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## THE EFFECTIVENESS OF ELECTRONIC WALLET AS AN ALTERNATIVE CASH TRANSACTION OF QUEZON CITY UNIVERSITY ENTREPRENEURSHIP STUDENTS IN THE NEW NORMAL

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### Abstract

The study sought to assess the effectiveness of electronic wallets as an alternative cash transaction for Quezon City University Entrepreneurship students in the new normal. The following hypotheses were tested at a 0.05 margin of error. There were no significant differences in the respondents' assessment of the effectiveness of electronic wallets as an alternative cash transaction of Quezon City University Entrepreneurship students in the new normal when they were grouped according to their profile as respondents. The researchers used a Descriptive Method for the research. The descriptive method is used to gather information about the present existing condition. The researchers used the sampling technique by selecting at least two hundred fifty (250) students as respondents. The respondents' demographic profile comprised the following: age, gender, and college year level. The sampling technique is a non-probability sampling technique used when respondents are chosen because of their appropriateness in the conduct of a study. It was used to determine the general description of the effectiveness of electronic wallets as an alternative cash transaction for Quezon City University Entrepreneurship students. The researchers also used systematic random sampling of Quezon City University Entrepreneurship students who have been in online classes. The gathered data from the respondents were tabulated and interpreted.

The main instrument used in the collection of data was a structured Google Form survey questionnaire. The questionnaire was patterned to the questions used in a relevant study, a questionnaire based on the gathered related literature. The instrument was divided into three (3) parts. The first part dealt with the demographic profile of the respondents which comprised their age, sex, and year level. The second part of the questionnaire was about the respondents' assessment of the effectiveness of electronic wallets as an alternative cash transaction for Quezon City University Entrepreneurship students in the new normal. The third part delved into the significant differences in the respondents' assessment during the new normal in terms of these variables. The gathered data from respondents were tabulated and interpreted.

**Keywords:** electronic wallet, accuracy of payment, on-time delivery, accessibility and efficiency, security and reliability

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### Introduction

Digital payments are making the waves now. E-wallets have become great potential in the e-commerce market. More users show a preference for electronic wallet transactions rather than using cash in hand. A digital wallet refers to software, an electronic device, or an online service that enables individuals or businesses to make transactions electronically. It stores the payment information of users for different payment modes on various websites, along with other items such as gift coupons and driver's licenses. A digital wallet is also known as an e-wallet. A digital wallet securely stores all the payment information of users in a compact form. Thus, it greatly reduces the need to carry physical wallets. Digital wallets allow users to transfer funds to friends and family residing in different nations.

Traditionally - carried in the form of a smartphone app, a digital wallet can also exist in other forms, such as a desktop. However, the mobile app is the most popular version of the digital wallet, owing to its mobility and flexibility. Digital wallets are not only convenient to use in certain cases but also safer than traditional wallets. The users of digital wallets

need to download the specific apps created by banks or trusted third parties to avail of the service. This helps the seller collect the customer's payment through the use of the unique two-dimensional quick-response code, also known as the QR code that the seller generates.

Consumption and consumer behaviors are crucial factors in societies, particularly during the coronavirus disease 2019 (COVID-19) outbreak in 2020. Digitalization has been a major factor in consumer behavior that has led to new ways of living. With the increasing adoption of online services, electronic payment has become more trustworthy, along with the expansion of the range of suppliers and the size of their delivery networks. The emergence of digitalization through the Internet has accelerated the flow of globalization and payment systems from manual to online transactions. It has led to the dependency on electronic money (e-money) usage in performing transactions. To date, digital wallets and online transactions have addressed issues related to cash handling and long-distance transactions. In addition, e-wallets may be recharged by another similar device with money in its wallet using any mode of transaction. Moreover, e-wallets simplify purchasing and selling transactions through the use of smartphone apps, which enable one to complete online shopping rapidly without hassle. Despite these benefits, e-wallets pose security risks and demand one's device to be charged which may lead to reckless spending. In this regard, it showcases the huge potential for Entrepreneurship students to use e-wallets as a smart way in making payments for local transactions.

### Materials and Methods

The researchers used a Descriptive Method for the research. The descriptive method is used to gather information about the present existing condition. Relatively, the method is appropriate for this study since the technique used was descriptive method as the normative survey approach and evaluation, which is commonly used to explore opinions according to respondents that can represent a whole population.

The gathered data in this study were organized, classified, and tabulated based on the formulated research problem. In this survey type, five choices were provided for every question or statement. The choices represented the degree of the respondents' assessment. The scales were used to interpret the overall responses of all the respondents for every question by computing the weighted mean.

The questionnaires were pilot tested with thirty (30) selected individuals to respond to the survey questionnaires. These individual as well as their answers were not part of the actual study process but only used for testing purposes. Finally, the questionnaires were furnished by the researchers to the target respondents.

### Results and Discussions

Based on the gathered data, the following findings were derived:

There 197 (78.8%) out of 250 respondents indicated that they belonged to 18-22 years old, followed by 49 (19.6%) who belonged to 22-25 years old, while 4 (1.6%) belonged to 26 years old and above. Among 250 respondents, 194 or 77.6% belonged to female respondents, while 56 or 22.4% belonged to male respondents. Moreover, 84 (33.6%) out of 250 respondents belonged to the 3rd-year level and followed by 75 (30.0%) who belonged to the 2nd-year-level, while 47 (18.8%) belonged to the 4th-year-level, and 44 (17.6%) belonged to 1st-year level. There 219 (87.6%) out of 250 respondents used GCash, followed by Maya got 27 (10.8%), and Shopee pay of 4 (1.6%). A total of 250 respondents participated in the survey wherein 127 (50.8%) of them were into monthly usage, followed by 65 (26%) who were into weekly usage, and 25 (10%) of them were into bimonthly usage. Lastly, 19 (7.6%) of respondents were into quarterly usage while 14 (5.6%) of them were into weekly usage. Therefore, the above table monthly cash in dominated the research surveyed as follows: cash out monthly of 102 (40.8%) got the highest percentage of usage, followed by 83 (33.2%) for weekly usage, while 28 (11.2%) for quarterly usage. Finally, 24 (9.6%) were for bimonthly usage and 13 (5.2%) for weekly usage. Fifty-point eight percent for (A) Cash in was on monthly basis and for (B) Cash Out 40.8% was also on monthly basis. Twenty-seven-point two percent was into sending money.

When it comes to the accuracy of payment, most of the respondents chose accurate e-payment portal information as effective. It garnered a weighted mean of 4.27 or effective. As a result, the overall weighted mean was 4.15 or effective. Mobile e-wallets offering swiftness and easiness of use in bank transfer of funds were expressed to be effective with

a weighted mean of 4.26 which resulted in a grand mean of 4.20 or effective. Most of the respondents expressed that the exact amount, of detail-oriented transactions according to accessibility and efficiency was effective with a

weighted mean of 4.44 with an overall weighted mean of 4.34 or effective. When it comes to security and reliability, most of the respondents expressed an effective rate of 4.36 or effective for protection with biometrics (face recognition or fingerprints), PIN, or a password wherein the overall mean was 4.18 or effective.

Table 1. Summary Table of the Respondents of the study

Profile of the Respondents		Frequency	Percentage
Age	17 years old below	0	0
	18-21 years old	197	78.8
	22-25 years old	49	19.6
	26 years old and above	4	1.6
Sex	Male	56	22.4
	Female	194	77.6
College Year Level	1 <sup>st</sup> year college level	44	17.6
	2 <sup>nd</sup> year college level	75	30.0
	3 <sup>rd</sup> year college level	84	33.6
	4 <sup>th</sup> year college level	47	18.8
Most Frequency use digital wallet	GCash	219	87.6
	Maya	27	10.8
	Grab Pay	0	0
	Pay Pal	0	0
	Coin.ph	0	0
	Lazada Wallet	0	0
	Shopee Pay	4	1.6
A. Cash In	Daily	14	5.6
	Weekly	65	26.0
	Monthly	127	50.8
	Bimonthly	25	10.0
	Quarterly	19	7.6
B. Cash Out	Daily	13	5.2
	Weekly	83	33.2
	Monthly	102	40.8
	Bimonthly	24	9.6
Purpose of Transaction	Quarterly	28	11.2
	Pay bills (e.g. electricity, water, internet)	45	18.0
	Online shopping	36	14.4
	Send money	68	27.2
	Receive money	66	26.4
	In-app purchases (e.g. subscription, game credits)	11	4.4

Table 2. Summary table of the Respondents Assessment on the Effectiveness of Electronic Wallet as an Alternative Cash Transaction of Entrepreneurship Students in the new normal

Variables / Aspects	General Weighted Mean Verbal Interpretation	
Accuracy of Payment	4.15	Effective
On Time Delivery	4.20	Effective
Accessibility and Efficiency	4.34	Effective
Security and Reliability	4.18	Effective

Table 3. Summary of the Significant Difference of the Respondents Assessment on The Effectiveness of Electronic Wallet as an Alternative Cash Transaction of Entrepreneurship Students in the new normal

Profile of the Respondents	Aspects (Factors)	Decision	Remarks
Age	Accuracy of Payment	Reject Ho	Significant
	On Time Delivery	Reject Ho	Significant
	Accessibility and Efficiency	Reject Ho	Significant
	Security and Reliability	Reject Ho	Significant
Sex	Accuracy of Payment	Reject Ho	Significant
	On Time Delivery	Reject Ho	Significant
	Accessibility and Efficiency	Reject Ho	Significant
	Security and Reliability	Reject Ho	Significant
College Year Level	Accuracy of Payment	Reject Ho	Significant
	On Time Delivery	Reject Ho	Significant
	Accessibility and Efficiency	Reject Ho	Significant
	Security and Reliability	Reject Ho	Significant
Frequency use digital wallet	Accuracy of Payment	Reject Ho	Significant
	On Time Delivery	Reject Ho	Significant
	Accessibility and Efficiency	Reject Ho	Significant
	Security and Reliability	Reject Ho	Significant
A. Cash In	Accuracy of Payment	Reject Ho	Significant
	On Time Delivery	Reject Ho	Significant
	Accessibility and Efficiency	Reject Ho	Significant
	Security and Reliability	Reject Ho	Significant
B. Cash Out	Accuracy of Payment	Reject Ho	Significant
	On Time Delivery	Reject Ho	Significant

## Conclusion

From the summary of findings, the following conclusions were drawn:

On the profile of the respondents, the majority of them were female, aged 18-21 years old, and most of them were in their third year of college. They assessed that G Cash was the most frequently used digital wallet for cash-in and cash-out transactions and sending money was the most notable purpose of the transaction.

On the respondents' assessment of the effectiveness of electronic wallets as an alternative to cash transactions of Quezon City University Entrepreneurship students, there was effectiveness based on the accuracy of payment, on-time delivery, accessibility and efficiency, and security and reliability.

There was a significant difference in the respondents' assessment of the effectiveness of electronic wallets as an alternative cash transaction of Quezon City University Entrepreneurship students in the new normal when they were grouped according to age, sex, year level, most frequently used digital wallet, frequency of usage in (A) cash in and (B) cash out, and purpose of the transaction.

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