

Factors Influencing the Intention to Use Mobile Payment of Non-Bank Service Providers

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ABSTRACT

Abstract—The purpose of this research was to study factors influencing the intention to use mobile payment of non-bank service providers among consumers in Bangkok. The sample group used in this research was 385 general consumers interested in using mobile payment of non-bank service providers and living in Bangkok, selected by using cluster sampling and convenience sampling method. The data collection used questionnaires that were examined the validity and reliability of the questionnaires. The statistics used in the data analysis were percentage, mean, standard deviation, and hypothesis was tested by using multiple regression analysis. The research results revealed that the component of corporate image recognition in aspect of technology, security, facilities and communication positively affected intention to use mobile payment of non-bank service providers with statistical significance at $F=55.214$ and all variables can explain the variability of intention to use mobile payment of non-bank service providers (R^2) accounted for 52.9 percent. When considering multiple regression coefficients in the form of a standard score, the aspect of facilities had the highest multiple regression coefficients ($\beta = .315$), followed by technology ($\beta = .253$), and communication ($\beta = .248$), respectively. While technology acceptance in term of *security* has not affected intention to use mobile payment of non-bank service providers.

Keywords— Corporate image, Intention to use, Mobile Payment

INTRODUCTION

In the digital economy era, information technology plays a role in the financial world, affecting consumer attitudes and behaviors that change according to technology trends. It gives rise to various forms of financial services that will help to facilitate and respond to live modern consumer style, especially financial transactions that can be done anywhere, anytime, quickly and conveniently through a smart device. Including the currents of the world society is developing into a cashless society where consumers will use less cash and switch to credit cards or mobile banking for payment to pay more for goods and services, which is a mechanism for important in driving the country into the digital economy. In addition, the growth of e-commerce business also provides opportunities for payment for purchase goods or services via smartphones tend to increase as well. As a result, leading to a cashless society, which means payments made using cash and credit cards have been replaced by a new payment method called “Electronic Wallet” or “Mobile Wallet”. The source of money comes from top-up, linked to credit cards, bank accounts and electronic money. The payment applications are both applications of financial institutions and payment applications that are not financial institutions (Hothai, 2020).

Payment applications that are not financial institutions such as Rabbit Line Pay, True Money Wallet, mPAY Blue Pay Wallet, and LAZADA Wallet etc., including Prompt Pay system where users can use their personal identification number or a mobile phone number instead of using a bank account number. According to statistics from the Bank of Thailand, it was found that in 2021, there were more than 93 million e-money accounts, 80% of which were accounts of non-financial service providers with a total spending value of 204 billion baht. However, when comparing the value of payments made via electronic payment systems, the proportion of payments made by e-Money is only 0.05%. However, the cost of cash payments is approximately 3 times higher than e-Payment. Cash payments have an average cost of 1.26 baht per transaction, while e-Payment via Internet Banking and Mobile Payment has an average cost of 0.1-0.4 baht per transaction only, which will contribute to cost savings for both the government and private sectors (Noppakao, 2018)

From the fierce competition of service providers, coupled with the government's promotion of a cashless society and due to the epidemic situation of COVID-19. As a result, in the past, there have been many studies related to payment via mobile applications, both studying factors affecting technology adoption and marketing factors affecting payment decision-making. Payment via mobile payment application, which is a service provider that is a financial institution and non-financial institution are not a comparison, including the factors that affect the decision to choose the service and the satisfaction of using the service is different or not. This led the researcher to study the factors affecting the behavior of choosing payment services of non-financial service providers.

Research studies on digital payment systems have continued to gain popularity and have found that many organizations are using brand image building as an important strategy to build consumer confidence. Because when consumers see a good image of the service and the organization, it will result in the consumer trust in the product or service of the organization as well (Thippanyawong, 2016; Thongdee, 2018; Moore & Halpin 2009). Corporate Image is an overview of all operations of the organization, whether it is the security of the organization, a modern and safe technology system, a facility and communication that appears in the eyes of consumers will affect the feelings and behavior of consumers. A good image contributes to the success of the organization's customer activities (Amoroso & Magnier-Watanabe, 2012; Chong et al, 2012).

The study on mobile payment of non-bank service providers is important as continuous improvements in service quality and innovation are playing a key role in consumer demand. Therefore, the researcher is interested in studying the factors of corporate image recognition that affect the behavior of using the mobile payment service of consumers in Thailand. The results of the study will be used as a guideline for formulating good image building strategies, and also for developing mobile payment technology to be as secure and consistent with consumer demand as possible. This will ultimately affect the satisfaction and loyalty of consumers. The purpose of this study was to study the demographic characteristics that influence the intention to use mobile payment of non-bank service providers, and to study the corporate image recognition that affect the intention to use mobile payment of non-bank service providers.

LITERATURE REVIEWS

Corporate image recognition

Kotler Philip (2017) describes image as the whole of beliefs, ideas and impressions that a person has about something. which any attitude and action a person takes towards a thing is highly correlated with its image. The importance of business image is considered to add value to the product or service of the business, which is considered a psychological benefit inherent in the product or service. It is the one that challenges the product or service of many kinds. The price is higher than the physical value and is becoming more and more important day by day. The more physically equal the brand is, the more important it is (Amoroso & Magnier-Watanabe, 2012; Thongdee, 2018). Perceive the corporate image means what happens in the minds of service users that can be felt by seeing or feeling that the service user has towards the organization. This may be a positive or negative image, which the researcher categorizes the elements into 4 aspects (Kotler & Armstrong, 2018) as follows.

Technology - The technology implemented in mobile payment services is applied to facilitate operations, make access to information faster, effective communication, save operating costs, makes operation and life more convenient and faster, and can always check historical data. To consider good information, it has to be accurate, complete, current, worthwhile. and can be beneficial.

Security - This is to build confidence for consumers in using the service in safety. When consumers choose to use the application for online financial transactions. The system must have a security system such as authentication to access and using the code to verify the transaction when choosing to do online transactions every time without anyone having access to the user's data.

Facilities - It is something that will help users to be comfortable and happy whether it is basic comfort that helps to meet the needs of life including the convenience of shopping. Customer choose to use mobile payment for financial transactions is one that promotes convenience in life and results in customer satisfaction and repeat service.

Communication - It is a management process that the organization has created to convey news to the target group. Its objectives are to persuade and induce awareness, understanding, good attitude towards the organization and exhibit behavior in response to the intended product or service. Having a good communication system allows users to understand the service process correctly and provide up-to-date information on each service usage.

Related works

Corporate image recognition refers to what happens in the mind of the service user that can be felt by seeing or feeling that the user has to the organization. A good image of a business is directly related to consumer behavior until each target consumer turns into a customer through perception until creating knowledge and affection that is good for the product and the organization and finally buying behavior (Komba & Razak, 2021). Thippanyawong (2016) and Thongdee (2018) found that safety affects attitudes about using e-money on mobile phones. As well as consistent with the concept of Moore & Halpin (2009) has studied the success of e-money in Japan, it found that significant investments in technology and infrastructure, combined with supplier collaboration to develop attractive and innovative services for consumers, will be critical to successful e-money. Chong, et al. (2012) examined what factors affect consumers' use of mobile payments and revealed that consumer adoption is determined by four factors: usage perception, perceived ease of use, perceived risk, and compatibility.

METHODS

The population and sample used in this research were users of mobile payment of non-bank service providers who lived in Bangkok. The sample size at the 95% confidence level was total of 385 samples. The sampling method was cluster sampling and convenience sampling. The questionnaire is distributed to groups on Facebook who are expected to find samples that use the mobile payment service to conduct financial transactions.

The instrument used in this research was a questionnaire consisting of questions based on the characteristics to be measured such as demographic characteristics, service behavior and corporate image recognition factors. The researcher tested the validity and reliability of the questionnaire to obtain accurate research results and achieve the stated objectives. In this regard, the researcher will provide a preliminary questionnaire test of 40 sets. The results of the confidence check of each question have a confidence value between 0.778-0.905, which is between 0.7-1.00 passed the reliability criteria (Hair et al., 2010).

For data analysis, the researcher used descriptive statistical analysis such as frequency, percentage, mean and standard deviation in order to distribute the properties of the variables studied. Including inferential statistical analysis was used Independent sample t-test, One-Way analysis of variance, and Regression analysis.

RESULTS

Results of descriptive data analysis

The demographic characteristics of the 385 users of mobile payment of non-bank service providers found that most of the respondents were male, age between 31-40 years old, bachelor's degree, single status, working as a private company employee and have monthly income between 30,001-45,000 baht.

The characteristics of the variables studied were the level of opinions about the corporate image recognition. The results found that most of the service users had their opinions on the corporate image recognition factors, overall, it's at a high level with an average of 4.08. The aspect that the service users focus on the most is communication with an average of 4.13, at the highest level, followed by technology with an average of 4.12, facilities with an average of 4.09, and security with an average of 4.03, respectively. In addition, it was found that consumers satisfied to use the mobile payment of non-bank service providers with an average of 4.11 at a high level.

Results of hypothesis testing

The results of the analysis of technology acceptance of social media affecting the intention to use online travel services in Thailand was shown in Table 2.

Table 2
Regression analysis of Factors Influencing the Intention to Use Mobile Payment of Non-Bank Service Providers

Variables	B	β	t	Sig.
Constant	2.754	-	5.341	.000**
Technology	0.251	0.253	2.643	.000**
Security	0.093	0.095	1.423	.127
Facilities	0.312	0.315	3.642	.000**
Communication	0.246	0.248	2.382	.038*

** Significant level at .01, * Significant level at .05

The analysis of factors influencing the intention to use mobile payment of non-bank service providers found that technology, security, facilities and communication be able to jointly predict the intention to use mobile payment of non-bank service providers. The statistical significance was at $F=22.425$ which all variables were able to explain the variance of purchase satisfaction through the social media platforms 57.91 percent. The multiple regression coefficients in the form of a standard score, the aspect of facilities had the highest multiple regression coefficients ($\beta = .315$), followed by technology ($\beta = .253$), and communication with customer ($\beta = .248$), respectively.

CONCLUSION AND FUTURE WORK

Conclusion and Discussion

The results of the study consisted of important issues that were discussed in the study results as follows:

The study found that service users with different levels of education, occupation and income had different levels of decision making with using the mobile payment of non-bank service providers. The results were consistent with the research of Thongdee (2018) and the research of Khantkhet & Chaveesuk (2019). This was because financial transactions via mobile application can facilitate customers who wished to use financial transactions through mobile payment. It was suitable for those who wanted convenience to do transaction more than using ATM or counter service. The fundamental factors influencing intention to use mobile payment of non-bank service providers came from personal factors that determined consumer behavior. Those with high incomes would choose the mobile payment application more because income was a measure of the ability of consumers to make purchases. At the same time, actual purchases might be based on lifestyle, taste, occupation, and education criteria as the objectives. Most marketers associate income thresholds with demographic or other variables in order to define their target markets more clearly (Sereerat et al, 2009).

The study revealed that corporate image recognition in the aspect of technology, facilities and communication affected intention to use mobile payment. The results were concluded that convenience of the money transfer technology plus its accessibility, cost, support and security factors are related to behavioral intention to use and actual usage of the mobile payment services including the perceived convenience, perceived ease of accessibility, and perceived support had positive direct relationships with the intention to use mobile payment services. This consistent with the concepts that good image of product or business is directly related to consumer behavior and affect the trust of the customers and decision to use (Kotler & Armstrong, 2018). As well as Amoroso & Magnier-Watanabe (2012) concluded that perceived facilitating conditions were directly related to perceived usefulness and intention to use. However, the cost and attractiveness of alternatives were negatively correlated with perceived benefits and intentions to use them. Moreover, the research of Thippanyawong (2016) and Thongdee (2018) revealed that if an organization had a good communication system that allowed users to understand the service process correctly and get the latest information, it will affect behavior in response to the intended product or service. The results consistent with the concepts that good image of product or business is directly related to consumer behavior and affect the trust of the customers and decision to use (Kotler & Armstrong, 2018).

The study revealed that corporate image recognition in the aspect of security did not affect the intention to use mobile payment of non-bank service providers. It was due to the current technology that is rapidly advancing

but may be hidden by the insecurity of use. Users may not decide to use it because of security concerns. Therefore, technology development must go hand in hand with safety that will give users confidence to use. The result was inconsistent with the research of Suwunniponth (2016) and Thippanyawong (2016) found that security affects attitudes about using e-money on mobile phones. Including Moore & Halpin (2009) has studied the success of e-money in Japan which was found that significant investments in technology and infrastructure combined with supplier collaboration to develop engaging and innovative services for consumers will be critical to achieving growth and success of e-money. As well as, in terms of perceptions of security of technology, the research of Amoroso & Magnier-Watanabe (2012) and Nguyen et al. (2020) suggested that perception of security was an important factor influencing consumers' willingness to use the Internet for online transactions and found that the lack of trust in the system may have a negative effect on online money services.

Recommendation and Future Work

The researcher has the following suggestions:

1. Entrepreneurs can apply demographic characteristics and consumer behavior data to determine market segmentation and target groups for developing strategies that are appropriate to meet the needs of consumers. Moreover, they should provide knowledge and understanding of the benefits and security of the mobile payment of non-bank service providers as an alternative for interested users to use the service. In addition, application developers should think about creating an application that is suitable for the needs of the target audience with easier to learn and more useful by adding a function that can link to other applications related to transaction, including privacy and safety of use and various notifications.

2. Entrepreneurs should focus on access to advertising and public relations channels through various media and create a good image and leadership of the organization. There is a communication system that allows customers to understand the process of use correctly. They should provide training for employees to have knowledge about the use of mobile payment of non-bank service providers and be able to explain the usage to users in detail. In addition, they should focus on how employees can communicate with customers with information that is easy to understand and can solve problems for customers. Employees should have good human relations, polite and friendly to customers.

Suggestions for further research, researchers should study other variables such as online marketing innovation, service marketing mix factors and the acceptance of technology that affects the decision to use mobile payment of non-bank service providers. In addition, interested parties should study from the service users in each region by selecting from the provinces that are the center of that region to compare opinions on the decision to use the mobile payment of non-bank service providers application more comprehensively.

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