INFLUENCE OF COVID-19 PANDEMIC ON CASHLESS PAYMENT – CONSUMERS’ BEHAVIOURS

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People of important influence his or her intention to use cashless payment

\[ SI \times COVID \rightarrow BI \ 0.986*** \]

Cashless payment is easy-to-use

\[ EE \times COVID \rightarrow BI \ 0.431*** \]

Cashless payment is useful and effective

\[ PE \times COVID \rightarrow BI \ 0.427*** \]

The resources and infrastructure to use cashless payment is widely available

\[ FC \times COVID \rightarrow BI \ 0.628*** \]

People preferred to use cashless payment during this period

\[ COVID-19 \ Pandemic \ (COVID) \]
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**Social Influence (SI)**

- Important people to me use
- Families’ recommendation
- Close friends’ recommendation
- My family think that I should use
- My close friends think that I should use
- Important people to me influence my...

**Facilitating Conditions (FC)**

- Supported in living environment
- Have necessary knowledge
- Do not need assistance
- Facilities are widely available
- Necessary resource

**Effort Expectancy (EE)**

- Easy to learn the operation
- Clear and understandable
- Flexible to interact with
- Easy to become skillful
- Easy to use
- Believe it is easy to use

**Performance Expectancy**

- Accomplish tasks more quickly
- Enhance effectiveness on financial transactions
- Easier to do financial transactions
- Useful in doing financial transactions
- Spend less time on doing financial transactions
- Access to financial services 24/7

**Perception of Benefits**

- Real-time transaction
- Avoid queuing
- Convenience
- Safety
- Easy to use
- Acceptance
- Cardless
- Cashless

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Influence of COVID-19 Pandemic

- Make purchases via cashless payments more frequently
- Stayed at home and purchase online
- Use cashless payment for purchase transactions
- To protect myself from the infection of COVID-19
- Use cashless payment when visit stores
- Shop online and use cashless payment
- Accepted by many retail merchants
- Do not want to handle cash
- Would continue using in the future.

Ability and willingness to use cashless payment in the future

User
- Able and willing: 95.5%
- Unable but willing: 0.5%
- Unable and unwilling: 4%

Non-User
- Able and willing: 54%
- Unable and unwilling: 28%
- Unable but willing: 18%

Would continue using in the future.
- Do not want to handle cash

Accepted by many retail merchants

Stayed at home and purchase online

Make purchases via cashless payments more frequently

To protect myself from the infection of COVID-19

Use cashless payment when visit stores

Shop online and use cashless payment
Implications

To provide referral incentives to consumer

Increase the information technology and financial literacy

Enhance cybersecurity defence system

Smooth internet connection

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THANK YOU

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