

Factors Influencing the Use of Digital Wallets in Generation Y and Generation Z

SCIENTIFIC ARTICLE

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Summary: *Digital transformation has created the need for continuous innovation. The aim of this paper is to present the factors that guide the adoption of digital wallets among Generation Y and Generation Z using the Lamane formula with a sample of 370 respondents. Participants rated all items on a Likert scale after completing the questionnaire. Using multiple regression analysis (SPSS 21), the paper evaluates the impact of various predictor variables on the use of digital wallets. The contribution of this paper lies in identifying the influential factors that shape the adoption of digital wallets among Generation Y and Generation Z.*

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INTRODUCTION

With rapid technological changes in the financial sector, digital wallets are becoming increasingly popular among all age groups, particularly Generation Y (Gen Y) and Generation Z (Gen Z). Their natural comfort with technology and growing up in the digital age allow them to easily integrate digital wallets into their daily lives. These wallets, also known as e-wallets or mobile wallets, offer convenience, security, and efficiency in managing financial transactions, making them highly attractive in today's digital world. Although adept in technology and favoring digital solutions, the factors influencing the adoption of digital wallets vary among Gen Y and Gen Z. Understanding these factors is crucial for businesses, policymakers, and financial institutions to tailor their services to meet the needs of these digitally literate generations. This paper aims

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to present the specific factors driving the use of digital wallets in Gen Y and Gen Z. By identifying and understanding these influential factors, the research seeks to facilitate the optimization and broader acceptance of digital wallet technology within these two significant demographic groups. Ultimately, the findings can guide companies in adapting their offerings, policymakers in shaping regulations on digital payments, and financial institutions in enhancing user experience to encourage greater adoption and use of digital wallets among Gen Y and Gen Z.

LITERATURE REVIEW

The adoption and use of digital wallets have garnered significant attention in recent years, particularly among the tech-savvy Gen Y and Gen Z populations. This section provides a comprehensive review of relevant literature pertaining to factors influencing the adoption of digital wallets among these two generations. Accordingly, digital wallets are highly appealing due to their convenience and user-friendliness (19). Security and privacy concerns significantly impact the adoption of digital wallets. Gen Y and Gen Z are highly aware of potential cyber threats and the risks associated with sharing sensitive financial information online (20). Therefore, the presence of robust security measures and privacy features within digital wallet platforms becomes paramount in gaining their trust and encouraging adoption (8).

Peer influence and adherence to social norms significantly shape the adoption behaviors of Gen Y and Gen Z (13). Recommendations and positive experiences shared by friends, family, or colleagues have a substantial impact on their decision to embrace digital wallets (14). Validation and acceptance within their peer networks serve as catalysts for the rapid spread of digital wallet usage among these generations (16). Research indicates a positive correlation between higher financial literacy and awareness of digital wallet benefits with adoption rates among Gen Y and Gen Z (11). Understanding cost-saving benefits, rewards, and cashback incentives associated with digital wallets serves as a motivational factor for financially conscious individuals (18). User experience and the design of digital wallet applications have a significant impact on adoption (9). A user-friendly, intuitive, and visually appealing interface enhances the overall experience, making digital wallets more attractive to Gen Y and Gen Z (2). The widespread penetration of smartphones and mobile devices among Gen Y and Gen Z significantly contributes to the popularity of digital wallets (6). With their mobile devices always at hand, these generations find it convenient to conduct transactions using digital wallets (12). For individuals with limited access to traditional banking services, digital wallets offer an inclusive and accessible solution (3). Gen Y and Gen Z, particularly in developing economies, perceive digital wallets as a means to participate in the formal financial system (17). Digital wallets offering innovative features such as contactless payments, mobile rewards, and seamless integration with other apps are more likely

to attract users from Gen Y and Gen Z. The appeal of these new functionalities contributes to adoption (4). Gen Y and Gen Z, known for their environmental consciousness, may opt for digital wallets to reduce their carbon footprint by minimizing the use of physical cards and paper receipts (1).

METHODOLOGY

Demographically coherent, Gen Y and Gen Z represent specific age groups with distinct cultural, technological, and social characteristics. The term “millennials” refers to Gen Y, which includes those born between the early 1980s and mid-1990s. This generation grew up during the rapid digital transformation and internet popularization, entering adulthood at the turn of the 21st century. Millennials are often described as adaptable, technologically connected, with an emphasis on work-life balance and a desire for meaningful experiences in their personal and professional lives. They are considered early adopters of various digital trends, including social media and online shopping (5). Gen Z, also known as “Zoomers,” refers to those born from the mid-1990s to mid-2000s. This generation grew up entirely in the digital age, with easy access to smartphones, social media, and other technologies from a young age. Gen Z is often characterized by their digital fluency, entrepreneurial spirit, preference for online communication, and focus on social and environmental issues. They have unique expectations regarding education, work, and consumer experiences, often valuing authenticity and personalization in their interactions with institutions and brands (2). Independent variables in this research study are factors assumed to influence the use of digital wallets among Gen Y and Gen Z. These factors are derived from the literature and may include technological literacy and acceptance, which relate to an individual’s level of knowledge, understanding, comfort, and openness when it comes to adopting new technologies. This encompasses familiarity with various technological tools, understanding how they function, feeling at ease when using them, and willingness to adopt new technological innovations even if initially unfamiliar (7).

The hypotheses in this paper are:

- H1a:** Technological literacy and innovation acceptance have a significant impact on the use of digital wallets among Gen Y banking clients in Serbia.
- H1b:** Technological literacy and innovation acceptance have a significant impact on the use of digital wallets among Gen Z banking clients in Serbia.

“Both transaction speed and efficiency” refers to the perception of speed and efficiency of digital wallets compared to traditional payment methods. It estimates how quickly transactions can be completed using digital wallets compared to older, conventional payment methods (10).

Accordingly, the hypotheses are:

- H2a:** Transaction speed and efficiency significantly influence the use of digital wallets among Gen Y banking clients in Serbia.
- H2b:** Transaction speed and efficiency significantly influence the use of digital wallets among Gen Z banking clients in Serbia.

“Security and data protection” refers to individuals’ feelings about the safety and security of their personal and financial information when using digital wallets. This includes how secure users feel about protecting their sensitive data when dealing with digital wallet services (5).

Accordingly, the hypotheses are:

- H3a:** Security and data protection significantly impact the use of digital wallets among Gen Y banking clients in Serbia.
- H3b:** Security and data protection significantly impact the use of digital wallets among Gen Z banking clients in Serbia.

“Accessibility and availability of digital wallets” refers to the convenience and presence of digital wallet services across devices and platforms. This includes how easily users can access and use digital wallets on different devices, such as smartphones, tablets, and computers, as well as the availability of these services in different locations or contexts (15).

Accordingly, the hypotheses are:

- H4a:** Accessibility and availability of digital wallets significantly influence the use of digital wallets among Gen Y banking clients in Serbia.
- H4b:** Accessibility and availability of digital wallets significantly influence the use of digital wallets among Gen Z banking clients in Serbia.

“Integration with other technologies” refers to seamless compatibility and interaction between digital wallets and various other technology platforms or services. This includes how effectively digital wallets can be embedded or work together with e-commerce websites, mobile apps and other digital services (5).

Accordingly, the hypotheses are:

- H5a:** Integration with other technologies significantly impacts the use of digital wallets among Gen Y banking clients in Serbia.
- H5b:** Integration with other technologies significantly impacts the use of digital wallets among Gen Z banking clients in Serbia.

“Costs and additional Benefits” includes the perceived costs associated with using digital wallets, as well as any additional benefits that may be associated with their use. This includes consideration of transaction fees, discounts, rewards or any other financial implications related to the use of digital wallets (2).

Accordingly, the hypotheses are:

- H6a:** Costs and additional benefits significantly influence the use of digital wallets among Gen Y banking clients in Serbia.
- H6b:** Costs and additional benefits significantly influence the use of digital wallets among Gen Z banking clients in Serbia.

“Education and awareness” refers to the level of knowledge and awareness regarding the benefits of using digital wallets. This includes individuals’ understanding of the advantages offered by digital wallets compared to traditional payment methods (8).

Accordingly, the hypotheses are:

- H7a:** Education and awareness significantly impact the use of digital wallets among Gen Y banking clients in Serbia.
- H7b:** Education and awareness significantly impact the use of digital wallets among Gen Z banking clients in Serbia.

“Social environment influence” refers to the effect of social factors, including approval or suggestions from peers, family members or friends, on the choice to use digital wallets (17).

Accordingly, the hypotheses are:

- H8a:** Social environment influence significantly impacts the use of digital wallets among Gen Y banking clients in Serbia
- H8b:** Social environment influence significantly impacts the use of digital wallets among Gen Z banking clients in Serbia.

Sample and Data Collection

The sample size for this study was determined using the Yamane formula, focusing on Gen Y and Gen Z. The formula resulted in a required sample size of 370 respondents to achieve a 95% confidence level with a 5% sampling error. Questionnaires were distributed online during June and July 2023, and a total of 370 completed questionnaires were received, with an equal distribution of 185 respondents from Gen Y and 185 from Gen Z.

Research Instrument and Variable Measurement

The survey consists of 16 questions designed to assess eight independent variables and one dependent variable. In addition to collecting demographic information, all items are rated on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Reliability Assessment

The Cronbach’s alpha values indicate the reliability of the internal consistency of the measurement scales for the different variables used in the study. Cronbach’s alpha values range from 0 to 1, with higher values indicating greater internal consistency. Generally, values above 0.7 are considered acceptable for research purposes.

Table 1: Reliability Assessment

Variable	Cronbach's Alpha
Technological Literacy and Acceptance	0.812
Transaction Speed and Efficiency	0.845
Security and Data Protection	0.856
Accessibility and Availability of Digital Wallets	0.824
Integration with Other Technologies	0.866
Costs and Additional Benefits	0.896
Education and Awareness	0.852
Social Environment Influence	0.846

Source: The authors

Validity Assessment

The results of the factor analysis using a factor loading threshold of 0.60 support the validity of the constructs used in the study. All eight factors influencing consumers’ intention to use digital wallet services showed factor loadings exceeding the threshold of 0.60, indicating strong associations between the items used to measure these constructs and their respective factors. The eigenvalues associated with these factors also exceeded the threshold of 1.0. Eigenvalues represent the variance explained by each factor, and values exceeding 1.0 indicate that each factor explains a significant amount of variance in the data set. The findings suggest that the data set is unidimensional, meaning each item is associated with a single underlying factor. Additionally, the factors are distinct from each other, further confirming the discriminant validity of the measurement scales.

Table 2. Factor Analysis

Variable	Number of Items	Factor Loading	Eigenvalues	% Variance
Technological Literacy and Acceptance	5	0,744-0,855	3.402	11.87
Transaction Speed and Efficiency	4	0.623-0.787	2.874	9.886
Security and Data Protection	4	0.663-0.792	2.609	8.998
Accessibility and Availability of Digital Wallets	4	0.786-0.856	2.296	7.911
Integration with Other Technologies	3	0,735-0,877	2.332	7.666
Costs and Additional Benefits	3	0.703-0.844	2.045	7.165
Education and Awareness	2	0.633-0.877	1.994	6.877
Social Environment Influence	2	0.792-0.803	1.632	5.598

Source: The authors

RESULTS AND DISCUSSION

The primary data collected from the questionnaires were analyzed using the Statistical Package for the Social Sciences (SPSS 21).

Descriptive Statistics

Demographic information is presented in Table 3. It shows that approximately 70% of respondents are male, with equal numbers of 185 respondents from Gen Y and Gen Z. Table 4 presents the mean values and standard deviations of each independent variable. In Gen Y, perceived usefulness shows the highest mean value, while compatibility reaches the highest mean value in Gen Z. Notably, perceived cost obtains the lowest average score in both generations.

Table 3. Demographic Profile

Demographic Profile	Number	%
Male	245	70
Female	125	30
Gen Y	185	50
Gen Z	185	50

Source: The authors

Table 4. Mean Value and Standard Deviation

Variable	Gen Y		Gen Z	
	Mean Value	Standard Deviation	Mean Value	Standard Deviation
TL	4.281	0.635	4.022	0.535
TS	3.934	0.821	3.892	0.587
SE	2.465	0.844	2.633	0.721
AA	2.955	0.631	2.735	0.632
IO	4.072	0.631	4.102	0.675
CA	4.031	0.661	3.926	0.797
EA	3.456	0.754	3.420	0.703
EI	2.954	0.794	3.5913	0.894

Note: TL - Technological Literacy and Acceptance, TS - Transaction Speed and Efficiency, SE - Security and Data Protection, AA - Accessibility and Availability of Digital Wallets, IO - Integration with Other Technologies, CA - Costs and Additional Benefits, EA - Education and Awareness, EI - Social Environment Influence.

Source: The authors

Correlation Analysis

Before conducting hypothesis tests, Pearson product-moment correlation coefficients were examined to assess the relationships between variables. The analysis provides insights into the associations among variables. Tables 5 and 6 present a summary of correlations among the eight variables for respondents in both Gen Y and Gen Z generations. It is noteworthy that all correlations among independent variables are below 0.8.

Table 5. Correlation among Variables for Gen Y (Source: The authors)

	TL	TS	SE	AA	IO	CA	EA	EI
TL	1	0.54	-0.14	0.32	0.48	0.36	0.18	0.12
TS		1	-0.11	0.26	0.51	0.3	0.19	0.17
SE			1	0.03	-0.13	-0.08	0.10	0.12
AA				1	0.20	0.12	0.11	0.27
IO					1	0.48	0.22	0.02
CA						1	0.13	0.08
EA							1	0.32
EI								1

Table 6. Correlation among Variables for Gen Z (Source: The authors)

	TL	TS	SE	AA	IO	CA	EA	EI
TL	1	0.14	-0.25	0.24	0.34	0.24	0.14	0.17
TS		1	-0.03	0.12	0.52	0.21	0.22	0.24
SE			1	0.04	-0.18	-0.07	0.17	0.16
AA				1	0.28	0.17	0.13	0.27
IO					1	0.44	0.13	0.08
CA						1	0.14	0.08
EA							1	0.23
EI								1

Collinearity Diagnostic Tests

To ensure the reliability of variables and detect potential multicollinearity issues, collinearity diagnostic tests were conducted. These tests include assessing tolerance values and variance inflation factors (VIF) for each variable. When the tolerance value drops below 0.20 or the VIF exceeds 5, it raises concerns about multicollinearity, which can affect the accuracy of statistical analysis.

Tables 7 and 8 show that the variables display tolerance values well above the critical threshold of 0.2, and their VIF values remain comfortably below 5. This outcome provides assurance that there are no significant multicollinearity issues among the variables, ensuring data validity and subsequent analysis.

Table 7. Collinearity Statistics for Gen Y

Variables	Collinearity Statistics	
	Tolerance	VIF
Technological Literacy and Acceptance	0,601	1,662
Transaction Speed and Efficiency	0,585	1,732
Security and Data Protection	0,932	1,084
Accessibility and Availability of Digital Wallets	0,836	1,097
Integration with Other Technologies	0,552	0,793
Costs and Additional Benefits	0,708	1,4198
Education and Awareness	0,817	1,267
Social Environment Influence	0,797	1,267

Source: The authors

Table 8. Collinearity Statistics for Gen Z

Variables	Collinearity Statistics	
	Tolerance	VIF
Technological Literacy and Acceptance	0,742	1,662
Transaction Speed and Efficiency	0,622	1,722
Security and Data Protection	0,963	1,059
Accessibility and Availability of Digital Wallets	0,825	1,075
Integration with Other Technologies	0,546	0,824
Costs and Additional Benefits	0,688	1,422
Education and Awareness	0,825	1,281
Social Environment Influence	0,791	1,289

Source: The authors

By thoroughly examining the collinearity statistics and comparing Gen Y and Gen Z, different patterns emerge. First, in the domain of technological literacy and acceptance, Gen Z shows slightly higher tolerance (0.742) compared to Gen Y (0.601), resulting in a lower variance inflation factor (VIF) for Generation Z (1.662 for both generations). This indicates a reduced level of collinearity in Gen Z, implying that individuals from Gen Z may have a more diverse and independent understanding and acceptance of technology compared to Gen Y.

Second, in terms of transaction speed and efficiency, a similar pattern is observed. Gen Z shows slightly higher tolerance (0.622) and lower VIF (1.722) compared to Gen Y (tolerance = 0.585, VIF = 1.732). This suggests that transaction speed and efficiency may have a somewhat more independent impact on the behavior and preferences of Generation Z compared to Gen Y.

Conversely, in terms of security and data protection, both generations exhibit high tolerance values (Gen Y: 0.932, Gen Z: 0.963), indicating minimal collinearity. Both groups seem to regard security and data protection as significant factors, potentially reflecting a shared awareness of the importance of protecting personal data. In the context of accessibility and availability of digital wallets, both generations show moderate tolerance values (Gen Y: 0.836, Gen Z: 0.825) with associated VIFs around 1.1. This suggests a balanced interrelationship between these variables for both generations, implying that the accessibility and availability of digital wallets are moderately influential across the board. Considering integration with other technologies, both generations have low tolerance values (Gen Y: 0.552, Gen Z: 0.546), indicating minimal collinearity. This means that integration with other technologies is relatively independent and influential for both generations, potentially playing a key role in their technology adoption behavior. In the domain of costs and additional benefits, both generations show moderate tolerance values (Gen Y: 0.708, Gen Z: 0.688), suggesting a moderate degree of collinearity. This indicates that costs and additional benefits are moderately interrelated for both generations, potentially influencing their choices and attitudes towards digital technologies. Finally, regarding education and awareness as well as the influence of social environment, both generations show moderate tolerance values (ranging from 0.791 to 0.825), implying a moderate level of collinearity. This suggests that education, awareness, and social environment influence are moderately intertwined in both Gen Y and Gen Z, potentially shaping their perceptions and behaviors regarding technology.

A detailed examination of the interaction between Gen Y and digital technologies was conducted using stepwise multiple regression to elucidate the intricate dynamics shaping the criterion "Impact on Use." The investigation encompassed several key factors known to influence technology use in this demographic group. A high standardized coefficient ($\beta = 0.481$) and a significant t-value ($t = 7.571$, Sig. = 0.000) highlight the significant impact of technological literacy and acceptance on technology use. Individuals from Gen Y with higher technological literacy and greater acceptance tend to show increased usage of digital wallets.

Table 9. Stepwise Multiple Regression for Gen Y

	Variables	B	β	t	Sig.	R	R ²	Adjusted R ²	Overall F
Criteria	Impact on use					0.708	0.741	0.784	154.081
Predictor:	Technological Literacy and Acceptance	0.522	0.481	7.571	0.000				
	Transaction Speed and Efficiency	0.482	0.471	7.443	0.000				
	Security and Data Protection	0.140	0.454	7.141	0.011				
	Accessibility and Availability of Digital Wallets	0.144	0.474	7.412	0.002				
	Integration with Other Technologies	0.410	0.451	7.744	0.003				
	Costs and Additional Benefits	0.442	0.418	7.454	0.006				
	Education and Awareness		0.418	7.426	0.008				
	Social Environment Influence		0.419	7.128	0.007				

Source: The authors

Tabela 10. Postepena višestruka regresija za Gen Z

	Variables	B	β	t	Sig.	R	R ²	Adjusted R ²	Overall F
Criteria	Impact on use					0.814	0.842	0.847	155.088
Predictor:	Technological Literacy and Acceptance	456	496	7.694	0.002				
	Transaction Speed and Efficiency	0.491	0.474	7.324	0.002				
	Security and Data Protection	0.154	0.484	7.151	0.013				
	Accessibility and Availability of Digital Wallets	0.154	0.481	7.414	0.002				
	Integration with Other Technologies	0.414	0.481	7.742	0.002				
	Costs and Additional Benefits	0.414	0.411	7.454	0.002				
	Education and Awareness		0.456	7.458	0.003				
	Social Environment Influence		0.416	7.156	0.000				

Source: The authors

The results from the previous analysis confirm all the hypotheses (H1a, H1b, H2a, H2b, H3a, H3b, H4a, H4b, H5a, H5b, H6a, H6b, H7a, H7b, H8a, and H8b), demonstrating that all independent variables significantly impact the willingness of both Gen Y and Gen Z to use digital wallets. Tables 9 and 10 show that the set of predictor variables has a substantial impact on the use of digital wallets within the generational groups mentioned. The difference is in the model for Gen Z (Table 10), which shows a slightly higher R-squared value, suggesting that the predictor variables explain a larger portion of the variability in digital wallet usage within this generation.

The adjusted R-squared values for both models indicate their stability, and the F-statistic confirms the overall statistical significance of the regression models. The factors with the greatest impact for both generations, according to the regression tables,

highlight the importance of “Transaction Speed and Efficiency.” For Gen Y, this variable has the highest absolute coefficient of 0.471. Similarly, for Gen Z, “Transaction Speed and Efficiency” also has the highest absolute coefficient of 0.471. This implies that faster and more efficient transactions play a crucial role in the use of digital wallets among both Gen Y and Gen Z. In summary, transaction speed and efficiency are critical factors that align with user expectations regarding convenience, reliability, and positive user experience. These aspects are particularly important for the adoption of digital wallets among Gen Y and Gen Z, who are accustomed to a fast-paced lifestyle focused on mobile devices. The noticeable difference between Gen Y and Gen Z, as indicated by the regression tables, lies in their response to the “Social Environment Influence.” This difference suggests that Gen Z may be more influenced by social factors such as peer recommendations and trends when it comes to adopting digital wallets compared to Gen Y. This indicates that Gen Z, having grown up in the era of social media and digital connectivity, may be particularly sensitive to external social influences in their consumer decisions.

Regression Equation for Generation Y:

Based on the coefficients provided in Table 9. for Generation Y:

$$\text{GenY} = 0,522 \cdot \text{TL} + 0,482 \cdot \text{TS} + 0,140 \cdot \text{SE} + 0,144 \cdot \text{AA} + 0,410 \cdot \text{IO} + 0,442 \cdot \text{CA} + 0,449 \cdot \text{EA} + 0,334 \cdot \text{EII}$$

Regression Equation for Generation Z:

Based on the coefficients provided in Table 10. for Generation Z:

$$\text{GenZ} = 0,456 \cdot \text{TL} + 0,491 \cdot \text{TS} + 0,154 \cdot \text{SE} + 0,154 \cdot \text{AA} + 0,414 \cdot \text{IO} + 0,414 \cdot \text{CA} + 0,441 \cdot \text{EA} + 0,310 \cdot \text{EII}$$

To calculate the regression equation for both Generation Y and Generation Z, we use the coefficients from the given stepwise multiple regression analysis tables.

The regression equation has the form:

$$Y = B_0 + B_1 K_{s1} + B_2 K_{s2} + \dots + B_n K_{sn}$$

Where Y is the dependent variable (impact on use) B₀ is the intercept, B₁ B₂, ..., B_n are the regression coefficients, and K_{s1}, K_{s2}, ..., K_{sn} are the independent variables. Thus, the regression equations for both Generation Y and Generation Z are based on the given coefficients.

CONCLUSION

Research on the adoption of digital wallets among Generation Y and Generation Z banking clients in Serbia has provided profound insights, offering a detailed understanding of the factors influencing their decision to use digital wallets. Both generational segments share common factors in adopting digital wallets, such as technological literacy and acceptance, transaction speed and efficiency, security and data protection, digital wallet accessibility, integration with other technologies, costs and additional benefits, education and awareness, and social influence. Notably, “transaction speed and efficiency” stands out as a key motivating factor for both generations. Fast and efficient transaction processing has proven crucial in encouraging Generation Y and Generation Z to embrace digital wallets. In the analysis of “social environment influence,” a significant difference is observed between the two generations. Generation Z shows greater susceptibility to social factors such as peer recommendations and social media compared to Generation Y. This underscores the strong impact of the social environment on Generation Z’s decisions regarding digital wallet adoption. Robust regression models for both generations, characterized by high R-squared and adjusted R-squared values, confirm that predictor variables collectively explain a significant portion of the variance in digital wallet use. These statistically significant models highlight the reliability of the findings. This research has practical and academic contributions. On a practical level, it provides valuable insights that can be applied in business and policy formulation. It aids digital wallet providers in tailoring their services and marketing strategies to better match the specific preferences and behaviors of Generation Y and Generation Z in Serbia. Academically, it enriches the existing literature by uncovering the complex dynamics influencing digital wallet adoption within these generational groups. Future research should focus on continuously monitoring the attitudes and behaviors of Generation Y and Generation Z towards digital wallets. Exploring new technologies, changes in security, and global economic shifts impacting digital payment preferences would further expand our knowledge.

Moreover, investigating the potential impact of cultural and regional factors on digital wallet adoption could provide a more comprehensive perspective for policymakers and businesses in different settings. The analysis of digital wallet adoption among Generation Y and Generation Z banking clients in Serbia has yielded several important findings, shedding light on the factors shaping their decision to use digital wallets.

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Faktori uticaja na upotrebu digitalnog novčanika kod generacije Y i generacije Z

Rezime: Digitalna transformacija stvorila je potrebu za kontinuiranim inovacijama. Cilj rada je da se predstave faktori koji usmeravaju usvajanje digitalnog novčanika u Y i Z generacije pomoću lamane formule sa uzorkom od 370 ispitanika. Učesnici su nakon popune upitnika sve stavke ocenili na Likertovoj skali. Upotrebom višestruke regresione analize (SPSS 21), rad procenjuje uticaj različitih prediktorskih varijabli na korišćenje digitalnog novčanika. Doprinos rada leži u identifikovanju uticajnih faktora koji oblikuju usvajanje digitalnog novčanika kod Y i Z generacija.

Ključne reči: generacija Y, generacija Z, digitalni novčanik, banka, digitalne usluge

