

DIGITAL WALLETS: USAGE OF LAW AND GRADUATE SCHOOL STUDENTS OF THE UNIVERSITY OF BAGUIO

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KeyWords

Buying power, Digital Wallets/E-wallets, GCASH, Online, Students, Usage

ABSTRACT

The advantages of Digital Wallets, also known as E-wallets have been patent with the fast growth of technology ideally allowing users to conduct faster, less arduous and effective future online transactions. Convenience and wide range of uses of digital wallets might increase the students buying power—Add-to-cart pa more!!! Taking these into consideration, the University of Baguio pursued a study to determine the degree of usage into digital wallets of the law and graduate school students of the University of Baguio. The study was carried out through descriptive-survey research where the accomplished google form survey of the students who answered from August 23, 2022 to November 23, 2022 was utilized. Through the frequency count and percentage, mean and correlation coefficient it was found out that a great percentage of respondents are from law school, the majority of respondents have Digital Wallets, a great percentage of the respondents are using GCASH as their Digital wallet, and the level of usage of the respondents is described as "Average". More so, there is a significant relationship between the respondents along with exposure to mass media in terms of promoting Digital Wallets and their willingness to adapt to the changes of technology. Thereupon, the university is posed with the challenge of providing digital wallets as platform for their Payroll and Cashier, hence these services must be evident on their website and social media sites.

Introduction

A "cashless payments system" refers to a broad range of methods by which a buyer and a merchant can interact with one another for the purchase and sale of goods and services. Prior to the use of money like coins and bills, people would trade stuff they owned with others in a practice known as bartering. While bartering is also technically a cashless payments system, cashless payments today are usually done through applications on one's computer or phone. (Yadav & Arora, 2019) A digital wallet is specifically one kind of cashless payments system in play today. Other technologically-powered cashless payment systems would be things like banking cards, mobile and online banking app. Digital wallets for cashless payments are applications, often on one's smartphone, that store, send, and receive money in a digital format. (Barreiro, 2021) In addition, according to Corporate Finance Institute (CFI), a digital wallet is also known as an e-wallet. A digital wallet refers to a software, electronic device, or online service that allows individuals or businesses to make electronic transactions. A digital wallet stores all the payment information of users in a secure and compact form, reducing the need for physical wallets. A digital wallet requires users to download the digital wallet app on their smartphones or other physical devices.

Globe Fintech Innovations operates GCash while Smart subsidiary Voyager Innovations is the parent organization of PayMaya. GCash runs on a minimum Android 4.4 and up, while PayMaya runs on a minimum Android 4.1, so most people should have the ability to run the app on an inexpensive smartphone that's relatively current. Both GCash and PayMaya will work regardless of whether you're on either carrier, so it's mostly a matter of compatibility with older phones or where most of your transactions might run across where this would matter. The GCash system lets you set up a mobile PIN as a password aside from the authentication process. Pay-

Maya, meanwhile, will let you set up your lock screen code as an added layer of protection in much the same way. (Barreiro, 2021)

Whichever you choose, digital payments are here to stay. These tools had been on the rise, but the pandemic came, and sped things up, making online-assisted transactions a necessity more than ever. – Rappler.com. Hence, this research will analyze the factors that affect university students' intention to use an e-wallet. Previous research carried out by Yap & Ng (2019), claimed that convenience, confidentiality and social influence are the contributing factors for people to use an e-wallet application. Users believe that an e-wallet brings a lot of convenience in their life as technology helps users to complete their tasks in a faster and convenient way.

Moreover, previous studies also identified several advantages and disadvantages of e-wallets in comparison to traditional wallets. On one hand, digital wallets offer consumers more convenience, simplicity, and rewards. In particular, you will no longer need to carry wads of cash, plastic cards, or even queue up for ATM withdrawals. With the freedom to transact whenever and wherever you want, you don't have to be physically present to conduct a transaction or be forced to do so only during office hours (Ramya et al., 2017). Additionally, digital wallets also offer more simplicity and lower cost of emissions than traditional wallets. Electronic money does not have to be printed, using huge production capacities, labor, raw materials, which is associated with high costs (Poliushkevych, 2019). Moreover, online payment often offers a variety of rewards and discounts that can save people's money after using it for a sufficient amount of time (Gaille, 2018). On the other hand, digital wallets cannot eliminate security risks. The security of your smartphone or mobile device is dependent on the settings you use. If people don't have their device protected with some type of password, then someone could steal their device and potentially access the funds in your bank account or credit cards. What is more, e-wallets may encourage reckless spending. When money is electronically-based instead of a physical item, some people can over-spend their money, and result in their budget's imbalance (Gaille, 2018).

In relation, Barreiro (2021) identified the Benefits and risks of Digital Wallets. Ching (2017) also identified the Challenges and Opportunities of Electronic Payment Systems in the Philippines. Sengar (2020) on the other hand identified Seven Importance of Digital Wallets in Today's Time while Bosamia (2017) enumerated Four Mobile Wallet Application Users Threats. Further, AIA Group Limited (2021) and Francisco et al, (2020) identified the Pros and Cons of using e-wallet payment Systems.

The rise of E-commerce sites like Lazada, Zalora, Shopee, and pioneers like Metro Deal and Cash-Cash Pinoy proved that Filipinos reluctance towards e-commerce is slowly dwindling and it's only a matter of time till we realize the full potential of it when we switch to digital and cashless payments. However, it is important for anyone to first know whatever it is he/she is getting into before taking any action.

Therefore, looking into the feedback provided by the students of the University of Baguio to the degree of usage into digital wallets can be a rich source of information as to what aspects are to be considered why respondents are using Digital Wallets and why they are not using Digital Wallets. More so, the research findings could shed light on what areas of its services needs to be improved or strengthen to satisfy the stakeholders of the university in terms of payment methods.

Specifically, the study aims to investigate the following problems:

1. Do you have Digital Wallet?
 - a. YES
 - b. NO
2. Why do you have Digital Wallet?
 - a. as payment for online purchase and bills
 - b. ease of payment
 - c. for buying online and paying bills and services
 - d. for comfort and ease of conducting personal transactions with the school such as payment of tuition fee and payment of other mandatory school fees
 - e. for convenience in paying bills and sending money
 - f. for keeping money
3. Why don't you have Digital Wallet?
 - a. value
 - b. usage
 - c. risk
 - d. cost
 - e. did not face any necessary things to use, but i might use it in the future
 - f. i don't have a bank account that is linked with a digital wallet
 - g. n/a

5. Where did you learn about the Digital Wallet?
 - a. school
 - b. family, friends and relatives
 - c. tv advertisement
 - d. stores
 - e. internet/ social media
 - f. new form of transaction in some government agencies
6. Are you using, have plans of using or no plan of using Digital Wallet?
 - a. GCASH
 - b. PAYMAYA
 - c. SHOPPEE PAY
 - d. LAZADA WALLET
7. Digital wallet usage:
 - a. groceries and shopping
 - b. books, stationery and office supplies
 - c. coffee
 - d. gas
 - e. medicines, vitamins and supplements
 - f. food
 - g. travel
 - h. money transfer/ remittances
8. What are the financial benefits of Digital wallet?
 - a. product purchase point/ coins
 - b. discount coupons
 - c. rebates
 - d. free shipping
 - e. free gifts
 - f. access to exclusive shopping and events
 - g. cash back



Materials and Methods

The study used frequency count and percentage, mean and correlation coefficient research method, which seeks to describe a population, situation, or phenomenon being studied (Blog, 2021). In this study, the situation to be described is the degree of usage of digital wallets by the law and graduate school students of UB.

The study's target population consisted of enrolled law and graduate school students who have accomplished the google form at the University of Baguio from August 2022 to November 2022. Table 1 presents the frequency of the enrolled students who responded the survey form during the specified time frame.

Table 1. Frequency of respondents

Support Office	Number of Respondents
School of Law	29
DBA	12
MBA	10
PhD Crim	4
MAED	3
EDD	2
MSCRIM/MSCJPS	1
MAENG	1
MPA	1
Overall Mean	63

The tool utilized was made by the author which has undergone the validity process of the Research and Development Center (RDC). The data gathering questionnaire which consists of 10 questions that they just need to tick in the box are the choices for them to easily answer all the questions. The questionnaire was used as the instrument in determining the feedback of the respondents. It was responded by 29 law students and 34 graduate school students which consist of two parts. The first part asked the educational background of the students whether they are under law or graduate school. The second part asked about the digital wallets whether they have Digital Wallet, where did they learn about it, their digital wallet preference, what/where they are using it, frequency of usage and what are its financial benefit when they used it.

Permission was sought from the Director of the Research and Development Center and the Dean's Office in gathering the data. The data generated from the students were tallied and tabulated. Table 2 presents how many students are using the digital wallet.

Table 2. Frequency of responses using Digital Wallets

RESPONSE	<i>f</i>	%
YES	45	71
NO	18	29
Total	63	100

Table 3 presents on how the students knew about digital wallet.

Table 3. Source of knowledge about Digital Wallets

SOURCE	<i>f</i>	%
Internet/ Social Media	32	50.79
Family, Friends, And Relatives	23	36.5
School	4	6.3
Tv Advertisement	3	4.8
New Form of Transaction in Some Government Agencies	1	1.6
Stores	0	0
Total	63	99.99

Nowadays, with the growing numbers of cashless wallet types, people can get much easier access to this service. Advertisements arise on many social media platforms, so users hardly never come across one before.

As much as the data used has been collected through a Google Form Survey approved by the Research and Development Center (RDC), the researcher ensured that the appropriate process for requesting the data was carried out. All respondents had the option to participate voluntarily and withdraw from the study. The researchers also ensured that the collected data were treated with objectivity and that the research findings were reported from a neutral perspective. Moreover, the data privacy policy of the university, as well as the ethical consideration of confidentiality, was strictly followed throughout the conduct of the study. Considering that the researcher belongs to the Graduate School, the objective presentation and discussion of the treated data were guaranteed. Further, the research findings will be primarily disseminated to the concerned students and management for proper action. The research findings will also be made available through publication to the community for further study.

Results and Discussions

Sekulov et al. (2020) suggest that in the educational setting, the stakeholders, particularly the students, are the universities' main concerns. That is why the degree of usage of Digital Wallets consequently influences the service satisfaction of the university. It was

further suggested that the feedback gathered from students has a major impact on the future workings of the university. Therefore, it adds that higher education institutions ought to continue offering quality service and satisfy their clients to achieve sustainability in a competitive service environment (DeShields et al., 2005). Thus, this section presents a discussion of the analyzed data.

Table 4 presents the result of how likely and unlikely the students would use a digital wallet.

Table 4. Usage on the Different Types of E-Wallets

TYPES OF E-WALLETS	USING	PLANNING TO USE	NO PLAN
GCASH	42	13	6
PAYMAYA	12	11	22
SHOPPEE PAY	15	7	23
LAZADA WALLET	6	9	31

This table presents that 42 respondents are using GCASH, 13 are planning and 6 have no plan of using it. There are only 12 respondents that are using PAYMAYA, 11 respondents are planning to use it and 22 respondents have no plan on using it. For Shopee Pay, there are 15 respondents who are using it, 7 respondents are planning to use it and 23 have no plan on using it. And lastly, Lazada Wallet does have 6 respondents who are using it, 9 respondents who have a plan and 31 respondents have no plan of using it.

This means that most of our respondents commonly used GCASH as their digital wallet. According to the data presented on Espeleta study (2022), the GCASH application is one of the most used applications when paying online. It is more accessible and less hassle to use. Moreover, based on Bautista et. al (2021) *Know Your Customers: How Generations X and Y Perceive Mobile Payment: of the Generation X respondents, all are familiar with mobile payment platforms, but only 53% are familiar with both GCash and PayMaya. Of the Generation Y respondents, all are familiar with mobile payment platforms, but only 69% are familiar with both GCash and PayMaya.*

Table 5 presents the frequency of usage of the Digital Wallets

Table 5. Frequency of Usage on the Items

USAGE OF THE DIGITAL WALLET	NEVER	SELDOM	SOMETIMES	ALWAYS
Groceries and Shopping	20	14	18	12
Book, Stationery and Office Supplies	28	11	15	8
Coffee	34	13	8	7
Gas	46	10	4	3
Medicines, Vitamins, And Supplements	30	13	11	8
Food	19	8	17	18
Travel	33	12	12	6
Money Transfer/Remittances	8	11	19	25

This table shows the Top 3 usage of Digital wallet among the law and graduate school students of the university 1) Money Transfer/ Remittances with 25 respondents, 2) Food with 18 respondents and 3) Groceries and Shopping with 12 respondents. While the Top 3 items that it is never been used for are 1) Gas with 46 respondents, 2) Coffee with 34 respondents and 3) Travel with 33 respondents.

This means that the common usage of Digital wallet is basically for Money Transfer/ Remittances which is more reliable in today's time. According to Paysafe Insights (2018), sending money from one digital wallet to another account is instantaneous; the recipient can then cash out the remittance at the most convenient time for them. In addition, the only information the sender requires is the email address of the recipient, compounding the convenience of the remittance. In addition, digital wallets often have more compet-

itive exchange rates and lower fees, which means remitting money costs less. All too often, the speed and convenience digital wallets have to offer is only celebrated in commercial transactions. But mobile wallets also have other applications. In the case of remittances, they can give the peace of mind that their loved ones will get more money, faster and in the format that makes most sense for them. Ultimately, money remittance is about people looking after their families. The less it costs, the sooner it arrives and the more convenient the format, the sooner the family, and the local economy, can benefit.

Table 6 presents the Financial Benefit of Digital Wallet

Table 6. Financial Benefit of Digital Wallet

BENEFITS	<i>f</i>	%
Product Purchase Points/Coins	36	58.1
Discount Coupons	26	41.9
Rebates	21	33.9
Free Shipping	27	43.5
Free Gifts	18	29
Access To Exclusive Shopping	22	35.5
Cash Back	27	43.5

This table shows that the Top 3 most appealing reasons why respondents are using Digital Wallet is because of Product Purchase points/ Coins with 36 respondents or 58.1% and Free Shipping and Cash Back with 27 respondents or 43.5% and Discount Coupons with 26 respondents or 41.9%.

Product Purchase Points are earned for purchases based on the conversion rate set. For example, customers could earn 1 point for every dollar spent. This conversion rate can be overridden at the category or product level, so you can encourage customers to purchase specific products. Points earned are displayed on the product page and on the cart/checkout page (woocommerce.com). This encourages repeat business because you apply points earned to all previous orders so customers can start redeeming points for discounts immediately. On the other hand, Free shipping is an increasingly-popular option for online shopping, where customers do not have to pay an additional shipping charge. Free shipping is attractive to customers who appreciate simple pricing structures, which in turn makes it a potential competitive advantage for online businesses.

In addition to financial benefits, students indicated, easiness in use, cozy and relevant, quick and convenient.

Table 7 presents the reason why respondents don't have or no plan of using Digital Wallet.

Table 7. Impeding factors of not using Digital Wallet

REASONS	<i>f</i>	%
Value	1	3.7
Usage	3	11.1
Risk	18	66.7
Cost	6	22.2

This table shows that the most reason why respondents don't have a digital wallet is because of Risk with 66.7% or 18 respondents. In relation, based on Anh & Ngan (2020) study on The Adoption of E-wallet among youngsters in Vietnam stated, particularly, there are two main worries when people use this type of payment which are losing money and losing information. People worry that they may lose money due to their lack of understanding about this form of payment. On the other hand, others choose not to use e-wallet because they do not believe in their information security.

Respondents also chose not to use digital wallets because they do not need to. More particularly, those people do not usually manage much money or make online transactions so they feel it more convenient to pay by cash.

Table 8. Degree of Usage of the Digital Wallet

	USEFUL	DL
OVERALL MEAN	71%	AVERAGE

In summary, most of the students find Digital Wallet useful and has an overall mean of 71% which is described as "AVERAGE". This means that the Digital Wallets/e-payments are quickly gaining popularity and usefulness among the students in the university.

Conclusion

In view of the research findings, Digital Wallets/e-payments gained popularity and usefulness among the students in the university through Internet and Social Media sites, giving students a secure and practical means to pay for enrolment fees and other educational costs which in turn recommends schools to adopt alternative payment schemes: digital wallet/e-payment. Electronic payments are quick and efficient, and the fund transfer occurs instantly. Students in the university often choose to use e-wallet, specifically GCASH because of its convenience, safety and effective money management. On the other hand, one factor that prevent them from using e-wallet is risk. Despite having some deficiencies such as small sample size, this research still has undeniable contributions to people's understanding of Filipino students' attitudes towards e-wallet. Its results may give some implications for e-wallet researchers and developers, which can help improve the digital wallet's services in the Philippines.

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