones and the ever-increasing internet, the country will witness the widespread acceptance of digital payments in the coming year.

Nowadays, e-wallets have become a more convenient way of payment for both high- and low-value transactions, for instance, parking, transit, fast food restaurants, and convenience stores. Furthermore, providers have also merged with electronic coupons, loyalty rewards, location-based discounts, and other promotional offers into e-wallets in order to add value beyond payment functions (Tanvilla, 2012). Wang and Gu (2017) integrated the expanded technology acceptance model (TAM) and the social theory to analyze how people accept payment as a mobile wallet, and how social theory influences the acceptance through the collection of users' data. Personal effectiveness is explained as the tendency of an individual to try and test new information systems. Personal effectiveness can be interpreted as a decision taken by an individual to adopt new information technology (Xu & Gupat, 2009).

In the year 1990, the advent of electronic commerce introduced a unique way of doing business to the consumer and business world. Since then, e-commerce has grown and changed rapidly, producing extraordinary benefits for customers and businesses all around the world. With a large number of organizations conducting business this way, it has become evident that the field of e-commerce has a promising future ahead, and businesses are going to obtain maximum benefit from it (Abrazhevich, 2004). The electronic payment system is considered the backbone of online buying and selling of products, and one of the most crucial aspects. Next, e-wallet shopping behavior improve the client's satisfaction and their purchase intention (Lamichhane et al., 2025). In Nepalese context, the younger age groups are the key drivers of mobile wallet adoption, and that educating users is a critical measure to attain loyalty and word-of-mouth expansion (Lamichhane et al., 2026).

While prior studies have examined e-wallet adoption in other contexts, limited research exists on mart customers in Kathmandu Valley, particularly in the Thamel area. This study specifically focuses on supermarket/mart customers in Thamel to provide insights relevant to local consumer behavior. It examines the influence of ease of use and trust on their intention to adopt e-wallets, aiming to inform both academic understanding and practical applications in this setting.

Problem Statement

A comprehensive analysis of literature on intention to adopt e-wallet revealed that perceived trust and ease of use significantly impacted individual decisions regarding the adoption of e-wallet. Perceived trust plays a crucial role in the adoption of e-wallets; the future young generation will use more cashless transactions to purchase products and even repurchase in the future (Yang et al., 2021). A noteworthy positive correlation between ease of use and intention to adopt e-wallet service was identified as service providers can increase the ease of use of their e-wallet by paying more attention to structure and interface design (Teo et al., 2020).

Comparable outcomes were noted between perceived trust, ease of use and intention to adopt e-wallet, among consumers of Malaysia (Teo et al., 2020). Ajmera and Bhatt (2020) also established a significant and positive effect of perceived trust, ease of use, and intention to

adopt an e-wallet. While the outcomes remain consistently reliable, the present study highlights a gap in research within the domain of the Thamel areas. Therefore, this study aims to investigate the impact of perceived trust and ease of use on intention to adopt an e-wallet within the domain of the Thamel, Kathmandu. The specific research questions of this study are:

- What is the relationship between perceived trust and ease of use with intention to adopt e-wallets?
- What is the impact of perceived trust and ease of use on the intention to adopt e-wallets?

Research Objectives

The major objectives of the study are to determine the factors affecting intention to adopt e-wallet among customers of different markets. The specific purpose of the study is:

- To examine the relationship between perceived trust, ease of use, and intention to adopt e-wallet.
- To examine the effect of perceived trust and ease of use on intention to adopt an e-wallet.

2. Literature Reviews

This section presents both theories and empirical studies, which are related to examining the impact of ease of use and perceived trust on intention to adopt e-wallets.

2.1 Theoretical underpinning

This study reviews two important theories, the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). First, the TAM propounded by Davis (1989) states that the two important cognitive beliefs known as Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) influence the attitude toward information technology that leads to influence behavioral intentions. Empirical studies also reveal that TAM is a realistic model for explaining the factors that affect users' adoption of digital financial products and services. However, critics of TAM state that it is incapable of explaining all determinants that affect behavioral intention. Later on, scholars developed another popular theory known as the Theory of Acceptance and Use of Technology (UTAUT), which was propounded by Venkatesh et al. (2003). This theory states that the determinants, such as performance expectancy, effort expectancy, social influence, and facilitating conditions, influence the user's adoption of technology. This theory was formulated by a continuous review of the previous eight models that earlier research had applied, such as the theory of acceptance model of personal computer use, diffusion of innovation theory, and social cognitive theory. These include factors that influence the antecedents and behavioral intention that affect the use of an electronic wallet. The determinants of TAM and UTAUT are helpful to explain the users' adoption of information technology.

2.2 Empirical review

This study analyzed factors such as ease of use and perceived trust, and the effect of these factors can be seen on the intention to adopt an electronic wallet. This study was performed by using the unified theory of acceptance and use of the technology model. The study had

reviewed some of the articles related to the subject matter.

Oney et al. (2017) investigated the determinants of the electronic payment system from the consumer's perspective. The study was based on the Eastern Mediterranean University. The study reveals that there is a significant influence of electronic payment on the value of using e-payment.

Phan et al. (2020) investigated the effect of security and privacy, effort expectancy, performance expectancy, and social influence on behavioral intention of using the e-wallet among adults by the unified theory of acceptance and use of technology (UTAUT). The study's results show that performance expectancy and social influence significantly predict behavioral intention to use an e-wallet for payment. The findings of the study suggest that social influence significantly affects the intention of young people to use e-wallets, instead of security and privacy.

Teo et al. (2020) investigated the effect of perceived security, perceived usefulness, perceived ease-of-use, and social influence on both the intention to use an e-wallet and the adoption of an e-wallet among adults. From the analysis, perceived security, perceived ease of use, and social influence were the significant positive effects on intention of using e-wallet, but leaving the perceived usefulness as an insignificant predictor towards the e-wallet adoption by the Malaysian youths.

Ajmera and Bhatt (2020) accompanied the study to measure the impact of different factors on consumers' perceived satisfaction with using e-wallets in India. The research displays that there is a significant impact of perceived trust, perceived service quality, perceived benefits, and perceived satisfaction. In conclusion, trust is the most important factor, followed by quality and benefits. The study suggested that the e-wallet Company should guarantee security and privacy, which would help the e-wallet company to build trust among consumers.

Ming et al. (2020) investigated the adoption of e-wallet service in Sarawak. All the identified variables were constructed by putting in factor analysis, perceived usefulness, perceived ease of use, perceived risk, and reward were identified as independent variables, and adoption of e-wallet was considered as the dependent variable. The findings of the study concluded that among the respondent major of them used to e-wallet for less than a year. The users were generally attracted toward the maximum level of perceived usefulness and perceived usefulness and perceived use, perceived risk created a choice in the user's mind whether to use the e-wallet or not. The study also suggests that reward has a significant positive impact on the adoption of e-wallets.

Yang et al. (2021) investigated the effect of perceived usefulness, perceived ease of use, social influence, facilitating condition, lifestyle compatibility, and perceived trust on both the intention to use e-wallet and adoption of an e-wallet among adults by using the unified theory of acceptance and use of technology.

The data from the analysis revealed that perceived usefulness, perceived ease of use, social influence, lifestyle compatibility, and perceived trust displayed a significant positive effect on intention to use an e-wallet and adoption of an e-wallet, and also the age and gender of the respondents moderated the effect of lifestyle compatibility on intention to use an e-wallet.

Hendratno (2022) investigated the effect of experience, social influence, perceived ease of use and perceived usefulness on intention to use e-wallet among adults by using the TAM and unified theory of acceptance and use of technology. The result showed that personal innovation, experience, and social influence had a significant positive effect on intention to use e-wallet through perceived ease of use and perceived usefulness.

Shane et al. (2022) investigated the effect of performance expectancy, effort expectancy, social influence, facilitating condition, promotional benefit, and perceived trust on both the intention to use an e-wallet and the adoption of an e-wallet among adults by using the theory of acceptance and use of technology. The data from the analysis revealed that performance expectancy, facilitating condition, and promotional benefit have a positive and significant relationship with the intention to adopt e-wallet service. Meanwhile, the other variables, effort expectancy, social influence, and perceived trust, were insignificant in adopting the e-wallet service.

Poudel et al. (2023) investigated the effect of security and privacy, effort expectancy, performance expectancy, social influence and facilitating conditions on intention to use e-wallet and adoption to use e-wallet by using the unified theory of acceptance and use of technology. The result from the analysis revealed that security and privacy, effort expectancy, performance expectancy, social influence, and facilitating conditions have a significant positive impact on the adoption intention, whereas effort expectancy and social influence do not significantly affect the adoption intention of digital payment. The study suggested that service providers should increase awareness of the digital payment system and encourage their use by providing incentives such as cash back, prizes reward points furthermore, and service providers should also provide free internet service. This would help to increase the trust and confidence of users in the digital payment system and encourage adoption among the youth in Nepal. Lamichhane et al. (2025) investigated the impact of privacy and security, product features, and delivery service on digital service behavior in Nepalese youth. They found that "different age groups have differing perceptions of digital shopping behavior concerning privacy and security, product features, and security" (p.170). A more recent study by Lamichhane et al. (2026) found that age and awareness predict mobile wallet usage frequency in Nepal. The summary of the literature review is presented in Table 1. Based on the review of both theory and empirical studies, this study develop the following research frameworks.

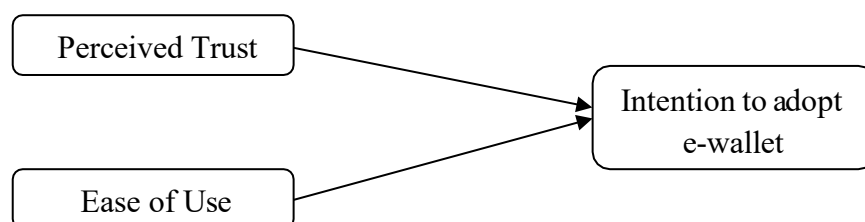


Figure 1. *Research framework of the study*

Hypotheses of the study

Based on the review of literature, the following hypothesis was made in order to study the user

intention to adopt an e-wallet.

H₁: There is a significant positive effect of perceived trust on intention to adopt an e-wallet.

H₂: There is a significant positive effect of ease of use on intention to adopt an e-wallet.

Table 1: *Review of empirical literature*

Study/Author (S)	Major findings
Oney et al. (2017)	- Found a significant influence of technical protection and past experience on the electronic payment system. - Observed positive and significant effect of both security and trust on electronic payment.
Phan et al. (2020)	Social influence significantly affected the intention of young people to use e-wallet instead of security and privacy.
Teo et al. (2020)	Identified Positive effect of perceived security, perceived ease of use and social influence on intention to using e-wallet and perceived usefulness as an insignificant predictor towards the adoption of e-wallet.
Ajmera and Bhatt (2020)	Identified the significant impact of perceived quality on adoption of e-wallets. Observed a significant impact of trust and benefit on use of e-wallet.
Ming et al. (2020)	- Found perceived usefulness and perceived ease of use positively related with user's adoption of e-wallet. - Perceived risk negatively related with user's adoption of e-wallets. Identified reward positively related with user's adoption of e-wallet.
Yang et al. (2021)	Showed a significant positive effect of ease of use, usefulness, lifestyle, compatibility, trust, and facilitating condition on behavior intention to use e- wallet among adults.
Kusuma and Dirgantara (2021)	Showed personal innovation, experience, and social influence had a significant positive effect on intention to use e-wallet through perceived ease of use and perceived usefulness.
Shane et al. (2022)	- Showed a significant relationship between performance expectancy, - Facilitating condition and promotional benefit, and intention to adopt e- wallet.

Poudel et al. (2023)

- Showed significant positive effects of security and privacy, performance expectancy, and facilitating condition on intention to adopt e-wallet.
- Identified an insignificant effect of effort expectancy and social influence on the adoption intention of digital payment.

3. Methods and Materials

This study aims to explore the various factors affecting intention to adopt e-wallets among the e-wallet users in Thamel, Kathmandu, specifically targeting customers who frequently prefer e-wallets while purchasing their goods in a supermarket/mart. The research employed a deductive approach for the test of the UTAUT theory. The cross-sectional research design is employed to collect data at a particular period of time. The study used a convenience sampling method. We distributed 125 questionnaires and received 108 valid responses, which represents an 86.4 percent valid response rate, and observations were sufficient to generalize our findings. The three constructs—the perceived trust, ease of use, and intention to adopt an e-wallet—are sourced from Chawla and Joshi (2019). Similarly, the study performed a descriptive, relational, and regression analysis to investigate the influence of perceived trust and ease of use on intention to adopt an e-wallet. The statistical tools used, including frequency, percent, mean, median, standard deviation, variance, correlation, and regression, are employed to analyze the data thoroughly, and SPSS version 26 was used.

Variables definition and their sources

Perceived trust (PT) refers to the extent to which consumers perceive an E-wallet technology to be deemed trustworthy in conjunction with privacy policies enlisted in the service provider (Phan et al., 2020; Do et al., 2020). Perceived trust is drawn as the degree of risk involved in a financial transaction, and the outcome of perceived trust is reduced perceived risk, leading to the positive intention toward e-payment. Perceived Trust (PT) is essential for understanding personal behavior and economic exchange, which affect customers' perception of the e-wallet system. Perceived trust can be seen as a psychological state, a relational, or a choice that influences the behavior of every individual. Trust is the individual's belief that using the e-wallet service is secure and has no privacy threats. Once the trust of the customer is built with the service provider, customer care is likely to have a greater trust in every transaction happening through the electronic wallet.

One of the major factors concerning customers' acceptance of a system is how easy they perceive the system to use, and it is considered one of the dimensions that has an influence on the acceptance of new technologies (Davis et al., 1992). In a digital wallet, the user should find the system easy enough to use compared to their current payment method. Content, design, brand image, and speed are the factors that enhance the ease of use. The ease of use can determine the customer performance towards the system for payment. As there are lots of available options for making payments, ease of use can be an important factor for customers as

well as service providers.

An electronic wallet is an electronic system that helps to perform transactions electronically. It includes features such as online bank transfer, payment of goods and services online, and many other online services. Yen (2017) showed that perceived usefulness is a determinant of behavioral intention to use an e-wallet. An e-wallet has mainly two components: software and information. The software component stores the personal information, provides security, and encrypts the data. The information component includes the important information that could be shared, such as name, shipping address, payment method, amount to be paid, etc. During the period of the pandemic, the e-wallet played an important role in controlling the world as there were no physical transactions.

The response and predictor variables for the study were taken from different sources on the adaptation of e-wallet, which is shown in the Table 2.

Table 2: *Sources of variables*

Variables	Sources
Perceived Trust (PT)	Oney et al. (2017) and Ajmera and Bhatt (2020) Teo et al. (2020), Ming et al. (2020), Yang et al. (2021), Kusuma and Dirgantara (2021)
Ease of Use (EU)	Phan et al. (2020), Teo et al. (2020), Ajmera and Bhatt (2020), Ming et al. (2020), Shane et al. (2022), Poudel et al. (2023)
Intention to adopt e-wallet (IW)	

Model specification

This study deployed the following regression model to examine the impact of ease of use and perceived trust on intention to adopt an e-wallet among customers in Kathmandu Valley.

The equation of the regression model

$$Y = a + \beta_1 X_1 + e_i \dots\dots\dots (1)$$

$$Y = a + \beta_2 X_2 + e_i \dots\dots\dots (2)$$

Where,

Y = Customer's intention to adopt e-wallet

α = intercept

X_1 = Perceived Trust (PT)

X_2 = Ease of Use (EU)

β_1 = Coefficient of Perceived Trust (PT)

β_2 = Coefficient of Ease of Use (EU)

e_i = error term

4. Results

This section presents the outcome of the respondent profile and their opinions, descriptive statistics, correlation analysis, and regression analysis.

Table 3 characterizes the exact respondent profile of the gender category. Table 3 clearly showed that the majority of the respondents were male. There were 108 respondents for the

study, of whom 66 were males and 42 were females. The percentage of males was 61.1 percent, and females were 38.9 percent.

Table 3: *Gender of the respondents*

Gender	Frequency	Percent (%)
Male	66	61.1
Female	42	38.9
Total	108	100

Table 4 displayed the respondents on the basic of the age. Out of the total respondents, 11 were below 20, 84 were between 20 and 40, and 13 were above 40. Table 4 showed that 10.2 percent belong to the below 20, 77.8 percent belong to the 20-40 age group and 12 percent belong to the above 40 age group.

Table 4: *Age of the respondents*

Age group	Frequency	Percent (%)
Below20	11	10.2
20-40	84	77.8
Above40	13	12
Total	108	100

Table 5 is the representation of the e-wallet experience of the respondents of the study. The result showed that out of 108 respondents, 8 respondents were not aware about the e-wallet and 100 respondents had enough experience of e-wallet. The percent 7.4 showed no experience, and 92.6 percent showed enough experience of e- wallet.

Table 5: *E-wallet experience of the respondents*

E-wallet experience	Frequency	Percent (%)
None	8	7.4
Enough	100	92.6
Total	108	100

Table 6 showed the result of the question related to the percent of e-wallets for payments. Out of 108 respondents, 98 used e-wallet for payments, and 10 respondents do not use e-wallet for payments. The percentage of respondents who use e-wallet was and the percentage of respondents who do not use e-wallet was 90.7 percent and 9.3 percent.

Table 6: *Opinion on the use of e-wallet for payment*

Responses	Frequency	Percent
Yes	98	90.7
No	10	9.3
Total	108	100

Every people do not prefer payment from an electronic wallet. They may use other methods for payment. Table 7 shows the results of the respondents on preference for e-wallet over other methods. The result showed that about 84 respondents prefer e-wallet, and 24 respondents prefer e-wallet for payment, 108 respondents. 77.8 percent of 77.8 prefer e-wallet, and 22.2 percent prefer other methods.

Table 7: *Opinion of preferences of e-wallet to other methods*

Responses	Frequency	Percent (%)
Yes	84	77.8
No	24	22.2
Total	108	100

Table 8 shows the results of responses on the complexity to use e-wallet. Out of 108 respondents, 25 respondents believe that it's complex to use e-wallets, and 83 respondents believe that it is not complex to use e-wallets. The 23.1 percent showed that the respondents feel complex, and 76.9 percent of the respondents feel it is not complex. The percent of respondents who feel it is not complex is higher than the percent of respondents who feel it is complex.

Table 8: *Opinion on the complexity to use e-wallet*

Responses	Frequency	Percent (%)
Yes	25	23.1
No	83	76.9
Total	108	100

Table 9 showed the results of the opinion on the feeling of security while using the e-wallet payment. The frequency showed that 81 respondents feel secured using e-wallet, and 27 respondents feel insecure using e-wallet. The percent of 75 represents respondents who feel secure using e-wallets, and the percent of 25 represents respondents who do not feel secure while using e-wallets.

Table 9: *Opinion on feeling of security using e-wallet*

Responses	Frequency	Percent
Yes	81	75
No	27	25
Total	108	100

There are various influencing factors that affect the intention to adopt an e-wallet. The factors might be the service provided by the merchants, security for transactions, trust towards e-wallets, time saving and ease of use. As shown in Table 10, 24.80 percent people feel that the

service provided by the merchants influences them to use an e-wallet, while 22.00 percent of people feel secured transaction influence them. Similarly, 17.70 percent of the people feel that trust in e-wallet influences them to use e-wallet, and about 35.40 percent of the people feel that time saving and ease of use lead them to use e-wallet. Time saving and ease of use have the highest percent, which tells us that time saving and ease of use is the most important factors that influence the user to adopt an e-wallet.

Table 10: *Opinion on crucial factors affecting the intention to adopt e-wallet*

Statements	Responses		Percent of Cases
	N	Percent (%)	
Service provided by merchants	63	24.80	58.30%
Security for transaction	56	22.00	51.90%
Trust toward e-wallet	45	17.70	41.70%
Time saving and ease of use	90	35.40	83.30%
Total	254	100.00	235.20%

Note. Percentages sum to more than 100% due to multiple response. N denotes number of respondents.

There are various factors that are essential to make people adopt the e-wallet. Some the factors are fund transfer, utility payments, benefits and events, and faster transaction speed. For the analysis purpose ranking questions are prepared for testing the important factors. From Table 11. We got to know that fund transfer was the most important, with a mean value of 2, and utility payment was the second most important, with a mean value of 2.5, whereas faster transaction speed was ranked third, with a median value of 3. At last, benefits and events were ranked last with a median value of 3.

Table 11: *Opinion on important factors influencing the intention to adopt e-wallet*

Statements	Rank 1		Rank 2		Rank 3		Rank 4		Mean	Ranking
	N	%	N	%	N	%	N	%		
Fund transfer	39	36.10%	33	30.60%	21	19.40%	15	13.90%	2	1
Utility payment	25	23.10%	29	26.90%	28	25.90%	26	24.10%	2.5	2
Benefits and events	16	14.80%	22	20.40%	23	21.30%	47	43.50%	3	4
Faster transaction speed	28	25.90%	24	22.20%	36	33.30%	20	18.50%	3	3
Total	108	100%	108	100%	108	100%	108	100%		

Note. N denotes number of respondents.

The study used perceived trust as an independent variable. Here, the three items are used to find whether respondents strongly disagree, disagree, neutral, agree, and strongly agree. Table 12 showed that the statement I believe that e-wallet service providers keep their commitments was agreed by most of the respondents, with a frequency of 46. Likewise, the statement I believe that e-wallet service providers follow consumer law got the highest neutral response with a

frequency of 39, with a weighted mean value of 3.48.

Table 12: *Survey on perceived trust*

Statements	Ratings					Total responses	Weighted value	Weighted mean
	SDA	DA	N	A	SA			
I trust that a transaction conducted through an e-wallet is secure and private	14	5	27	46	16	108	369	3.42
I believe that the e-wallet service	3	10	39	44	12	108	376	3.48
Provides follow consumer laws.								
I believe e-wallets services provides keep their Commitments.	8	4	38	46	12	108	374	3.46
Grand weighted mean								3.45

Note. SDA denotes strongly disagree. DA denotes disagree. N represents neutral. A denotes agree, and SA denotes strongly agree.

Table 13 presents the survey results on ease of use and its impact on e-wallet adoption. I can easily learn how to use the e-wallet. The four items include: I can quickly become proficient in using the services of the e-wallet. The table showed that the first statement gets a higher strongly agree response with a value of 35.

Table 13: *Survey on ease of use*

Statements	Ratings					Total responses	Weighted value	Weighted mean
	SDA	DA	N	A	SA			
I can easily learn how to use the e-wallet.	5	4	14	50	35	108	430	3.98
I can quickly become proficient in using services of the e-wallet.	1	6	25	55	21	108	413	3.82
I find e-wallet promotes paperless transaction and Minimum steps are required.	3	4	15	57	29	108	429	3.97
The procedures of e-wallet are simple to me.	5	2	19	50	32	108	426	3.94
Grand weighted mean								3.93

Note. SDA denotes strongly disagree. DA denotes disagree. N represents neutral. A denotes agree, and SA denotes strongly agree.

Table 14 reveals that most of the respondents strongly agreed on the statement, I will recommend others to use e-wallet payment for purchasing with a weighted mean of 3.79.

The respondent agreed on the statement that e-wallet payment could be one of my favorite technologies, with a weighted mean of 3.77. We got to know that most of the respondent are intend to use the e-wallet for their payment in the future, with a weighted mean of 3.76, and most of the respondent are always try to use e-wallet payments when purchasing things having weighted mean of 3.74.

Table 14: *Survey on intention to adopt e-wallet*

Statements	Ratings					Total responses	Weighted value	Weighted mean
	SDA	DA	N	A	SA			
I intend to use e-wallet of my payment in the future.	8	3	23	47	27	108	406	3.76
I will always try to use e-wallet payments for purchasing things.	3	11	23	45	26	108	404	3.74
E-wallet payment could be one of my favorite technology.	2	3	43	30	30	108	407	3.77
I will recommend others to use e-wallet payment for purchasing.	4	10	25	35	34	108	409	3.79
Grand weighted mean						3.76		

Note. SDA denotes strongly disagree. DA denotes disagree. N represents neutral. A denotes agree, and SA denotes strongly agree.

Descriptive, reliability, and correlation statistics

Table 15 summarizes the results of descriptive statistics of the variables under study. The table depicts the descriptive statistics, mean, median, standard deviation, and variance of the variables under study of all sample respondents.

Table 15: *Descriptive, correlation, and reliability analysis*

Panel A: Descriptive and reliability statistics					
Variables	Mean	Median	SD	Variance	Cronbach's α
Perceived Trust	3.45	3.00	0.81	0.66	0.826
Ease of Use	3.93	4.00	0.75	0.56	0.751
Intention to Adopt E-wallet	3.76	4.00	0.84	0.71	0.762
Panel B: Correlation analysis					
	Intention to Adopt E-wallet	Ease of Use	Perceived Trust		
Intention to Adopt E-wallet	1				

Ease of Use	.624** (<0.01)	1	
Perceived Trust	.455** (<0.01)	0.526** (<0.01)	1

Note. SD denotes standard deviation.

In Table 15, we found that the mean value for the independent variable ease of use is higher, with the value of 3.93, followed by perceived trust, with the mean value of 3.45. The high Cronbach's Alpha values (>0.6) (Hair et al., 2022) confirm the reliability of these constructs, which should reassure researchers and professionals about the robustness of the findings. Similarly, the average value of ease of use is found to be the highest, and the average value of perceived trust is the lowest. Here, the median value was 4 for ease of use and 3 for perceived trust. Also, ease of use and intention to use e-wallet have the highest median value, which is shown by 4.00. The lowest value of standard deviation is 0.75 for the ease of use. The highest value of standard deviation is 0.84, and intention to adopt e-wallet has the highest value of variance, which is 0.71, and perceived trust has a variance of 0.66. The outcome revealed a positive correlation between ease of use and intention to adopt an e-wallet. Similarly, there is a positive association between perceived trust and intention to adopt an e-wallet. These results clearly indicate that an increase in ease of use and perceived trust also boosts intention to adopt an e-wallet.

Regression analysis

In this study, regression analysis is done to determine the factors affecting intention to adopt an e-wallet. The factors perceived trust and ease of use are used to find out the impact on intention to adopt an e-wallet.

Impact of perceived trust on intention to adopt an e-wallet

Perceived trust is employed as an independent variable while intention to adopt e-wallet is used as a dependent variable, as shown in integrated Table 16, which depicts the impact of perceived trust on intention to adopt e-wallet. The result below indicates that there is a positive impact of perceived trust in intention to adopt e-wallet with a regression coefficient of 0.47 at a 0.01 significance level. The fit of the regression model is verified using the integrated table, since the P value is 0.001 at a 99 percent confidence level, the null hypothesis is rejected. As a result, the model is considered to fit. Regression's forecast is accurate. The adjusted R^2 value is 0.2, which means that perceived trust explains 20 percent of the variation in intention to adopt an e-wallet.

Table 16: *Impact of perceived trust on intention to adopt e-wallet*

Coefficients a	Unstandardized Coefficients		t	Sig.	F	Sig.	Model result	Adj. R Square
	β	Std. Error						
(Constant)	2.14	0.317	6.751	0.001	27.702	0.001	Model	0.2
Perceived Trust	0.47	0.089	5.263	0.001			is valid	

Impact of ease of use on intention to adopt e-wallet

Table 17: *Impact of ease of use on intention to adopt e-wallet*

Coefficients	Unstandardized		t	Sig.	F	Sig.	Model result	Adj. R Square
	Coefficients							
	β	Std. Error						
(Constant)	1.004	0.342	2.938	0.004	67.594	0.001	The model is valid	0.384
Ease of Use	0.702	0.085	8.222	0.001				

The outcome of Table 17 shows that there is a positive and significant impact of ease of use on intention to adopt e-wallet among the tested sample, with a regression coefficient of 0.702 at a 0.01 significance level. Further, the table indicates that the regression model used in the study is fit as the null hypothesis is rejected at a 99 percent confidence level. Thus, the prediction made in the coefficient table is correct. It is observed that ease of use, with an adjusted R^2 value of 0.384, explains 38.4% variation in intention to adopt e-wallet.

5. Discussion

This study aims to examine the factors that affect the intention to use a mobile wallet. In this research, different factors that are directly connected with intention to adopt an electronic wallet are studied. The growth of different electronic devices has made it easier to get access to different facilities. Here, the study is about the intention to adopt an e-wallet for payment and many daily activities. The findings of the current study show that people are influenced by the factors of ease of use and trust for intention to adopt the electronic wallet. If the customers feel the system is trustworthy and easy to use, it motivates them to use their services. The result is consistent with Teo et al. (2020), which showed a significant relationship between ease of use and intention to adopt an e-wallet. Perceived trust is found to be a positive and significant relationship with the use of e-wallets. The impact is also found to be positive and significant, which indicates increase in level of perceived trust increases the use of e-wallet. The result of the study is consistent with Alswaigh and Aloud (2021) that ease of use and perceived trust have a positive and significant impact on the behavioral intention to adopt an e-wallet. Similarly, Lamichhane et al. (2025) found that digital shopping behavior among Nepalese youth is positively associated with e-wallet use, consistent with our finding on ease of use.

Ajmera and Bhatt (2020) identified a significant impact of perceived trust on the adoption of e-wallets and also observed a significant impact of benefit and perceived trust on the use of e-wallets. This notion is supported by the study. Ming et al. (2020) found a positive impact and relationship with user intention to adopt an e-wallet. There also found to be positive impact of ease of use and trust on behavioral intention to use in an article prepared by Yang et al. (2021). The result of this study also supports Ajisehiri and Uvebisi (2014), who observed a significant impact of infrastructural support, i.e., perceived trust and ease of use, on

electronic payment deployment and adoption. There is a positive relationship between perceived trust and the intention to adopt an e-wallet. Thus, if users feel trust and feel easy to use these services, they will be influenced to adopt them. The study reveals a positive and statistically significant relationship between perceived trust and use of e-wallet services. All hypothesized relationships were supported, suggesting the two-factor model adequately explains e-wallet adoption intention in this context.

6. Conclusion

The study aim was to evaluate the differences, explore the association, and examine the influence of the independent variable, perceived trust and ease of use, and the dependent variable: intention to adopt e-wallet. Those factors were examined to identify the intention to adopt e-wallet in different markets in Thamel City, Kathmandu district, Nepal. Causal research design, relational research design, and descriptive research design have been applied, and the primary data is used for the analysis. Primary data was collected through a self-structured questionnaire, which was prepared from prior studies in the related subject that was distributed to the respondents from various age groups, genders, and with individual e-wallet experience.

The data analysis shows the relationship between the determinants and intention to adopt e-wallet. We have to come to the conclusion that perceived trust and ease of use have a positive and significant relationship with intention to use e-wallet. As per the result of the ranking, fund transfer was ranked as the most important factor, utility payment was the second most important factor, and faster transaction speed was ranked third most important factor whereas benefit and events were the least important factor influencing the intention to adopt e-wallet among mini mart customers in Thamel, Kathmandu Valley. From the correlation analysis we can conclude that there is a positive and significant relationship between: perceived trust, ease of use, and intention to adopt e-wallet. The regression model is concluded as fit because the significance value is positive and less than 0.01. The regression value of perceived trust and ease of use was 0.47 and 0.702, which indicates that ease of use has the most significant impact on intention to adopt e-wallet, followed by perceived trust. We can conclude that an increase in perceived trust and ease of use will ultimately increase the intention to adopt e-wallet among mini mart customers of the Thamel area.

Practical Implication

The result of the study could have an important implication. This finding suggests that e-wallet service providers must prioritize creating simple, intuitive, and user-friendly platforms. Addressing user concerns about security and ease of use directly can increase adoption of e-wallets. The easy transaction processes, and trust in e-wallet systems encourage adoption. The e-wallet developers also should focus on user-friendly features in e-wallets, for instance, simplified interfaces, clear instructions, and seamless integration with banking systems, which can increase perceived ease of use. Furthermore, developers should incorporate advanced security measures, for instance, data encryption, biometric authentication, and real-time fraud

detection systems, which can increase perceived trust and intention to adopt e-wallets in Nepal. The policymakers, such as Nepal Rastra Bank, should establish and enforce security, privacy, and customer protection standards for e-wallet providers. Periodic audits of security and reliability of e-wallet services can enhance customer trust and increase adoption rates. Additionally, Nepal Rastra Bank can run financial literacy programs about secure digital payment practices.

Limitations of the Study

This study considers only two predictor variables, namely ease of use and perceived trust, which impact intention to use e-wallet in mart in Kathmandu valley. However, other factors such as social influence and perceived usefulness also influence the intention to use e-wallet. This limited scope may restrict the generalizability of the findings, suggesting that future research should incorporate additional predictors to provide a more comprehensive understanding. Future study can employ (1) probability sampling for greater generalizability, (2) examine moderating effects of age, gender, and income, and (3) use longitudinal studies to track changes in adoption intention over time.

Authors Contribution

Basu Dev Lamichhane: Conceptualization, Writing-Original Draft, Supervision, Writing-Review & Editing

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Conflict of Interest

The authors declare no conflict of interest.

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