MODEL OF FACTORS INFLUENCING USERS' INTENTIONS TO ADOPT E-WALLETS IN DEVELOPING COUNTRY

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Abstract: E-wallets were newly introduced to the Iraqi population, although the Iraqi population had suffered and still suffering from a lack of services, especially in ICT related services. A high adoption rate of this FinTech was noticed among the Iraqi population, compared to other developing countries, which has not suffered from instability like Iraq. This study aims to identify what are the factors that influence Iraqi users' intentions to adopt e-wallets compared to other developing countries' populations. Based on the literature of other developing countries, a model is developed to test which factors are influencing the Iraqi population's intentions. This FinTech is more adopted in Asia than other continents. India and Indonesia were chosen as developing countries to identify the factors that influence the e-wallets users. The model was developed based on UTAUT2, and cybersecurity-related factors from previous studies were conducted in India and Indonesia. Studies from India and Indonesia stated security was the major obstacle for populations to adopt the e-wallet, followed by trust, risk, and general privacy. Those factors are chosen to be the additional factors for the developed model, in addition to the factors, performance expectancy, effort expectancy, social influence, facilitating conditions, and price value from UTAUT2. Several relationships are designed between the factors and Iraqi individuals' intentions to adopt e-wallets. A questionnaire is designed with items adapted from previous researchers as a research instrument. The data is collected through an online survey platform, Google forms, the questionnaire to be distributed through social media networks. The inclusion criteria for this study is that an individual must have used an e-wallet, and is living in the Iraqi capital, Baghdad. After the data is collected, a process of analysis to be done. Starting with testing the reliability of the data, followed by a descriptive analysis of the data, and a Pearson correlation test as the final step of the analysis process. the results of the analysis show that the Iraqi users' intentions are influenced by most of the tested factors, except, risk and general privacy.

Keywords: E-wallets, Adoption, Developing Country, Model, Factors, Influence

I. INTRODUCTION

Human always develops or invented means to serve his needs, from the very first beginning our ancestral invented tools to make their lives easier, as their needs were developing, tools were also developing. The technology was developed to aid humans in different aspects of life, educational, healthcare, financial, and many other sectors. FinTech was firstly introduced in 1886 it depended on analog signals as a transmission medium then in 1967 digital signals were alternative for analog signals, where ATM was introduced, from that time on Fintech used digital signals. It was recently developed to improve financial facilities, were made it easier to perform financial services remotely, using the internet and smart device as online banking and e-wallets (Mohamed & Ali 2019). E-wallet an emerging FinTech, where people can easily use it to perform different financial transactions through applications installed on their

smartphones, e-wallets are convenient, easy to use, decrease time-consuming performing financial transactions.

Concerning the Mobile Money Report 2018, 1.7 billion people around the world are suffering from a lack of reliable financial services (GSMA 2017). Despite all the unpredictability that Iraq witnessed, 4.2% of Iraqi adults (over 15 years of age) had a mobile money account (World Bank Group 2018). Whereas in stable developing countries like India and Indonesia, had 2.0% out of adults and 3.1% out of adults, respectively (World Bank Group 2018). Research in India found that 50% of respondents were afraid of security issues in digital payments that led them not to consider the use of such payments (Kamlani 2020). This indicates that the rate of adoption in Iraq is higher than that of its peers despite that it suffered a long instability. As the literature reviewed several studies focused on factors that influence E-wallet adoption in developing countries, such as India (ESWARAN 2019; George 2018; Kamlani 2020) and many other researchers. As in Indonesia (Megadewandanu et al. 2017; Widodo et al. 2019) and other studies were found.

According to Al-Khafaji et al. (2019), Iraq suffers from a lack of research studies. That contributed to a gap in studies until now no study has been found on factors influencing individuals' intention to adopt E-wallet in a developing country like Iraq who suffered from instability but still has a good rate of adoption. This paper aims to identify the factors that influence the Iraqi users' intentions, and the effect of cybersecurity-related factors on the population intention to adopt e-wallets among Iraqi individuals. This paper will provide a better understanding of the factors that affect the intentions to adopt e-wallet, and security concerns for populations from a developing country witnessed instability.

The main goal of this paper is to identify the factors that influence the Iraqi population intentions about the new emerging E-wallets, where Iraqi e-wallet users will be questioned to get a better understanding of the population intentions. Newly introduced e-wallets have enabled people to perform various financial transactions easily and quickly. There are different types of e-wallets where some require that the user has a bank account to enjoy the application services whereas other types do not.

The diversity of e-wallet types led to a variety of users, as it allowed users to use the wallet without the need for a bank account. Where it helped people with small businesses, for example, people who use social media networks to sell things, as they use e-wallets instead of cash on delivery. Countries such as Iraq, suffering from unemployment, have seen a growing number of such small businesses in different areas. Where this study focuses on people who are in the age group from Eighteen (18) to Forty (40) and living in the Iraqi capital "Baghdad", where the biggest Iraqi population lives (Directorate of Population & Labour Force Statistics - CSO/Iraq 2018).

II. RELATED WORK

E-wallets has worked as a solution for populations, where it is easier to create an account in an e-wallet software than opening an account in a bank. Where each bank has its requirements to open an account, an e-wallet is a convenient alternative of a bank account, where it eases the process of doing financial transactions. E-wallets have a variety of types, some types allow the user to connect, his/her bank account with his/her wallet, this diversity of services provided by e-wallets, led it to be an emerging financial technology. This financial technology has been adopted in Asia more than in other continents, as a result of the bursting use of e-wallets by populations in two large economies in China and India. Especially in India, it was highly adopted because of the access lack of financial services provided by banks (Mohamed & Ali 2019).

Studies about e-wallets adoption in India were found, Pankaj (2017) conducted a study on Indian users' intentions to adopt mobile wallets, according to answers of 350 respondents from different Indian cities, only perceived usefulness significantly affects their intentions to adopt the mobile wallet.

In a study was conducted in India, based on the expectation-confirmation model, where business administration master students were surveyed. The results of this research study showed that trust and satisfaction are significantly affected by perceived ease of use and perceived security. Grievance redressal and trust are significantly affected by perceived security and perceived usefulness, but satisfaction is not affected by perceived security.

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Continuance intention was predicted by grievance redressal, trust, and satisfaction. Trust and perceived ease of use had the largest effect among the factors affecting (Kumar et al. 2018).

Another empirical study conducted by Malik et al. (2019), who developed a model that is based on the Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT), examining seven factors from both theories. The study results showed that the factor incentive has the most significant impact on Indian users' intentions, followed by performance expectancy, and trust. The rest of the factors were insignificant.

In a most recent study, Soodan & Rana (2020) investigated a sample of 613 e-wallets users through a survey based on a theoretical model, that is based on the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) and some additional factors from previous studies. The findings of the study show that the intentions of Indian users are not influenced by effort expectancy only, whereas the rest of the factors are significantly influencing the Indian users' intentions.

In an attempt to understand users' satisfaction about the cashless transactions and what are the obstacles to change from a cash transaction to a cashless one, Kamlani (2020) conduct an analytical study, its results showed that security is the main obstacle for Indian users to adopt an e-wallet.

Research studies were conducted in Indonesia, where Junadi & Sfenrianto (2015) proposed a theoretical model based on the Unified Theory of Acceptance and Use of Technology (UTAUT) to investigate the factors that influence Indonesian users' intentions to adopt the e-payment system. Megadewandanu et al. (2017) surveyed about 372 of smartphone users to test a model based on the Unified Theory of Acceptance and Use of Technology2 (UTAUT2). This study found that Indonesian smartphone users are influenced by habit, social influence, effort expectancy, and hedonic motivation significantly individuals' behavioral intentions to adopt a mobile wallet in Indonesia.

Azizah et al. (2018) conducted a study to identify the factors that influence Indonesian users' behavioral intentions toward e-wallet adoption. Through distributing an online questionnaire that was responded by around 409 individuals, findings of this study elaborated

that satisfaction, trust, and flow have a significant impact on users' intention to continue using e-wallets.

Widodo et al. (2019) developed a model, based on the Unified Theory of Acceptance and Use of Technology2 (UTAUT2), with the addition of trust and perceived risk, results showed that Habit, performance expectancy, trust, and facilitating conditions have a significant influence on the users' behavioral intentions to adopt the digital wallet in Indonesia.

In Iraq, technologies are being newly introduced, especially financial technologies. Several research studies were found regarding different financial technologies adoption among Iraqi users. According to Al-Khafaji et al. (2019), there is a lack of research studies about Iraq in different areas. Where several studies were found regarding the adoption of FinTechs. One of the studies was on the adoption of e-banking, and the other proposed a theoretical framework to predict the factors that influence the adoption of M-banking in Iraq.

In a study conducted on Iraqi e-banking users to predict their acceptance of this FinTech. TAM was extended with other factors to be the model proposed for this study, surveyed the employees of two institutions in Thi-Qar province in Iraq. A sample of random one hundred and fifty (150) individuals was surveyed. The findings of the study showed that factors like trust, ease of use, usefulness, and accessibility have a significant impact on e-banking acceptance (Al-Khafaji et al. 2019).

Makttoof et al. (2019) conducted a study to investigate the factors that influence M-banking adoption in Iraq. A framework was proposed but not tested, factors that were included in this framework are, relative advantage, privacy and security, ease of use, compatibility, connectivity, top management support, IT capability, technical support, social influence, policy, and government support. All of the mentioned factors to influence the M-banking adoption among Iraqi individuals.

III. METHODOLOGY

A three-stage process that is used in this research is shown in Figure 1. The stages ensured that the objectivity of the study is accomplished. The research problem is selected to explore and identify the literature gap in prior studies. The research design identifies the

pattern, which includes purpose, results, and limitation. On the other hand, data collection adopts quantitative research method. Also, the primary data were collected to evaluate findings from the peer-review journals.

This study adopts a quantitative research method, in the first stage, the literature was reviewed to identify the research problem and gap. Followed by another literature review process to identify the variables of the model through collecting the secondary data, that will be proposed to solve the problem. In the second stage, the questionnaire was designed to collect the primary data, followed by the data analysis process to validate the proposed model in the first stage.

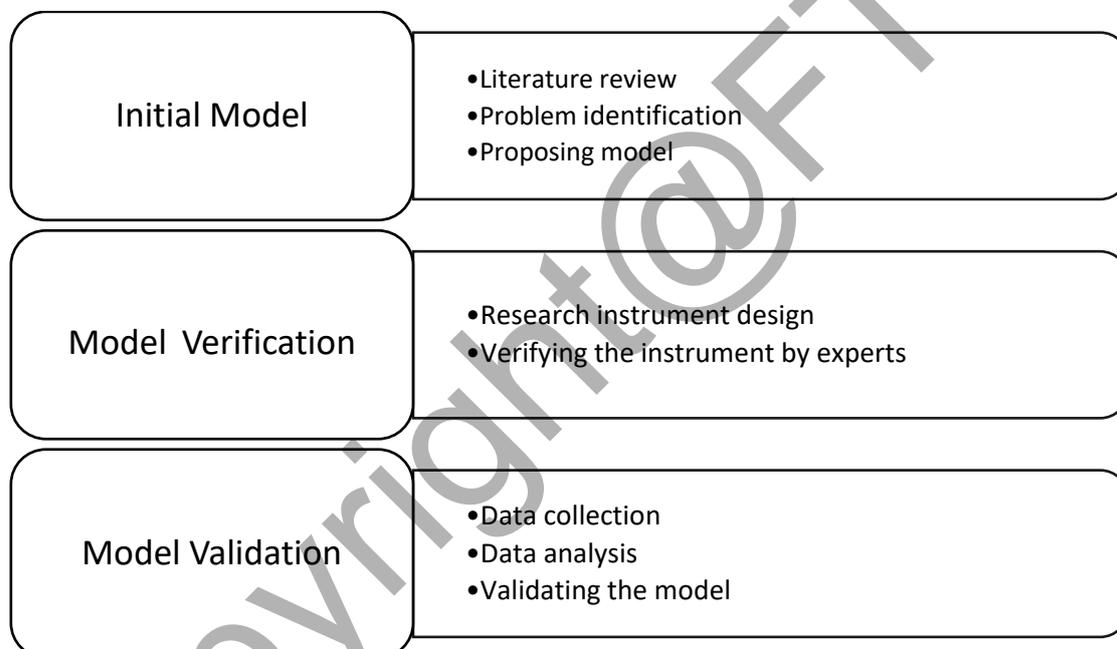| Initial Model	• Literature review • Problem identification • Proposing model
Model Verification	• Research instrument design • Verifying the instrument by experts
Model Validation	• Data collection • Data analysis • Validating the model

Figure 1. Research Process

As shown in the previous Figure, an initial model was developed to solve the research problem. The proposed model was rooted in UTAUT 2, with the addition of some variables that are related to cyber-security, those variables were from the previously validated models by the mentioned researchers (Widodo et al. 2019; Soodan & Rana 2020). As they have validated their models by studying the intentions of populations to adopt e-wallets. Those populations were both from developing countries, like the sample of this study. Widodo et al. (2019); Soodan & Rana(2020) conducted their research in Indonesia and India, respectively.

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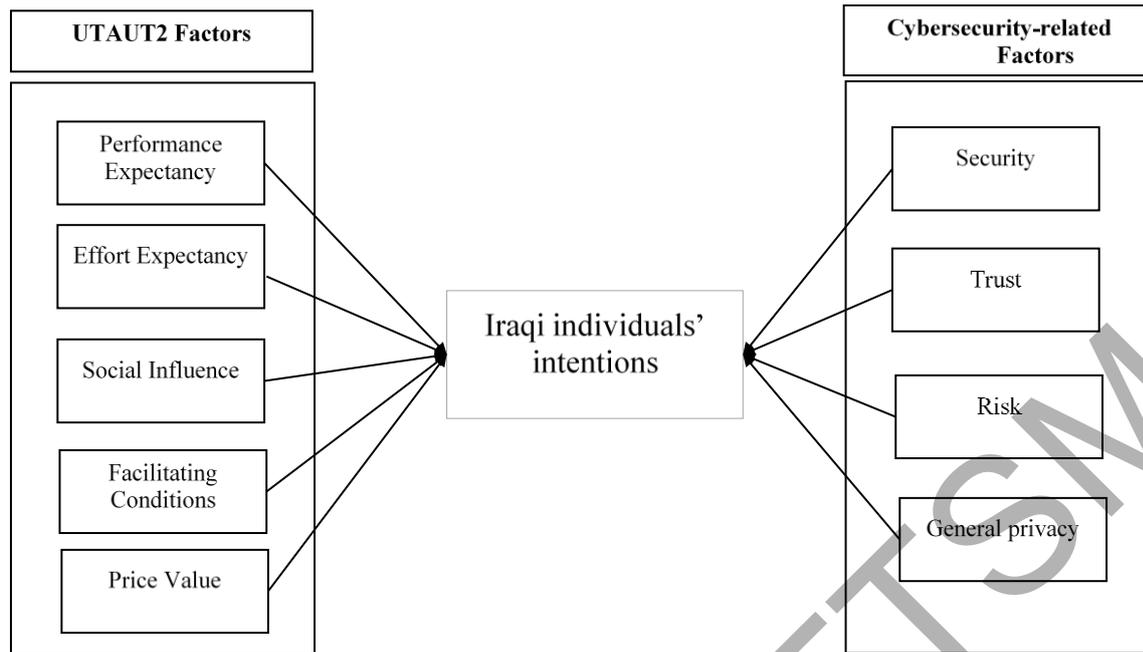

Figure 2. The Proposed Model

To test the relationship between each factor and the behavioral intentions of Iraqi individuals to adopt e-wallets, several hypotheses were generated, as stated in Table1:

Table1. Description of hypotheses

Hypo	Description
H1	Performance Expectancy positively influences Iraqi individuals' intention to adopt E-wallet.
H2	Effort Expectancy positively influences Iraqi individuals' intention to adopt E-wallet.
H3	Social Influence positively influences Iraqi individuals' intention to adopt E-wallet.
H4	Facilitating Conditions positively influence Iraqi individuals' intention to adopt E-wallet.
H5	Price Value positively influences Iraqi individuals' intention to adopt E-wallet.
H6	Security positively influences Iraqi individuals' intention to adopt E-wallet.
H7	Trust positively influence Iraqi individuals' intention to adopt E-wallet.
H8	Risk positively influence Iraqi individuals' intention to adopt E-wallet.
H9	General Privacy positively influences Iraqi individuals' intention to adopt E-wallet.

A questionnaire was adopted from different researchers, as shown in Table 2, and translated to the Arabic language to guarantee participants' understanding, the questionnaire items were scaled with a Likert scale (seven-point). Google forms platform was used as an online survey approach is chosen, because this approach provides useful validation facilities that ensure all questions are answered by the respondent, and the ease to distribute the questionnaire. The questionnaire was divided into six sectors: the first two parts are informed consent and participation agreement; the third and fourth parts involved the demographics of

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the respondent and inclusion criteria. The fifth section contained the main items of UTAUT2, while the last section involved the items of additional factors. The total number of 37 questions, which represents the factors of UTAUT2, and the additional factors.

Table 2. Questionnaire Items

Factor	Code	Items	Adopted from
Performance Expectancy	PE1	I find E-wallet useful for my daily life	(Venkatesh et al. 2003),(Widodo et al. 2019) and (Soodan & Rana 2020)
	PE2	I find paying by E-wallet is easy to make	
	PE3	Using E-wallet makes payments quicker.	
	PE4	Using E-wallet improves my performance.	
Effort Expectancy	EE1	I find it quite easy to learn how to use the E-wallet.	(Venkatesh et al. 2003),(Widodo et al. 2019) and (Soodan & Rana 2020)
	EE2	I feel that the E-wallet user interface is understandable.	
	EE3	I feel that the E-wallet Application is user-friendly.	
	EE4	I rapidly become capable of using an E-wallet.	
Social Influence	SI1	People who are important to me think that I should use the E-wallet	(Venkatesh et al. 2003),(Widodo et al. 2019) and (Soodan & Rana 2020)
	SI2	People who influence my behavior believe I should use an E-wallet	
	SI3	People whose opinions that I respect prefer that I use E-Wallet	
Facilitating Conditions	FC1	I have the facilities needed to adopt an E-wallet.	(Venkatesh et al. 2003),(Widodo et al. 2019) and (Soodan & Rana 2020)
	FC2	I have the knowledge needed to adopt an E-wallet.	
	FC3	The technology I use is compatible with the E-wallet.	
	FC4	I can obtain others' assistance when I encounter issues in using an E-wallet.	
Price Value	PV1	The E-wallets have a low cash out cost.	(Venkatesh et al. 2003),(Widodo et al. 2019) and (Soodan & Rana 2020)
	PV2	At the current cash-out cost, the E-wallets provide more benefits than the cash-out cost.	
	PV3	Pv3: At the current cash-out cost, the E-wallet offers a good deal.	
Security	S1	I feel secure sending personal information across E-wallet.	(Soodan & Rana 2020).
	S2	An E-wallet is a secure means to share personal information.	
	S3	I think that the personal information that I provide on E-wallet is well protected.	(Makttoof et al. 2019)
	S4	The security concern is very essential to adopt the E-wallet system.	…to be continued

…continuation

Trust	T1	I believe that E-wallet service providers give priority to consumer needs.	(Gefen et al.,2003), (Chandra et al. 2010) and (Widodo et al. 2019)	
	T2	I believe the E-wallet service provider is trustable.		
	T3	I trust the E-wallet systems.		
	T4	I trust E-wallet systems to be secure.	(Al-Khafaji et al. 2019)	
	T5	I trust the E-wallet system and believe that it is a well-reliable system.	(Makttoof et al. 2019)	
Risk	R1	I feel safe sharing private sensitive information into the E-wallet system.	(Lu et al. 2011) and (Widodo et al. 2019)	
	R2	I do not worry about using E-wallet services because my account may be accessible by other people.		
	R3	I feel secure about sending sensitive information across the E-wallet system.		
General Privacy	GP1	I am not concerned that the information I submit through E-wallet could be misused	(Soodan & Rana 2020).	
	GP2	I am not concerned that a person can find private information about me through E-wallet.		
	GP3	I am not concerned about giving my information through E-wallet because it could be used in a way I did not predict.		
	GP4	I think that the personal information that I provide on E-wallet is well protected. (Dropped)		
Behavioral Intentions	BI1	I intend to continue using E-wallets in the future.	(Venkatesh et al. 2012),(Widodo et al. 2019) and(Soodan & Rana 2020).	
	BI2	I intend to use an E-wallet daily.		
	BI3	I plan to keep using the E-wallet Regularly.		

Questionnaire items were subject to face verification by examining the items with Four (4) experts, for clarity, duplication, language, or variation of the questionnaire items. Three (3) of the experts were university lecturers, and the fourth was a financial officer in a non-governmental organization that used e-wallets to distribute relief. Most of the experts thought that Arabic translation needs to be improved, and other comments from them were received regarding the study topic, the importance to do such study in Iraq.

The questionnaire was distributed from May 15, 2020, until June 7, 2020. The questionnaire distribution was done by using social media groups such as Facebook groups, especially those whose members are familiar with E-wallets.

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The collected data to be analyzed, all analysis process stages were done by using the SPSS version (26.0). The analysis process consisted of four stages, the first was reliability analysis, followed by the second stage which was factor analysis, then the third stage was descriptive statistics, and the last stage was testing the relationships between dependent and independent variables.

The first step in the data analysis process was to test the reliability of items, Cronbach's alpha test will be done, Cronbach's alpha is one of the methods to measure the consistency strength between a set of items, that measure a factor. Meaning that the reliability of an item indicates the degree to which that item, is a reliable measure of a factor (Bonett & Wright 2015).

The next stage after testing the reliability of all sets of items, each set of items is facing a factor analysis, to check whether the items are loading together as one single factor, or more than a factor can be extracted from the set of items. An item may be dropped in more than a situation, for example, if its load scored less than .50 according to Hair & Anderson (2014), which might affect the other stages of analysis results. For this paper, factor analysis was done by using principal components as an extraction method, and varimax as a rotation method.

The next step was to get an insight into the data distribution, which was done by measuring the central tendency measure, which is one value that tries to describe a set of data by detecting the central position within that set of data. For this paper data set, the central tendency measure was median, when all the responses were arranged in order, the median was used as a central tendency measure, for data that was measured by using a Likert scale, like the data set for this study (Manikandan 2011). As a measure of the data spread around the central tendency is the interquartile range (IQR).

As the aim of this paper is to elaborate relationships between the dependent variable and independent ones, Sekaran (2003) suggests doing correlational or regression analysis. For this study, Pearson's correlation coefficient test was used with a significance level <0.01 and 2-tailed.

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IV.FINDINGS AND DISCUSSION

Of eight hundred-two (802) potential responses, 52% of the respondents had filled the questionnaire in the right way meeting all inclusion criteria which equals 417 in number, being an e-wallet user, and living in the Iraqi capital Baghdad. Table 3 shows the demographics of those responses.

Table 3. Demographics

Classification	Category	Number	Percentage
Gender	Male	328	79%
	Female	89	21%
Age	18-24	116	28%
	25-30	142	34%
	31-35	79	19%
	36-40	80	19%
Education Qualification	Intermediate	77	18%
	Graduate	236	57%
	Master	60	14%
	Doctorate	18	4%
	Others	26	6%
Occupation	Student	81	19%
	Private Sector Employee	126	30%
	Government Sector Employee	116	28%
	Businessman	50	12%
	Homemaker	44	11%

Assessing data reliability, or internal consistency, of questionnaire items was done by testing Cronbach's alpha values for the data set and each factor, For further elaboration on items reliability, each set of items that scale a factor was tested, almost all factors have excellent internal consistency depending on internal consistency levels. Except for facilitating conditions, price value, and general privacy, which scored a good internal consistency, as shown in Table 4.

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Table 4. Cronbach's Alpha values of factors

Factor	Items	α	N of Items
Performance Expectancy	PE1, PE2, PE3, PE4	0.936	4
Effort Expectancy	EE1, EE2, EE3, EE4	0.954	4
Social Influence	SI1, SI2, SI3	0.928	3
Facilitating Conditions	FC1, FC2, FC3, FC4	0.893	4
Price Value	PV1, PV2, PV3	0.887	3
Security	S1, S2, S3, S4	0.924	4
Trust	T1, T2, T3, T4, T5	0.956	5
Risk	R1, R2, R3	0.910	3
General Privacy	GP1, GP2, GP3, GP4	0.753	4
		0.939 *	3*
Behavioral Intentions	BI1, BI2, BI3	0.930	3

*After dropping item GP4

Those three factors, namely, facilitating conditions, price value, and general privacy were subject to further analysis, where the Cronbach's alpha test was repeated to check the scale if an item was deleted, both facilitating conditions and price value tests showed that Cronbach's Alpha would be less than its current value, whereas the repeated general privacy reliability test showed that deleting item GP4, would increase the internal consistency level to an excellent one.

To ensure that deleting GP4, will not cause any problems in analyzing the next steps, factor analysis was carried out, to check general privacy items correlation. Factor analysis with Principal Component as the extraction method and Varimax as rotation method, which extracted 2 components. Showed that GP4, stands alone as a second component, uncorrelated with other items (GP1, GP2, GP3) that loaded together as the first component, and it loaded as another factor, which caused a problem.

GP4, that loaded alone as another extracted factor, was not considered as a factor, where according to many researchers that a factor must be scaled by at least 3 items (MacCallum et al. 1999; Raubenheimer 2004). As a result of the Cronbach's alpha test and factor analysis, GP4 was dropped from the analysis, Cronbach's test was repeated, and the new recorded value is 0.939.

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Factor analysis for each set of items, that scale a certain factor, was done with the principal component as extraction method, component to be extracted if has an eigenvalue greater than 1, and varimax rotation, to rotate the solution if more than one component was extracted from the set. The results showed that each set of items loads together to scale the factor, that is meant to scale. All items' loadings are > 0.50 as shown in Table 5, which means that no item must be deleted.

Table 5. Items Loadings Range

Factor	Items	Loadings' Range
Performance Expectancy	PE1, PE2, PE3, PE4	.900 - .939
Effort Expectancy	EE1, EE2, EE3, EE4	.932 - .957
Social Influence	SI1, SI2, SI3	.914 - .954
Facilitating Conditions	FC1, FC2, FC3, FC4	.790 - .913
Price Value	PV1, PV2, PV3	.875 - .922
Security	S1, S2, S3, S4	.806 - .939
Trust	T1, T2, T3, T4, T5	.853 - .950
Risk	R1, R2, R3	.899 - .942
General Privacy	GP1, GP2, GP3	.935 - .950

The third stage of analysis, descriptive analysis, to test the normality of data distribution, both skewness and kurtosis were tested. Descriptive statistics of the data set shows that the data was not normally distributed, the data was highly skewed around the central tendency measure, skewness values for all variables were not near the threshold of a normally distributed data, which is 0. Values ranged from .51 to -1.24 for all variables, while kurtosis values range from .58 to -.92.

The objective of this paper is to confirm the effect of factors on the intentions of Iraqi individuals, those factors are Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, and Price value from UTAUT2. Other Factors from previous studies, Security, Trust, Risk, and General Privacy which are related to Cybersecurity. Pearson's correlation test for the relationship between the dependent and independent variables results are shown in Table 6. Hypotheses were generated, hypothesizing the relationships between the dependent variable and independent variables, those hypotheses are shown in 6. From Pearson's correlation test findings, it was apparent that UTAUT2 variables have a significant influence on the intentions of Iraqi individuals. Additional factors, security, and trust have a significant influence, whereas risk had a negligible influence on the intentions and general privacy had no significant influence.

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Table 6. Pearson's correlation and hypotheses results

H	Description	Correlation value	Description	Result
H1	Performance Expectancy positively influences Iraqi individuals' behavioral intention to adopt E-wallet.	.640**	Moderately high correlation	Accepted
H2	Effort Expectancy positively influences Iraqi individuals' behavioral intention to adopt E-wallet.	.639**	Moderately high correlation	Accepted
H3	Social Influence positively influences Iraqi individuals' behavioral intention to adopt E-wallet.	.639**	Moderately high correlation	Accepted
H4	Facilitating Conditions positively influences Iraqi individuals' behavioral intention to adopt E-wallet.	.582**	Moderate correlation	Accepted
H5	Price Value positively influences Iraqi individuals' behavioral intention to adopt E-wallet.	.595**	Moderate correlation	Accepted
H6	Security positively influences Iraqi individuals' behavioral intention to adopt E-wallet.	.608**	Moderately high correlation	Accepted
H7	Trust positively influences Iraqi individuals' intention to adopt E-wallet.	.654**	Moderately high correlation	Accepted
H8	Risk positively influences Iraqi individuals' behavioral intention to adopt E-wallet.	.100*	Negligible correlation	Accepted
H9	General Privacy positively influences Iraqi individuals' behavioral intention to adopt E-wallet.	-.015	No significant correlation	Rejected

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

Depending on the results of the data analysis process that ended with Pearson's correlation test, the final validated model was based on the following findings: The factors of UTAUT 2 with security, trust, and risk were influencing the Iraqi users' intention to adopt an e-wallet, the final validated model shown in Figure 3.

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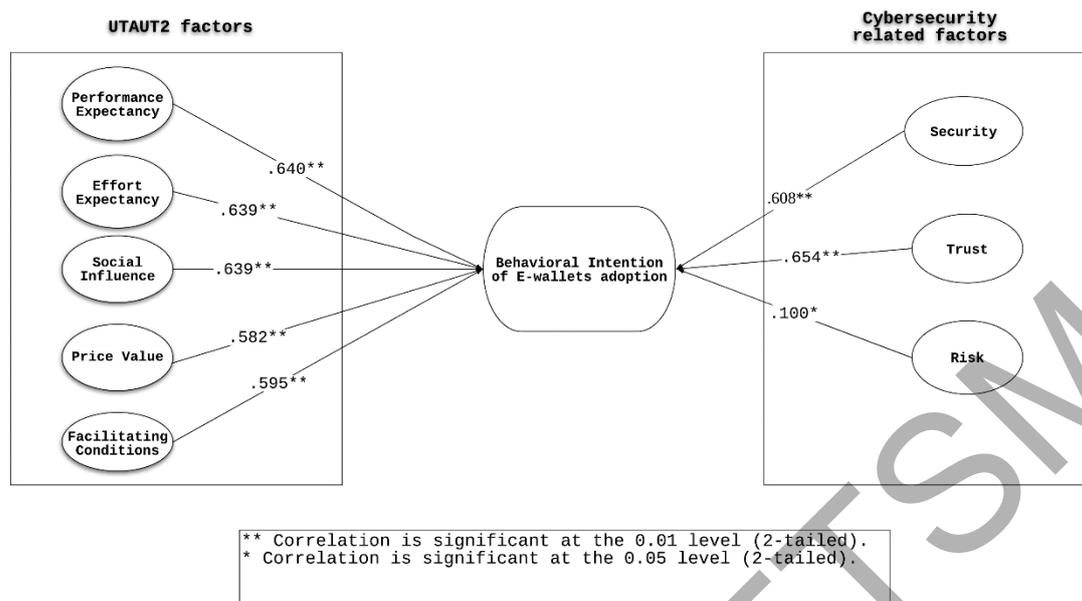

Figure 3. The Final Validated Model

V. CONCLUSION

This research used quantitative research method to elaborate on the relationships between a variety of factors and the behavioral intentions of e-wallets users in Iraq. Eight hundred and two potential (802) users were surveyed to achieve the objectives, only four hundred seventeen (417) answered the 37-item questionnaire correctly, depending on their answers most of the hypothesized relationships were supported (i.e., performance expectancy, effort expectancy, social influence, facilitating conditions, price value, security, trust, and risk) have significant relationships with the behavioral intentions of Iraqi users. Whereas the factor general privacy did not have any significant relationships with the Iraqi users' behavioral intentions.

As a limitation for this research was including the only population of the Iraqi capital, Baghdad. Who are at the age group ranged from Eighteen (18) to Forty (40). The lack of females participants was another limitation, where the majority of respondents were males. Those two limitations limited the variety of responses. For future research, exploring the e-wallet adoption in rural areas, where there are no bank branches, elaborating the difference between adoption in urban and rural areas.

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