

EXAMINING FACTORS INFLUENCING ACCEPTANCE AND USE OF ELECTRONIC PAYMENT SYSTEMS(EPS) IN THE URBAN METROPOLIS.

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Abstract

The traditional system of payment of goods and services by cash is gradually changing and is been gradually taken over by an electronic system of payment in almost all economies. However, the issue of electronic payment has become a bottleneck in many economies, and the challenges associated with the acceptance and use impedes the fast growth of the expected change, especially in developing countries in Africa like Ghana.

The challenges are more prominent in some countries than others when it comes to its use; policy implementation, stakeholders like mobile and internets service companies, banks attitudinal practice to change, security and risk associated problems as a result of recent internet scams, consumer's behavioral change to patronizing due to mistrust of systems, just to mention but some few. In most advanced countries it is estimated that e-payments accounts and saves up to one-third of the country's gross domestic product (GDP) and has created a positive impact on the real economy but this has not be so in the urban metropolis in Africa. Despite its economic and business importance in e-commerce, e-government and positive growth on the economy, the adoption and Use of e-payment seem to be very slow in most retailing industries in developing economies or in an urban metropolis. This study is an attempt at critically examining factors that enhance or impedes the use of electronic payments in the customer and e-commerce industry as a whole.

Based on the data collected at selected retail shops, financial institutions, mobile and internet service providers, and the general public, the study find out that social persuasion, organizational support, product experience, personal value, customer trust and cost of payment had a significant impact on the individual acceptance of EPS with security and moderating positively on predictor variable but negatively on trust. The research recommends that though security of electronic payment services should be enhanced by continuously strengthening the security control of the information systems by implementing the most advanced and latest security, trust in the systems in EPS positively promote the acceptance of e-payments in an urban metropolis.

Keywords: electronic payment, acceptance and use of eps, cashless economy, security, trust in systems, Urban Metropolis, Accra-Ghana.