Journal of Global Management Perspectives
Journal Homepage: www. https://www.gims.net.in/research.php


*Article History: Received 29 November 2024, Accepted 06 December 2024, Published 12 December 2024*

# Adoption of Mobile wallets by Tourists for Digital Payments in India: An Investigation of Behavioural Intention and the Moderating Impact of Digital Innovativeness

**Nishtha Ujjawal[1], Shagun Sharma[2]**

## Abstract

### Purpose

The main goal of this study is to investigate the impact of tourist's intention for enjoyment on their likelihood to use mobile wallets for electronic transactions. The research aims to investigate the behavioural intents of foreign tourists about digital payment options, particularly during their travels to the Delhi (NCR) area.

### Methodology

This research adopts the Technology Acceptance Model (TAM) as its theoretical framework and conducts a quantitative survey targeting foreign tourists situated outside the Delhi (NCR) region. The process includes distributing 250 surveys to tourists, obtaining a response rate that leads to the return of 200 completed forms. These surveys are fundamental to the process of collecting data. The statistical approach used to analyse the data received from these surveys is Partial Least Squares (PLS). This methodology is used to examine the several variables that influence visitors' propensity to utilise mobile wallets and to understand the relationship between their behavioural goals and digital payment practices.

### Findings

The study reveals a significant association between tourist's expectations and their practical use of mobile wallets for digital transactions. The statement highlights that the degree of contentment that tourists feel is crucial in influencing their probability of using digital payment options. The research demonstrates that the perceived value and simplicity of use of mobile wallet services are crucial determinants affecting their adoption among foreign travellers.

**Keywords:** *Tourists, digital payments, mobile wallets, Technology Acceptance Model (TAM), perceived value, satisfaction, Partial Least Squares (PLS).*

## Introduction

India is one of the economies that relies on cash transactions more than any other country, even though it does not yet have a payment system that is fully comprehensive. On the other hand, it has an estimated population of 775 million people who are active online (TRAI, 2021), which makes it a significant player on the digital scene internationally. The market of mobile wallets, also known as mobile wallets, is growing at a rapid pace to meet the demands of India's 135

[1] Assistant Professor, GN Group of Institutes, Greater Noida, Uttar Pradesh, nishtha11ujjawal@gmail.com https://orcid.org/0000-0002-7145-7951
[2] Assistant Professor, GN Group of Institutes, Greater Noida, Uttar Pradesh, sharmashagun9911@gmail.com, https://orcid.org/0000-0001-6624-7645

million users of electronic wallets. When it comes to making purchases online, mobile wallets will have replaced credit cards as the most popular way of payment by the year 2020. One of

the most remarkable characteristics of mobile purchasing (M-commerce) is the popularity of its subset, Mobile wallets, which is a micropayment system that is extensively adopted and frequently utilised. Mobile wallets are one of the obvious uses for this technology since they enable the user to do simple and speedy financial transactions regardless of where they are or what they are doing. "Mobile wallets" refers to a transaction that is trustworthy since it is initiated, authorised, and validated via a digital device (Huang, S. and Hsu, C.H., 2008; Zhang et al. 2012). This term is used to describe this type of financial exchange. Foreign visitors to India are increasingly using the mobile wallet system since it provides them with a convenient payment method that can be utilised throughout their trip. Because of this, its popularity has been constantly rising. Such growth has been occurring in the recent years.

Two basic approaches exist for dealing with mobile payment systems:

- The availability of a variety of digital payment options beyond the standard fare of currency, checks, and plastic.
- Digital payments made through one's bank account, such as deposits and bill payments made through the Internet in response to bills and invoices. Card-based payments include facilitating transactions against bills and invoices (Karnouskos & Fokus, 2004). Account-based payment systems rely heavily on the processing of invoices and payments made towards bills.

A mobile wallet is an application that can be downloaded into a smartphone that allows users to make safe and easy electronic purchases when away from home. This helpful innovation makes it possible for tourists to pay for goods and services on a trip without leaving the comfort of one's own home (Rao & Troshani, 2007). The three main parts of a Mobile wallets are the operating software, the mobile phone integration, and the online administration. Mobile wallet's importance extends far beyond the ability to conduct monetary transactions; it also helps users retrieve and verify their identities, keeps their prior payment information safe, and inspires trust and safety. When tourists trying to make digital payments in Delhi (NCR), tourists and service providers confront several challenges. Despite this, there is a significant opportunity to expand digital payments in India by utilising multichannel payment systems. This is especially true when considering the enormous number of people in India who do not have bank accounts (Bashir & Madhavaiah, 2015). Because of this, it is essential to educate both tourists and stakeholders on the benefits of accepting digital payments. Another worrying development is the supremacy of the major mobile wallet’s players, which is forcing the minor ones to either disappear or go elsewhere for growth. Many businesses, both financial and contrary, are actively seeking for new opportunities in India's booming tourism industry. Considering the vast opportunity presented by digital payments and mobile wallets in India, this change has been made. As a result, it is of the highest priority to examine the tourists' intentions when it comes to making use of the many mobile wallet-accessible digital payment systems they may encounter while travelling (Sedarati, P., Santos, S. and Pintassilgo, P., 2019; Smith, J. 2023).

This investigation focused on seven of the most significant participants in the mobile wallet market within the context of the digital payment system and selected the significant participants

from a variety of categories, some of which include independent player Mobile Network Operators (MNOs). The following are the digital players that have been chosen:

- Airtel Money and Vodafone M-Pesa, which are examples of wallets based on telecommunications companies.

- PhonePe, Google Pay, and Paytm, which are all web-based enterprises that operate as independent wallets.

Saparudin et al. this research's purpose is to evaluate the new technological age by focussing on the dynamic interaction that occurs between the applications of technology and the intents of humans with respect to such applications. This study will be conducted in the year 2020. There is a growing need for time efficiency, concerns about safety and security, ease of use, smooth operations, cost-effectiveness, and the desire to improve both personal and professional life (Gullen & Zimmerman, 2013). These are all factors that are driving the demand for time efficiency. These elements are the primary motivating causes for this concentration. According to Singh et al. (2017), the reason why these digital payment solutions are in such high demand is because they are easy to use, they provide a high degree of convenience, and they can increase the amount of enjoyment that users feel.

A multitude of innovative applications, new payment systems, and simplified methods for selling and acquiring digital things have been created as a direct consequence of the rapid growth of online shopping. Well-known tourist destinations are now able to accept a larger variety of digital payment methods than they were able to in the past. This is a direct outcome of the spread of mobile wallets and digital payment systems. Although most locals and even some tourists still prefer to pay with cash, a growing number of people are learning how to use credit cards and other forms of digital payment while they are coming to India. This is even though cash is still the preferred method of payment for these folks. They are not afraid to try new things and have achieved a great lot of success with alternative payment methods such as mobile wallets. They are also eager to experiment with new techniques.

## Literature Review

Numerous studies of research that make use of a range of behavioural models have been carried out over the course of the years with the intention of exploring the variables that impact the adoption of digital banking by consumers. These studies have been carried out using several different behavioural models. When it comes to describing the conduct of consumers in this setting, one of the ideas that stands out as being one of the most important and often used frameworks is the Theory of Reasoned Action, which was developed by Fishbein and Ajzen in 1975.

### Technology Acceptance model

(Davis, F. D. 1989) highlighted that the success of technology adoption is greatly driven by users' attitudes and perceptions towards the technology, which are, in turn, formed by the ease or difficulty they experience when using it. He said that this is because users' attitudes and perceptions are heavily influenced by the ease or difficulty they experience while using the technology. (Shaikh & Karjaluoto, 2015, Karjaluoto et al., 2021) A considerable amount of research supports TAM's ability to explain roughly 40% of the variation in user intentions and actions as they relate to technology adoption and use. This model has been validated for its

ability to provide a consistent explanation for these distinctions. Numerous investigations have utilised the TAM, and each time it has shown to be an invaluable tool.

**Perceived Value**

"Perceived Value," which is defined in the Technology Acceptance Model (TAM). When discussing digital payment systems, the phrase "perceived value" refers to the perceived benefits and advantages that users connect with adopting and utilising such systems. It includes factors including ease of use, safety, low cost, and high productivity, all of which influence consumers' preferences and decisions over which payment methods to employ. According to the research, the value that customers attribute to digital payment services is a major factor in whether they would utilise them (Shaikh & Karjaluoto, 2015). Users are more likely to adopt mobile wallets as their preferred way of digital payment if they see them as useful tools for their financial needs. Therefore, to increase user acceptance and promote broader adoption in the rapidly developing landscape of digital payment services, businesses and service providers in the digital payment ecosystem must concentrate on improving the perceived value of their mobile wallet products.

H1: There is significant impact on perceived value between trust.

**Compatibility**

Users' intentions and behaviours towards adopting a technology are significantly impacted by the concept of compatibility, as defined by the Technology Acceptance Model (TAM). For an idea to spread extensively, supporters of innovation diffusion theory (IDT) argue that it must satisfy five criteria: trialability, compatibility, relative advantage, observability and complexity (Rogers, E. M. 2010). The term "compatibility" is used to describe how well customers feel that mobile wallet services fit with their typical practises, preferences, and technological setup. According to studies, mobile wallets are more likely to be used if they are compatible with the consumers' existing workflows and technology (Chang et al., 2022). Users are more likely to adopt mobile wallet services for digital payments if they find that these services easily fit into their routines and are compatible with their smartphones or other devices.

H2: There is significant impact on Compatibility between trust.

**Perceived enjoyment**

Perceived enjoyment. is a key factor in determining whether people will adopt digital payment services for mobile wallets. Perceived enjoyment is the degree to which a user enjoys making digital payments with a mobile wallet service. Users' adoption and continuous use of technology are strongly influenced by how much they enjoy using it, according to studies (Venkatesh et al., 2012). More people will start using mobile wallets for their digital payment demands if they think using the service would be pleasant. Consumers have a good time using their mobile wallets, they are more likely to keep using them (Faqih and Jaradat, 2015).

H3: There is significant impact on Perceived enjoyment between trust.

**Social influence**

Users' attitudes and decisions about adopting digital payment systems are heavily influenced by the social influence construct presented in the Technology Acceptance Model (TAM). The term "social influence" is used to describe the effect of one's social contacts, opinions, and recommendations from friends, family, and coworkers on one's decision to adopt a new

technology or service (Venkatesh 2000). According to studies, people's opinions, and actions about the employment of new technologies are heavily influenced by their peers. Individuals may be encouraged to accept and use digital payment services by the positive suggestions and experiences of others, which may promote a sense of confidence and trustworthiness. Unwillingness or hesitance to use digital payment systems may result from negative social influence, such as the distrust or caution shown by others. Providers and governments could take advantage of the persuasive influence of word-of-mouth by sharing positive experiences with digital payment systems via social media and testimonials (Pertiwi et al. 2020).

**H4:** There is significant impact on social influence between trust.

**Trust**

The degree to which one "has faith in one's expectation of the other's behaviour based on one's experience with that other person in the past," even though the other's behaviour in issue cannot be known with certainty, is one definition of trust (Gefen, 2000). Internet banking trust was first used in a study by (Suh and Han 2002). Feedback from consumers on the benefits and drawbacks of online banking may not be sufficient to explain their behaviours because conducting financial transactions online is not without its risks, they highlighted how important it is to be able to trust an online platform. The level of trust consumers has in online banking was found to be a crucial factor. Comparing the popularity of online banking in the UK and Saudi Arabia (Alsajjan and Dennis, 2010) demonstrated the importance of trust as a variable in the TAM model. The two countries were compared in this way. For the objective of this research, we compared the prevalence of online banking in the two nations.

**H5:** There is significant impact on trust between behavioural intention to use mobile wallets.

**Digital Innovativeness as a moderating Variable**

The purpose of the research project titled "Adoption of Mobile Wallets by Tourists for Digital Payments in India" was to investigate the behavioural intention that was influenced by several different factors, the most important of which was the function of "Digital Innovativeness." According to the definition provided by (Lowe and Alpert 2015), the innovativeness of digital payment systems is dependent on their perceived newness and improvements over previously used payment methods. According to the hypothesis of Balakrishnan and Shuib (2021), tourists are more likely to use mobile wallets if they consider the technology to be a game-changing innovation. According to (Schmidthuber et al. 2020), the attractiveness of mobile wallets is heightened by its "relative advantages," which include the cost-effectiveness and social status elevation of using mobile wallets. According to (Ramos-de-Luna et al. 2016), businesses who promote their knowledge of technology in their advertising could speed up tourist adoption and increase ROI. The findings of (Oliveira et al. 2016), who discovered that firms with superior technologies enjoy stronger online engagement and tourist advocacy, give credibility to this concept. According to (Setiawan et al. 2021), a user's familiarity with the technology functions as a driver, which augments the intention to use the technology. This is an important finding. Therefore, tourists in India who are conversant with technology are more likely to accept mobile wallets, particularly if they see mobile wallets as being technologically advanced.

H6: Digital Innovativeness moderates the relationship between Behavioural intention to use a mobile wallet.

## Objectives

- To examine the factors that influence tourists toward use of digital payments.
- To investigate the moderating role of Satisfaction in Tourists' Behavioural Intentions towards the Adoption of Digital Payments.

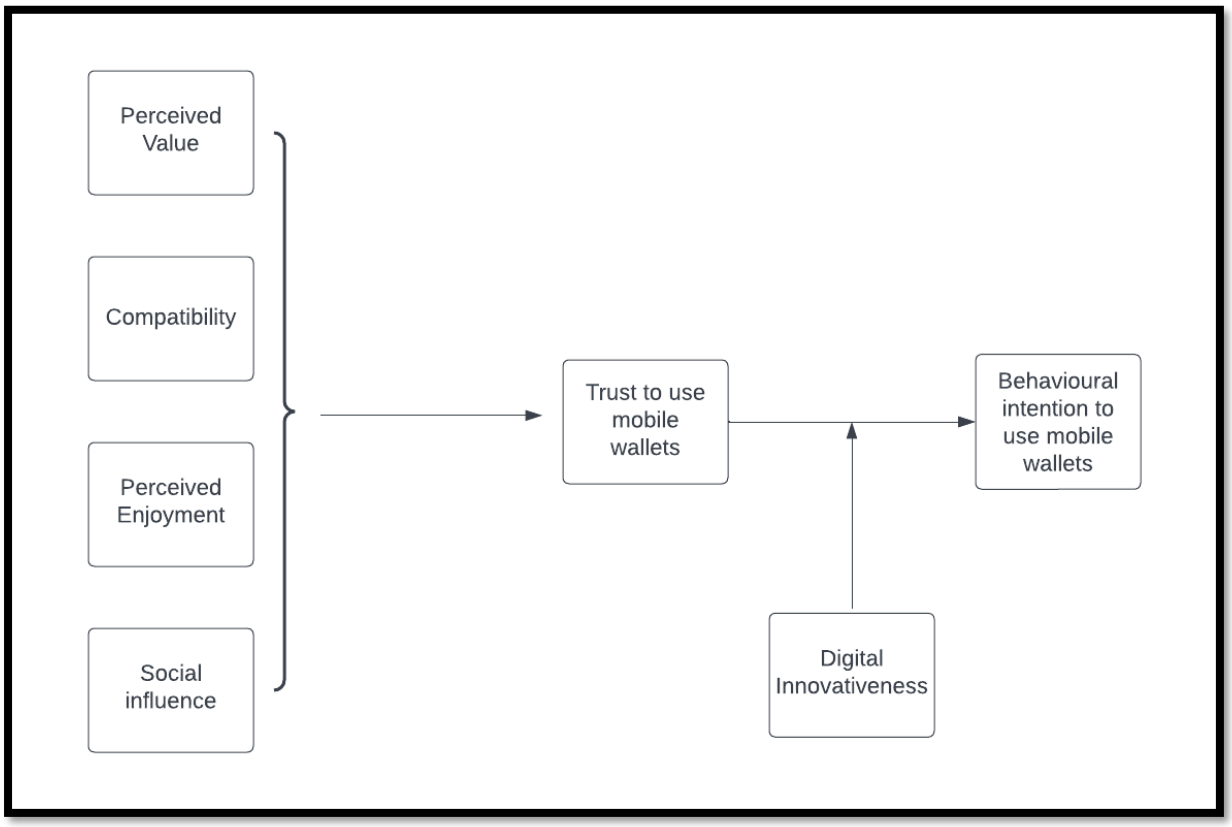



**Figure 1: Conceptual model**

## Methodology

A questionnaire implementing a Likert scale with five points and oriented towards tourists who were in the Delhi (NCR) area. Respondents were tourists and the questionnaires were handed out at well-known tourist locations in Delhi and the National Capital Region. The initial distribution of 250 questionnaires to tourists resulted in just 200 of those forms being returned. In addition, a Google Form was used in the building of the questionnaire so that it would be easy for tourists to access the survey using their mobile devices. This was done so that the results of the survey could be used to improve future tourism. The approach of gathering the data utilised a simple sampling strategy (Sekaran and Bougie, 2016), which targeted tourists at their convenience when they were in the Delhi (NCR) area. This method targeted visitors and bank clients at their convenience. It is important to keep in mind that this investigation is founded exclusively on cross-sectional data acquired during the specific time in which the data was collected. Keeping this in mind is essential because it is a key component of the inquiry.

## Analysis and Results

In this study, PLS was carried out and TAM was used to measure how satisfaction affects tourists' plans to use digital payment methods like mobile wallets. (Hair et al. 2017). This methodology is sometimes referred to as partial least square (Chin, 1998, Lohmoller, 1989a).

For the purposes of this investigation, the PLS model is the most appropriate choice. This model may be constructed with the support of the smart PLS tool, and it comes highly recommended by many academics and researchers. According to the findings of (Hair et al., 2017), using PLS was the best method for finding metric correlations among latent, predictor, moderating, and outcome components. (Joreskog, 1993) The concept of association supports this approach.

At this point, both phases of analysis have been finished. In the first stage, the created model was examined and analysed to see if it is useful and effective. (Gerbing & Anderson, 1988; Ringle et al., 2012), and the second, involving the incorporation with implication of the model (PLS). These steps were finished so that the analysis could be finished. Identify and assess the generated model in question to ascertain its viability and effectiveness. PLS (Arora & Dhiman, 2020; Saura et al., 2020) was used to explore a variance-based structural equation modelling with defined variables in the present investigation. PLS-SEM was used to achieve this goal. We determined the validity of the indicator for each data construct by assessing the loading of the model's components. All the selected elements' factor loadings were used to determine the indicator's validity, and a value of 0.7 was established as the cutoff threshold in accordance with (Nunnally, 1978; Fornell and Larcker's 1981) recommendations. Because their factor loading values were less than 0.7, numerous components that were connected to various categories (predictor, mediator, and outcome) had to be eliminated. According to the findings of Hair et al. (2013), the average value of reliability (AVE) as well as the composite dependability value would decrease if these were included in the analysis.

**Table 1: Construct reliability and validity**

| | Cronbach's alpha | (rho_a) | (rho_c) | (AVE) |
|---|---|---|---|---|
| BIUMW | 0.711 | 0.826 | 0.803 | 0.671 |
| C | 0.887 | 0.892 | 0.922 | 0.747 |
| DI | 0.875 | 0.877 | 0.923 | 0.799 |
| PE | 0.908 | 0.923 | 0.942 | 0.845 |
| PV | 0.850 | 0.873 | 0.907 | 0.766 |
| SI | 0.841 | 0.846 | 0.893 | 0.676 |
| TUMW | 0.854 | 0.854 | 0.902 | 0.697 |

**Source: Author's Calculation**

A single-factor test (Harman's, 1976) was carried out to ascertain whether the responses to the self-administered survey were impacted by the common method bias. However, this was carried out even though the survey was carried out online. The principal component analysis with principal matching (PLS) method was used to conduct an evaluation of the whole data set (Sigala et al. 2021). It was found that the first component of the reconstructed factor structure explained less than half of the variation that was observed among the items, which was 27.46 percent. (Podsakoff and colleagues' study from 2003) The results of the discriminant validity test have shown that the data set that is the subject of the investigation does not have any bias that is caused by a typical unit operation.

**Table 2: Discriminant validity**

| | BIUMW | C | DI | PE | PV | SI | TUMW | DI*TUMW |
|---|---|---|---|---|---|---|---|---|
| **BIUMW** | | | | | | | | |
| **C** | 0.881 | | | | | | | |
| **DI** | 1.045 | 0.831 | | | | | | |
| **PE** | 0.760 | 0.683 | 0.665 | | | | | |
| **PV** | 0.927 | 0.811 | 0.874 | 0.631 | | | | |
| **SI** | 0.878 | 0.799 | 0.885 | 0.662 | 0.780 | | | |
| **TUMW** | 1.071 | 0.327 | 0.483 | 0.512 | 0.382 | 0.527 | | |
| **DI*TUMW** | 0.210 | 0.153 | 0.311 | 0.061 | 0.230 | 0.225 | 0.034 | |

**Source: Author's Calculation**

It is possible to validate a structural model by giving empirical evidence for the hypothesised correlations between the variables. This is also known as the validation process (Abdul Halim et al. 2022). It is possible to achieve this goal by making use of the values of the path coefficient. You may get access to these data by looking at Table 3, which contains them.

**Table 3: Path Coefficient**

| | Original value (O) | (M) | (STDEW) | T statistics | P value |
|---|---|---|---|---|---|
| C > TUMW | 0.105 | 0.103 | 0.092 | 1.135 | 0.256 |
| DI > BIUMW | 0.03 | 0.03 | 0.022 | 1.327 | 0.185 |
| PE > TUMW | 0.145 | 0.142 | 0.095 | 1.528 | 0.127 |
| PV > TUMW | 0.112 | 0.106 | 0.073 | 1.534 | 0.125 |
| SI > TUMW | -0.138 | -0.116 | 0.081 | 1.701 | 0.089 |
| TUMW > BIUMW | 0.947 | 0.947 | 0.022 | 43.86 | 0 |
| DI*TUMW > BIUMW | 0.029 | 0.029 | 0.016 | 1.814 | 0.07 |

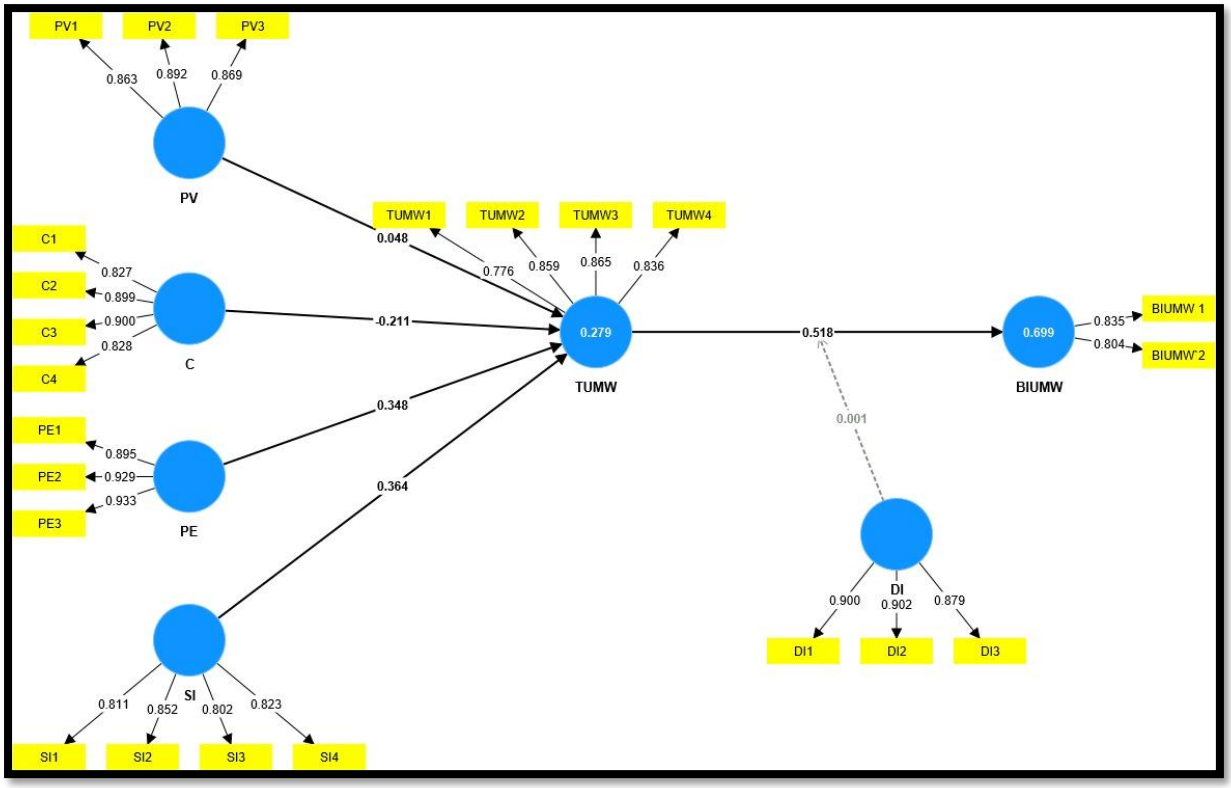
**Source: Author's Calculation**

Researchers evaluate the ability to forecast of a model by calculating its "Coefficient of Determination," often known as "R2," which measures how well a model can anticipate the results of the following tests. Figure 2 presents the findings obtained from performing an analysis using a structured model.

**Table 4: R- Square**

| | R- square | ($R^2$) adjusted |
|---|---|---|
| BIUMW | 0.907 | 0.906 |
| TUMW | 0.656 | 0.646 |

**Source: Author's Calculation**



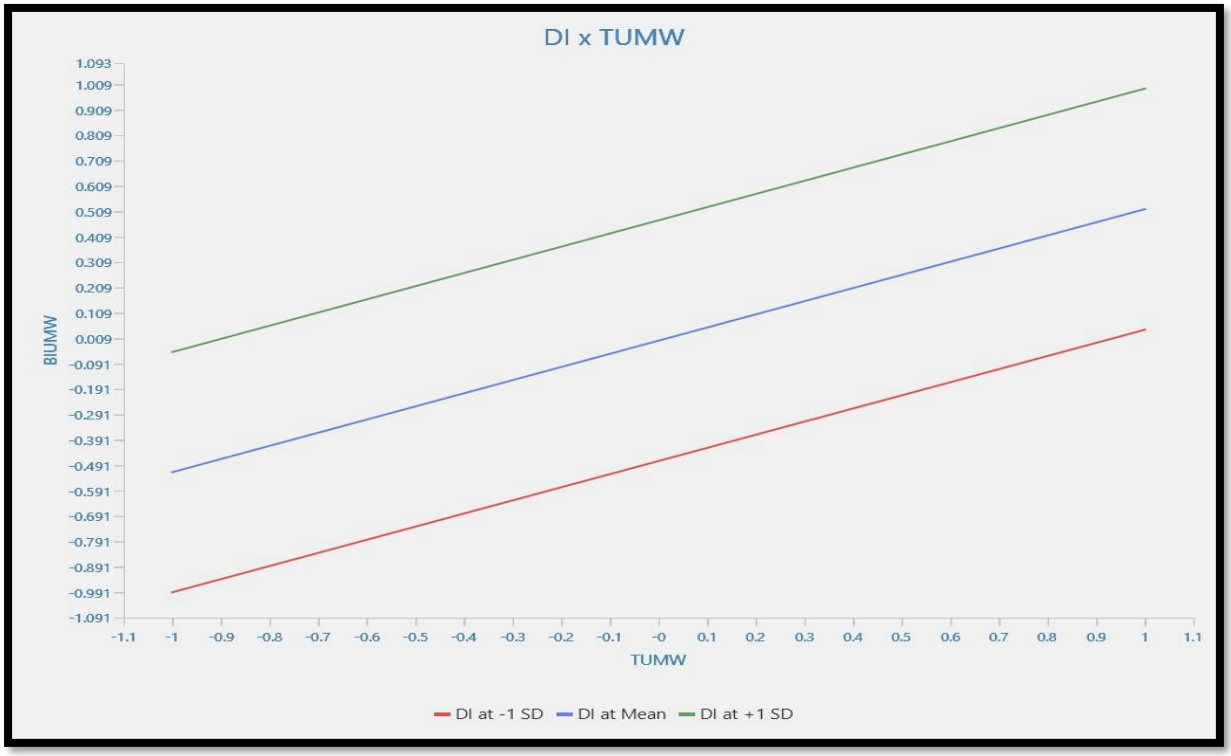




**Figure: 4 Graphical Representation of Moderating Variable**

Figure 4 illustrates the correlation between two variables, DI and TUMW, with DI's influence represented at three distinct levels: the mean, -1 standard deviation (SD), and +1 SD. The

variable 'TUMW' is positioned on the x-axis, indicating that it moderates the relationship between DI and an unexplained independent variable. Using DI as the dependent variable, we have: The variable 'DI x TUMW' is denoted along the y-axis, signifying the interactive impact of DI and TUMW. It functions as the dependent variable or outcome.

Three lines with conditions: There are three distinct lines on the graph:

- The relationship between the independent variable and DI is depicted by the red line (DI at -1 SD) when TUMW is one standard deviation below its mean. At this level of TUMW, the negative slope indicates that the independent variable and DI have an inverse relationship.
- The blue line, denoting the mean value of TUMW, illustrates the relationship at the average level. However, its negative slope is not as precipitous as that of the red line.
- The green line (DI at +1 SD) illustrates the relationship when the TUMW is one standard deviation above its mean. Among the three lines, this one has the least precipitous negative slope.

Analysis of the Moderating Effect: The moderating effect of TUMW is illustrated by the variation in slope steepness among the three lines. More specifically: As TUMW increases (from -1 SD to Mean to +1 SD), the strength of the negative correlation between the independent variable and DI diminishes. The decline in DI for a unit change in the independent variable is more pronounced at lower levels of TUMW (red line) in comparison to the mean (blue line) or greater levels of TUMW (green line). This implies that as TUMW increases, it reduces or diminishes the adverse impact of the independent variable on DI.

In brief, the graph depicts how TUMW moderates the relationship between DI and an independent variable in a negative direction. The adverse effect of the independent variable on DI is most pronounced at low TUMW values and gradually diminishes as TUMW increases.

## Discussion

The results of "An Investigation of Behavioural Intention and the Moderating Impact of Satisfaction" provide some unexpected findings and their potential consequences. Examining how satisfaction influences the formation of behavioural intentions (de Lurdes Calisto, M. and Sarkar, S., 2024). The study found that the two most important factors in the tourists' behavioural intention to adopt mobile wallets for digital payments were perceived utility and ease of use. This outcome supports the research conducted by Saadon and Long (2020), Salam and Taufik (2020), Latupeirissa (2020), Esawe (2022), and Olivia and Marchyta in 2022. In addition, the perceived usefulness of mobile wallets for digital payments is a crucial component in visitors' behavioural intention to adopt mobile wallets. These measurements' favourable correlations with behaviour intent reveal that foreign visitors to India view mobile wallets favourably as convenient tools for handling their money while they are in the country. In addition, the study emphasises Satisfaction is a crucial moderating role, with results indicating that happier tourists are more likely to use mobile payment methods. This conclusion fits into the research conducted by Saprikis (2018), Mittal and Kumar (2018), Lim and Shim (2016), and Prabhakaran and Vasantha (2020). The nature of the correlation between satisfaction and using mobile wallets was uncovered by the study's investigators. lawmakers may establish regulations to encourage the use of mobile payments, and businesses and service providers may be able to focus on enhancing customers' satisfaction by creating safe and convenient environments for mobile wallets. The study provides valuable information that might be

applied to the Indian tourism industry to promote a cashless economy and enhance tourists' digital payment experiences within the dynamic context of mobile wallet acceptance.

## Conclusion

This study provided insight into tourists' adoption of mobile wallets for digital payments in India, with a special focus on tourists' behavioural intention and the moderating impact of satisfaction. The Technology Acceptance Model (TAM) was used as the theoretical framework for this study, and a mixed-methods technique was used. The results of this study have provided useful insights regarding the opinions and behaviours of tourists about the adoption of mobile wallets. The primary findings point to a correlation between perceived ease of use, perceived utility, and visitors' behavioural intention to use mobile wallet. This study shows that increasing the perceived value of mobile wallet services while simultaneously making them easier to use can have a favourable influence on the adoption behaviour of tourists. In addition, the research has shown that satisfaction is a critical mediator in this relationship. This indicates that better levels of satisfaction with mobile wallet services can lead to stronger inclinations towards digital payment methods.

The conclusions of this research have important consequences for decision-makers in the Indian tourism industry, as well as for enterprises and service providers operating in that sector. It is possible for them to encourage a higher use of digital payment methods if they optimise mobile payment systems in such a way that they successfully satisfy the needs of visitors and ensure a high level of user satisfaction. This is consequently, can lead to an increase in convenience and efficiency for visitors while they are on their journeys, and it can contribute to the expansion and development of the digital payment environment in India.

In general, this study contributes to the existing literature on mobile wallet adoption and digital payment methods by delivering important insights that might direct the creation of strategies and policies intended to encourage the widespread usage of digital payments among tourists in India. Understanding the tastes and behaviours of tourists is essential to providing a payment experience that is seamless and rewarding for all visitors to the country as the ecosystem for digital payments continues to undergo continuous development.

## Implications

The results of this study on "Tourists' Adoption of Mobile Wallets for Digital Payments in India" have several effects on different parts of the Indian tourist industry:

**Tourism businesses and service providers:** The study shows how important it is to make mobile cash services seem more useful and easier to use. Businesses and service providers in the tourism industry can improve their mobile payment systems so that tourists have a smooth and easy time. By doing this, they can get more people to use mobile wallets to make digital payments, which will make customers happier and more likely to stick with them.

**Government and Policy Makers:** The research shows that tourists' satisfaction plays a big part in whether they use mobile wallets. Policymakers can make it easier for users to be happy by making sure there is strong digital infrastructure, reliable network connection, and data security. Also, digital literacy and awareness efforts can help tourists feel more confident and trusting about using mobile wallets.

**Mobile Wallet Providers:** The information from this study can help mobile wallet companies improve their services based on what tourists want and need. Understanding what makes

tourists want to do what they want to do can help them make targeted marketing plans and come up with new features that meet the needs of the tourism business.

**Sustainable tourist Development:** Promoting the use of mobile wallets can help make tourist practises more environmentally friendly. By limiting down on cash transactions, there could be a positive effect on the environment and less money could leave the local economy, which would help tourism places grow in a way that benefits everyone.

In conclusion, the implications of this study show how important mobile wallets are as a tool that can change the way digital payments are made in the Indian tourism industry. By addressing the identified factors and considering what tourists want, stakeholders can work together to promote cashless and seamless payment, improve overall tourist happiness, and help India's tourism grow in a sustainable way.

## Limitations and Future Scope

It is necessary to recognise that there are some limitations placed on this research. To begin, the research was limited to tourists who travelled to Delhi and the National Capital Region, which may make it difficult to generalise the findings to other parts of India that have significantly distinct historical and cultural traditions.

In the second place, the data for the study were gathered primarily using qualitative interviews and quantitative questionnaires. Although these methodologies provide useful insights, further research might investigate additional data sources, such as transaction records or data on how mobile apps are used, to acquire more objective and real-time information regarding the actual usage patterns of mobile wallets by visitors.

Thirdly, the focus of the research was placed on perceived value and satisfaction as the primary factors that influence behavioural intentions. To achieve a more holistic comprehension of the elements that are driving mobile wallet usage among tourists, potential future study might consider additional aspects, such as worries about safety, levels of trust, and the influence of social networks.

In addition, the research suggests the moderating role that satisfaction played in the relationship. In subsequent research, it may be worthwhile to investigate the role that other moderating factors, such as age, gender, and the number of trips taken annually, play in separating potential tourist groupings that display a range of adoption behaviours.

In conclusion, while this study does provide useful insights into the use of mobile wallets by tourists in India, the limits of the study as well as the possibility of more research highlight the importance of ongoing investigation into the rapidly developing field of digital payment technology. Future research can further improve our understanding of the tourist' mobile wallet adoption behaviours and contribute to the creation of more successful methods for promoting cashless transactions in the Indian tourism sector if these limitations are addressed and the scope is expanded.

## References


- Abdul-Halim, N. A., Vafaei-Zadeh, A., Hanifah, H., Teoh, A. P., and Nawaser, K. (2022). Understanding the determinants of e-wallet continuance usage intention in Malaysia. *Quality & quantity*, Vol. 56 No. 5, pp.3413-3439.
- Alsajjan, B., & Dennis, C. (2010). Internet banking acceptance model: Cross-market examination. Journal of Business Research, 63(9–10), 957–963.
- Arora, N., & Dhiman, N. (2020). Influence of psychological capital on turnover intentions: Empirical evidence from Indian paramedics. International Journal of Work Innovation, 2(4), 247-256. doi:10. 1504/IJWI.2020.111745.
- Balakrishnan V, Shuib NLM (2021) Drivers and inhibitors for digital payment adoption using the cashless society readiness-adoption model in Malaysia. Technol Soc 65:101554
- Bashir, I., & Madhavaiah, C. (2015). Consumer attitude and behavioural intention towards Internet banking adoption in India. Journal of Indian Business Research, 7(1), 67-102.
- Beck, J., Rainoldi, M. and Egger, R., 2019. Virtual reality in tourism: a state-of-the-art review. Tourism Review, 74(3), pp.586-612.
- Chang, W.L., Chen, L.M. and Hashimoto, T., 2022. Cashless Japan: Unlocking influential risk on mobile payment service. Information Systems Frontiers, 24(5), pp.1515-1528.
- Chin, W. W. (1998). The partial least squares approach for structural equation modeling. In G. A. Marcoulides (Ed.), Methodology for Business and Management. Modern Methods for Business Research (pp. 295-336). Mahwah, NJ: Lawrence Erlbaum Associates Publishers.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly, 319–340.
- de Lurdes Calisto, M. and Sarkar, S., 2024. A systematic review of virtual reality in tourism and hospitality: The known and the paths to follow. International Journal of Hospitality Management, 116, p.103623.
- Esawe, A. T. (2022). Understanding mobile e-wallet consumers' intentions and user behavior. Spanish Journal of Marketing-ESIC, Vol. 26 No. 3, pp. 363-384. https://doi.org/10.1108/SJME-05-2022-0105.
- Faqih, KMS and MRM Jaradat (2015). Assessing the moderating e®ect of gender di®erences and individualism-collectivism at individual-level on the adoption of mobile commerce technology: TAM3 perspective. Journal of Retailing and Consumer Services, 22, 37–52.
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introduction to theory and research. Reading: Addison-Wesle.
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. Journal of Marketing Research, 18(3), 382-387. doi:10.1177/ 002224378101800313.
- Gefen, D. (2000). E-commerce: The role of familiarity and trust. Omega, 28(6), 725–737.
- Gerbing, D. W., & Anderson, J. C. (1988). An updated paradigm for scale development incorporation unidimensionality and its assessment. Journal of Marketing Research, 25(2), 186-192. doi:10.1177/002224378802500207.

- Gullen, K., & Zimmerman, H. (2013). Saving time with technology. Educational - Leadership, 70(6), 63-66.
- Hair, J. F., Jr., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: Updated guidelines on which method to use. International Journal of Multivariate Data Analysis, 1(2), 107-123.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. Long Range Planning, 46(1/2), 1-12. Retrieved from https:// ssrn.com/abstract=2233795.
- Huang, S. and Hsu, C.H., 2008. Recent tourism and hospitality research in China. International Journal of Hospitality & Tourism Administration, 9(3), pp.267-287.
- Joreskog, K. G. (1993). Testing structural equation models. In K. A. Bollen & J. S. Long (Eds), Testing Structural Equation Models (pp. 294-316). Newbury Park: Sage.
- Karjaluoto, H., Glavee-Geo, R., Ramdhony, D., Shaikh, A. A., & Hurpaul, A. (2021). Consumption values and mobile banking services: Understanding the urban–rural dichotomy in a developing economy. International Journal of Bank Marketing, 39(2), 272–293. https://doi.org/10.1108/IJBM-03-2020-0129.
- Karnouskos, S. (2004). Mobile payment: A journey through existing procedures and standardization initiatives. In IEEE Communications Surveys & Tutorials, 6(4), 44-66, Fourth Quarter 2004. doi:10.1109/COMST.2004.5342298.
- Latupeirissa, J. J. P., Gorda, A. A. N. O. S., and Subanda, I. N. (2020). Antecedents of intention to use e-wallet: The development of acceptance model with pls-sem approach. Journal of Advanced Research in Dynamical and Control Systems, pp.1416-1429.
- Lim, J. and Shim, J. (2016). The development of mobile applications to attract customers in a continuous reward. *Journal of Korea Multimedia Society*, Vol. 19 No. 5, pp.948-956.
- Lohmöller, J. B. (1989a). Predictive vs structural modeling: PlS vs MI, latent variable path modeling with partial least squares. Physica, Heidelberg, 199-226. doi:10.1007/978-3-642-52512-4_5.
- Lowe B, Alpert F (2015) Forecasting consumer perception of innovativeness. Technovation 45:1–14
- Mittal, S., and Kumar, V. (2018). Adoption of mobile wallets in India: An analysis. IUP Journal of Information Technology, Vol. 14 No. 1, pp.42-57.
- Nunnally, J. C. (1978). An overview of psychological measurement. Clinical diagnosis of mental disorders: A handbook, pp.97-146.
- Oliveira T, Thomas M, Baptista G, Campos F (2016) Mobile payment: understanding the determinants of customer adoption and intention to recommend the technology. Comput Hum Behav 61:404–414
- Olivia, M., and Marchyta, N. K. (2022). The influence of perceived ease of use and perceived usefulness on E-wallet continuance intention: intervening role of customer satisfaction. Jurnal Teknik Industri, Vol. 24 No.1, DOI: https://doi.org/10.9744/jti.24.1.13-22
- Pertiwi, D., Suprapto, W., & Pratama, E. (2020). Perceived usage of e-wallet among the Y generation in Surabaya based on technology acceptance model. Journal Teknik Industri, 22(1), 17-24. doi:10.9744/jti.22.1.17-24.
- Prabhakaran, S., and Vasantha, S. (2020). Effect of social influence on intention to use mobile wallet with the mediating effect of promotional benefits. Journal of Xi'an University of Architecture & Technology, Vol. 12 No. 2, pp.3003-3019.

- Ramos-de-Luna I, Montoro-Ríos F, Liébana-Cabanillas F (2016) Determinants of the intention to use NFC technology as a payment system: an acceptance model approach. Inf Syst e-Bus Manag 14(2):293–314
- Rao, S., & Troshani, I. (2007). A conceptual framework and propositions for the acceptance of mobile services. Journal of Theoretical and Applied Electronic Commerce Research, 2(2), 61-73.
- Ringle, C. M., Sarstedt, M., & Straub, D. W. (2012). A critical look at the use of PLS-SEM in MIS quarterly. MIS Quarterly, 36(1), 3-14. doi:10.2307/41410402.
- Rogers, E. M. (2003). Diffusion of Innovations 5th ed. A Division of Macmillan Publishing Co Inc.
- Rogers, E. M. (2010). Diffusion of innovations. Simon and Schuster.
- Saadon, M. S. I. B., and Long, C. S. (2020). E-wallet acceptance among undergraduates in Malaysia. TEST Engineering & Management, Vol. 83, pp.12990-12998.
- Salam, K. N., and Taufik, M. I. (2020). The Effect of perceived enjoyment on the decision of digital payment utilization in millennial generation. Hasanuddin economics and business review, Vol. 4 No. 2, pp.50-52.
- Saparudin, M., Rahayu, A., Hurriyati, R., Sultan, M.A. and Ramdan, A.M., 2020, August. Consumers' continuance intention Use of mobile banking in Jakarta: extending UTAUT models with trust. In 2020 international conference on information management and technology (ICIMTech) (pp. 50-54). IEEE.
- Saprikis, V. (2018). Examining behavioral intention towards social commerce: An empirical investigation in university students. In Proceedings of the 32 nd IBIMA Conference, pp.15-16.
- Saura, J. R. (2020). Using data sciences in digital marketing: Framework, methods, and performance metrics. Journal of Innovation and Knowledge, 1. doi:10.1016/j. jik.2020.08.001.
- Schmidthuber L, Maresch D, Ginner M (2020) Disruptive technologies and abundance in the service sector-toward a refined technology acceptance model. Technol Forecast Soc Change 155:119328
- Sedarati, P., Santos, S. and Pintassilgo, P., 2019. System dynamics in tourism planning and development. Tourism Planning & Development, 16(3), pp.256-280.
- Sekaran, U., and Bougie, R. (2016). Research methods for business: A skill building approach. John Wiley & Sons.
- Setiawan B, Nugraha DP, Irawan A, Nathan RJ, Zoltan Z (2021) User innovativeness and fintech adoption in Indonesia. J Open Innovative Technology Mark Complex 7(3):188
- Shaikh, A. A., & Karjaluoto, H. (2015). Mobile banking adoption: A literature review. Telematics and Informatics, 32(1), 129–142. https://doi.org/10.1016/j. tele.2014.05.003.
- Shaikh, A.A. and Karjaluoto, H., 2015. Mobile banking adoption: A literature review. Telematics and informatics, 32(1), pp.129-142.
- Sigala, M., Kumar, S., Donthu, N., Sureka, R. and Joshi, Y., 2021. A bibliometric overview of the Journal of Hospitality and Tourism Management: Research contributions and influence. Journal of Hospitality and Tourism Management, 47, pp.273-288.

- Singh, N., Srivastava, S., & Sinha, N. (2017). Consumer preference and satisfaction of M-wallets: A study on North Indian consumers. International Journal of Bank Marketing, 35(6), 944-965. doi:10.1108/ IJBM-06-2016-0086.
- Smith, J. (2023). Investigating Tourists' Behavioral Intentions in Using Mobile Payment Services through M-Wallets in Tourism Destinations. Journal of Digital Commerce, 10(2), 45-62
- Suh, B., & Han, I. (2002). Effect of trust on customer acceptance of internet banking. Electronic Commerce Research and Applications, 1(3/4), 247–263.
- Telecom Regulatory Authority of India. (2021). Retrieved from www.trai.gov.in.
- Venkatesh, V. Emotion, intrinsic drive, and control as moderators of the technological acceptance model. Research in Information Systems, 11(4), 342-365.
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: Extending the unified theory of acceptance and use of technology. MIS Quarterly, 36(1), 157-178.
- Zhang, L., Zhu, J., & Liu, Q. (2012). A meta-analysis of mobile commerce adoption and the moderating effect of culture. Computers in Human Behavior, 28(5), 1902-1911.