



## Research Article

# Gauging the Variables Influencing the Acceptance of Cryptocurrency and Can Such Virtual Currency be an Alternative in the Philippines

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#### Keywords

A distinct keyword in the endeavor exercised is the term “digital currency”—the usage of electronic wallets such as the three most utilized companies here in the Philippines.

### ABSTRACT

The COVID-19 pandemic accelerated the adaptation of electronic wallets and digital currencies such as BitCoin, FTX, Axie Infinity Shards, and similarly launched methods that have become to be known as cryptocurrency. The Filipino society and business atmosphere is not an exemption to these changes and have made the leap to using digital wallets such as Gcash and Maya that inevitably benefited by necessity. However, these e-wallets later included in their features the opportunity for their patrons to invest in these cryptocurrency – with varying feedback still being felt. The research had its main objective of gauging whether the Filipinos, be it ordinary people or in the line of business administration, are knowledgeable enough for such move and whether the existing cyber infrastructure and legal hurdles contribute to either the welcoming or ostracizing of the digital tender through existing six variables formulated by previous researchers and adopted in the current study to domestic tendencies and preferences. The ultimate goal is to eventually launch an extensive research that leads to an infographic roving campaign to educate Filipinos about cryptocurrency itself under the guidance of the UN Sustainable Development Goals number 4, 9 and 10, concentrating on promotion of quality education and reducing inequalities. The research was conducted within Batangas province on random sampling of 130 individuals through hybrid physical and online questionnaires before analyzing through multiple linear regression in order to answer the ultimate question posed under this endeavor. Results revealed that the performance expectancy of cryptocurrency is significant for the users in terms of their intentions to invest but the rest of the factors prove non-significant.

### INTRODUCTION

Prior to the onset of the COVID-19 pandemic, various business studies on the emerging platform of cryptocurrency extrapolated that the entry of these monetary tenders into the financial atmosphere is by 2025 or even longer given that business administration, financial literacy, and legalities intertwine with one another.

To achieve such literacy in doing finances, researchers such as the European Business Index (EIB, 2021) pegged this achievement to countries “adept with digital and e-commerce and people are open and

ready to integrate these business instruments”. Despite this way of business administration asset and financial bourse, not every nation inclusive of the Philippines are on the same page regarding how mature the country’s various forms of business can handle this form of currency and, to an individualistic approach – the literacy and maturity of people being wooed to become potential investors of these items.

Cryptocurrency is defined by Oxford Laboratories (Oxford, 2021) as “a digital currency in which transactions are verified and records maintained by a de-





centralized system using cryptography, rather than by a centralized authority.”. Globally there are variations of these items such as Bitcoin, Axie Infinity Shards, Quadrant, Tether and Facebook’s ultimately aborted Libra. Arias (Arias et.al., 2019) further defined this instrument as having been first transacted in 2010. Of the above-mentioned names of decentralized cryptocurrencies, Bitcoin is the most widely transacted in global perspectives.

Cryptocurrency, however, is different from digital or e-wallets that store the usual legal tender or currency such as amounts in dollars or pesos that are visibly rendered through coins and banknotes. Furthermore, the said financial medium also uses the aspect of “blockchain technology”. European cryptocurrency finance analyst Adam French of Euromoney (French, 2022) defined this system as “a modicum where digital and virtual transactions such as cryptocurrency are safeguarded and would be difficult to be traced or hacked”. Moreover, block chaining serves as a “digital ledger” of transactions conducted across networks, and every transaction that a unit makes is even added to the participants across the line. In short, one transaction of investment would cascade in gains or losses across the entire system. The same cryptocurrency analysis summarized the characteristics of blockchain technology as programmable, secure, anonymous, united, timestamped, and immutable. Furthermore, a Polish team of researchers (Drozd et. al, 2020) also summarized the complexities and criticalities of cryptocurrency as having “carved out a long route from a mere curiosity and a playground for the technology enthusiasts”, owing to its initial weaknesses of having poor liquidity and frequent arbitral dictation by the

wider bull market it wished to serve.

To put the general topic into Philippine context, upon the onset of the pandemic, two leading digital wallet bourses emerged: GCash, more synonymously integrated with Globe but became an asset of Alipay and trading as Gxchange Inc. since 2021, and Maya, formerly PayMaya – operated by Smart Communications. In August of 2022 – both platforms integrated the feature of cryptocurrency investment – with Gcash activating the Ginvest feature containing both stock exchange investment funds such as ALFM and ATRAM aside from the aforementioned decentralized currencies, and PayMaya activating its Maya Crypto feature following a two-month long beta testing.

However, there is an incipient advance of the business atmosphere that comes with making virtual currency a part of the lifeblood of commerce as not everyone is technically and financially adept with such high-fallutive innovation.

In the same 2021 study, EIB classified the Philippines as an “unlikely adaptor of cryptocurrency as a regular basis of financial instrument” as its volatility in terms of value could be a sense of vulnerability in terms of Filipino discipline when it comes to investing and business safekeeping of finances. Furthermore, Emman Navalán (Navalan, 2022) while dissenting on the pessimistic future of cryptocurrency and its associated blockchaining – contends that cryptocurrency “can work, but the path toward such regularity is unclear”. Navalán further noted of the impact that the pandemic made in terms of doing business through these cryptocurrency assets such as “40% of players



transacting thru Axie Infinity which generated US\$1.3 billion in revenues”, reportedly came from the Philippines in 2021 alone.

The example provided above, sets the stage for the problem that only a few of digitally adept Filipinos know about the usage and proper financial safekeeping of cryptocurrency while there are potentially more people who may fall victim to investing in these volatile instruments that could produce more losses than gains as by definition, cryptocurrency is decentralized (i.e. do not have a central bank that regulates the value of financial instruments. Such a showcase of volatility was realized in November 2022 when FTX, a cryptocurrency based in the United States which notably included investors from top rated sports, filed for Chapter 11 bankruptcy with outstanding creditor debts initially pegged at over \$3.1 billion or 150 billion pesos (Reuters, November, 2022)

The said controversy, given the magnanimity of creditors involved further exposed the outstanding problem that the Filipino business and financial system could face in the event that hosting similarly espoused virtual denominations would be fully put into motion. Such fears were later expressed by Senator Sherwin Gatchalian last December 1 on his statement , comparing the potential investing of those who lack knowledge in cryptocurrency and the medium in general as a “glorified casino” (Bordey, 2022).

Gatchalian further argued that the above case of FTX going bankrupt is an example of making such moves “look fancy” until the venture fails - present the venture to the masses as fancy and pull in more able

investors until a considerable amount of time passes when internal issues make the venture fail. Hence, the compelling reason to initiate the endeavor.

This research aimed to contribute to the existing body of knowledge in the light of the conceptual framework provided in the preceding page as by existential circumstances, business is global in scope but conduct of the same varies by country, locale and the scope of how financially literate the atmosphere is where the business will conduct its own affairs. The same framework was initially used in Spain – a country ranked among First World nations as opposed to the Philippines, often derided as a Third World member. Upon entry of the thesis into its proper repository, future researchers can have an adequate comparison and discern of how at least two countries’ businesses are conducted and how cryptocurrencies are either readily embraced or unlikely to be fed into their business considerations through variables that contribute to the results as they are being felt.

Moreover, this endeavor aimed to address three of the United Nations’ seventeen Sustainable Development Goals targeted for the year 2030, namely: Goal Number 4 or “Quality Education” , Number 9, or the improvement of industries, paving way for innovation and strengthening infrastructure and Number 10 or the intent to lessen inequality.

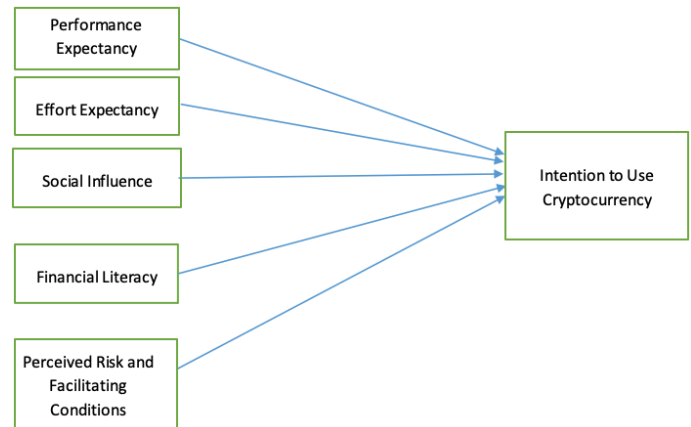
The primary agenda amongst the three SDGs for this thesis is the imposition of quality education as the poorest Filipinos in the area of the proponent are likely to be the most vulnerable to be reeled in without guidance. This is not to blame those who aren’t gifted



enough of discernment but lessening the incidence of impulsive investing without studying both gains and risks would be a marked display of Filipinos in general being more adept in adapting and reining the steadily improving business atmosphere.

This is aimed to be countered through an infographic and campaign for additional tangible manpower and research about cryptocurrency, its pros and cons. Secondary to this is improvement of industries to pave way for innovation and strengthening business infrastructures as businesses are often the receiving end of transactions whether physically through coins and banknotes or the prevalent digital wallet. Lastly, both goals collectively aim to reduce inequality as a technologically balanced society can reach more sectors of the economy rather than a niche community such as gamers who pay cryptocurrency such as Axie Infinity Shards (Navalan, 2021) for bigger initiatives such as partnership with institutions for granting scholarships to deserving individuals or defraying the costs of their sociolect such as paying the game developers for in-app purchases such as game weapons or boosters.

As a member of the Graduate Program's student body, this research may be one of, if not the first ever to tackle the novel but controversial aspect of cryptocurrency and this piece would contribute to future researchers as a springboard to convey relevance in the eventualities of their batches' advancements, initiatives, and control. The current mechanisms as of this publishing may be imperfect for now but can be a plausible correlative to those who wish to update the mechanisms in the foreseeable future.



**Figure 1. Operational Framework “Gauging the Variables Influencing the Acceptance of Cryptocurrency and Can Such Virtual Currency be an Alternative in the Philippines”**

The current study is anchored on the study of Arias et al. (2019) entitled: “Variables Influencing Cryptocurrency Use: A Technology Acceptance Model in Spain.” Arias et. al (2019) in their study of various cryptocurrency acceptance in their mother country of Spain, split the strategy of how financial/business institutions and the ordinary person can use cryptocurrency – hence the mentioned conceptual framework. The main weighing factor from their study is the intention to use cryptocurrency as a business instrument as its nucleus which then divides into six sub factors that determine how such instruments turn out to be usable or not in doing business and infusing it into regular financing.

Arias et.al. (2019) further subdivided into these same six blocks how the cryptocurrencies being conducted at the time perform in various aspects such as: performance expectations, effort efficiency, social influence, the business community's facilitative infrastructure, the financial literacy of people who were interested or inclined in doing business with it, and the perceived risk that comes along with such move.



However, the results of their conduct yielded the following through survey questionnaire in this fashion: a low interest (arithmetic mean of 3 out of 10) in terms of their intention to use virtual/cryptocurrency. In terms of potentially using them in the future, the same arithmetic mean increased to 4. Variation was also high in dispersion and disparity as coefficients ranged from 0.83 in terms of the crypto's predicted use to 1.08 when referring to the human and business' intention to use.

With the Philippines still a developing country, the six-pronged conceptual framework previously-mentioned was used vis a vis. However, the arbitrary exemption and differentiation which the researcher concentrated on is the lean towards the top three driving factors: performance expectancy, perceived risk, and the nucleus of the current thesis – financial literacy.

Furthermore, in the throes of the Global Ease of Doing Business Index pegging the Philippines' rank at 34th (GEI, 2022) – the current undertaking sees fit to include social impact in a lessened playing factor in the upcoming research and discussion as the proponent sees that cryptocurrency investment may have its pros and cons, but the extent of how it could be applied in Philippine business and financial context will be found out and put to the test.

### *Objectives*

Specifically, this study sought to determine if the performance expectancy, effort expectancy, social influence, facilitating conditions, financial literacy, and perceived risks have no significant influence on the

Filipinos' intention and decision to use cryptocurrency

### *Hypotheses*

The following hypotheses were tested:

H<sub>01</sub> The performance expectancy has no significant influence on intention to use cryptocurrency.

H<sub>02</sub> The effort expectancy has no significant influence on the Filipinos' intention to use cryptocurrency.

H<sub>03</sub> Social influence of using cryptocurrency has no significant influence on the general intention to use cryptocurrency.

H<sub>04</sub> The Filipinos' financial literacy has no significant influence on the general intention to use cryptocurrency.

H<sub>05</sub> The perceived risks of Filipinos and facilitating conditions using cryptocurrency have no significant influence on the general intention to use cryptocurrency.

It is to be noted that Arias (2019) utilized Faqih (2016)'s definition of "perceived risk" as the customers' take on uncertainties in terms of the product being sold or offered to them. The Pakistani's journal utilized the infrastructure of his own country's take on how shopping on the internet affects the sale of products in his own country. The high digression yielded by the author which is similar to the Spanish team was due to the usage of warPLS software in the arrival of such calculation. Furthermore, Faqih commented at the time that the virtual digital purchase is a "very open and public domain" – a situation exacerbated by



the onset of cryptocurrency.

Furthermore, social influence and effort expectancy were understood to be more subjective in terms of crypto’s emergence. As Mendoza-Tello (2018) pointed out, the two intersect as “perceived usefulness” but found the two not having a direct influence in using them. Hence, the research gap of the two related pieces revealed the incline on behavioral science and sociological angles that disregard the differing business economies. To avert the proceedings from becoming a legalese discussion, the novel feature of cryptocurrency in general upon putting the item in Filipino context adds an expansion to the global knowledge pool for future researchers to gain an increased vantage point of comparison to their respective countries’ micro and macro corporate practices and machinations.

### **MATERIALS AND METHODS**

The current undertaking was descriptive causal research as the hypotheses mentioned previously seek to determine whether the Philippine socio-business infrastructure can welcome the usage and transaction of cryptocurrencies.

The researcher pilot tested thirty residents within the Province of Batangas in order to gauge their knowledge, or otherwise of cryptocurrency in general, its current advancements and controversies, and survey them through Google Forms of their openness or otherwise to integrate these virtual business tender and instruments in their conduct, operations and financial accounting. Upon validation of the pilot test by competent statisticians provided to the researcher, the formal gathering of data eventually covered 133

random individuals within Batangas province who are, but not limited to those in the millennial demographics of 18 to 45 years old and potentially having a GCash, Maya account, or any other e-wallets that are duly registered and granted approval by the Bangko Sentral ng Pilipinas.

The questionnaire was a hybrid from the original instrument used by the Spanish team and revisions in line with Filipino business tendencies, current infrastructure, and national expenditures. These were conducted in a hybrid of physical and online administrations through Google Forms to compensate for the proponent being a person with disabilities (PWD). Gathering of data was projected to begin in the first quarter of 2023 but due to external employment-related reasons, the timetable was moved to the latter part of March until concluding in May in order to fit in line with constructing the Results and Discussion portion of this endeavor.

|                  |                               |             |
|------------------|-------------------------------|-------------|
| <b>Section 1</b> | <b>Performance Expectancy</b> | <b>0.81</b> |
| <b>Section 2</b> | <b>Social Influence</b>       | <b>0.69</b> |
| <b>Section 3</b> | <b>Effort Expectancy</b>      | <b>0.69</b> |
| <b>Section 4</b> | <b>Perceived Risks</b>        | <b>0.57</b> |
| <b>Section 5</b> | <b>Financial Literacy</b>     | <b>0.25</b> |

Following the general rule for reliability tests that the questionnaire’s individual sections should yield a Cronbach of 0.7 and above, the instrument was revised and retested with another set of 30 people from the same target geographical sample with the following yield:





|                  |                               |             |
|------------------|-------------------------------|-------------|
| <b>Section 1</b> | <b>Performance Expectancy</b> | <b>0.91</b> |
| <b>Section 2</b> | Social Influence              | 0.71        |
| <b>Section 3</b> | Effort Expectancy             | 0.79        |
| <b>Section 4</b> | Perceived Risks               | 0.76        |
| <b>Section 5</b> | Financial Literacy            | 0.71        |

All parameters yielded a Cronbach alpha of above 0.7, thus, the proponent was able to proceed with the formal gathering of data which lasted from April 14, 2023 to May 6, 2023 and run the response digits through SPSS, with the assistance of the duly assigned statistician.

On both pilot tests and actual research, the questions relevant to the facilitating conditions factor (Section 6 of the dual framework) were instead dispersed among the five existing sections in deference to the Filipino tendency of trying out something initiated by both societal and analytical factors, most especially the readiness, hesitancy, the need to prepare, and outright refusal to invest.

All questions were administered in a hybrid of Google Forms and physical questionnaires with five being the highest or “strongly agree” and one being the lowest or “strongly disagree”. A differentiation from the Spanish team, the calculation of the mean was henceforth pegged at a base five rather than ten.

Table 1. Questionnaire Specification

| Part                                            | Item Number |
|-------------------------------------------------|-------------|
| I. Performance Expectancy                       | 1 to 4      |
| II. Social impact                               | 5 to 9      |
| III. Effort Expectancy                          | 10 to 14    |
| IV. Perceived Risks and facilitating conditions | 15 to 19    |
| V-VI. Financial Literacy                        | 20 to 23    |

### Ethical Considerations

The research was conducted under the guidelines provided in the Student Research Handbook of De La Salle Lipa and existing laws of the Republic of the Philippines. Both the physical and online administration of the questionnaire were done under the tenets of the same documents and subject to the Data Privacy Act of 2012 (Republic Act 10173). Results garnered from this endeavor are treated with utmost confidentiality in accordance with the law.

## RESULTS AND DISCUSSION

### Descriptive Statistics

Table 2. Summary of the Percentile Breakdown of the Research Respondents’ Answers

| Segment of responders     | Financial standing                                   | Platform being used                                                  | Degree of awareness                 | Inclination (investing, waiting or not) |
|---------------------------|------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------|-----------------------------------------|
| 18 – 45 years old – 81.3% | Respondents with <u>l</u> ifeline allowances – 41.2% | Gcash – 98.5%                                                        | 58.8% know the existence of Gcrypto | 27.2% Yes                               |
| Under 18 – 2.3%           | 29.9% of employed middle-class income earners        | Paymaya – 34.4%                                                      |                                     | 24.4% Maybe                             |
| 45 to 60 – 16.4%          | 9.9% minimum wage earners                            | Aggregate of Coins.ph and other legally registered modalities, 15.4% | Mava Crypto – 16.8%                 | 22.9% No                                |
|                           | .10.7% - entrepreneurs                               |                                                                      | Crypto Dashboard – 15.3%            | 25.2% - Not Yet                         |
|                           | 7.6% - business magnates/ large income earners       |                                                                      | Others/Unaware – 33.6%              |                                         |

The primary segment of responders came from the demographic of 18-45 years old that comprises 81.3% of the 131 responders who answered the proponent’s questioning.





Furthermore, the data gathered indicate that 41.2% of the entire survey respondents are provided from families who give them lifeline everyday allowances and the unemployed collegiate, followed by 29.9% of employed middle-class income earners. 9.9% are minimum wage earners, 10.7% are entrepreneurs, and a decent 7.6% respond that they are business magnates or medium to large-scale earners. In terms of the platform the respondents were using, Gcash was the runaway favorite with 120 persons or 98.5%. Paymaya comes second with 34.4% of the users while an aggregated 15.4% use the lesser known Coins.ph which is also duly registered with the Bangko Sentral and other modalities online. However, the overarching percentages in terms of the 131 who answered is due to instances of having two or more modes of keeping their finances – majority of those were having both an account on Gcash and PayMaya.

In terms of how aware are the respondents of using the cryptocurrency investment modes embedded in the respective e-wallet apps mentioned above, 58.8% or almost six out of ten are aware of the existence of the GCrypto feature while MayaCrypto and CryptoDashboard, respectively managed by PayMaya Philippines and Coins.ph are in close proximity with 16.8% and 15.3%. However, there is a significant unawareness within the population about the existence of such modes, clocking in at 33.6%.

Furthermore, there is a narrow difference between investing, not investing, and waiting for the proper timing. 24.4% of the respondents say “Maybe”, 22.9% aren’t keen to invest, and 25.2% are biding their time. 27.2% of those who answered, however, are willing to

risk in such modicum.

**Table 3. Summary of Composite Means of Each Factor**

| Variables                                  | Composite Mean | Standard Deviation | Verbal Interpretation |
|--------------------------------------------|----------------|--------------------|-----------------------|
| Performance Expectancy                     | 3.1145         | 0.72937            | Neutral               |
| Social Influence                           | 3.6580         | 0.53291            | Agree                 |
| Effort Expectancy                          | 3.1649         | 0.72089            | Neutral               |
| Perceived Risk and Facilitating Conditions | 3.9866         | 0.57203            | Agree                 |
| Financial Literacy                         | 3.6702         | 0.45669            | Agree                 |

In terms of performance expectancy, the composite mean of 3.1145 indicates that the respondents’ perception on the performance of cryptocurrency is neutral - a break even, since the mean is slightly above at the point of determining interest, disinterest, and apathy to the novel modicum of cryptocurrency.

Like Arias et. al, (2019)’s original gauging, albeit the difference of the instrument being a base-10 surveying scale versus the current five-tiered scale, the surveyed participants were slightly more open to the notion of putting their money in cryptocurrency trying their luck in making it grow. However, the fourth statement which pertains to their inclination to invest because of stability only obtained a 2.8779 arithmetic mean, translating to respondents’ wariness of the financial instrument in terms of stability, despite being close to a break-even (See Appendix). Particularly relevant to such wariness was the differences between the rates of cryptocurrency in the past 24 hours and the same items within the past week of trading. Similar to how the usual legal tender within the Philippine Stock Exchange appreciates and depreciates, cryptocurrency’s absence of a centralized system gets masked by the up and downswing of the unit value due to the e-wallet operators putting into-place a 12-second limit for investors to confirm the placement of their orders. Thus, it is recommended that the current Big 3 e-wallet operators conduct additional internal evaluation of





their respective cryptocurrency investment features as these items aren't as regularly promoted as their main money transfer features. In observance of the UN SDG #4 or the need for quality education, the more specific "quality finance education" is of the utmost due to the current standing of poverty incidence, the lack of compelling awareness for the less financially abled brackets and clearing up misconceptions about the item.

In terms of the cryptocurrency's social factor and influence, this is where the respondents' cerebral instincts came into play as the arithmetic mean increased to 3.6580, this shows their awareness of cryptocurrencies' existence, volatility, and stability. They also agreed of having known its existence through friends or associates who introduced them to cryptocurrency. Despite the first gauge displaying an apathetic attitude about the financial standing of the instrument, this relatively higher mean on awareness of cryptocurrency can be attributed to Filipinos having an exceptional Internet footing that makes them fast receivers of technological advancements such as cryptocurrency. The results also confirm the results of Mendoza-Tello's (2018) own findings that the social impact and effort expectancy - though similar in attack in relevance to how people receive the item and entrust the mechanism respectively, the two do not pose a significant relevance with one another.

In terms of effort expectancy, the resulting mean of 3.1649 indicates that the respondents' perception is neutral - a break even in terms of the mechanisms used in marketing the digital/cryptocurrency to reach the end-line or the customers. Thus, information dis-

semination planners who favor the mainstream usage of cryptocurrency, if such thing ever gets the approval, should be careful in choosing the wording and interpretation that they would use in the vernacular as there is no direct translation to our lexicon of the most technical items that the novel financial instrument would offer. Proper analogy of similar financial instruments to the digital infrastructure should be done with due diligence and paring down the same technical sociolect to the most basic understandable vocabulary. However, those who wouldn't aren't forced as by definition, neutrality hinges on empirical scholastic evidence rather than subjective guts or interpretation

The perceived risk factor and facilitating conditions yielding a 3.986 arithmetic mean or agree, proves the adept knowledge of the Filipino to the corresponding dangers that a new instrument such as cryptocurrency can pose to one's financial benefit - and it would have more relevance to the social impact recommendations. E-wallet managers should further study the counterbalance of risks and rewards as these cryptocurrency investment sections, despite having a distant utilization of usage compared to the regular transfer and receiving money, can have a comparable traction if the instruments are introduced correctly, translated diligently, and queries answered promptly.

Similarly, the OECD (OECD, 2019) prior to the pandemic found out that there were 49% of Filipinos who are keen to invest in crypto because of the desire to know it but the insignificance of this factor to the overall intention to use resulting from this research encapsulates the lack of the in-depth aspect and the weight of the social behavior rather than the technical



and business aspect.

Finally, the last factor containing the financial literacy and legal grounds having a 3.6702 composite mean, shows that most of the respondents have adequate, if not compelling knowledge of their financial standing without the involvement of crypto. However, wrong decision making on the part of the investor voids the theoretical advantage of having a non-delinquent financial standing in the family or in the office. Under the devised CAPSTONE Action Plan, e-wallet operators should layout a tiered bundle that gives benefits to varying degrees of investors, barely legal-aged and senior citizen investors can be given formal guidance during the informative drives of the firm. Similar to how cable television bundles its patrons depending on finances, a similar move by GCASH or Paymaya can further determine the aged sub-bracket's financial grounding in order to tailor-make their due dates and final maturity or the time that they could encash their bitcoin and the like.

Respondents were also asked regarding their intention to readily invest, wait or outright refuse, come in as a reiteration. The narrow 27.2% of yes, 22.9% no, 24.4% uncertain and 25.2% having an interest but not immediate, lead to the bottom line that there is a potential and interest to use cryptocurrency but not immediate. This is somewhat similar to the results of the study of Arias et al (2019), albeit their results have a slightly more positive outlook. As opposed to Arias et al (2019), the behavior of the Filipino business atmosphere still needs maturity.

cial influence, financial literacy, perceived risk and facilitating conditions on the Intention to use/invest

The effect of the independent variables to the intention to use /invest is significant only for performance expectancy and for the case of social influence, financial Literacy, perceived risk, and effort expectancy were all not significant based on the results of measuring its individual effect to intention to use/invest, As shown in Table no 2, R2 value of .269 or 26.90% this much variability on the intention to use/invest has been explained by the framework of this study. Despite the current exercise being limited to a 5 being the highest or “Strongly Agree” and 1 being the “Strongly Disagree or the lowest, the findings are constant with Arias et, al. (2019)’s discovered atmosphere in the financial system in the country studied—the environment straddling between borderline neutral to apathetic

Among the independent variables, performance expectancy ( $p=.000$ ) proved to be significant, indicating that such variables are the significant predictors of intention to use. This poses a key difference because the Filipino culture having a strong footprint of social media and hardworking on finances counterbalance the tip of the iceberg that the financial infrastructure could not hold up the increasingly digitized transactions.

Effect of performance and effort expectancy, so-





Table 4. Weight/Significance of Factors to Intention to Use/Invest in Cryptocurrency

| Model                                          | Coefficients <sup>a</sup>   |            |                           | T     | Sig.           | Interpretation  |
|------------------------------------------------|-----------------------------|------------|---------------------------|-------|----------------|-----------------|
|                                                | Unstandardized Coefficients |            | Standardized Coefficients |       |                |                 |
|                                                | B                           | Std. Error | Beta                      |       |                |                 |
| (Constant)                                     | -.488                       | .808       |                           | -.604 | .547           |                 |
| Performance Expectancy                         | .617                        | .166       | .401                      | 3.723 | .000           | Significant     |
| Social Impact                                  | .099                        | .212       | .047                      | .467  | .641           | Not Significant |
| Effort Expectancy                              | .170                        | .176       | .109                      | .964  | .337           | Not Significant |
| Performance Risk                               | .024                        | .179       | .012                      | .136  | .892           | Not Significant |
| Financial Literacy LS                          | .037                        | .240       | .015                      | .153  | .879           | Not Significant |
| a. Dependent Variable: Intention to use/invest |                             |            |                           |       |                |                 |
| R <sup>2</sup> = .269                          |                             | F = 9.205  |                           |       | p-value = .000 |                 |

### CONCLUSION AND RECOMMENDATIONS

Similar to how the adopted research panned out, the Filipino atmosphere of cryptocurrency in terms of the query if cryptocurrency can be an alternative financial instrument here in the Philippines, the current infrastructure, social impact, and the overall financial standing prove as the current main obstacles to ensure efficiency of utilizing the medium. For the foreseeable future, it could maintain to be a niche market where only those well versed in investing such as the gaming community, middle income persons who are well educated enough to embark on such a manner, and the financially able can exercise the unbridled freedom to make their regular money grow. However, the key difference in the Filipino context is that the population is well aware of the existence of crypto with the arithmetic mean of the responses within the “social impact”.

Unfortunately, the statistics show that the respondents are lacking in proper education of reining the fledgling medium. The insignificance of the statistical weighing to the responses of the surveyed population shows that the bigger businesses, though they have the right means of internet connectivity in their respective environs, would be thinking twice in the

same foreseeable future if they would invest in cryptocurrency. Without much prior domestically initiated adaptations of the research prior to this thesis, the inclusion to the general body would help soften the barrier or fear that future researchers who would take the same vein can further handpick results and efforts that are translatable to their own

Hence, in light of the CAPSTONE model of the institution, a roving campaign organized by the most patronized e-wallets such as GCash, PayMaya and coins.ph is needed to be able to reach the lesser financially-viable sector of the business and the medium to magnate sized ones in observance of UN Sustainable Goals 9 and 10, improving industries and the reduction of inequality. In doing such mechanism, the current big three digital financial companies would orient both the most rural communities and the bustling companies about the rapidly developing state of the instrument, its benefits and potholes, and formal guidance to those who see the modicum as an investing tool.

Formal guidance would also be conducted and just as how this endeavor was assembled, the financial standing and the individual view of those who are interested in the instrument will be answered through questionnaires and the resulting answers would be the basis of how advisers from the three e-wallet companies would assist the new entrants in navigating the digital and virtual financial mode. GCash, PayMaya and Coins.ph can also be close coordinators with Bangko Sentral and DICT on how the cyber-infrastructure can accommodate these same users once the current niche atmosphere slowly becomes a formida-



ble alternative. Only upon reaching that point can the legislative be of an important player in securing the Filipino money welfare.

The bottomline, Filipinos are capable in investing in cryptocurrency, but not in the foreseeable future as research and infrastructure need to be improved

*Capstone Action Plan*

The Capstone plan entitled “CryptOKBaTo?” is an additional research and campaign tool designed to combat the foregone conclusion of the research that making cryptocurrency as an alternative here in the Philippines is doable but not in the immediate future.

CryptOKBato will be conducted in phases such as the ones listed below. As opposed to formal campaigning to convince other people to try the instrument, additional informative drives will instead be done through in-person and digital measures.

| Target Period        | Activity                                                                                                     | Working Hours/Day                                                                                      |
|----------------------|--------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| Q1 – 2024            | Observation of Digital Financial Standing, Drafting Letters and Pitch                                        | 8                                                                                                      |
| Q1 – March 2024      | Sending Letters to E-Wallet Apps and Local DTI Counterparts of the initiative                                | As necessitated, depending on meetings with Gcash, PayMaya and independent bourses licensed by the BSP |
| Q2 – 2024            | Meetings, research and campaign action pitching                                                              | 8                                                                                                      |
| Q3 – 2024            | Upon approval by the respective managements, preparation of manpower, public service announcements, lectures | 8                                                                                                      |
| Q4 – 2024 and beyond | Mobilization and execution, future involvement by Bangko Sentral,, more regulators, further campaign action  | 8                                                                                                      |

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