

# The emergence of mobile payment acceptance in Vietnam: An exploratory study

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## **Abstract:**

**I**n a nation such as Vietnam where a larger part of clients still favors cash-on-delivery, it is difficult to fasten the pace of process of innovation diffusion such as electronic wallets. This generates research interest to study the readiness of people to use E-wallets and factors influencing the adoption of E-wallets. This research paper is aimed at examining the adoption of E-wallets as a mode of payment in Ho Chi Minh City. This paper also throws light on adjuvant issues like impact of various demographic factors on usage of E-wallets, reasons for not using E-wallets of customers, etc. The study is based on 276 valid responses who are mainly Vietnamese and millennials generation received through a structured questionnaire. Data collected was analyzed by using percentages, and cross tabulation. The results show that main reasons for low preference of E-wallet as mode of payment are tendency of those people who do not want to move out of comfort of using traditional mode of payments, privacy concerns and threat to security. Customers are becoming familiar with making payments by E-wallets in daily activities.

**Keywords:** *E-wallet, mobile payment, smart phone users, mode of payment, Vietnam.*