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The Psychology of Mobile Wallet Continuous Usage in Karnataka State of India: Perception, Satisfaction and Other Service Quality Dimensions.

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Abstract

Background- This is the new digital era where smartphones have become an indispensable commodity in our everyday life. Financial transactions which once used to be carried out through traditional methods have significantly evolved over the years. Due to the inconveniences and shortcomings of these traditional methods, mobile technology-based business solutions have evolved. In developing countries including India where the government is keen on promoting a cashless economy to curb black money and corruption, invariably the focus rests on transparent online financial transaction facilities.The present study aims to investigate the significant predictors of the behavioural intention of Mobile wallet usage. Mobile/Digital-wallets are one such method of online payment provided by a number of businesses using mobile applications like Google pay, phone pay, Paytm, etc. The purpose of this paper is to investigate the impact of different service quality dimensions on the continuance intention of the users of Mobile/Digital-wallet in the state of Karnataka.

Purpose- The purpose of this paper is to investigate the impact of different service quality dimensions on the continuance intention of the users of Mobile/Digital-wallet in the state of Karnataka, India. The study has adopted an empirical research design to the online survey method and paper & pencil survey method to investigate the influence of service quality on continuance intention to use Mobile/Digital-wallet servicesin high-performing districts of Karnataka. **Design/Methodology/Approach-** Using information from Mobile/Digital-wallet users, a research framework based on the IS success model and the expectation-confirmation theory has been created and empirically tested. The survey was conducted by using online Google Forms and the questionnaire method. A convenience sampling technique was used to select the respondents from the three high-performing districts of Karnataka. A total of 350 data was collected from respondents and analysed by using PLS-SEM.

Findings- The results indicate that perceived security, information quality, perceived value, and satisfaction are positive and significant predictors of continuance intention on Mobile/Digital-wallet usage, Whereas System quality does not have any significant effect on continuance intention to use Mobile/Digital-wallet services.

Practical implications -The findings of the research will help Mobile/Digital-wallet service providers and policymakers to address the shortcomings and improve or develop their service quality to the extent of customer satisfaction and boost customers _continuation goal.

The originality/value-The uniqueness of this research is that several researches have been conducted on Mobile/Digital-wallet adoption but very few studies have been conducted that focus on evaluating the quality of Mobile/Digital-wallet services which ultimately lead to satisfaction and continuance intention.

Keywords-Service quality dimensions of mobile wallet, e-wallet services, digital wallets perceived security, Perceived value, Satisfaction and Continuance intention.

Introduction

Every nation in the world has financial inclusion as a top development objective.A prominent economist, Amartya Sen states–economic facilities are crucial to socioeconomic development, which may be accomplished through enhanced financial inclusion‖ (FI). Mobile payment systems can provide the underprivileged population with these prospects for financial inclusion (Donovan k. 2012). Mobile wallets can be a useful tool for promoting financial inclusion by providing affordable, accessible, and convenient financial services to those individuals who may not have access to traditional payment options like banks. Mobile payments enabled migrants to transfer money easily to their home nations like Afghanistan Uganda, Bangladesh, and the Philippines even in the absence of bank accounts thereby promoting inclusion (M. et al, 2009).

Mobile payment acceptance has been disappointingly low overall, especially in developing nations like India. However, there are examples of successful mobile payment and banking systems, for examplein Kenya M-Pesa is quite popular and Philippines use G- (Sharma, 2017).

On November 2016 a revolutionary step was taken by the Indian government i.e., demonetization which made 86% of currency in circulation invalid, and thus a cash crisis originated and continued for 6 months (Bhatnagar, H., 2017).

This currency crunch led many business economies in India to the brink of a great digital revolution. The aim of this digital representation was to fabricate an ecosphere that would facilitate the transformation of a cash-based frugality to a cashless frugality. This entailed secure & reliable networks, a flawless payment system, and guaranteed voluminous transactions at a faster pace(Sobti N., 2019). The paucity of cash and at the same time availableness of e-sources impelled people to adopt digital methods of payment. A few favored options of digital payments adopted by people are Internet banking, RuPay cards, debit cards, Credit cards, USSD/UPI, and mobile wallets such as Mobiwik, Oxigen, Paytm, Point of sale, and Aadhar-enabled services(Bhatnagar, H., 2017). The usage of mobile payment surged immediately after demonetization. But as soon as currency was back in circulation after 6 months, the usage of mobile payment dropped subsequently(Kishor& Roy, 2017). This was the right occasion for e-wallet companies to proliferate and upsurge their consumer base. For safe, secure, and fast financial transactions e-wallets were emerging as a substitute for cash. Despite the uneven trajectory, RBI data shows that the usage of mobile payment remained to be in an increasing trend in India and therefore the absence of cash cannot be singularly attributed to the continuity of the usage of technology(Hearh, T. et al, H.R., 2020).

After demonetization, the Indian government and Reserve Bank promoted the usage of digital payments. Namely, five transactional techniques are being stressed more and more. These include debit cards, mobile wallets, the Aadhar Enabled Payment System, (UPI), and the F(USSD). Mobile wallets were the most widely used form of payment during demonetization, according to a report by the RBI. The novel coronavirus (COVID-2019) emerged in December 2019 and spread quickly over the world after a few years of demonetization. Due to the significant risk of COVID-19 transmission, Tong et al. (2020) and the WHO (2020b) both strongly advised against interacting with others and maintaining at least on hand social distancing. COVID-19 epidemic made people hesitate to use cash as the number of occurrences rose. For the aforementioned reasons, some people wanted to make contactless transactions and go cashless(Achutamba and Hymavathi, 2022).

Especially during thelockdown period, people were forced to use digital wallets like mobile wallets. At that time a sudden increase was seen in the usage of Mobile/Digital-wallets and till today it still continues to increase as per the RBI report. As per global data, in 2022 due to the epidemic adoption of online or digitaldisbursements grew and mobile/digital wallet usage surged. Mobile/digital wallets had a market value of $55,679 billion worldwide in 2021, with a surge of 28.3% per year. Technological giants like Apple, Google, and Samsung

entered the mobile payment market with advanced software and technology. This helped them to win the competition for global mobile payments. The service providers are competing among themselves to increase their market share.Therefore, it is imperative for themto determine the factors influencing the service quality needed for a customer base (Routray et al., 2019).Moreover,consumers are less tolerant of poor-quality of e-services due to increased technological awareness among them. As a result, it is crucial for Mobile/Digital-wallet service providers to concentrate on improving their service quality to customer satisfaction (Agrawal et al., 2019).

Positive outcomes are influenced by customer satisfaction, particularly when predicting future service usage intentions. Customers who are satisfied with their existing online payment services are more likely to stick with them and promote them to others(Phoung et.al., 2020).

Studies in extant literature have discussed the concept of the adoption of online payment technology. But mobile wallets being a relatively new concept, minimal empirical work has been conducted in this regard(Chawala, D., & Joshi, H., 2019).

The extant literature also reveals that researchers have measured e-service quality dimensions in e-retailing, internet banking, and mobile banking but there is a very minimal study available that could effectively demonstrate different e-service quality dimensions considered by the consumers for using mobile wallet services (2020, Kap. et al.).

Existing studies largely examine the early adoption of Mobile-Payment users and investigate its precursors. The majority of studies have focused on the initial adoption of Mobile-Payment users and its antecedents; very little research has been done on the ongoing use of mobile payments. Research on the continuous use of mobile payments is scant(Qasim and Abu-Shanab, 2016).

Due to the low or free switching costs of services, there is also intense competition among mobile payment service providers. Customers can thus quickly switch between different service providers. As a result, it is crucial for both academic and practical researchers to examine long-term Mobile-Payment usage patterns(Cao et.al 2018).

The major objective of the paper is to examine the effects of several service quality dimensions on user satisfaction and intention to continue using Mobile/Digital-wallet services in the Indian state of Karnataka.

Literature Review

1. Mobile wallets-:

In recent years, mobile wallet usage in India has increased drastically. Mobile wallets, also known as Mobile/Digital-wallets and e-wallets or mobile payments allow users to store digital versions of money on their smartphones. This can be used for a variety of transactions, including bill payments and money transfers. The government's desire for a cashless economy, the expansion of e-commerce, and the rising use of smartphones in India have all contributed to the growth of mobile wallets in an emerging nation like- India.

3. E-service quality: -

It has long been believed that a company's ability to deliver high-quality customer service may be a significant differentiator and gives a competitive advantage. As per Hung et al. (2021) comparing a person's expectations of service with how well it performs is the most common definition of service quality. In the late 1980s and into the 1990s, there were a lot of studies done on service quality in the marketing literature. The most well-known study was that of Parasuraman et al. (PZB) (1985, 1988), who proposed the gaps model of service quality. A 22-item scale called SERVQUAL was also developed by PZB to evaluate service quality from the viewpoint of the consumer.

With the development of the Internet and other technologies, e-service quality has emerged as a critical aspect of business success. According to Santos (2003), "the difference between what consumers expect and what they actually obtain from services given in the virtual marketplace" is the definition of online service quality.

According to Park and Kim (2003), research on e-service quality is essential since it may foster satisfaction, which is necessary to uphold strong customer relations and boost a company's profitability.

The E-S-QUAL scale, created by researcher Parasuraman, is frequently used in e-service quality measuring scales that take efficiency, fulfillment, system availability, and privacy into account.(Parasuraman et al. 2005).

Ganguli & Roy, (2011) state that E-SQ is still considered as an emerging field of research in an MB context. This study tries to understand how the E-service quality dimensions of mobile wallets have an impact on customer satisfaction.

Conceptual framework and hypothesis development

A research model was created based on the current literature. Perceived service quality, customer satisfaction, and continuance intention are all included in this model. In this study, four essential e-service quality aspects were found. The key conclusions of past studies addressing the central constructs of this investigation are described below.

From the perspective of the numerous research that has been done on e-commerce, online banking, and mobile banking, it is challenging to determine the important e-service quality dimensions in the mobile wallet. Yet, only a scanty study has been done that may successfully show various e-service quality aspects in mobile wallet services. (Kapoor et al. 2020).

We first take into account the theoretical background of mobile wallets before choosing the most important e-service quality dimensions to focus on.

2. IS Success Model: -

Since it was first introduced by ‒DeLeon and McLean‖ in 1992, It has been widely used to describe how quality affects satisfaction and continuance intention. An information system theory called the IS success model an outline for identifying and examining the interrelationship in between key success factors from prior studies (Ho., 2016; Ch., 2007). The original model‘s first two components are system quality and information quality (McLean and Delone, 1992).

Researches in the last ten yearssuggest that Service quality is a crucial factor andan updated IS success model wascreated(DeLeon et al, 2003). Nevertheless, research by ‒Delone and McLean, (2003)‖ used the five SERVQUAL dimensions developed by researcher Parasuraman to measure customer perceptions of service quality. A subsequent study revealed SERVQUAL only assessed conventional service quality, overlooking user interactions with the App sites (2011, Fang et al.;Parasuraman et al. 1988).

As a result, a notable development that could be seen in the e-service quality measuring instrument is the 4-dimensional E-S-QUAL scale, by researcher Parasuramanwas proposed as the e-service quality assessment in the online retail model.(Parasuraman et al. 2005)

By using the IS model, Zhou, (2011, 2013) concentrated on the setting of mobile payment services to investigate the crucial success element satisfaction with mobile websites, and continued use intention.These studies show that despite the model's growing popularity among scholars (Stefanovic et al. (2016), quantitative research has rarely been conducted to evaluate it in the context of the mobile wallet.

Therefore, this research included only two variables based on thesuccess model (IS), in the context of using mobile wallets, information quality and system quality should be investigated for their effects on user satisfaction and intent.

We developed a research model of customer-perceived service quality, the chain of consumer satisfaction, and continuous usage intentions, based on the four most significant e-service quality features identified in this study and the existing literature. However, based on past studies, the author might include a few extra factors to improve its capacity to explain the issue at hand.

According to a number of researchers, the study's methodology needs to take into account the significant influence that payment security and customer satisfaction have on consumers' intentions to continue using e-wallet payment systems. In addition to being one of the main causes of the low uptake of e-wallet payment services, perceived security should be taken into account in the study model.

Below, we describe the majorfindings of past research that focused on thisstudy‘s constructs.

3. Information Quality: -

In the finance sector, the IQ displayed on the website in terms of adequacy and accuracy determines the trust of the consumers in the website and the company. Thus, it is established that the dimensions of information quality (IQ) are the crucial predictor of customers‘ trust in online financial transactions. This high degree of trust among consumers leads to customer satisfaction(Bharati, P., & Chaudhury, A., 2004). Customers who use technology such as mobile banking for financial transactions usually access the value of the technology by the quality of the information provided. Several studies have included information quality as an intrinsic part of customer satisfaction. Five dimensions have been included for the construct of IQ. They are relevance, completeness, content needs, timelessness & accuracy of the information (DeLeon and McLean, 2003). The information quality in mobile payment denotes the extent to which the Mobile-Payment provides sufficient, appropriate, accurate, and timely information (Zhou, T., 2013).As per Lee and Chang(2009), Information quality & system quality were classified as significant variables for customer satisfaction in mobile banking in Korea.

According to Benbasat, &Cenfetelli (2013), it is empirically proved that there is a positive relation between IQ and satisfaction in electronic services, where M- banking is also a type of electronic service. Thus, this hypothesis is developed.

H1: Information quality of Mobile/Digital-wallet has a positive influence on customers’ satisfaction.

4. System quality- (SQ)

‒Delone, W.H. & McLean, E.R.‖ were the first to introduce SYQ in 1992. SYQ is demonstrated in the overall performance of a system. This performance can be estimated by a customer‘s perception of SQ (DeLeon and McLean, 2003). SYQ is the demonstration of the system‘s hardware and software. Delone& McLean‘s model is based on four measures of system quality construction which have been used in surveys to measure system quality. These measures are Convenience of access, Flexibility, Ease of use & Reliability.

Over a period of time, various different dimensions of system quality like design, reliability, fulfillment, availability, security & privacy have been developed to shape the SYQ (Dwivedi, Stamati, Shareef & Williams, 2014).The majority of researchers discovered that each of the four variables—"system availability, fulfillment, efficacy, and privacy—influences the perception of e-services quality, which in turn affects satisfaction" (Wang and Kim, 2019).

SQ is the most crucial component that every business should consider since it promotes more value creation within the system, according to a number of empirical studies based on the IS success model (Abbasiet et al., 2022)

Tao Zhou (2013), asserts that system quality significantly affects how satisfied customers are with mobile payments. SQ has a beneficial effect on traveler satisfaction. Ali, F. (2016) A high- quality system will boost users‘ satisfaction with e-government technology from the standpoint of the workforce, according to Stefanovic et al. (2016). The efficiency of the industrial system has a big impact on how well apps work in the internet environment Bao and Zhu, (2021).Thus, this hypothesis is developed.

H2: System quality of mobile wallet will positively contribute to customer satisfaction in a mobile wallet.

5. Perceived Security- (PS)

Users are more concerned about security while using services for financial transactions. According to Shu et al. (2015), perceived security can be defined as ―user‘s perception of the expected security threats of Mobile/Digital-wallet uses.‖ According to Kesh, Ramanujan, &Nerur (2002), the most commonly accepted

security features accepted by the e-commerce industry are availability, confidentiality, authorization, integrity, privacy, non-repudiation, and authentication.

As per the study by Patel & Patel (2018), it has been found that PS has a strong and significant impact on customers‘ acceptance and continuance usage intention to use online banking services. PS can be described as ―the belief of an individual user that his transaction with the system is protected from all prospective threats‖ (Ally &Toleman, 2005).

Electronic payment can offer more security than traditional payment methods that are vulnerable to loss or theft, claims Lai (2017).According to Szymanski and Hise, (2000), a significant predictor of e-satisfaction in an electronic environment is transaction security, especially in the financial service industry (Lia and Cheung, 2008).

Thus, this hypothesis is developed.

H3: Perceived security has a positive effect on consumers' satisfaction with mobile wallet services.

6. Perceived value- (PV)

Customers' needs are quickly changing in the contemporary market;thus, businesses must adjust their strategies and concentrate on providing higher customer value (Parasuraman, 1997). Perceived value, according to Zhu et al. (2010),is a person‘s assessment of an item‘s overall value based on a contrast between anticipated benefit and costs. According to research by Garcia et al. (2018), PV is a foundational element for many organizational operations and is seen as a key element in having a substantial impact on brand loyalty. According to empirical research, customer satisfaction with the service provider is positively impacted by consumers' PV (Anderson & Mittal, 2000). The organization places a high priority on producing value, say Karjaluoto et al. (2019), in order to guarantee its success through Customer retention. In actuality, high perceived worth increases the likelihood of post-usage contentment and lowers personal fear (Magnier-Watanabe, 2012); It is therefore considered to be one of the major variables affecting personal technology usage and adoption goals (Okazaki et al., 2015).

Thus, these hypothesis are developed

H4: Perceived value is positively associated with customer satisfaction in mobile wallet services.

H5: Perceived value is positively associated with continuance intention in mobile wallet services.

7. Satisfaction- According to Kotler et al. (2009), a customer's judgment, which is based on his evaluation of their expectations & the actual performance of a particular service, determines the total satisfaction of customers. The customer will be satisfied if the service quality meets expectations. The customer is exceedingly happy & satisfied if performance meets or surpasses expectations (Caruna et al., 2000).

Customer satisfaction (CS) is an assessment of products or services by consumers and whether their expectations have been met (Zeithaml & Bitner, 2003). A high degree of CS can be attained if the seller is successful in meeting the needs and expectations of the consumer (Walker R., Johnson L.W., 2006).

Positive outcomes are a result of customer satisfaction, particularly when predicting intentions to utilize a service. Customers who are satisfied with their existing online payment method are more likely to stick with it and promote it to others (Phuong et al., 2020).

8. Continued Intention-(CI)

According toBhattacharjee, A (2001), In the retail sector the term "continuance intention" refers to a user's intention to keep using a certain retail app.Extant literature reveals that consumers‘ adoption of any new technology is different from their decision to use it continuously. Continuing to use a particular technology is fundamentally dependent on the customer‘s complete assessment of the technology in use and their experience with it. (Kim,j., Hong, S., & Lee, H., 2008). As per the study by Bhattacharjee, A (2001),consumers‘ satisfaction is ―a direct antecedent of consumers‘ continuance usage as it reveals the extent to which consumers assume their initial usage to be neutral in comparison to, or be below or exceeds original expectations‖.

Researchers have also emphasized the significance of understanding the consumers' CI in mobile services(Bhattacharjee & Lin, 2015; Amoroso & Lim, 2017).

Satisfaction and Continued Intention

Satisfaction is an optimistic sentiment felt by the customer after the usage of technology like mobile payment. As per Thong et al, (2006), a necessity for customers to experience satisfaction arises from the fact that they prove to be an effective element in attracting new customers by communicating through word of mouth. Satisfied customers as well are assets to the company because they are fixed and dependable sources of revenue owing to the repeated business. Moreover, previous literature has established that consumers' satisfaction is a result of their prior experience with the technology and it proves to be an essential driving force for continued intention(Chen et al., 2012).

As per Kumar et al. (2018), customer satisfaction positively and significantly affects continuance intention in mobile wallet services. Users' continued intention to use retail apps for online purchases largely depends on the satisfaction of app users (Ng, et al., 2022).

Thus, this hypothesis is developed.

H6: Satisfaction is positively associated with continuance intention in mobile wallet services.

Theoretical implication

Although researchers have examined satisfaction and continuation intentions in different contexts, including volunteer work Bang, (2015), health apps, and learning management systems.The mobile wallet environment has paid less attention to the factors that influence satisfaction and continuation intentions, according toKuadey et al. (2022).

This study looked at the IS success model in relation to mobile wallets and demonstrated how well this theory predicts future consumer satisfaction and utilization of mobile wallet services.

Based on the literature that is already accessible, including the four essential e-service quality aspects that this study identified—customer satisfaction and continuing intention chain—we construct a research model of customer-perceived service quality.

Conceptual framework

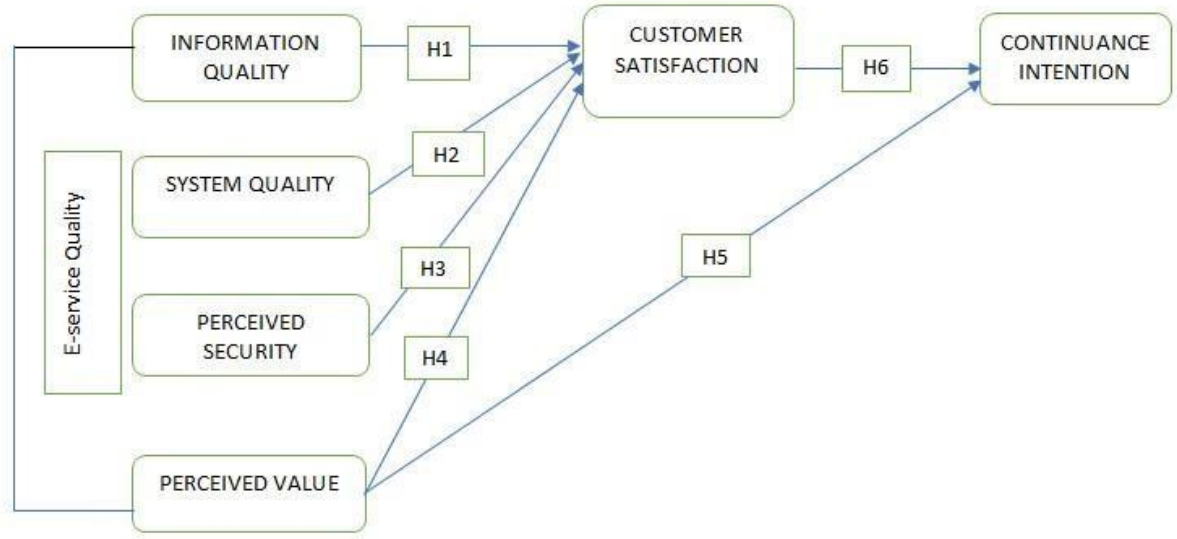

Figure 1:Conceptual Framework

E-service quality has different dimensions and identifying the key e-service quality in the mobile wallet is an arduous task. Among different dimensions, we consider those dimensions ofe-service quality that are empirically supported, relevant to the context of our research, and notable in terms of their impacts on either customer loyalty or perceived service quality. We initially take into account the theoretical underpinnings of mobile wallet services before choosing the key characteristics of mobile wallets.

By using the IS model, Zhou (2011, 2013) concentrated on the setting using mobile payment services to investigate the crucial success element satisfaction with mobile websites and plans to continue using them. These studies reveal that despite the model's rising popularity among scholars(Stefanovic et al., 2016), little quantitative research has been done to assess it in relation to mobile wallets.

According to Limayem and Cheung, (2008), It has been proved that satisfaction significantly affects IS continuation. The expectation-confirmation model (ECM) serves as the theoretical basis for this study (Susanto et al., 2016). According to ECM, it states that post-purchase service satisfaction is influenced by user expectations, experiences, and perceived performance. Bhattacharjee, (2001b) states that ECM has been widely used to examine a consumer's post-usage behavior. According to Oliver, the Expectation Confirmation Theory (ECT) is quite helpful for marketing high-tech products and services.This theory has been employed by several other scholars, who contend that it is essential for commercial companies to comprehend the factors that contribute to customer satisfaction.

User satisfaction is a significant component in the intention to continue using MDS, according to empirical research on MDS continuation by Hong et al. (2006).

User satisfaction with Mobile/Digital-walletusages, like ECT, is anticipated to positively link with continued intention to use a mobile wallet. The elements influencing a mobile app's tendency for ongoing usage were investigated using this hypothesis (Hsu and Lin, 2015).

According to Zhou and Lu (2011), there are two main elements that influence user satisfaction with ECT: the gap between post-usage expectations and the technology's actual performance.

The relationship between continuing intention, attitude, and satisfaction is described by the technological continuance theory (TCT) (Liao et al., 2009). If Mobile/Digital-wallet performance meets or surpasses in order to be confirmed, their pre-expectations and post-usage expectations must be acknowledged. Confirmation level and post-adoption experience affect consumer satisfaction with the Mobile/Digital-wallet(Kumar et al., 2018).

The primary predictor of continuing usage intention, according to previous research, is contentment (Kumar et al., 2022). Moreover, contentment has been noted as a crucial element that favorably affects continuanceintention in various empirical studies of knowledge-sharing and virtual communities (Chen, 2007).

Utilizing the most relevant research from the literature on technology adoption and value, we develop and experimentally evaluate (VAM) a Value-based Adoption Model of M-Internet.

A novel approach to understanding consumers‘ satisfaction with their intention to continue using mobile technology is the combination framework of VAM.

Methodology

Quantitative methods are being used in this study to test theory and attempt to generalize the findings in order to draw a conclusion. The respondents were chosen at random from the population using the convenience sampling technique. A survey with paper and pencil was used to collect the study‘s data and an online Google survey form. Students and working adults in the three high-performing Karnataka districts of Udupi,Dakshin Kannada, and Bengaluru Urban who have used the Mobile/Digital-wallets app for their financial transactions are the respondents to this study.

380 replies were gathered combining both online and offline methods. Due to some respondents' lack of knowledge regarding Mobile/Digital-wallet apps, some of these 28 responses were not taken into consideration. To determine if the data collected offline and online were equal, the t-test was used to compare the mean values

of all the items. The online and offline data were pooled for future analysis because there were no significant variations in the item means. Power analysis for SEM establishes the sample size criterion in order to evaluate sample size efficacy(Hair et al., 2021).

Based on a thorough literature assessment, (Fig- 1) presents a conceptual model. In order to understand the link between variables, the quantitative technique is utilized to depict the relationship numerically and statistically through analysis.

Measurement model

Hult et al. (2018) state that average variance (AVE), Cronbach alpha value, composite reliability (CR), factor loadings, and HTMT ratio of Correlation were evaluated to determine the reliability and validity of the constructs. All of the items' factor loadings were more than 0.7. When the measuring scale's consistency and reliability were examined using Cronbach's alpha, this study demonstrated good reliability because all of the constructs' Cronbach's alpha values exceeded the cut-off point of 0.07 and ranged from 0.85 to 0.91. and the composite reliability (CR) values were in the range of 0.855 to 0.913, demonstrating the great reliability of the data (Anderson, Tatham, and William, 1998).

Furthermore, Ofori (2017), recommended that to have acceptable convergent validity, the average variance extracted (AVE) for each latent construct should be higher than the cut-off value of 0.5. All factors have AVE values that range from 0.632 to 0.873, which are all greater than 0.5. As a result, it has strong construct convergent validity.

HTMT - A statistical method for assessing discriminant validity is called (HTMT). The discriminant validity is satisfied if the HTMT values were less than 0.90(Henseler et al.2015).

In Table-2 all the values of HTMT were less than 0.90 thusconfirming the model‘s ability to discriminate (Kline, 2011).

Table 1: Reliability and Validity measures

Constructs	Items	Factor Loadings	Cronbach's Alpha	Composite Reliability (CR)	AVE
Continuance Intention	3	CI1-.923 CI2-.913 CI3-.932	0.913	0.913	0.851
Information Quality	4	IQ1-0.835 IQ2-0.867 IQ3-0.826 IQ4-0.777	0.846	0.854	0.684
Perceived Security	3	PS1-0.890 PS2-0.806 PS3-0.904	0.836	0.855	0.753
Perceived Value	4	PV1-0.734 PV2-0.881 PV3-0.853 PV4-0.869	0.857	0.878	0.700
Satisfaction	4	SA1-0.848 SA2-0.892 SA3-0.875 SA4-0.853	0.890	0.891	0.752
System Quality	4	SQ1-0.791 SQ2-0.778 SQ3-0.750 SQ4-0.773	0.778	0.786	0.597

Table 2: HTMT scores for discriminant validity

Items	CI	IQ	PS	PV	SA	SQ
CI						
IQ	0.267					
PS	0.249	0.639				
PV	0.297	0.654	0.506			
SA	0.315	0.486	0.402	0.465		
SQ	0.269	0.715	0.494	0.576	0.362	

Table-3 Model's Path Coefficient

Hypothesis	Relationship	Path Coefficient (Mean)	T-value	Sig. level (p-value)	Result
H1	IQ-Satisfaction	0.218	3.608	0.000	Supported
H2	SQ-Satisfaction	0.029	0.341	0.733	Rejected
H3	PS-Satisfaction	0.128	2.356	0.019	Supported
H4	PV-Satisfaction	0.221	3.795	0.000	Supported
H5	PV-Continuance Intention	0.192	2.973	0.003	Supported
H6	SA-Continuance Intention	0.208	3.230	0.001	Supported

Discussion

According to Hair, (2014) by using nonparametric bootstrapping in PLS-SEM, the coefficient significance is evaluated. In this study, 352 cases and 5000 sub-samples were taken for the bootstrapping procedure. To determine the statistical significance of a coefficient, t-values were calculated in (Table 3).

The path coefficient and hypothesis testing of the research are described in Table -3. Among 6 proposed hypotheses, all were supported, except one. The finding shows that the three service quality dimensions of mobile wallets, namely, Information quality, perceived security, and perceived value, have a positive and significant impact on customer satisfaction and finally continuance intention. But system quality doesn't have any positive and significant impact on customer satisfaction. As a result, hypotheses numbers 1, 3, 4, 5, and 6 are supported, while hypotheses 2 is rejected.

The reason behind the rejection of this hypothesis is that due to network problems, all the text and graphics are not loaded quickly so people are not able to conduct their financial transactions at a faster pace. Sometimes the amount is deducted fromcustomers but it is not received by the shopkeeper quickly. A few hours later they receive their amount, sometimes it takes a few days to receive that amount which creates frustration among the customers. The same thing happens in the case of a transfer of money which leads to dissatisfaction among Mobile/Digital-walletcustomers.

According to Kumar and Lata (2021) a website's functionality difficulties, such as broken links and non-working buttons, might frustrate users, which can result in dissatisfaction.

As a result, system quality in this study has no positive and significant impact on satisfaction, which ultimately influences the intention to continue using the system. It is evident from Table-1 & Table-3, that perceived value and satisfaction were uncoverd to bethe greatest impact on the intention to continue using Mobile/Digital-wallet.

Practical implications

In this research there are multiple applications elaborated for the service providers of mobile wallets. According to our findings, the study will aid providers of Mobile/Digital-wallet services and policymakers in addressing issues, developing or improving service quality to the point where consumers are satisfied, and increasing customers' intention to return.

As the need for mobile wallets and mobile shopping increases daily in India and smartphone adoption rates rise tremendously, it is essential for businesses that deal with mobile wallets to have an effective plan to sustain and grow their customer base. Mobile/Digital-wallet service providers place a high priority on retaining consumers and making it easy for them to continue using their services. This study developed a relationship between the elementsprompting the continuation purpose of Mobile wallets in Karnataka, India, based on the success model for ECT and (IS).

Future research and Conclusion

Despite the rapid growth in use of mobile‘seasy access and secured wallets in India, there are still some challenges that need to be lookedat. One of the major challenges is thethreat of cybercrime (bank account hacking) which makes people hesitant to accept modern technology (Reddy, N.G., &Nikitha, B., 2019). Another challenge is the lack of infrastructure for digital payments in some areas, which restricts rural people to use smartphones or the internet to conduct any financial transaction. In some areas internet facility is available but the speed of the internet is very low which creates frustration among the users of Mobile/Digital-wallet. In some cases, one more service is lacking which is a user-friendly easy accessible interface to manage and track user‘s transactions with an option to view the information in the language of the consumer‘s choice. Customers would select those Mobile/Digital-wallet service providers that could solve their concerns in these areas while also offering convenience and ease of use.

In conclusion, this research through light on the topic ―factors influencing the happiness and intention to stick with Mobile/Digital-wallet consumers in the Indian state of Karnataka‖. The results have drawn attention to how important perceived value and satisfaction are in motivating continuation intention. The aforementioned conclusions have significant practical ramifications for Mobile/Digital-wallet providers and legislators, who can utilize this knowledge to create successful strategies to keep and grow their customers.

These are the constraints on this study: as the research work was done in one of Indian state of Karnataka, the result cogency is limited to the state of Karnataka and the applicability of the model in other parts of India and other countries may need to be investigated. Apart from ―system quality, information quality, perceived security, perceived value, and satisfaction‖, this research laid down the basic foundation for future studies to explore additional factors that may impact continuance intention such as trust, flow, perceived benefit, innovativeness, etc. In summary, a well-designed user interface, reliable network connectivity, and fast network speed all contribute to the system quality of a digital platform or service. These factors are essential for providing a positive user experience, enhancing user satisfaction, and fostering user retention.

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