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Swipe, Tick, Buy: Exploring E-Wallet Structures that Translate Browsers into Buyers Among Gen Z and Gen Y

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Abstract

In the modern - day landscape, overt by prevalent mobile phone and internet usage, e-wallets emerged as a revolutionary platform, facilitating instantaneous access to various financial services and products. These digital wallets have been upheld as invaluable during the COVID-19 pandemic, instigating safety protocols among consumers and businesses. Despite their renowned advantages, it has been pondered that the convenience offered by e-wallets has steered shifts in consumer behavior, diminishing their control over inadvertent purchases. With 1,054 respondents, this study utilized Partial Least Square Structural Equation Modeling (PLS-SEM) to evaluate the specific characteristics of e-wallets and their influence on consumer satisfaction and perceived enjoyment, consequently scanning their influence on impulse buying behavior. The outcomes unveiled that perceived interactivity, subjective norms, convenience, and monetary savings positively correlate with professed enjoyment and satisfaction. Furthermore, information quality and visual appeal were found to have a positive association uniquely with apparent enjoyment. Perceived enjoyment suggestively wedged impulsive buying tendencies, underscoring the convoluted interplay between the digital wallet facet, user experience, and consumer behavior. Fostering on these findings, e-wallet operators can enrich the consumer experience through generational marketing, optimizing application interfaces with a user-centric approach. Additionally, strategic partnerships with corporate entities can be leveraged to deliver precisely tailored promotions that align with each consumer generation's distinct preferences and demographics.

Keywords: E-Wallets, SOR Model, Gen Y, Gen Z

1. Introduction

Amidst the COVID-19 pandemic, the exigencies of restricted physical interaction and social distancing measures severely curtailed the traditional modes of transactions (Izaidin et al., 2022). In response to these unparalleled issues, electronic wallets or e-wallets evolved as an innovative alternative. An e-wallet turns as a cupola comprising currency that can be accessed using a smartphone app, where individuals can upturn their funds with debit, credit, or online transfers. Henceforward, mobile phones became a requisite tool, facilitating the seamless implementation of electronic payment systems.

As early as the 2000s, e-wallets have been accessible in the Philippines. Smart Communications introduced Smart Money, a pre-paid debit card accessible using a mobile phone, but discontinued it on December 15, 2020, to give way for PayMaya (now known as Maya). On the other hand, Globe Telecom released Gcash in 2004, an electronic money transfer facility that turns a mobile phone into an electronic wallet. Maya and Gcash are the reigning financial technology (FinTech) contenders. In 2022, the Philippines ranked as the 3rd nation with the highest digital payments in Southeast Asia (Statista, 2023). Digidio, a consumer credit service company, disclosed that roughly 58 million Filipino users devoted 4.4 million hours to using e-wallets during the same period (CNN Philippines, 2023).

The nation's digital payment terrain is embodied by ongoing growth and development, grounded on the aggressive initiatives of the Bangko Sentral ng Pilipinas (BSP). BSP has been a frontrunner in advancing financial inclusion, defining it as a state where everyone has adequate access to diversified variety of financial products and services (BSP, 2015). Its endeavors are promoting cashless transactions and increasing the uptake of digital payments. This vision aligns seamlessly with the Department of Trade and Industry (DTI) championing the digitalization of the payment ecosystem in the e-commerce Philippine Roadmap. For business owners, e-wallets improve business efficiency (Vitug, 2023). Businesses were compelled to adapt, innovate, and enter the online market to sustain operations and stay afloat during the pandemic (Abdelrhim & Elsayed, 2020). Synchronously, digital payment systems became the lifeblood of e-commerce transactions, progressively supplanting traditional physical cash-based methods (Daragmeh et al., 2021).

Generation Y (Gen Y) and Generation Z (Gen Z) are vital target populations of the Fintech ecosystem, showcasing the most elevated adoption rates due to their heightened awareness of financial technology and longer life (Carlin et al., 2017). Utilizing the Generational Cohort Theory lined by Ryder (1965), Gen-Y can be identified as digital natives and Gen-Z as mobile natives. Gen Y encompasses individuals born from 1981 to 1996, while Gen Z comprises those born after 1997 (Dimock, 2019). The standpoint and outlook of any generation regarding finance and banking are chiefly influenced by the economic episodes they observe and encountered during their formative years. Individuals belonging to Generation Y exhibit a greater inclination towards seeking information on the Internet (Kneidinger, 2014).

Notwithstanding the conceded benefits of electronic wallets, these cashless modalities have also been recognized as exhibiting potential risks to consumers, with one anticipated consequence being impulsive purchasing. Consumers may now have less inclination to curb impulse buying as cashless payments are perceived as “painless” than physical cash transactions (Pradhan et al., 2018). Impulse buying is an unpredictable and sudden purchase that is hard to control, commonly a response to an environmental stimulus (Rook, 1987). Alwan et al. (2023) further asserted that consumers' purchasing habits had been altered, increasing online buying for essential and non-essential commodities. With a few swipes and ticks, phones have become potent platforms to purchase the items you covet. People have clinched contactless payments, finding ease and trust in mobile banking and payment applications.

To examine the impacts of e-wallets on Filipino impulse-buying tendencies, this study follows Lee et al.'s (2020) framework for adopting perceived interactivity, visual appeal, and subjective norms. Subsequently, this model was magnified by integrating extrinsic factors: convenience, information quality, and monetary savings. The research framework of this study builds on the stimulus organism response (SOR) model. With a dataset of 1,054 respondents, this study employed Partial Least Square Structural Equation Modeling (PLS-SEM) through bootstrapping to establish links between the variables. It primarily gauges if the extrinsic and intrinsic factors positively correlate with perceived enjoyment and satisfaction. Therefore, this research reconnoitered if perceived enjoyment and satisfaction would enticingly influence impulse buying.

1.2 Literature Review, Theoretical Framework, and Hypothesis Development

1.2.1 Stimulus-Organism-Response (SOR) Model

The SOR model, introduced by Mehrabian and Russel (1974), is the predominant theoretical framework for assessing various factors that can impact impulse buying. The model postulates that external cues (stimulus) sensed from the surroundings prompt a consumer's internal assessment (organism), resulting in a behavioral reaction (response). A stimulus can either be external or internal. External stimuli can materialize from arousing triggers, such as marketing, situational, and website factors, whereas internal stimuli stem from the user's characteristics. Under the organism component, there are two evaluation types: cognitive and reactive (Chan et al., 2017). Cognitive reactions include mental activities, such as perceptions of the possible limitations arising from impulse buying (Parboteeah et al., 2009). Conversely, affective reactions relate to the consumer's emotions (Sun & Zhang, 2006). Consumers retort to the perceived stimuli and organisms. In this study, the main response variable in evaluation is impulse buying.

1.2.2 Internal Stimuli

The highly competitive panorama of today's digital commerce necessitates retailers to actively incorporate interactive features to foster customer engagement and experience (Ocak & Cagiltay, 2017; Wang, 2021). Interactivity pertains to how technological interfaces resemble natural human interaction during communication (Heeter, 1989). The preponderant literature underscores the significance of perceived interactivity in technology (Krishnan et al., 2016) and its relevance in adopting electronic payment services (Liebana-Cabanillas et al., 2020). Salleh (2012) postulated that interactive features substantially impact the satisfaction of end users in online communication.

Beyond interactive features, consumers also highly value visually pleasing interfaces as they navigate different platforms. Visual appeal pertains to the visual elements (e.g., pictures) that elicit a positive virtual haptic experience among users (Zhang et al., 2020). Applications with element-rich interfaces can enhance one's emotional experience during browsing, thereby eliciting the user's enjoyable or pleasant experiences (Ku & Chen, 2020). Across different fields, visual appeal has been recognized as a fundamental determinant of perceived enjoyment (Do et al., 2020; Xiang et al., 2016). Furthermore, visual appeal positively correlates with satisfaction, such as in the website interface (Amanah & Harahap, 2020). Lastly, Subjective norms are formed due to an individual's perception of actions corresponding to potential rewards or punishments (Peña-García et al., 2020). As per Kim et al. (2013), subjective norms in this study represent the motivation a consumer derives from friends, family, and colleagues to use e-wallets. Shaw & Kesharwani's (2019) study in India revealed the substantial impact of subjective norms on payment adoption, with this influence being moderated by smartphone addiction.

1.2.3 External Stimuli

A higher level of convenience motivates users, encouraging them to spend more time accessing technology. Tetteh (2022) defines convenience as the ease and security of conducting transactions from one's preferred location. It simplifies complexities, minimizes hassles, and ensures usability in various situations (Jin & Jim, 2021). If a payment system is perceived as user-friendly and convenient, consumers are more likely to engage in transactions using that system (Haudi, 2022; Huang et al., 2022). Information quality constitutes one of the six dimensions for assessing information systems' success in the framework introduced by Delone and McLean (2003). In the context of e-wallets, information quality refers to the pertinence, adequacy, precision, and timeliness of information, as defined by Azizah et al. (2018). Information quality significantly influences users' satisfaction levels when utilizing digital wallets (Chalik & Faturohman, 2022; Haryadi & Suroso, 2021). Similarly, including cost-saving features in e-wallet systems increases users' intentions to continue using the application. As observed by Pal et al. in 2020, numerous e-wallet applications have entered the market in recent years, each offering significant price advantages such as discounts in a competitive effort to establish market dominance. Hasyim and Ali (2022) discovered that monetary savings in the form of cashback promotions offered by the Indonesian E-wallet application OVO positively influenced customer satisfaction in the Indonesian market. As such, convenience, information quality, and monetary savings are postulated to influence satisfaction and enjoyment significantly.

1.2.4 Perceived Enjoyment, Satisfaction, and Impulse Buying

Prior studies have instituted that positive emotional states primarily influence impulsive buying intentions (Zhang et al., 2021). Satisfaction stands as a pivotal factor shaping the future scene of the thriving digital wallet industry. It embodies a consumer's assessment of the performance of a purchased product or service. Satisfaction further reflects the level of comfort in meeting their needs, encompassing both instances where expectations are met and exceeded (Oliver, 2012). Individuals exhibiting higher satisfaction levels during their shopping experiences were more inclined to engage in impulsive buying behaviors (Verplanken & Sato, 2011). Nevertheless, Lee et al. (2022) identified a lack of significant correlation between satisfaction and impulse buying, contradicting prior research. Do et al. (2020) posited that the impact of customer satisfaction on impulsive purchasing is still a matter requiring empirical investigation, mainly due to the absence of substantial theoretical basis and research in this area.

Lucas and Koff (2014) observed that users, upon establishing emotional connections with e-wallet platforms, experience a heightened sense of enjoyment. According to Zhou & Feng (2017), perceived enjoyment is derived from using an information system independent of expected performance outcomes. Several studies have confirmed the significant correlation between perceived enjoyment and impulse buying intention. Iyer et al. (2020) affirmed that the pleasure and positive emotions consumers experience during their shopping encounters frequently result in impulsive purchasing inclinations. Hence, the enjoyment derived from browsing and discovering new products or services can catalyze impulsive buying behavior.

2. Method

Causal quantitative method was used to explore the relationships of particular variables. Participants were selected through homogenous purposive sampling to ensure a cohesive sample. Through a Google form survey, the study gathered 1,054 active e-wallet users in Metro Manila, Philippines. The study's sampling frame can be divided into two generational cohorts: Gen Z (18 – 26 years old) and Gen Y (27 – 42 years old) (Dimock, 2019). The study's structural model was primarily analyzed using partial least square structural equation modeling (PLS-SEM) conducted in Smart PLS 4.0. Furthermore, a multi-group analysis (MGA) was conducted to assess the potential variances among the perceptions of generational cohorts.

Respondents were asked about their familiarity with e-wallets, their usage of the top three e-wallet platforms, and the duration of their usage (more than one year). Only participants answering affirmatively to the first two questions and indicating a usage period of one year or more were deemed eligible to evaluate their perceptions and usage behaviors related to E-wallets. Thus, the collected data contained no missing values. All survey questions were adapted from existing literature and were rated on a five-point Likert scale, ranging from "1 - strongly disagree" to "5 - strongly agree."

3. Results

3.1 Common Method Bias and Normality Test

PLS-SEM has demonstrated its efficacy in analyzing small sample sizes with non-normal distributions (Kock, 2015). The Cramér-von Mises and Mardia tests were assessed to detect univariate and multivariate normality. Both tests revealed a departure from normal distribution within the survey data. PLS-SEM and bootstrapping techniques were employed to ensure robust analysis in response to this identified non-normality. Moreover, the findings provided evidence of the absence of Common Method Bias (CMB), as indicated by a VIF below 3.3 (Kock, 2015; Kock & Lynn, 2012) and correlations lower than 0.9 (Rodriguez-Ardura & Meseguer-Artola, 2020; Tehseen et al., 2020). These results, plummeting well within established thresholds, affirm that CMB did not significantly influence the relationships among variables in this study.

3.2 Measurement Model Assessment

Measurement model was assessed to confirm the suitable utilization of survey tools, encompassing convergent validity, reliability assessments, and discriminant validity. The outer loadings and Average Variance Extracted (AVE) values were assessed for convergent validity. As per Hair et al. (2021), factor loadings above 0.7 and AVE values exceeding 0.5 were deemed essential. Initial findings indicated that most questionnaire items met this criterion, except for items S3 (0.5) and SN4 (0.6), signifying satisfaction and subjective norms, respectively. Consequently, these two items were removed to meet the criterion. Additionally, all AVE values in Table 1 in the analysis surpassed the 0.5 threshold for all three models, affirming a robust level of construct validity in the results.

Table 1: Construct reliability and validity

Items	Gen Z			Gen Y			Overall		
	A	CR	AVE	A	CR	AVE	A	CR	AVE
C	0.811	0.814	0.726	0.868	0.87	0.717	0.847	0.852	0.687
IB	0.87	0.876	0.72	0.889	0.905	0.75	0.881	0.888	0.737
IQ	0.855	0.865	0.697	0.895	0.896	0.76	0.882	0.885	0.738
MS	0.859	0.862	0.78	0.869	0.874	0.792	0.865	0.869	0.787
PI	0.807	0.809	0.634	0.84	0.845	0.676	0.835	0.838	0.669
PE	0.828	0.831	0.662	0.867	0.868	0.716	0.848	0.849	0.687
S	0.759	0.759	0.675	0.834	0.836	0.751	0.805	0.806	0.72
SN	0.803	0.809	0.717	0.831	0.841	0.747	0.82	0.828	0.735
VA	0.88	0.881	0.735	0.892	0.893	0.755	0.887	0.888	0.747

Note: C: Convenience; IB: Impulse buying; IQ: Information quality; MS: Monetary savings; PI: Perceived interactivity; PE: Perceived enjoyment; S: Satisfaction; SN: Subjective norms; VA: Visual appeal; A: Cronbach's alpha, CR: Composite Reliability and AVE: Average Variance Extracted

Moreover, the study used Cronbach's alpha and composite reliability (CR) to evaluate internal consistency. Established standards in the literature suggest a threshold of approximately 0.7 for both metrics (Hair et al., 2021). The findings in Table 1 reveal that both Cronbach's alpha and CR values surpass the specified minimum threshold. This outcome affirms the strong internal consistency of the measures utilized in this study. Heterotrait-Monotrait Ratio of Correlation (HTMT), Cross Loadings, and the Fornell-Larcker Criterion were utilized to evaluate discriminant validity. All the HTMT values are below 0.85, except for the S and PE constructs (0.88). Nonetheless, this value adheres to the threshold of 0.9 suggested by Gold et al. (2001). Likewise, the absolute correlation between constructs is lower than the square root of AVE, meeting the Fornell-Larcker Criterion. Lastly, all factor loadings on a specific construct surpass the cross-loadings with other variables, substantiating the successful establishment of discriminant validity.

3.3 Structural Model

The assessment of the model relied on specific fit indices: Standardized Root Mean Square Residual (SRMR) and Normed Fit Index (NFI), or Bentler and Bonett Index. The results indicate that the SRMR value stands at 0.66, below the established threshold of 0.8, signifying an acceptable fit (Hu & Bentler, 1999). Additionally, the NFI value of 0.78 is slightly below the 0.8 threshold; the NFI value remains within an acceptable range.

Table 2: SEM Results

Hypothesis	Gen Z		Gen Y		Overall		Result
	B	T	B	T	B	T	
H ₁ : PI→S	0.134***	2.961	0.121***	2.739	0.124***	3.765	Both Supported
H ₂ : PI→PE	0.163***	3.745	0.049***	1.305	0.087***	2.932	Both Supported
H ₃ : SN→S	0.152***	3.583	0.119***	3.266	0.134***	4.871	Both Supported
H ₄ : SN→PE	0.222***	4.683	0.155***	4.225	0.185***	6.133	Both Supported
H ₅ : VA→S	0.067 ^{NS}	1.331	0.117***	2.423	0.095***	2.637	Gen Y Only
H ₆ : VA→PE	0.195***	3.696	0.199***	4.57	0.200***	5.757	Both Supported
H ₇ : C→S	0.286***	5.175	0.250***	4.507	0.269***	6.528	Both Supported
H ₈ : C→PE	0.177***	3.224	0.251***	5.302	0.225***	6.082	Both Supported
H ₉ : IQ→S	0.189***	3.677	0.262***	4.863	0.232***	5.929	Both Supported
H ₁₀ : IQ→PE	0.035 ^{NS}	0.641	0.159***	3.154	0.103***	2.818	Gen Y Only
H ₁₁ : MS→S	0.191***	4.655	0.139***	4.868	0.162***	6.566	Both Supported

H_{12} : MS→PE	0.239***	5.726	0.210***	6.451	0.23***	8.85	Both Supported
H_{13} : S→IB	0.066 ^{NS}	0.969	-0.043 ^N	0.69	0.009 ^{NS}	0.197	Not Supported
H_{14} : PE→IB	0.259***	3.871	0.368***	5.872	0.314***	6.817	Both Supported

Note: *PI*: Perceived interactivity; *SN*: Subjective norms; *VA*: Visual appeal; *C*: Convenience; *IQ*: Information quality; *MS*: Monetary savings; *S*: Satisfaction; *PE*: Perceived enjoyment; *IB*: Impulse buying; *B* = Path Coefficient; *T*: T Statistics; *** denotes significance at the 1% level (two-tailed); ** denotes significance at the 5% level (two-tailed)

The overall model disclosed that all hypotheses were supported except H13, indicating an insignificant relationship between satisfaction and impulse buying. The results of the generation-specific samples are relatively consistent with the overall model. The quantitative study presents four variables as pivotal antecedents of both satisfaction and perceived enjoyment among Gen Y and Gen Z: perceived interactivity, subjective norms, convenience, and monetary savings. Moreover, the findings reveal that not all variables are deemed significant predictors in Gen Z participants' E-wallet usage, as showcased by H5 and H10.

Among the intrinsic factors, the findings obscured that perceived interactivity and subjective norms are key determinants of satisfaction and perceived enjoyment. A well-designed and interactive interface makes an app more satisfying and enjoyable. Similarly, individuals who received societal encouragement to use e-wallets are highly likely to be receptive to the advantages offered by e-wallets, thus increasing their enjoyment and satisfaction. Beyond functionality, a visually pleasing app can captivate a user and ensure a consumer's prolonged engagement with the app. The findings divulged that visual appeal positively correlates with perceived enjoyment but does not establish a link with satisfaction. Like Lee et al. (2023), realizing an application's aesthetics increases the sense of enjoyment. Conversely, there is a probability that the positive emotional response (perceived enjoyment) encountered during the initial interaction embodies a fleeting experience, failing to translate into sustained satisfaction over time.

Moving forward to extrinsic factors, convenience and monetary savings instituted a positive link with perceived enjoyment and satisfaction. This prohibitive degree of convenience zeniths to enhanced user satisfaction and perceived enjoyment. Promotional discounts and deals are operative marketing strategies for enticing customers. When users discern that a specific e-wallet offers numerous alluring offers, notifications about these promotions generate a sense of enjoyment and satisfaction. Also, the results denote no substantial connection between the quality of information and satisfaction. However, a positive correlation is eminent between information quality and perceived enjoyment. High-quality application information enhances user understanding, leading to sander interactions and increased enjoyment. Accuracy alone may not ensure satisfaction; the information must also be relevant to users' needs and concerns.

Empirical evidence does not support the hypothesis that there is a positive relationship between satisfaction and impulse buying. The findings show a significant and positive association between perceived enjoyment and impulsive purchasing, inferring that using e-wallets encourages spontaneous and unplanned purchases. This supports erstwhile research indicating that emotional connections significantly impact impulsive buying behavior, as users are more inclined to make spontaneous purchases when positively influenced (Iyer et al., 2020).

4.5 Multigroup analysis

Before proceeding with the multigroup analysis, the measurement invariance of composite models (MICOM) proposed by Henseler et al. (2016) should be conducted. In particular, MICOM has three requirements: 1) configural invariance, 2) compositional invariance, and 3) equality of composite mean values and variances. (Hair et al., 2021). The configural invariance assessment does not involve any statistical test. Instead, the SmartPLS software automatically established configural invariance, affirming that both generational cohorts were scrutinized using an identical model setup and conceptual framework. Secondly, the compositional invariance was established with all the permutation values of the constructs surpassing the global criterion of 0.05 (see Table 3).

Moving forward, the permutation value associated with monetary savings was below 0.05, signifying a significant difference in the mean between Gen Y and Gen Z. On the other hand, information quality and perceived interactivity exhibited p-values exceeding 0.05 in step 3b, establishing the inequality of composite means and

variances. The observed inequality sets the stage for further constructing structural models for each generational cohort, validating the need for multigroup analysis.

Table 3: MICOM Step 2 and Step 3 Analysis

Items	Step 2: <i>Compositional Invariance</i>		Step 3a: <i>Inequality of Composite Mean</i>		Step 3b: <i>Inequality of Composite Variance</i>	
	Correlation	P-value	Differences	P-value	Differences	P-value
C	1	0.206	-0.105	0.091	-0.134	0.205
IB	0.998	0.212	-0.001	0.979	-0.078	0.281
IQ	1	0.197	0.088	0.164	-0.285	0.012
MS	1	0.985	-0.152	0.013	0.064	0.404
PI	1	0.302	-0.109	0.079	0.059	0.532
PE	1	0.848	0.069	0.277	-0.387	0.008
S	1	0.491	-0.054	0.382	-0.12	0.216
SN	1	0.755	-0.117	0.066	0.015	0.874
VA	1	0.652	0.055	0.388	-0.157	0.088

Note: P-value represents the permutation p-value

The MGA results from Table 4 showcase significant generational differences for three hypotheses, namely H2, H5, and H10. First, the study found that perceived interactivity showed a stronger relationship with perceived enjoyment for Gen Z than Gen Y. As digital natives, their ease and familiarity with engaging digital interfaces result in heightened responsiveness to perceived interactivity. In the case of Generation Y, the positive influence of information quality on perceived enjoyment surpasses that observed in Generation Z. This observation aligns with the findings of Kneidinger (2014), affirming Generation Y's inclination to explore product information online. This trend may also be indicative of the age distribution among the respondents. Most Gen Z respondents in the study are currently enrolled as university students, suggesting a continued financial dependency. In contrast, Generation Y, predominantly comprising the working class, exhibits a propensity for cautious utilization of e-wallet applications, demonstrating a meticulous consideration of the provided information. Similarly, the impact of visual appeal on satisfaction is more pronounced among individuals belonging to Generation Y.

Table 4: Multigroup Analysis Results

Items	Gen Y		Gen Z		Invariant Differences
	Estimates	P-value	Estimates	P-value	
$H_1: PI \rightarrow S$	0.121	0.003	0.134	0.002	Yes
$H_2: PI \rightarrow PE$	0.049	0.096	0.163	0	No
$H_3: SN \rightarrow S$	0.119	0.001	0.152	0	Yes
$H_4: SN \rightarrow PE$	0.155	0	0.222	0	Yes
$H_5: VA \rightarrow S$	0.117	0.008	0.067	0.092	No
$H_6: VA \rightarrow PE$	0.199	0	0.195	0	Yes
$H_7: C \rightarrow S$	0.25	0	0.286	0	Yes
$H_8: C \rightarrow PE$	0.251	0	0.177	0.001	Yes
$H_9: IQ \rightarrow S$	0.262	0	0.189	0	Yes
$H_{10}: IQ \rightarrow PE$	0.159	0.001	0.035	0.261	No
$H_{11}: MS \rightarrow S$	0.139	0	0.191	0	Yes
$H_{12}: MS \rightarrow PE$	0.21	0	0.239	0	Yes
$H_{13}: S \rightarrow IB$	-0.043	0.245	0.066	0.166	Yes
$H_{14}: PE \rightarrow IB$	0.368	0	0.259	0	Yes

3. Conclusion and Management Implications

This study espouses the SOR framework, encompassing both extrinsic and intrinsic factors as stimuli. The review appraises whether the organism variables positively impact the response variable, namely, impulse buying. Based on the PLS-SEM results, eleven out of the fourteen hypotheses presented in this study were confirmed through rigorous analysis. The remaining three hypotheses, purposely about the influence of visual appeal and information quality on satisfaction and the effect of satisfaction on impulse buying, were found to lack statistical significance.

This implies that consumers' impulse buying tendencies are not substantially impacted by their satisfaction levels. This consequence conveys a distinguished shift in consumer behavior, where the traditional positive correlation between visual appeal, information quality, and satisfaction appears to be diminishing. Lastly, three notable distinctions emerge in the analysis conducted through MGA in the influences exerted across diverse generations. In particular, Generation Y prefers to prioritize information quality and visual appeal, whereas Generation Z places a higher priority on interactivity.

The findings show operable strategies for e-wallet system designers and operators. Primarily, valuing the significance of interactivity, convenience, and visual appeal, system designers are fortified to take a user-centric approach to amplify their user interface by piloting user experience surveys. Their feedback may divulge twinge points in the current system that may daunt them from prolonged interaction with the application.

Acknowledging the focal role of subjective norms and promotional initiatives in eliciting positive responses from e-wallet users necessitates a fastidious marketing strategy. E-wallet platforms are beseeched to devote a comprehensive approach, catering to a diverse range of age demographics. E-wallet providers have a strategic prospect to increase brand visibility through generational marketing. For the younger demographic (Gen Z), e-wallet providers must offer mobile-responsive features. In targeting Generation Y, the focus should be on applications that furnish valuable and thorough information and attention to visual elements that attract this demographic.

Both generational cohorts have shown similar proclivity with monetary savings. Businesses can use digital wallet platforms to deliver customers exclusive content or promotional offers in real time. It surges user engagement and at the same time cultivates a strong sense of brand loyalty, establishing e-wallets as critical conduits for personalized and rewarding consumer experiences. By employing these stratagems, e-wallet providers can enthrall their intended audience, ultimately resulting in elevated user satisfaction and enjoyment and a sustained foothold in the highly competitive landscape of payment systems.

Future inquest ingenuities can conduct a comparative analysis of consumer behavior across diverse generational cohorts. The thorough exploration of the nuances inherent in consumer decision-making, particularly concerning distinct intrinsic and extrinsic factors, enhances the research's depth and precision. The differentiation between online and offline purchases within these inquiries would yield invaluable insights into potential disparities in impulse buying tendencies. Such peculiarities are essential for understanding consumer behavior patterns in varied transactional contexts.

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