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# The bright side of online consumer behavior: Continuance intention for mobile payments

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## Abstract

Researchers on online consumer behavior have rarely discussed the subjective well-being aspect or improving the life quality of the next billion as the bright side. Emerging technologies such as mobile payments have added to the life quality of people by enabling fast and convenient transactions online that can be performed anywhere and anytime. The studies on mobile payments adoption or continued use are majorly focused on the utilitarian aspects. While the firms face stiff competition and struggle to retain customers it is imperative to discuss both the psychological and behavioral aspects of technology use. The proposed theoretical framework integrates the expectation confirmation model, unified theory of acceptance and use of technology (UTAUT) model, and the subjective well-being aspect to explain the factors that affect the mobile payments continuance intention. This multidisciplinary study makes a novel contribution to the extant literature on online consumer behavior. Data were obtained by surveying 351 users of mobile payments. The structural equation modeling (SEM) revealed that continuance intention is influenced by subjective well-being, facilitating conditions, effort expectancy, and satisfaction. Performance expectancy and effort expectancy influence satisfaction that further influences continuance intention. The study deliberates several inferences for service providers for effective strategic advancement. Findings can be used for developing innovative solutions for improved online customer experience and retention. The positioning strategy must convey the life quality improvement as a bright side of technology for better chances of success.

## 1 | INTRODUCTION

The digital technology innovation has made multiple payment options available to the customers beyond cash such as credit/debit cards, bank transfers, and mobile payments (Ertiö & Räsänen, 2019; Mehra et al., 2020). Among these, mobile payments have received much attention from business enterprises (Zhou, 2013). Mobile payment alludes to the use of mobile devices for the purchase of goods and services over wireless communication or mobile internet (Alkhowaiter, 2020). The scope of mobile payment technology extends to the use of smartphones to make payments through mobile wallets via near field communication, Bluetooth, and QR codes and the payments made through mobile banking apps created by specific banks (Singh et al., 2020). Mobile payments offer the flexibility of anywhere anytime payments coupled with greater convenience and higher efficiency (Cao et al., 2018). Mobile payments facilitate faster financial transactions, low cost, and are more secure (Park et al., 2019; Purohit et al., 2021; Verkijika, 2020) without the barriers of time or location (Qasim & Abu-Shanab, 2016) thus contributing to the improvement of life quality and business prospects (Cheng et al., 2019). Prior researchers have emphasized that innovations in technology and product should improve the lives of people and ensure their well-being (Castellacci & Tveito, 2018; Dolan & Metcalfe, 2012). Mobile payments are expected to simplify the daily tasks, help with the information search, and enable independent conduct of financial transactions.

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According to the India mobile payments market report 2020, mobile payments have facilitated the conduct of daily tasks of people. They can use it for taxi hire, bill payments, shopping, booking tickets, making investments, and many other cases of personal consumption thus contributing to the improvement of life quality and well-being. People do not have to wait in a long queue at a bank branch (YuSheng & Ibrahim, 2019) or the Automated teller machine (ATM) for cash dispense or cheque payments, neither the shopping nor payments suffer due to the unavailability of cash. The psychological standpoint predicates the role of subjective well-being in enhancing the intention to continue using a technology (Huang, 2016). However, there is an infrequent discussion of well-being in the post-adoption behavior literature concerning IT products and services (Castellacci & Tveito, 2018; Pang, 2018). The majority of the researchers have focused on the utility-based factors that affect the adoption or continued usage of technology with only a few studies on the effect of well-being on continuance intention for technology innovation, for example, smartphone watches (Chuah, 2019); online dating apps (Azzahro et al., 2018), Facebook (Ong & Lin, 2015). Mobile payments are projected to be the foremost technology innovation trend shaping business opportunities (Benamar et al., 2020) but, the use of mobile payments is still restricted (Senyo & Osabutey, 2020). According to Statista report 2020, the mobile payment penetration is approx. 2013 fifteen percent for India, the United Kingdom, and the United States with highest 34% in China. The fierce industry competition and availability of various payment methods to the customers have raised concerns of the service providers about the attraction and retention of customers (Wang et al., 2019) for their survival. According to the India mobile payments market report 2020, the low penetration rate despite the constant push of the industry and governments towards a cashless society points towards several barriers to the adoption of mobile payments such as a cash-oriented consumer mindset, lack of integrated payments solutions that can facilitate a single payment method, fear among people for misuse of information, lack of awareness on the system, and its benefits or how it can simplify the daily tasks or improve life quality. The lack of a one-stop payment solution leads the customer towards switching between the various payment methods such as cash, cards, mobile banking, and mobile payments. Therefore even after adopting mobile payments, they may not continue to use it. Researchers have highlighted continued usage as a critical success factor (Lim, Cheah, Ng, Basha, & Liu, 2021) and primary goal for information technology innovations (Guo et al., 2016; Ong & Lin, 2016).

There is has been a lot of research on mobile payment adoption and continuance intention (CI) but none of the studies have discussed the well-being aspect particularly for continued use. Martin (2016) emphasized the need to include the well-being aspect in the empirical work done on innovation studies. Technology innovation has developed beyond the utilitarian benefits and incorporates the satisfaction and well-being aspects of the user (Kasilingam & Krishna, 2020). Mobile payments are expected to simplify the daily tasks, help with the information search, and enable independent conduct of financial transactions. This should result in reduced stress, less complexity, and well-being leading to continuance intention.

Previous researchers on mobile payments have made use of theories that are not specific to the post-adoption or continuance intention (Table 1). Only Humbani and Wiese (2019) made use of the expectation confirmation model (ECM) to study the continuance intention for mobile payment apps. Given the difference between the acceptance and continuance behaviors (Bhattacherjee & Lin, 2015), the ECM was proposed by Bhattacherjee (2001a). It has been used comprehensively by the researchers to examine the continuance intention of users for technology-oriented products and services, for example, internet banking (Susanto et al., 2016), e-learning (Chow & Shi, 2014), mobile instant messaging systems (Oghuma et al., 2016), smartphone banking (Susanto et al., 2016) MOOC setting (Dai et al., 2020), fitness, and health apps (Chiu et al., 2020) mobile apps (Tam et al., 2020). However, it has not been used for mobile payment systems. The mobile payment systems have unique features and broader scope, for example, it includes payments through the mobile device using mobile wallets and mobile banking apps and enables NFC, sound-based, and magnetic secure transmissions and needs a separate investigation. Venkatesh et al. (2003) advanced the unified theory of acceptance and use of technology (UTAUT) model that has been significantly employed as a robust model in the mobile payment adoption literature (Thakur, 2013) and was synthesized after meticulous evaluation of eight major user adoption models (Slade et al., 2015). Several researchers have accentuated the significance of converging the theories for a comprehensive discernment of behaviors (Senyo & Osabutey, 2020) such as continuance intentions (Lim, Cheah, Ng, Basha, & Soutar, 2021). The literature review presented in Table 1 indicates a paucity of research on the CI particularly for mobile payments. Moreover, only a handful of research have considered the ECM model that is specific to post-adoption of IS to study CI for mobile financial services particularly for mobile payments. Moreover, none of the researchers have converged the UTAUT and ECM model to examine the factors that affect the continued usage of mobile payments to the best of researchers knowledge. Furthermore, the subjective well-being aspect has not been explored in the CI for mobile payments.

Thus, following Kalia and Paul (2021), we use an interdisciplinary approach to fill this existing gap in literature. We use a novel approach to propose an integrated model complementing the UTAUT model with the ECM and add the subjective well-being aspect to examine the role of the functional, social, and psychological factors in determining the intention to continue the usage of mobile payments. The theoretical model combining the adoption (UTAUT) and post-adoption (ECM) theories of IT for the first time to examine the CI for mobile payments and adding the subjective well-being aspect to it is the originality of this research. The study thus makes an original and novel contribution to the extant research on IT continuance concerning mobile payments and well-being. The cost of acquisition is much more than the retention of a customer (Bhattacherjee, 2001a 2001b) that furthermore increases the service providers' interest in the topic. The findings can be used by the service providers to formulate appropriate policies to enhance the continued usage of mobile payments. The main research question that is explored in this article is

**TABLE 1** Overview of reviewed research on mobile payment continuance intention

| Study | Context | Constructs | Model | Methodology | Sampling |
|---|---|---|---|---|---|
| Zhou (2013) | Mobile payment continuance intention | Trust, Flow, system quality, information quality, service quality | Information success model and flow theory | Quantitative survey based on questionnaire (SEM) | 195 respondents in China |
| Chen and Li (2017) | Continuance intention of mobile payment services | perceived usefulness, risk, trust, satisfaction, continuance intention | ITC theory, risk and trust | Semi structured interviews in China | 38 interviews in China |
| Cao et al. (2018) | Mobile payment user's continuance intention | Perceived similarity, entitativity, trust, satisfaction, continuance intention | Trust transfer theory | Quantitative survey based on questionnaire (SEM) | 219 mobile payment users in China |
| Shao et al. (2019) | Continuance intention for mobile payment platforms | Relative advantage, security, reputation, Trust, perceived risk, CI | Trust and innovation diffusion theory | Quantitative survey based on questionnaire (SEM) | 740 Wechat and Alipay users in China |
| Kumar et al. (2018) | Continuance intention to use M wallets | PU, perceived security, perceived ease of use, trust, grievance redressal, satisfaction, continuance intention | ECT model | Quantitative survey based on questionnaire (SEM) | 265 MBA students from India |
| Marinković et al. (2020) | Continuance intention in mobile commerce | Performance expectancy, effort expectancy, social influence, perceived compatibility, customer involvement, epistamic value, perceived trust, comparative value satisfaction, continuance intention | Extended UTAUT | Quantitative survey based on questionnaire (SEM) | 402 respondents from Serbia |
| Humbani and Wiese (2019) | Continuance intention for mobile payment apps | Driving factors, inhibiting factors, perceived usefulness, perceived ease of use, satisfaction, continuance intention | TRI and ECM | Quantitative survey based on questionnaire (SEM) | 426 mobile app users from South Africa |
| Garrouch (2021) | Continuance intention for mobile wallet applications | Reputation, trust, value, continuance intention | New model | Quantitative survey based on questionnaire (SEM) | 382 users in Saudi |

- what are the factors that affect the continuance intention for mobile payment?

In addition, we explore the role of subjective well-being in determining the CI for mobile payments as a novel contribution to the extant research on mobile payments. The remainder of this article divided into five sections. The theoretical background followed by the explanation and justification of the hypothesis is given in the second and third sections. The fourth section explicates the research methodology; section five elucidates the outcomes of partial least square-structural equation modeling (PLS-SEM) analysis and the in the sixth section, a discussion of the findings is stated. The implications of the study in terms of theory and practice are elaborated in section seven. The concluding section elucidates the study findings.

## 2 | THEORETICAL BACKGROUND

### 2.1 | The expectation confirmation model

Past studies have used various theories such as the information success model, flow theory, trust transfer theory, innovation diffusion theory to explore the continuance intention for various mobile financial services except for Humbani & Wiese, 2019 who combined ECM with technology readiness index to explore CI for mobile apps. The reviewed studies on the continuance intention for mobile financial services are summarized in Table 1. These theories are not specific to the post-adoption behavior and therefore insufficient in explaining the CI for mobile payments. Bhattacherjee (2001a), Bhattacherjee, 2001b) proposed the ECM model and thereafter it was used by various researchers for the explanation of post

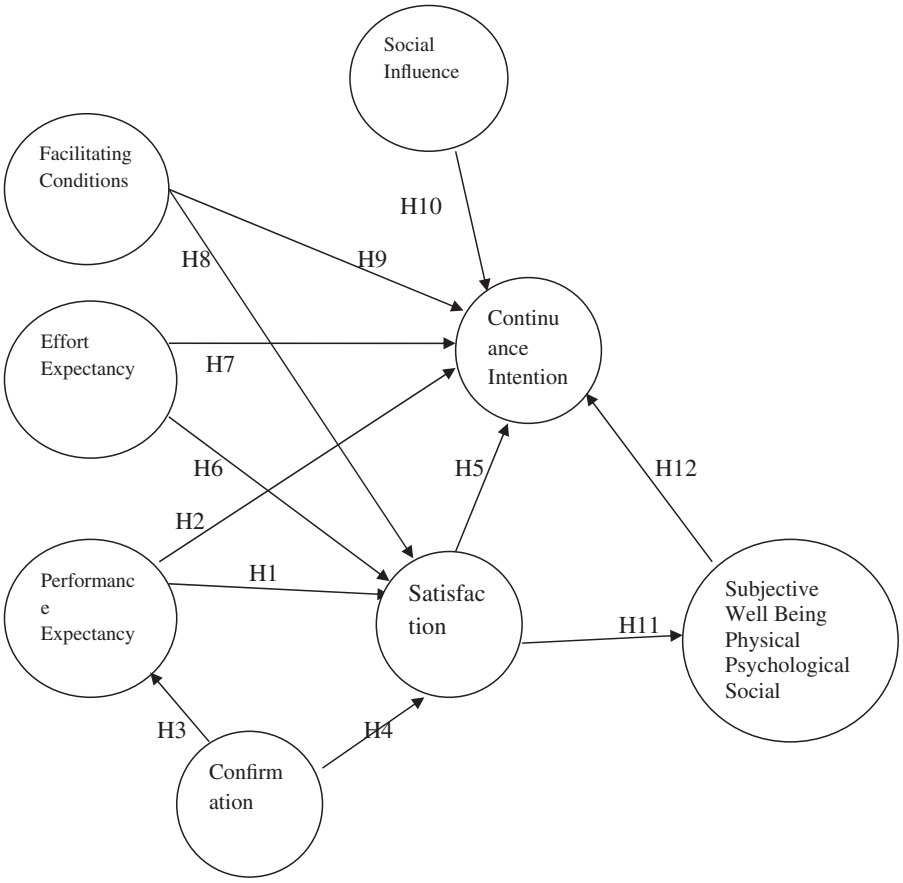



**FIGURE 1** Conceptual framework model

technology acceptance behavior (Susanto et al., 2016; Shahab et al., 2021). The ECM is a post-adoption model that posits that the confirmation from previous use of technology substantially affects the satisfaction and perceived usefulness (PU) that are the antecedents to the CI. Confirmation ascribes to the congruence between the actual and expected performance of the IT product. Perceived usefulness refers to the perceived benefits of an IT product/service and satisfaction is the user's assessment of their experience with the product (Bhattacharjee, 2001). ECM addresses the difference between initial acceptance and continuance behaviors of IT products/services (Sreelaxshmi & Pratap, 2020). As per ECM customers may have expectations before the use of mobile payments. They gain experience and evaluate the performance after use that determines their satisfaction and intention to continue. However, researchers have argued that there is a direct or indirect effect of several other variables on the continuance intention (Hossain & Quaddus, 2011). Several researchers argued that the factors that determine technology adoption also influence the continued use or post-adoption (Humbani & Wiese, 2019; Liao et al., 2007) and therefore converging ECM with other IS models are likely to provide an enhanced understanding of the mobile payment CI (Bhattacherjee, 2001b).

## 2.2 | Unified theory of acceptance and use of technology

Among the models that are used to study the determinants of mobile payment adoption, the technology acceptance model (TAM), theory of planned behavior (TPB), and UTAUT have been most commonly used by researchers (Dahlberg et al., 2015). UTAUT was advanced by Venkatesh et al. (2003) and the robustness of UTAUT has been empirically proven and tested against the other widely-used models such as TAM or TPB for IS acceptance (Zhou, 2013). TAM is criticized for having only two constructs, that is, PU and perceived ease of use (PEOU) thus, oversimplifying the complicated decision-making process (Wong et al., 2015). TPB uses perceived behavioral control (PBC) as an additional factor to understand the adoption. PBC posits the ability or willingness of an individual to make an effort for adoption. However, researchers have raised concerns on the situation character of the variable and its dependence on resource availability (Mathieson, 1991).

Four constructs are considered under the UTAUT model including performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating conditions (FC) that affect the adoption. The PE construct is similar to the PU construct of TAM (Marinkovic & Kalinic, 2017) and was posited as the most powerful predictor of adoption intention (Venkatesh et al., 2003). EE is alike the PEOU construct of TAM (Slade et al., 2015). Researchers have evidenced the impact of PEoU (Thong et al., 2006) FC (Bhattacherjee, 2001a, 2001b; Tam et al., 2020) and SI on the continuance decision. Thus, considering UTAUT for this research can be both theoretically and practically useful. Drawing on the literature review and suggestions of Bhattacherjee (2001a, 2001b) to extend the ECM model and combine it with other adoption theories for better understanding of the CI we combined the UTAUT model with ECM to comprehend the factors that determine the post-adoption behavior or CI concerning mobile payments.

### 2.3 | Subjective well being

Well-being outlines a person's responsiveness towards life including the perceptions of feelings, positivity, and satisfaction (Diener & Ryan, 2009). Subjective well-being corresponds to an individual's assessment of the life quality (Ong & Lin, 2016) and advancement of the self, based on the positive or negative perception formed through the experience built on a hedonic approach (Azzahro et al., 2018). However, there is a lack of universal agreement on the dimensions of subjective well-being it encompasses the psychological well-being (positive cognizance and life satisfaction) and social well-being (benevolent relationships) aspects (Chuah, 2019). Subjective wellbeing and happiness have been used interchangeably (Diener, 1984). Researchers have postulated that well-being is determined by the fulfillment of the needs and attainment of self-respect (Nussbaum, 2011). In today's world where the IT products and services such as those capacitated with internet and mobile devices have blended to the lifestyles, merely focusing on the satisfaction might not be adequate and other constructs must be encapsulated in the post-adoption factors (Ong & Lin, 2016). The literature on innovation research assumes that technologies stimulate economic conduct that leads to well-being. However, the literature on well-being highlighted that the association between economic performance and well-being of an individual is highly complex (Castellacci & Tveito, 2018).

We make use of these three theoretical premises of research to propose a compendious framework to examine the factors that affect the continuance of mobile adoption. The conceptual framework for the research is exemplified in Figure 1.

## 3 | CONCEPTUAL MODEL AND HYPOTHESIS DEVELOPMENT

### 3.1 | Performance expectancy

PE can be described as the perceived benefits derived by technology after utilizing it (Alalwan et al., 2017; Venkatesh et al., 2012). PE or PU (Perceived usefulness) has been posited as a substantial factor that influences the satisfaction and continued use of a technology (Bhattacherjee, 2001a). This postulation has been confirmed by previous researchers (Oghuma et al., 2016; Ouyang et al., 2017). Mobile payments have been proved to be permeating, prompt payment methods that facilitate payment over time and location (Slade et al., 2015). Previous researchers have confirmed the positive association of PE with satisfaction for mobile financial services and CI (Kumar et al., 2018; Marinković et al., 2020; Tam et al., 2020). If the users perceive the utilitarian benefits of using mobile payments they will be satisfied and will continue to use mobile payments (Tam et al., 2020). The ECM model posits that PU influences both satisfaction and CI. Thus, we propose.

**H1.** There is a positive association of PE with the satisfaction concerning the use of mobile payments.

**H2.** There is a positive association of PE with the intention to continue using mobile payments.

### 3.2 | Confirmation

Confirmation envisages the realization of the perceived expectations of the users after the adoption of technology. The positive confirmation of expectations is likely to influence the PE and satisfaction favorably (Bhattacherjee, 2001a). The confirmation of a user's expectations implies that the procurement of expected benefits using technology results in a positive influence on their satisfaction and perceived benefit (PE) with the technology (Tam et al., 2020). As per the ECM model, the customer confirms if the actual performance meets the expected performance based on his/her experience. A positive confirmation suggests that the user derived expected benefits that influence PE and satisfaction positively (Bhattacherjee, 2001a, 2001b). The benefits of mobile payments can be discerned by the user after use. The user's who confirm the expectation positively after the use of mobile payments will be satisfied. Hence

**H3.** There is a positive association between confirmation and PE of mobile payments.

**H4.** There is a positive association between confirmation and satisfaction with mobile payments.

### 3.3 | Satisfaction

Satisfaction concerns the assessment of the user experience post the use of technology and is encapsulated as a positive, negative response or feeling of indifference towards the technology (Ameen et al., 2022; Bhattacherjee, 2001a; Kalia & Paul, 2021). ECM conceives that satisfaction is the prime determinant of the continuance intention of a commodity. According to Bhattacherjee (2001a), there is a direct association between satisfaction and continuance intention and it is central to the ECM that is empirically proven in previous studies (Humbani & Wiese, 2019; Tam et al., 2020). The satisfaction of the users with mobile payments will be inclined to continue using it. Thus we propose that:

**H5.** There is a positive association of satisfaction with the intention to continue using mobile payments.

### 3.4 | Effort expectancy

EE denotes the perception of the user about the ease with which technology can be used (Venkatesh et al., 2012) and "the extent to which a learner believes that using a system is free of effort" (Chiu & Wang, 2008). UTAUT theory proposes that EE positively influences the intention to adopt a technology (Venkatesh et al., 2012). In the

case of a system that is reasonably easy to use, people will be more disposed to acquire knowledge concerning its attributes, and eventually, they will be intended towards its continued usage (Hamid et al., 2016). Researchers have claimed the insignificance of the perceived ease of use variable stating that the users become familiar with the technology after use (Karahanna et al., 1999), and thus it was dropped from the model by Bhattacherjee (2001a). However, it has been used in the IT continuance studies as a precursor of continuance intention, for example, Liao et al. (2007) e-service, Tam et al. (2020) mobile apps, Humbani and Wiese (2019) mobile payment apps, Marinković et al. (2020) m-commerce. We argue that the mobile payment system is driven by constant changes in digital technology and regulatory framework. Moreover, service providers often add and upgrade the features to remain competitive. This will presumably influence the perception of users about the ease with which the technology and its features can be used and the effort required to learn them. If the system will be relatively easy to use the users will be satisfied (Thong et al., 2006) and will continue to use it (Venkatesh et al., 2003). Moreover, previous researchers confirmed a positive association of EE with satisfaction (Kumar et al., 2018; Tam et al., 2020) and CI (Marinković et al., 2020; Tam et al., 2020) in the context of mobile financial services. Thus, the proposed hypothesis is

**H6.** There is a positive association of EE with satisfaction with mobile payments.

**H7.** There is a positive association of EE with the intention to continue using mobile payments.

## 3.5 | Facilitating conditions

Facilitating conditions describe the perception of the user about the availability of infrastructure support for the use of a technology or system (Patil et al., 2020; Venkatesh et al., 2003). As per the UTAUT theory, FC has a positive effect on the intention to adopt a technology (Venkatesh et al., 2012). Bhattacherjee (2001a) highlighted the influence of the availability of support services to the customer on their user experience. These support services include the availability of relevant information to the customer, the availability of the complaint resolution systems, and assistance in the use of service and problem-solving interfaces. The availability of support services and resources will stimulate the use of mobile payments (Alalwan et al., 2016). Besides, FC also relates to the level of compatibility between traditional and new techniques (Wong et al., 2015). Previous researchers have posited that FC influences the intention and usage behavior (Rahman et al., 2019). According to Tam et al. (2020) increased FC will increase the chances of continued use of mobile financial services. If the users will perceive that mobile payment technology is compatible with the systems already used by them, they will be satisfied and will continue to use it. Bearing on these arguments it is proposed that

**H8.** There is a positive association of FC with satisfaction with mobile payments.

**H9.** There is a positive association of FC with the intention to continue using mobile payments.

## 3.6 | Social influence

SI refers to the level of perception of a user about the belief of others whom he considers important concerning the technology adoption (Venkatesh et al., 2003). As per the UTAUT theory, SI is associated with the intention to adopt a technology. Being a part of the social environment, an individual cannot ignore the influence of society on his life and decisions. The effect of SI on behavioral intention has been proved in prior research (Hong et al., 2008; Venkatesh, 2000). Moreover, in the context of mobile financial studies, there is enough evidence of the positive influence of SI on adoption (e.g., Patil et al., 2020; Purohit & Arora, 2021a, 2021b) but not on CI with only a few studies (e.g., Tam et al., 2020; Zhou & Li, 2014). Thus, concerning this research, the more the SI the higher the continued use of mobile payments. Thus,

**H10.** There is a positive association of SI with the intention to continue using mobile payments.

## 3.7 | Subjective well being

People feel intrinsically motivated and continue to do anything that made them feel good (Deci & Ryan, 1985). Previous researchers have explored the influence of subjective well-being on the continued intention, for example Chuah (2019) in smartwatches, Ong and Lin (2016); and Huang (2016) in social networking sites. ‘‘Subjective well-being can be seen as an individual's consciousness or feelings toward his life, consisting of perceptions of pleasure, positive emotions and increased satisfaction’’ (Huang, 2016). Subjective well-being is central to leading a contended life wherein the potential can be brandished solely (Rahman et al., 2019). Moreover, the association between well-being and loyalty or continued usage has been analyzed by previous researchers (e.g., Chiu et al., 2013; Ong & Lin, 2016). But there is no discussion on the influence of subjective well-being on satisfaction or CI towards mobile financial services. If the users perceive that the use of mobile payments simplifies the daily tasks and makes life easier they will continue to use mobile payments. According to Huang (2016), satisfaction with technology will lead to the happiness or well-being of people. Moreover, previous research in psychology posits that satisfaction predicts well-being (Church et al., 2013; Véronneau et al., 2005). The research on technology adoption focuses on the significance of satisfaction and feelings, well-being must affect the continuance intention (Ong & Lin, 2016). Building on these arguments we propose that

**TABLE 2** Variables and their indicators

| Item | Statement | Source |
|---|---|---|
| Confirmation (Conf ) | My experience with using mobile payment was better than what I expected | Bhattacherjee (2001a), Bhattacherjee, 2001b) |
| | Overall, most of my expectations from using mobile payment were confirmed | |
| | The service level provided by mobile payment was better than what I expected | |
| Continuance intention (CI) | I intend to continue using the mobile payment rather than discontinue its use | Bhattacherjee and Lin (2015) |
| | My intentions are to continue using the mobile payment rather than other alternative means | Bhattacherjee and Lin (2015) |
| | I plan to continue using the mobile payment frequently | Bhattacherjee and Lin (2015) |
| | I will strongly recommend mobile payments for others to use it | Ouyang et al. (2017) |
| Effort expectancy (EE) | I think that learning to use mobile payment is easy | Davis (1989), Shankar and Datta (2018) |
| | I think that learning to use mobile payment does not require a lot of mental effort | |
| | I think that it is easy to use mobile payment to accomplish my tasks, for example, payments & transactions | |
| | I believe that when I use mobile payment, the process will be clear and understandable | Davis (1989), Shankar and Datta (2018) |
| | I believe that it is easy for me to become skillful at using mobile payment | Davis (1989), Shankar and Datta (2018) |
| Satisfaction (Sats) | How do you feel about your overall experience with mobile payments use | Bhattacherjee (2001a), Bhattacherjee, 2001b) |
| | Very dissatisfied/very satisfied | |
| | Very frustrated/very contended | |
| | Absolutely terrible/absolutely delighted | |
| Facilitating conditions (FC) | I have all the necessary resources to use mobile payment | Venkatesh et al. (2012) |
| | I have the knowledge necessary to use mobile payment. | |
| | Mobile payment is compatible with other technologies I use | |
| | I can get help from others when I have difficulties using mobile payment | |
| | Specialized instructions concerning use of mobile payment systems are available to me | |
| Performance expectancy (PE) | I think that using mobile payment would enable me to accomplish my tasks, for example, payments more quickly | Shankar and Datta (2018) |
| | I think that using mobile payment would make it easier for me to carry out my tasks, for example, transactions and payments | Shankar and Datta (2018) |
| | Being able to pay for purchases with a smartphone relieves me of the burden of carrying cash and cards | Bailey et al. (2017) |
| | I think mobile payment is useful for making payments | Shankar and Datta (2018) |
| | Overall, I think that using mobile payment is advantageous | Shankar and Datta (2018) |
| Social influence (SI) | People who are important to me think that I should use mobile payment | Venkatesh et al. (2012) |
| | People who influence my behavior think that I should use mobile payment instead of alternative means | Liao et al. (2007) |
| | People whose opinions I value prefer that I use mobile payment instead of alternative means | |
| | People around me who use mobile payment have more prestige than those who do not | |
| | Using mobile payment is considered a status symbol among my friends | |

(Continues)

**TABLE 2** (Continued)

| Item | Statement | Source |
|---|---|---|
| Subjective well-being (SWB) | Mobile payment lead me to purposeful and meaningful life by enabling easy payments | Diener et al. (2010) |
| | Mobile payment drives me to be engaged and interested in my daily activities | |
| | Mobile payment help me to actively contribute to the happiness and well-being of others | |
| | Mobile payment makes me believe that I am competent and capable in the activities that are important to me | |
| | Mobile payment makes me believe that I am a good person and live a good life | |
| | Mobile payment helps me to be optimistic towards my future | |
| | Mobile payment broaden the scope to be respected by others in the society | |

**H11.** There is a positive association of satisfaction with well-being.

**H12.** There is a positive association of well-being with the intention to continue using mobile payments.

According to Fishbein and Ajzen (1977) intention can predict the actual behavior. Therefore, in this research, behavioral intention (BI) is described as the intention for continued use of mobile payments or adoption (Patil et al., 2020; Ooi & Tan 2016).

## 4 | METHODOLOGY

For data collection purposes, we followed a survey approach. Survey research is considered to be most appropriate for collecting data on behavior, beliefs, attitudes, and opinions (Andres, 2012). A questionnaire was developed through extensive literature review and the construct items were identified from previously validated scales. Moderate alterations were made to suit the mobile payments settings. The questionnaire was examined by the subject matter experts from industry and academia thus establishing translational validity (Bolarinwa, 2015). The subject matter experts included two university professors in the IT and management domain and one industry expert from the mobile payments domain who reviewed it for wording, content, and ambiguities. They suggested slight modifications to clarify the context of mobile payments. The suggestions were incorporated. A pilot survey was directed on 30 respondents to identify the appropriateness, accuracy, and understanding of the questionnaire and modifications were made as per requirement. The items of satisfaction construct were modified based on the respondent feedback from the pilot survey and the final questionnaire was developed. The construct items and their indicator statements are presented in Table 2. Reflective measures were used for this study. Previous research indicates the decrease in the quality of responses if the surveys are long (Tarran, 2010). Therefore the number of scale items was selected in a way to collect adequate information with adequate questions. The total number of scale items was 37. Each questionnaire item was scored on a seven-point Likert scale (1 = strongly disagree and 7 = strongly agree).

A sum of 400 questionnaires was apportioned for this study out of which 373 responses were received and 351 (87.75%) were found suitable for analysis. Researchers have proposed a sample size of 5:1 to the number of free parameters (Bentler, 1990; Bollen & Ting, 1993). There are a total of 37 indicator variables in this study. According to this rule, the sample size exceeds the minimum requirement of 185 observations. Several researchers propounded using the ratio (r) of indicators to latent variables to estimate the sample size (Boomsma, 1982). The sample size for this research exceeds the minimum requirement of 100 suggested for $r = 4$ (37/8 for this study). We used purposive sampling to identify the mobile payment users followed by a snowball sampling approach. Purposive sampling is often coupled with snowball sampling (Parker et al., 2019) for collecting data where sampling frame cannot be constructed (Kirchherr & Charles, 2018). The researchers contacted the doctoral scholars who used mobile payments and asked them to forward the questionnaire further. Google platform was used to prepare an online survey questionnaire that was sent to the mobile payment users across the parts of India during the third quarter of 2020 through a personal message on social media and email from the list of personal contacts. The introductory letter attached to the questionnaire explained the mobile payment and the purpose of the research. A reminder was sent after 15 days to all the respondents. India was chosen for the context of this study because the Indian mobile payments market has seen substantial growth of 163% in 2019 according to the S&P Global market intelligence report suggesting a huge opportunity. Moreover, there is a huge interest of the government in promoting mobile payments (Patil et al., 2020). Besides, India has more than 45 mobile wallet providers and 50 Unified payment interface (UPI) wallet providers according to the KPMG report. India is swiftly moving towards a cashless economy offering a unique ecosystem that includes features such as universal payment interface (UPI), pre-paid instruments (PPI) QR scan, voice banking, Aadhar based payments using biometrics thus offering mobile payment solutions to people with or without a bank account. The mobile payment service providers in India have mainly focused on incentives for customer retention (India payments report, 2020) it would be interesting to study the role of subjective

**TABLE 3** Demographic profile of the respondents

| Demographic | Group | Frequency | % |
|---|---|---|---|
| Gender | Male | 206 | 58.69 |
| | Female | 145 | 41.31 |
| Age | Below 20 | 14 | 3.99 |
| | 21–30 | 251 | 71.51 |
| | 31–40 | 37 | 10.54 |
| | 41–50 | 19 | 5.41 |
| | Above 50 | 30 | 8.55 |
| Period of using mobile payment | Less than 1 year | 42 | 11.97 |
| | 1–2 Years | 73 | 20.80 |
| | 2–3 Years | 85 | 24.22 |
| | 3–5 Years | 82 | 23.36 |
| | Above 5 years | 69 | 19.66 |

well-being. The mobile service ecosystem of India is burgeoning (e.g., ringtone downloads, cricket match updates, music) that creates favorable learning for similar financial services. Thus the Indian market offers significant learnings. Table 3 presents the descriptive for the research.

Following Dash and Paul (2021), structural equation modeling (SEM) was appertained using the Partial least square (PLS) method to analyze the data. PLS-SEM was more suitable for this study due to its ability to deal with complex research models (Hair et al., 2012; Hair et al., 2022; Lim et al., 2019; Sarstedt et al., 2020) and suitability for the ordinal and interval variables (Reinartz et al., 2009). PLS-SEM is prominently used in IS research (Benitez et al., 2020). PLS-SEM version 2.0 was used for this research. The use of PLS-SEM over CB-SEM is based on various reasons. First, the objective of this research is prediction and theory development rather than theory testing and confirmation of structural relationships for which CB-SEM is more suitable. Moreover, we have used the Likert type scale for data collection that is assumed to be not normal thus indicating the suitability of PLS-SEM over CB-SEM that requires multivariate normality of the data (Hair et al., 2019). However, very high skewness can adversely affect the results due to which the multivariate normality of data was checked. The values of skewness ranged from $-2$ to $+2$ and the kurtosis ranged from $-7$ to $+7$ confirms multivariate normality of the data (Byrne, 2012; Hair et al., 2010). The skewness was between $-1.805$ and $-0.395$ and kurtosis was between 3.836 and $-0.939$. It can be said that data was not highly skewed and does not reduce the statistical power (Wold, 1982) due to the inflation of bootstrap standard errors.

## 5 | RESULTS

### 5.1 | Common method bias

We checked the data for presence of a common method bias (CMB) that can lead to measurement errors. The error is more likely to occur when a 7-point Likert scale is used as we have used for this research. The remedial measures for the data collection procedure suggested by Podsakoff et al. (2013) were applied such as the respondents were informed that the data will be confidential to encourage honest responses. CMB can inflate the results as the data was collected from a single survey. Harman's single-factor analysis was conducted to scrutinize the data for the presence of CMB (Westland, 2014). The aggregate variance of a single factor accounted for 45% which was smaller than 50% indicating the instrument was not biased and CMB did not affect the data.

### 5.2 | Measurement model

The factor loadings for the indicators were higher than 0.70 or a bit lower, higher than the required value of 0.50 (Gefen, 2002) that is essential to estimate sample adequacy (Table 4). The average variance extracted (AVE) values exceeded the minimum cut-off value of 0.50 for the constructs (Fornell & Larcker, 1981), establishing the convergent validity. The value for the composite reliability (CR) exceeded the minimum requirement of 0.80 (Lance et al., 2006) and ranged from 0.89 to 0.93. The Cronbach alpha (CA) values were greater than 0.7 for all the constructs (Taber, 2018). The CR and CA scores indicate internal consistency reliability (Hair et al., 2012; Taber, 2018). Thus the constructs were suitable for testing the model. The square roots of AVE scores were above the correlations of the constructs, and all indicator loadings were above the relevant cross-loadings, thus demonstrating the discriminant validity. Additionally, Heterotrait-Monotrait Ratio (HTMT) approach indicated the values for all constructs were found to be equal to or lower than 0.90, thus instituting discriminant validity (Henseler et al., 2015) (Table 5). The AVE, CR, and CA scores indicate a good internal consistency, indicator reliability, convergent validity, and discriminant validity for the model. Thus the distinctness of the constructs can be statistically inferred and it can be said that these are suitable for examining the structural model.

**TABLE 4** Reliability and validity measures

| | | | | Discriminant analysis | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **Latent construct** | **(CR)** | **(AVE)** | **(FL)** | **CI** | **Conf** | **EE** | **FC** | **PE** | **SI** | **Sats** | **WB** |
| CI | 0.939 | 0.793 | 0.86–0.90 | **0.890** | | | | | | | |
| Conf | 0.911 | 0.772 | 0.86–0.89 | 0.793 | **0.879** | | | | | | |
| EE | 0.903 | 0.651 | 0.70–0.84 | 0.733 | 0.708 | **0.807** | | | | | |
| FC | 0.895 | 0.631 | 0.71–0.85 | 0.736 | 0.745 | 0.700 | **0.794** | | | | |
| PE | 0.912 | 0.676 | 0.79–0.85 | 0.648 | 0.594 | 0.755 | 0.616 | **0.822** | | | |
| SI | 0.906 | 0.659 | 0.68–0.89 | 0.635 | 0.622 | 0.595 | 0.568 | 0.539 | **0.812** | | |
| Sats | 0.935 | 0.828 | 0.89–0.92 | 0.854 | 0.847 | 0.744 | 0.725 | 0.663 | 0.612 | **0.910** | |
| WB | 0.937 | 0.681 | 0.74–0.88 | 0.709 | 0.712 | 0.613 | 0.634 | 0.528 | 0.759 | 0.676 | **0.825** |

**TABLE 5** HTMT ratios

| | CI | Conf | EE | FC | PE | SI | Sat | WB |
|---|---|---|---|---|---|---|---|---|
| CI | | | | | | | | |
| Conf | 0.89 | | | | | | | |
| EE | 0.81 | 0.81 | | | | | | |
| FC | 0.83 | 0.88 | 0.81 | | | | | |
| PE | 0.72 | 0.68 | 0.86 | 0.71 | | | | |
| SI | 0.68 | 0.70 | 0.65 | 0.63 | 0.58 | | | |
| Sat | 0.84 | 0.87 | 0.83 | 0.83 | 0.74 | 0.66 | | |
| WB | 0.74 | 0.77 | 0.64 | 0.68 | 0.54 | 0.86 | 0.70 | |

*Note*: Bold values represent the square root of average variance extracted (AVE).

**TABLE 6** Predictive validity ($Q^2$) and effect size ($f^2$)

| VL | CV red ($Q^2$) | CV com ($f^2$) |
|---|---|---|
| CI | 0.614 | 0.508 |
| Conf | 0.767 | 0.767 |
| EE | 0.186 | 0.473 |
| FC | 0.631 | 0.631 |
| PE | 0.228 | 0.508 |
| SI | 0.523 | 0.523 |
| Stas | 0.616 | 0.618 |
| WB | 0.574 | 0.574 |
| Reference values | $Q^2 > 0$ | 0.02, 0.15, and 0.35 are considered small, medium and large |

## 5.3 | Structural model assessment

The structural model was examined for collinearity (Mooi & Sarstedt, 2011). If collinearity is present the results are considered to be biased (Hair et al., 2012). The variance inflation factor (VIF) scores of the indicators varied between 1.93 and 4.59 that is lower than the cut-off value of 5.0 indicating no negative effect of collinearity on the results of the structural model analysis.

The adjusted $R^2$ for CI was 78.3% and for satisfaction, it was 77.16%. For well-being, the $R^2$ was 45.69% and for PE it was 35.32% thus indicating a good explanatory power of the model (Breiman & Friedman, 1985). Previous researchers have highlighted the importance of evaluating the inner model strength (Hair et al., 2012). The quality of the inner model can be assessed with the help of the $f^2$ (effect size) (Cohen 1988) and $Q^2$ (Cross validated redundancy measure) (Hair et al., 2012). The $f^2$ and $Q^2$ values were analyzed by using the blindfold. The $f^2$ values ranged between 0.473 and 0.767 and the $Q^2$ values were between 0.186 and 0.767 indicating a good quality of the inner model (Table 6). We applied the PLS predict to assess the model's predictive power. The $Q_{predict}$ values were greater than zero and the RMSE values for PLS-SEM were found to be smaller than LM for majority indicators and hence the predictive power is medium for this model (Shmueli et al., 2019) (Table appendix A1). The importance performance map from IMPA analysis (Ringle & Sarstedt, 2016) indicated that satisfaction has the highest importance and high performance, followed by confirmation with second highest importance but lower performance (Figure 2).

The structural model relationships were analyzed for significance and relevance as a final step of structural model analysis. From the bootstrapping procedure, it was found that 10 out of the 12 structural relationships were significant ($p \leq .05$).

The outcomes of the SEM process are summarized in Table 7. It can be inferred from the results that the path coefficients supported the significance of all the causal paths of the conceptual model except three. It was found that subjective well-being was significantly predicted by satisfaction ($ß = .6759$, $t = 20.566$, $p < .001$). The significant effect of confirmation was found on performance expectancy ($ß = .5943$, $t = 13.105$, $p < .001$) and satisfaction ($ß = .6584$, $t = 10.274$, $p < .001$). The continuance intention ($ß = .2009$, $t = 2.8539$, $p < .01$) and satisfaction ($ß = .1672$, $t = 2.7935$, $p < .01$) were significantly influenced by Effort Expectancy. The facilitating conditions substantially impacted the continuance intention ($ß = .5943$, $t = 13.105$, $p < .001$) and non-significant influence on satisfaction ($ß = .0939$, $t = 1.4212$, $p > .05$). The continuance intention was not significantly influenced by performance expectancy ($ß = .1216$, $t = 1.6287$, $p > .05$) and social influence ($ß = .0345$, $t = .5525$, $p > .05$). There was a substantial effect of performance expectancy on satisfaction ($ß = .1351$, $t = 2.3011$, $p < .01$). Satisfaction positively and significantly impacted the continuance intention ($ß = .6308$, $t = 7.9169$, $p < .001$) and well-being ($ß = .1583$,

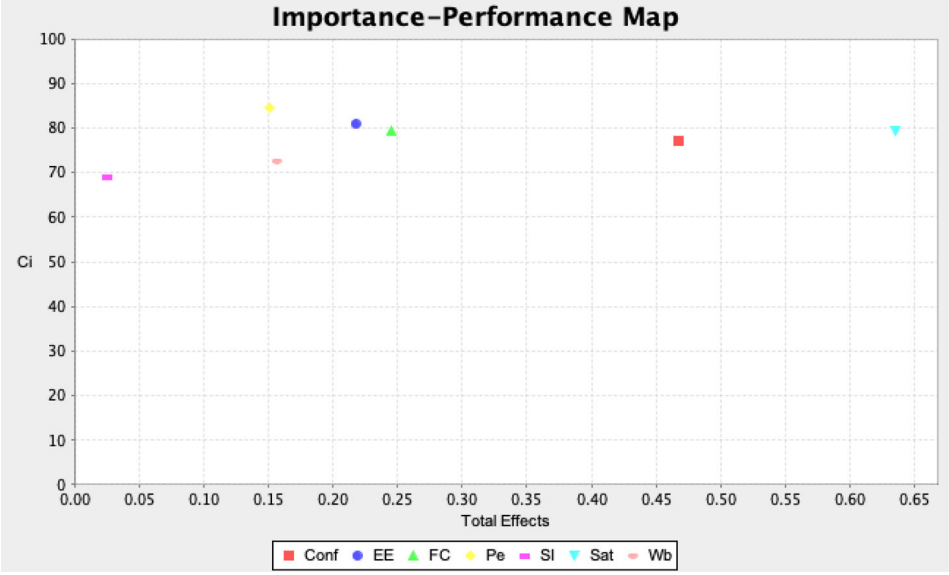



**FIGURE 2** IMPA-importance performance map [Colour figure can be viewed at wileyonlinelibrary.com]

**TABLE 7** Results of SEM analysis

| | Proposed hypotheses | Coefficient (β) | Standard error (STERR) | T statistics (O) | Decision |
|---|---|---|---|---|---|
| H1 | Performance Expectancy -> Satisfaction | .1351 | 0.0587 | 2.3011* | Accepted |
| H2 | Performance Expectancy -> Continuance Intention | .1216 | 0.0747 | 1.6287$^{ns}$ | Rejected |
| H3 | Confirmation -> Performance Expectancy | .5943 | 0.0453 | 13.1054*** | Accepted |
| H4 | Confirmation -> Satisfaction | .6584 | 0.0641 | 10.2744*** | Accepted |
| H5 | Satisfaction -> Continuance Intention | .6308 | 0.0797 | 7.9169*** | Accepted |
| H6 | Effort Expectancy -> Satisfaction | .1672 | 0.0599 | 2.7935** | Accepted |
| H7 | Effort Expectancy -> Continuance Intention | .2009 | 0.0704 | 2.8539** | Accepted |
| H8 | Facilitating condition -> Satisfaction | .0939 | 0.0661 | 1.4212$^{ns}$ | Rejected |
| H9 | Facilitating conditions -> Continuance Intention | .2062 | 0.0655 | 3.1488*** | Accepted |
| H10 | Social Influence -> Continuance Intention | .0345 | 0.0624 | 0.5525$^{ns}$ | Rejected |
| H11 | Satisfaction -> Well Being | .6759 | 0.0329 | 20.5568*** | Accepted |
| H12 | Well Being -> Continuance Intention | .1583 | 0.0613 | 2.5815** | Accepted |

***$p$ < .001. **$p$ < .01. *$p$ < .05. $^{ns}$Not significant.

$t$ = 2.5815, $p$ < .001). Accordingly, the research hypothesis: H1, H3-H7, H9, H11, and H12 were all accepted whereas hypothesis: H2, H8, and H10 were not accepted. Results are presented in Figure 3.

## 6 | DISCUSSION

As discussed in the introduction section the purpose of this study was to examine the factors that affect the CI for mobile payments. We also explored the role of subjective well-being in determining the CI for mobile payments. Subjective well-being is a bright side of technology that refers to life quality improvement but there is an infrequent discussion of the same in mobile payments literature. For this purpose, we proposed an integrated model complementing the UTAUT model with the ECM and add the subjective well-being aspect to examine the role of the functional, social, and psychological factors in determining the intention to continue the usage of mobile payments.

The findings suggested a positive association between PE and satisfaction. The significant positive effect of PE on satisfaction supports the findings of previous researchers (Marinkovic & Kalinic, 2017; Rezaei & Valaei, 2017; Tam et al., 2020). Due to the ingenious and intangible nature of mobile payment services the customer may realize the benefits only after using it (Bhattacherjee, 2001b). Moreover, the lack of prior experience and fear and risks of use may prevent the customers from recognizing its benefits before use. The non-significant influence of PE on the CI supports the claims of Bhattacherjee (2001a) concerning the ECM model that usefulness is a weak predictor of continued use. The non-significance of PE as a direct determinant of CI but a significant effect on satisfaction indicates that people will continue to use mobile payments only if they find it beneficial and are satisfied with the benefits after the

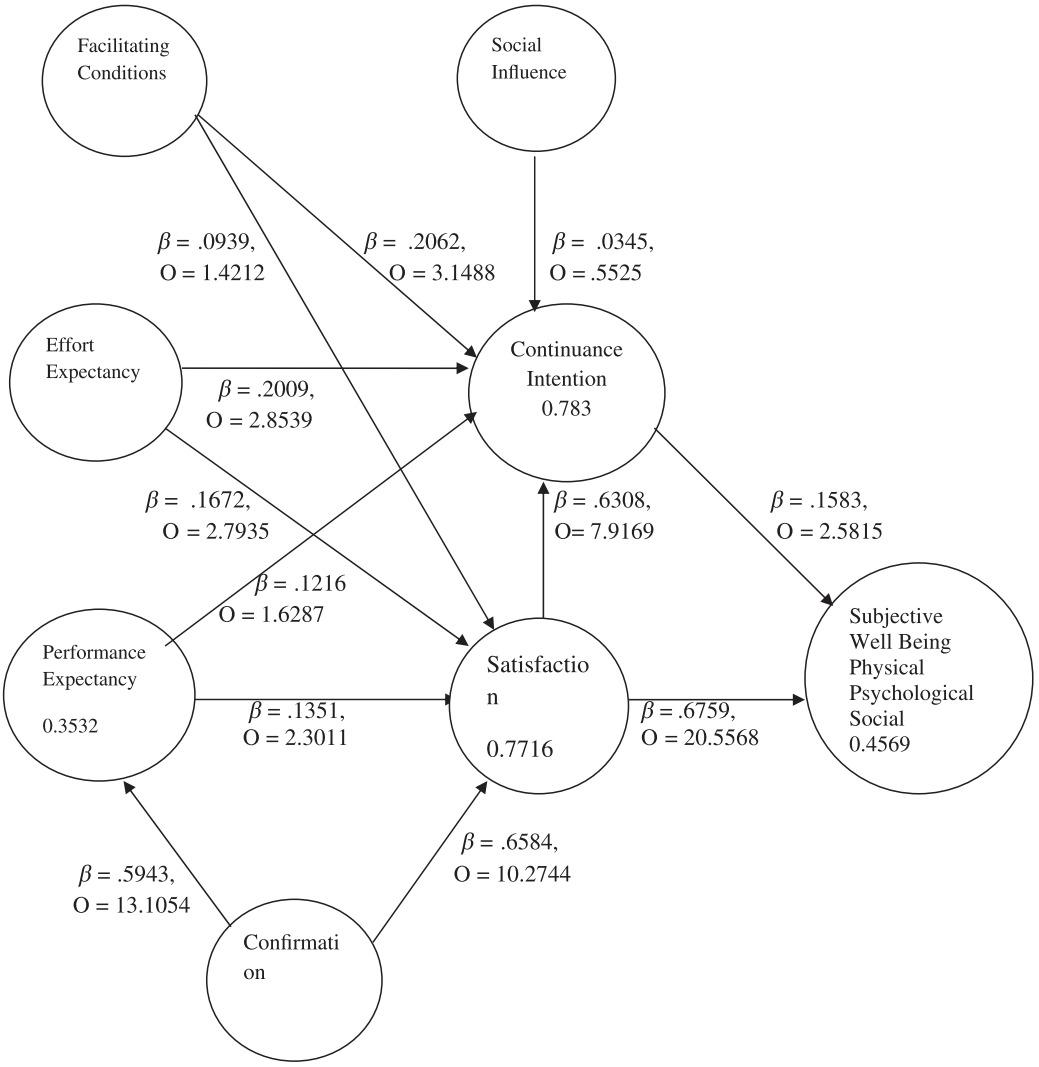



**FIGURE 3** Results of PLS-SEM

prior use. Humbani and Wiese (2019) had similar results in their study on mobile payment apps continuance intention in which PU had a substantial effect on satisfaction but not on CI. The findings suggested a significantly strong positive effect of confirmation on both PE and satisfaction. The results are consistent with the claims of Bhattacherjee (2001a) concerning the ECM model. According to Bhattacherjee (2001a) if customers find the product useful beyond their initial expectation they will be satisfied and will continue to use it. Tam et al. (2020) had similar findings in the context of mobile apps CI. This means that if the customers will feel that their expected benefits of mobile payments were met after use they will feel satisfied. The findings suggest the significant positive effect of satisfaction on CI. Satisfaction was claimed as a crucial predictor of continuance intention in the IT continuance theories (Bhattacherjee, 2001a; Oliver, 1993) and has been validated in previous studies in several products and services CI context (Bhattacherjee, 2001b; Cao et al., 2018; Humbani & Wiese, 2019; Liébana-Cabanillas et al., 2017; Tam et al., 2020). This means that if the customer's expectations from the mobile payment services are met they will feel satisfied and will continue to use mobile payments.

The findings further indicate a significantly positive effect of EE on satisfaction. The findings confirm the claims of Liao et al. (2007) that the continued use of technology is influenced by satisfaction with system features. The findings contradict prior researchers who argued that the familiarity with the system makes it easy to use and hence the construct is non-significant in explaining the CI (Bhattacherjee, 2001a; Karahanna et al., 1999). The significant influence of EE on both satisfaction and CI confirms the claims of Liao et al. (2007) that ease with which a system or technology can be used is a prime concern for the customer to evaluate his/her intention for continued use. The results support our argument that due to the constant changes and updates in the features of mobile payment by the service providers the customers will only use it persistently if they find it simple and easy to use. FC was found to be a non-significant predictor of satisfaction but a significant predictor of CI. The significant effect of FC on CI confirms the claims of Liao et al. (2007) that the FC should be prioritized while the development of a system. This finding concerning mobile payments can be attributed to the fact that there is an involvement of service providers, banks, and payment intermediaries in the transaction process that completes in various stages. A single

support system is required to address the customer issues at any stage. Moreover, the customers use varied phones and system compatibility is required for a smooth transaction. For these reasons, the customer will look for support services that will increase the likelihood of CI. This means that mobile payment users look for an efficient support system and system compatibility for continued usage. SI was found insignificant in explaining the CI. A similar result was found in the study conducted on mobile payment apps CI by Tam et al. (2020). It confirms the findings of Venkatesh and Davis (2000) about the insignificance of social influence in the voluntary utilization contexts that means "the extent to which potential adopters perceive the adoption decision to be non-mandatory" (Agarwal & Prasad, 1997). Moreover, Bhattacherjee (2001a) stated that pre-acceptance is influenced by the opinion of others however the post-acceptance is an outcome of the customer experience.

Satisfaction was found to have a strong significant effect on well-being thus confirming the claims of previous researchers (Chan, 2018; Church et al., 2013; Véronneau et al., 2005) that satisfaction enhances well-being and life quality. It also supports the affirmation of Ong and Lin (2016) that satisfaction is not a substitute for well-being. Moreover, the results indicate that the effect of satisfaction through well-being is much higher on CI. The significant influence of subjective well-being on the CI is consistent with the previous studies (Azzahro et al., 2018; Huang, 2016; Ong & Lin, 2016). However, this is a new finding concerning mobile payments and implies that if users find that mobile payments make their life easier they will continue to use them.

## 6.1 | Theoretical contribution

The study contributes to the existing body of literature on mobile payments. The theoretical framework proposed in this study combined two robust theories of technology adoption (UTAUT) and post-adoption (ECM) for an enhanced explanation of factors that affect mobile payments continuance intention. Moreover, we explore the role of subjective well-being as a bright side of technology in the CI for mobile payments. Researchers have highlighted the importance of life quality improvement or well-being by technology use (Castellacci & Tveito, 2018; Dolan & Metcalfe, 2012) however there is no discussion of the same in the extant research on mobile payments to the researcher's best knowledge. The extension of well-being as a psychology aspect to the mobile payments literature contributes to the theory in a robust way. This study is therefore a novel contribution to mobile payments and IS literature. The previous literature on mobile payment post-adoption or continuance intention have used the pre-adoption theories thus ignoring the theories particular to post-adoption. We thus highlight the post-adoption behaviors through this research making a significant contribution to the mobile payments literature. The theoretical model combining the adoption (UTAUT) and post-adoption (ECM) theories of IT for the first time to examine the CI for mobile payments and adding the subjective well-being aspect to it is the originality of this research. The study provides information on the post-acceptance continued use of mobile payments that adds to the extant literature on IT innovation, continuance, and mobile payments. Venkatesh et al. (2012) and Bhattacherjee (2001a, 2001b) called for extensions of UTAUT and ECM, respectively, for better discernment of adoption and post-adoption behaviors. The findings of this study explain the mobile payment CI more comprehensively.

The adjusted $R^2$ for satisfaction (77%) and continuance intention (78%) is much higher than the original model of Bhattacharjee (2001a) which was 33% and 41% subsequently thus indicating the robustness of the proposed model. The findings confirm the propositions of the ECM model and extend the UTAUT constructs to the post-adoption behavior concerning mobile payments. The empirical evidences for association of UTAUT constructs with the CI behaviors concerning the mobile payments provide important theoretical implications. The findings establish conformation as an important construct for CI behaviors. The significant positive effect of EE or ease of use both on CI and satisfaction is contradictory to Bhattacherjee (2001a) and Bhattacherjee and Lin (2015) in the context of mobile payments and implies that EE is an important determinant of post-adoption behavior. The empirical validation of the association of EE with both CI and satisfaction provides new theoretical insights and implications. Technology is highly dynamic and fast-changing that requires constant learning of the system by the users. Moreover the effect of EE is higher on CI compared to PE. Furthermore PE does not influence CI while EE does thus establishing a more significant role of EE over PE in mobile payment CI. The findings add to the extant theory on CI behaviors for mobile payments. The construct must be further tested in the post-adoption studies concerning various technology innovation contexts. The results propose several novel findings concerning post-adoption of mobile payments. The empirical validations for the significant effect of satisfaction on subjective well-being and subjective well-being on CI for mobile payments are novel findings thus adding to the extant literature on mobile payments. The findings theoretically imply that subjective well-being has an important role in determining the post-adoption behaviors. The high values for the effect of satisfaction on subjective well-being imply that the constructs are theoretically distinct and must be further explored in future research. The findings empirically support the distinction between determinants of adoption and post-adoption behaviors concerning IT. For example, the non-significant influence of social influence on continuance intention implies that social influence does not affect the CI for mobile payments. However, it was found to be a robust factor in the studies focused on mobile payment adoption (e.g., Patil et al., 2020; Purohit & Arora, 2021a, 2021b). The empirical validation for the association of FC with CI establishes FC as an important construct for mobile payments post-adoption theory. Further, we empirically establish the influence of well-being on continuance intention thus making a major contribution to the IT adoption literature that provides a new direction that can be of potential interest for future research studies on the IT post-adoption behavior. There has been a

transition in the recent economic environment with a focus on well-being as a bright side of technology over the income-based welfare considerations (Rahman et al., 2019) due to which this study provides an important contribution to the extant literature on well-being to the IT innovation and usage context.

### 6.2 | Managerial implications

This study findings offer several important managerial implications that can be utilized by service providers while formulating their strategy to enhance the usage of mobile payments. The EE and PE significantly influence satisfaction that leads to the intention to continue using mobile payments. The service providers must consider the development of voice-based mobile payment systems to simplify the payment systems and make them usable for customers irrespective of their literacy level or technical proficiency. The benefits of using mobile payments and their influence on well-being must be communicated to the customers through promotions. Overall, the payment applications should be more user-friendly, less complicated, and more time-saving. The companies must also communicate and educate the customers about these benefits. Since there is a strong and significant influence of confirmation on PE and satisfaction the service providers must deliver what they claim to the customers. Rather they must take constant customer feedback to understand customer needs or issues and make improvements to the service. Analyzing the customer reviews on the online and social media platforms can also be of great help for improvements. Facilitating conditions were also found to be essential for continued intention. While system design or technology upgradation it is imperative for the design engineers to empathize with the customers and add features that can make the system easy to use. Moreover, constant change in the system or features must be avoided and an efficient and synchronized support system to resolve customer issues must be developed. A call center or chatbot facility through social media apps is suggested for the same. The service providers, banks, and payment intermediaries should work together for customer support. As the customers use various devices to make payments that can create issues related to internet speed or device compatibility the existence of efficient support systems become furthermore important. Increased expenditure on the improvement of user interface and infrastructure development is advisable to sustain the usage among customers.

As satisfaction strongly influences the well-being, service providers should attend to the well-being aspect through satisfaction and work on this bright side of mobile payments towards well-being or life quality improvement. Since well-being influences the continued intention substantially, the service providers must consider the well-being aspect while designing the strategies for IT innovation rather than merely focusing on system design and satisfaction. The service design engineers must empathize with the customers and develop products and systems in a way that improves the well-being or quality of life. The timely resolution of customer issues through support systems can enhance the satisfaction and well-being of customers. Moreover, the system should be designed in a way that not only delivers the functional benefits but increases satisfaction and enhances the subjective well-being of the user for promoting the continued use of mobile payments. To win over the various payment methods and increase the usage among customers, the focus must be on creating a distinct value proposition based on the improvement of life quality through the benefits corresponding to the use of mobile payments. The use of promotional methods such as m-coupons (Nayal et al., 2021) to communicate how mobile payments can improve life quality can be beneficial for service providers.

## 7 | LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

This study provided a model for explaining the factors that determine the intention to continue the usage of mobile payments. It adds to the extant literature on IT post-adoption behavior and mobile payments. It also presents a novel direction to subjective well-being literature in the IT innovation and usage context. However, the research is constrained to certain restrictions that ought to be addressed by future researchers. The respondents of this study are limited to a single country, that is, India. The testing of the model in various countries may help explicate several limitations that can guide future studies. The importance of it lies in the variations that exist in countries concerning the system and maturity of markets (Guo & Bouwman, 2016). Moreover, separate studies on various customer segments based on demographic variations such as age, gender, education level would provide deeper insights into post-adoption behavior.

The study is focused on continuance intention and does not differentiate between customers who continue to use mobile payments and those who discontinued the use. Separate studies on customers who discontinued the use of mobile payments might help understand the reasons why people discontinue the use of mobile payments. The study also does not differentiate between the various service providers that can be included in future research. Moreover, to generalize the findings, comparison with other payment methods is advisable. The study includes respondents with varied experience of using mobile payments from less than 1 year to above 5 years. The moderation effect of experience must be tested in future research studies. Besides, the regulatory environment is likely to affect the continued intention to adopt mobile payments. Therefore, it ought to be considered as a separate variable in future research. In addition, there are opportunities to explore the marketing potential for firms providing mobile payment solutions for their consumers in emerging as well as developed countries. Paul (2019) gives several ideas for greater marketing performance using such technologies in emerging countries.

## 8 | CONCLUSION

Continued usage of mobile payments by the customers is critical for success. Drawing on the UTAUT theory combined with ECM and a subjective well-being angle added to it this study identified factors that affect

the CI for mobile payments. The results indicated that PE and EE had a significant influence on satisfaction towards mobile payments but not FC. It was also found that EE and FC had a significant positive effect on the CI for mobile payments, however; PE and SI were non-significant in explaining the CI for mobile payments. Confirmation significantly and strongly influenced PE and satisfaction that further influenced well-being and CI. The results imply that the service providers must improve the mobile payment systems for improved benefits, simplified use, and provide efficient support systems to foster satisfaction and CI. Moreover, the system development must be in a way that improves the subjective well-being of users for enhancing the CI for mobile payments.

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## CONFLICTS OF INTEREST

The authors have no conflict of interest to declare.

## DATA AVAILABILITY STATEMENT

The data will be made available on reasonable request.

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## APPENDIX

**TABLE A1** RMSE values for PLS predict

| PLS | LM |
|---|---|
| 0.89 | 0.92 |
| 0.85 | 0.86 |
| 0.89 | 0.93 |
| 0.91 | 0.92 |
| 1.00 | 0.91 |
| 1.13 | 1.09 |
| 1.00 | 0.90 |
| 0.99 | 0.87 |
| 0.91 | 0.80 |
| 0.78 | 0.81 |
| 0.77 | 0.76 |
| 0.86 | 0.88 |
| 1.12 | 1.01 |
| 0.96 | 0.87 |
| 1.42 | 1.23 |
| 1.07 | 1.07 |
| 1.61 | 1.35 |
| 1.62 | 1.34 |
| 1.22 | 1.14 |