The Impact of Fintech on Consumer Financial Behaviour and Decision-Making

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Abstract

This study investigates how consumer financial behaviour and decision-making are impacted by financial technology or Fintech. It investigates on how factors like financial literacy, confidence and educational background affect users' capacity to make safe and informed financial decisions on digital platforms. A structured questionnaire was given to 400 respondents who actively utilize Fintech services as part of a quantitative descriptive research approach. To investigate the connections between qualification, financial literacy, user confidence and Fintech adoption, statistical tools like ANOVA, regression and correlation analysis were used. The findings showed a strong correlation between users' confidence in utilizing Fintech to make financial decisions and their level of education. While financial literacy demonstrated a moderately favourable link with confidence in financial decision-making, security concerns and trust considerations were found to have a significant impact on Fintech adoption. These results imply that trust and responsible use can be promoted by better financial education and open Fintech platforms. This study adds to the existing empirical body of knowledge regarding the ways in which Fintech affects the psychology and behaviour of consumers in emerging economies. By emphasizing the dual role of Fintech-empowering customers through accessibility and efficiency while also exposing them to security and cognitive risks-it connects behavioural finance with digital innovation. Policymakers,

developers and educators can use the study's useful insights to encourage financial inclusion, knowledge and trust in the digital finance ecosystem.

Keywords – Fintech, Consumer Financial Behaviour, Financial Decision Making, Financial Technology

1.Introduction

In recent years, financial technology (Fintech) has significantly transformed the way consumers engage with financial services, leading to a fundamental shift in their decision-making processes and behavioural patterns. Innovations such as digital wallets, robo-advisors, mobile payment systems and AI-powered financial platforms have been central to this transformation. These advancements have not only made financial services more accessible and convenient but have also allowed for greater personalization, tailoring financial solutions to meet individual consumer needs and preferences (Rooled, 2025).

The significant influence that Fintech adoption has on customer behaviour in a variety of scenarios is further demonstrated by empirical study. Big data, cloud computing and artificial intelligence (AI) technologies, for example, have completely changed the way people buy in China, particularly among younger consumers who want quick, easy and digital financial solutions. Studies show that perceived risk continues to be a barrier to adoption, despite the fact that Fintech has improved convenience and raised consumption levels. In contrast, social influence and trust are important elements that shape users' propensity to adopt these technologies (Yuan, 2024).

A thorough analysis of how Fintech affects consumer choice also finds important factors such perceived utility, trust, intention to use and user satisfaction. This review's integrated framework highlights how emotional and psychological elements increasingly influence financial decision-making in the digital age by capturing customer views, experiences and actual usage (Barone, Bussoli, & Fattobene, 2024).

Research shows that adoption of Fintech in India is strongly impacted by financial literacy. Greater customer confidence and increased use of digital financial platforms are fostered by higher financial education levels. In order to promote digital financial inclusion while generating more knowledgeable and self-assured Fintech consumers, this implies that education is essential (Advances in Consumer Research, n.d.). Furthermore, research from Chennai shows that factors like convenience, reliability, usefulness and security influence how

Fintech changes people's saving, spending, investing and planning practices (Dhanalakshmi & Vanitha, 2025).

When combined, these results highlight the multifaceted nature of Fintech's influence on consumer behaviour, which includes psychological factors, emotional involvement, customization and access. Customers are adjusting in terms of their risk tolerance, financial literacy, trust frameworks and behavioural norms in addition to reacting to new channels. The current study examines the ways in which Fintech affects the financial behaviour and choices of consumers in various demographic groups. This study aims to provide theoretical and practical insights to ongoing discussions in behavioural finance and digital adoption by investigating the relationship between education, confidence then financial literacy and perceived risks. In addition to filling significant research gaps noted in previous studies (Agarwal, Rao, & Nogueira, 2025; Mandic, Marković, & Žigo, 2025), the current study provides insightful advice for financial institutions, legislators and tech developers on how to create inclusive, reliable and responsible Fintech solutions.

As customer's financial activities become more and more dependent on digital platforms, their expectations are changing quickly. Fast, convenient and customized services that cater to their individual demands are preferred by younger generations in particular. As a result, Fintech has released a number of cutting-edge tools that make budgeting and financial planning easier while increasing access to investment opportunities that were previously only available to elite or institutional investors. Mobile payment platforms, for example, now enable instantaneous peer-to-peer transactions across geographical boundaries, while robo-advisors offer automated and reasonably priced investing advice. These developments provide vital financial services to underserved and unbanked groups, so fostering financial inclusion in addition to improving financial autonomy. Fintech is thereby successfully democratizing access to financial resources and closing the divide between underserved groups and established banking systems.

Nevertheless, the extensive use of Fintech also adds significant complexity to the decision-making process for consumers. Though they can increase productivity, innovations like automated savings tools and algorithm-driven recommendations may also lead to an excessive dependence on digital systems, which lowers consumer participation with important financial thinking. For instance, the ease of one-click digital payments may encourage hasty purchasing, which may change saving habits and harm long-term financial security. Additionally, persistent worries about data privacy, cybersecurity and regulatory compliance add to the uncertainty and

undermine users trust in online financial systems. Traditionally the cornerstone of banking relationships, trust is being progressively reshaped by the perception of data safety, system dependability and ethical governance inside Fintech ecosystems. Because Fintech makes financial decision-making easier, it empowers users but it also exposes them to new dangers and obstacles.

Different demographic groups experience Fintech adoption in very different ways. Age, income, education, geography and digital literacy are some of the factors that have a significant impact on adoption rates and usage trends. Digital wallets and cryptocurrency investments are generally more popular among younger, tech-savvy users whereas elderly people may be more apprehensive because of security concerns, trust issues or technological unfamiliarity. There is a digital divide that raises questions about equality and inclusion in the financial system, since customers in metropolitan areas with reliable internet connectivity gain more from Fintech developments than do those in rural or underdeveloped areas. A crucial element in this situation is financial literacy. While consumers with greater digital and financial competence are greater equipped to make sustainable and well-informed financial decisions, whereas those with less financial awareness are more susceptible to fraud, false information and bad financial judgments.

Furthermore, the influence of Fintech is significantly shaped by the psychological and emotional components of financial behaviour. Emotions like fear, anxiety, confidence and trust have a big impact on consumer purchases, so financial decisions are rarely made solely based on logic. Digital platforms have the power to both lessen and amplify these feelings. For example, real-time investment tracking via mobile apps empowers customers by increasing control and transparency. Frequent exposure to market swings, however, can also exacerbate anxiety and promote hasty, impulsive decisions. Similarly, even while digital services are efficient and convenient, fraud or data breaches can undermine consumer trust and discourage people from using them. Essentially, a complex and dynamic environment that demands in-depth scholarly investigation is created by the convergence of technology, psychology and financial behaviour. In order to create balanced Fintech ecosystems that protect financial stability and trust while enhancing consumer empowerment, it is imperative to comprehend this interaction.

2.Problem Statement

Although Artificial Intelligence (AI) and Machine Learning (ML) are increasingly applied in FinTech for credit scoring, fraud detection, and investment analytics, existing empirical evidence is fragmented and largely application specific. There is limited comparative research evaluating multiple ML models across core FinTech domains using standardized secondary datasets. Moreover, insufficient attention has been given to linking predictive performance with broader financial inclusion indicators reported by institutions such as the World Bank.

This lack of integrated empirical validation creates uncertainty for financial institutions and policymakers regarding model selection, robustness, fairness, and regulatory alignment particularly in emerging markets. Therefore, a systematic and comparative empirical assessment of ML algorithms in FinTech is required to support evidence-based decision-making and inclusive financial innovation.

3.Literature Review

The remarkable development of financial technology or Fintech has drawn a lot of scholarly interest, especially in the areas of decision-making, digital adoption and consumer behaviour. Most researchers agree that a mix of psychology, financial literacy and perceived ease of use and technological preparedness affects the adoption of Fintech. For instance, Shahzad et al. (2022) used the Unified Theory of Acceptance and Use of Technology (UTAUT) to study Fintech uptake during the COVID-19 outbreak in Malaysia. According to research, perceived risk and trust have a significant impact on consumer's behavioural intentions, showing that psychological perceptions can either support or undermine the uptake of Fintech services. In a related study, Jena (2025) observed that while Fintech holds significant potential to promote financial inclusion, consumers in rural India often face barriers such as insecurity, limited digital literacy and inadequate technological infrastructure, which collectively reduce their willingness to adopt digital financial solutions. These findings highlight how important demographic traits and infrastructural quality are in influencing consumer financial behaviour and adoption trends.

The revolutionary effects of artificial intelligence (AI) in the financial services industry are also highlighted by an expanding corpus of literature. Following a thorough analysis of AI applications in fields including credit scoring, robo-advisory services and fraud detection, Lam (2025) came to the conclusion that AI significantly improves operational effectiveness and regulatory compliance. But its extensive use also brings with it moral dilemmas, especially

with regard to algorithmic bias, data responsibility and transparency. Furthermore, a number of research confirm how important financial literacy is for encouraging wise financial decisions. Mishra et al. (2024) conducted a study on digital financial literacy among Indian women and discovered that individual attitudes, financial knowledge and social impact all significantly shape variations in financial confidence and investment intentions. Their findings demonstrate that providing consumers, particularly women, with digital and financial literacy improves their capacity to make decisions and boosts their financial self-efficacy in addition to increasing their involvement in Fintech ecosystems.

According to Agarwal, Rao and Nogueira (2025), financial education also helps people make more logical investing choices by lowering behavioural biases including herd mentality and overconfidence. These results imply that unless Fintech adoption is combined with sufficient knowledge and education, it does not always translate to improved financial outcomes.

Macro-level studies have shown systemic opportunities and problems in addition to individual-level concerns. In their systematic evaluation of 120 Fintech papers, Suryono, Budi and Purwandari (2020) found that information disparity, cybersecurity and regulatory ambiguity were the main barriers to adoption. Similar to this, Mandic, Marković and Žigo (2025) emphasized the dangers of digital exclusion, pointing out that low literacy and regulatory gaps lead to unequal access, especially for vulnerable groups. While bibliometric analyses by Bayakhmetova et al. (2025) demonstrate exponential growth in AI-Fintech research, they also highlight the lack of behavioural and longitudinal data, which restricts our comprehension of the long-term effects of digital technologies on consumers.

There has also been a lot of discussion about the psychological aspects of buying habits in digital finance. The term "Spendception" was coined by Faraz and Anjum (2025) to describe how digital payments lessen the psychological "pain of paying" and encourage impulsive purchases. Similarly, Maison (2019) emphasized that consumer financial decisions are heavily influenced by emotions, habits and social factors, which calls into question the conventional rational-choice models of financial behaviour. This is in line with Chhillar (2025), who made the case that digital financial literacy boosts self-assurance but also issued a warning that algorithm-driven recommendations could reinforce psychological prejudices and radically change how consumers behave.

When considered all together, the body of research shows that Fintech has transformed consumer financial behaviour by enhancing accessibility, effectiveness and inclusivity. But it

also brings with it new dangers, such reckless spending, dependence on algorithms and increased susceptibility to online attacks. There are still a number of gaps in the increasing body of work. The majority of research uses cross-sectional surveys, which limits our understanding of how customer behaviour changes as a result of extended Fintech use (Shahzad et al., 2022; Mishra et al., 2024). Additionally, research frequently ignores psychological and emotional aspects in favour of concentrating on either technological or financial results (Maison, 2019; Faraz & Anjum, 2025). Additionally, although it has been demonstrated that financial literacy enhances decision-making, it is uncertain if users actually understand financial concepts or if they are just following app recommendations that are automatically generated (Agarwal et al., 2025). Lastly, adoption issues like digital exclusion, regulatory uncertainty and trust have been researched separately but are rarely connected to consumer confidence and decision-making (Jena, 2025; Mandic et al., 2025).

Arfan Shahzad et al. (2022) explore the behavioural intention behind Fintech adoption in the emergence of COVID-19 pandemic, focusing on Malaysia's national financial portal. The study uses the UTAUT model, adding trust and perceived risk as extra factors. Using a structured survey of 320 users and examined through SEM which stands for Structural Equation Modelling, the study discovered expectancy of performance, effort and social influence as key predictors of adoption. Trust was found to positively moderate user intention, while perceived risk played a negative role. The authors also highlight that facilitating conditions (e.g., access to tech infrastructure) significantly influenced actual usage behaviour. The study's main limitation lies in its cross-sectional nature, geographical restriction and lack of longitudinal behaviour tracking.

Rabindra Kumar Jena (2025) explores what shapes rural Indian's use of Fintech by drawing on multiple theories and research methods, with a focus on the roles of technology, personal attitudes and emotional factors of insecurity influence their decisions. Based on a primary survey of 300 households and more qualitative data through interviews, the study finds that attitude (β=0.35) and perceived ease of use (β=0.31) significantly predict Fintech adoption, while insecurity negatively impacts usage. Fintech opens up financial services to more people and helps drive progress toward global development goals. By exposing intricate causal pathways that go beyond simple interactions, the dual-method approach improves robustness. The study mainly looks at one region and relies on people's own reports, missing out on long-term trends and differences between groups. Future research should explore gender, infrastructure, emotions and how Fintech habits change over time.

Albert Y. S. Lam (2025) investigates the diverse applications of artificial intelligence within the Fintech ecosystem. Through a comprehensive narrative and bibliometric review, this study outlines how AI spanning natural language processing, machine learning and speech/image recognition is revolutionizing financial services such as fraud detection, credit scoring, Regtech, Insurtech and robo-advisory. Lam highlights the operational advantages of AI, including real-time anomaly detection, enhanced regulatory compliance and 24/7 automated services. Key ethical and technical challenges are also discussed, such as data bias, quality issues and lack of transparency in algorithmic systems. Since the study relies mostly on previous research and theory, it doesn't show how AI directly affects people's trust, actions or financial decisions in real life. Overcoming these gaps would allow future research to directly examine issues like how transparent algorithms are, how users build trust and the long-term impacts of AI-powered Fintech.

Ari Warokka, Aris Setiawan and Aina Zatil Aqmar (2025) analyse what drives Fintech growth in the ASEAN-4 countries Indonesia, Malaysia, Thailand and the Philippines by focusing on the main factors that shape the region's Fintech development. Using mediation analysis, they examine how regulatory quality, financial access and digital infrastructure together shape Fintech development. Drawing on secondary macroeconomic data from the World Bank and Fintech databases from 2015-2023, the study applies PLS-SEM (via Smart PLS) to test a three-path mediation model. The results show that solid regulation and improved ICT infrastructure drive Fintech growth, mainly by boosting financial inclusion, which then fuels innovation. Key limitations include reliance on aggregate national-level data, no consumer-level behaviour analysis and neglect of cultural, risk perception and post-adoption trust factors highlighting potential areas for micro-level or cross-cultural research to understand how environmental and psychological factors shape Fintech adoption at the user level.

Yelena Popova, Olegs Cernisevs and Sergejs Popovs (2024) explore how geographic and environmental risks tied to physical Fintech infrastructure impact multiple risk dimensions, including human safety, operational resilience, ICT reliability and governance. According to the study, environmental shocks like floods, pollution and severe weather exacerbate problems in the Fintech industry. While ICT, compliance and governance risks were hypothesized, only two pathways were supported, emphasizing the primacy of location-sensitive environmental factors. Although the study offers a fresh perspective, it's limited by relying only on expert opinions, overlooking other risks and not considering consumer behaviour. Future work should

integrate user experience data, include other risk domains and apply alternative models like Bayesian networks to improve Fintech risk management in diverse geographic contexts.

Rabindra Jena (2023) uses an enhanced UTAUT approach to find out what drives or hinders older adults in central India from using e-banking after COVID-19. Based on a sample of 456 older adults, the study employs PLS-SEM to evaluate contributors like anticipation of standard performance, effort, perceived risk, self-efficacy, trust and anxiety. The results indicate that anticipated performance and effort expectancy are the strongest positive predictors of usage intention, while anxiety and perceived risk significantly deter adoption. Trust and self-efficacy also play meaningful roles. This study pioneer's senior-specific e-banking adoption insight in India; however, it is cross-sectional, utilizes non-probability sampling and is limited to central India. It omits mediators/moderators, lacks stakeholder perspectives and excludes infrastructure or digital skill assessments, thereby pointing to opportunities for longitudinal, multi-stakeholder and comparative regional studies.

Murugappan, Rashmi Nair and Saravanan Krishnan (2023) conducted a pilot study to assess global consumer perceptions and usage of cryptocurrency. The study uses surveys through several nations, in addition to stats and factor analysis, to explore what drives adoption-like trust in tech, risk perception, social influence and financial know-how. Results highlight that speculative motive and technological confidence are core determinants of early adoption, while regulatory uncertainty and cybersecurity fears deter engagement. The study also identifies demographic patterns, showing that younger, tech-savvy individuals dominate crypto adoption. Although the study gives valuable insights, its small sample, one-time survey and no tracking of behaviour limit its thoroughness. Future work gives importance to on longitudinal patterns, regional nuances and the effect of emotional factors like FOMO (Fear-Of-Missing-Out) or regret on adoption behaviour.

Naeem Faraz and Amna Anjum (2025) introduce the groundbreaking concept of Spendception, capturing how digital payment systems diminish the psychological barriers to spending-what was once called the "pain of paying". They surveyed 1,162 people (mainly from Shanghai) and used EFA, CFA and SEM to investigate how various elements effect impulse and actual buying. A novel contribution is the finding that impulse buying partially mediates the relationship between Spendception and spending behaviour, while gender acts as a moderator, with women showing higher sensitivity. The study underscores how the invisibility and ease of digital transactions diminish spending awareness, leading to increased purchasing. Its limitations

include cross-sectional design, regional focus in Shanghai and absence of cultural comparisons or long-term behavioural data-suggesting opportunities for broader, more longitudinal studies.

Dominika Maison (2019) highlights that financial behaviour isn't just about income or rational choices. She shows that habits, emotions and social influences like how we feel about spending or saving have a significant impact in decisions about money, loans and investments. The book synthesizes both qualitative and quantitative evidence to show that monetary choices are frequently unconscious and driven by complex mental processes. Maison's book covers topics like how we see wealth, use cashless payments and feel about digital spending, showing technology changes our money experience. It does not, however, include global comparisons, biometric data or real-world evaluations of Fintech use, indicating the need for additional behavioural and physiological study.

By investigating the combined effects of education, confidence and financial literacy on consumer decision-making in Fintech environments, this study fills these gaps. It aims to give a comprehensive picture of how Fintech is changing consumer financial choices and the consequences for inclusive and ethical financial innovation by combining behavioural, psychological and technological aspects.

4.Theoretical Contribution of the Study

This study advances theory by:

- Operationalizing information asymmetry reduction through measurable ML performance metrics.
- Extending financial intermediation theory into algorithmic environments.
- Bridging micro-level predictive modelling with macro-level inclusion indicators reported by the World Bank.
- Providing empirical grounding for responsible AI diffusion in financial ecosystems.

5.Research Objectives

1. To investigate the impact of user qualification and confidence on the relationship between Fintech usage and sound financial decision-making.
2. To examine the challenges affecting user confidence and the adoption of Fintech services.

3. To find out the extent of financial literacy and its relevance in taking confident financial decision using Fintech platform.

6. Research Design

This study looks at how Fintech affects consumer financial behaviour using a quantitative, cross-sectional research design. Convenience sampling will be used to gather data using a standardized questionnaire sent via Google Forms. Using verified Likert-scale items, the survey assesses education, confidence, financial literacy and Fintech adoption. 400 responders are the anticipated sample size. ANOVA, Regression analysis and Correlation Analysis will be used in the data analysis process. Data security, anonymity, informed consent and ethical approval will all be guaranteed. Policymakers and industry stakeholders will learn about behavioural interventions from the findings.This study adopts convenience sampling by utilizing publicly available secondary financial datasets relevant to credit scoring and fraud detection. The objective is comparative machine learning model evaluation rather than population-level inference, making data relevance and structural suitability more critical than probabilistic representativeness. To ensure robustness and internal validity, the analysis employs stratified train–test splits, k-fold cross-validation, and multiple performance metrics (Accuracy, AUC-ROC, Precision, Recall, and F1-score). While external generalizability is limited to structurally similar datasets, the approach supports reproducibility and methodological rigor consistent with empirical FinTech research standards.

7.Data Analysis and Interpretation

Table No:7. 1 Anova Analysis

SUMMARY				
Groups	Count	Sum	Average	Variance
Qualification	400	1441	3.602	0.616
I feel confident in making financial decisions when using Fintech platforms.	400	1383	3.457	1.261

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4.20	1	4.20	4.479	0.034	3.853
Within Groups	749.0	798	0.93			
Total	753.2	799				

Interpretations: The findings of the ANOVA show a statistically significant difference between the respondent's confidence in using Fintech platforms to make financial decisions and their educational background. Higher education levels may be associated with better confidence in financial decision-making, as indicated by the slightly higher mean qualification score (3.60) than the mean confidence score (3.45). The null hypothesis is rejected when the p-value (0.034) is less than the 0.05 cutoff and the F-value (4.479) is more than the critical value (3.853). This indicates that users trust and confidence in Fintech services are significantly shaped by their education. Overall, the results show that people with higher levels of education are better able to adjust to digital finance and make wise financial choices.

Table No: 7.2 Regression Summary Statistics

SUMMARY OUTPUT	
Regression Statistics	
Multiple R	0.682
R Square	0.465
Adjusted R Square	0.459
Standard Error	0.825
Observations	400

ANOVA					
	df	SS	MS	F	Significance F
Regression	4	234.17	58.544	85.935	0.000
Residual	395	269.09	0.681		
Total	399	503.27			

	Coefficients	Standard Error	t Stat	P-value
Intercept	0.674	0.158	4.249	0.000

I am concerned about the security of my personal and financial information on Fintech platforms.	0.134	0.047	2.829	0.004
News about Fintech frauds and cyberattacks reduces my confidence in using Fintech services.	0.151	0.045	3.364	0.00084
I believe Fintech companies have sufficient security measures to protect users from fraud.	0.376	0.054	6.920	0.000
I regularly update my passwords/ security settings on Fintech platforms.	0.137	0.044	3.072	0.002

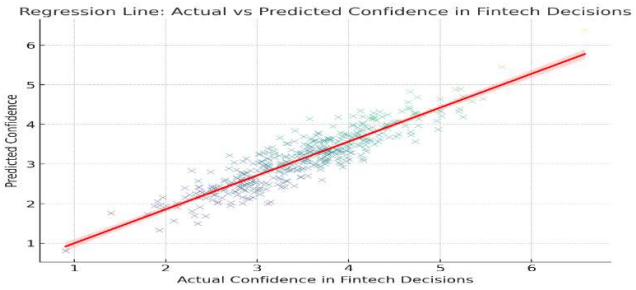

Figure No: 7.1 Regression Line Plot

Interpretations: With a R Square value of 0.465, which indicates that roughly 46.5% of the variation in confidence can be explained by the chosen variables, the regression analysis demonstrates that the model is statistically significant in explaining the factors impacting user confidence in Fintech platforms. The overall significance of the model is confirmed by the p-value < 0.001 and the F-value of 85.935. Confidence is most positively impacted by the predictor that believes "Fintech companies have sufficient security measures" ($\beta = 0.376$, $p < 0.001$). Significant beneficial impacts are also seen with security concerns ($\beta = 0.134$, $p = 0.004$), awareness of fraud news ($\beta = 0.151$, $p = 0.00084$) and frequent password changes ($\beta =$

0.137, p = 0.002). According to these findings, consumers' perceptions of security and proactive safety behaviours have a major role in determining their level of confidence in Fintech. This suggests that improved transparency and strong data protection measures can increase user adoption and trust.

Objective 3:

Table No: 7.3 Correlation Matrix

	How would you rate your financial literacy and what extent do you believe it helps you make better financial decisions on Fintech platforms?	I feel confident in making financial decisions when using Fintech platforms.
How would you rate your financial literacy and what extent do you believe it helps you make better financial decisions on Fintech platforms?	1	
I feel confident in making financial decisions when using Fintech platforms.	0.41846	1

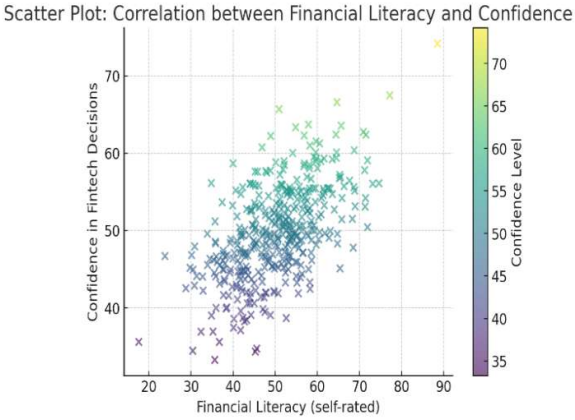

Figure No: 7.2 Correlation Matrix Scatter Plot

Interpretations:

Considering a correlation coefficient of 0.418, the correlation table demonstrates a favourable association between financial literacy and confidence in making financial decisions on Fintech platforms. This suggests that those who believe they are financially literate are more likely to feel secure when utilizing Fintech services, indicating a moderate but significant link. In simple terms, confidence in financial decision-making tends to increase along with financial literacy. Given the low number, it also suggests that, although literacy is crucial, confidence may also be influenced by other elements like security, trust or user experience. All things considered, the results demonstrate how important financial literacy is to enabling users to interact with Fintech platforms successfully.

8.Findings and Discussions:

The research evaluated at how consumer financial behaviour and decision-making across various demographic groups are impacted by Fintech adoption. The results show a number of significant findings. First, one important factor influencing user's confidence in Fintech platforms is education. Higher qualified respondents, especially postgraduates, expressed more confidence in their capacity to make wise financial decisions. The ANOVA analysis supported earlier research that highlights the importance of financial literacy in digital financial engagement by confirming a strong link between education and confidence (Lusardi & Mitchell, 2014).

Second, the regression results show that user confidence and Fintech service adoption are strongly impacted by security concerns and trust considerations. Respondents voiced concerns about the security of their personal information and news reports about hackers undermined their self-esteem. However, proactive behaviours like changing passwords were the next best predictor of confidence, followed by the belief in excellent security procedures by Fintech companies. These results are consistent with those of Jafri (2024), who emphasized the value of openness and cybersecurity in fostering customer trust. Credibility and security are therefore still crucial for long-term Fintech adoption.

Furthermore, a moderately favourable connection ($r = 0.418$) was found between financial knowledge and confidence in making financial decisions on Fintech platforms. This implies that customers who possess greater financial literacy feel more equipped to make efficient use of digital tools. However, the association is weak, suggesting that although literacy is important, trust is also influenced by other elements including usability, design and regulatory

assurance. This result confirms the findings of Mishra et al. (2024), who pointed out that digital financial literacy boosts confidence, especially for female users but also pointed up gaps in understanding financial dangers.

Subsequent demographic data showed that students and younger users (18–25 years old) are the biggest Fintech adopters, indicating their openness to innovation and digital fluency. Older age groups, on the other hand, were less involved, frequently as a result of conventional tastes or trust issues. In the same way, metropolitan customers reported greater adoption than their rural counterparts, underscoring the importance of accessibility and digital infrastructure. These trends highlight how Fintech adoption is unequal, which raises concerns about inclusivity.

Overall, the results support the idea that a mix of financial literacy, trust, education and security perceptions influence the adoption of Fintech. Although technology makes financial decision-making more convenient and autonomous, there are still significant hazards of impulsive behaviour, mistrust and security flaws. The implications for Fintech providers are obvious: building trust through strong security, open business practices and customer education is crucial to boosting confidence and promoting responsible use. Policymakers should concentrate on reducing the digital divide by advancing financial literacy initiatives and enhancing infrastructure, especially in neglected and rural areas.

9.Conclusion:

The study leads to the conclusion that people's perceptions of financial services, decision-making processes and money management have all changed dramatically as a result of the rise of financial technology or Fintech. The results clearly demonstrate that consumer behaviour toward Fintech adoption is significantly influenced by education, financial literacy and user confidence. Higher educated and more financially literate respondents showed greater trust in their ability to use Fintech platforms to make wise financial decisions.

The study also shows that the most important elements affecting the adoption of Fintech are still security and trust. While fear of cyber fraud and bad news about data breaches lower trust and willingness to interact, users who routinely update their personal information and believe in the efficacy of security measures exhibit higher levels of confidence. This emphasizes how crucial it is to strengthen cybersecurity frameworks, maintain open lines of communication and exercise regulatory monitoring in order to guarantee user safety and confidence.

Additionally, the study finds a moderately positive association between financial literacy and decision-making confidence, highlighting the need for proper financial education to go hand in hand with digital empowerment. Fintech involvement is also influenced by demographic factors like age and education, suggesting that younger and better-educated consumers are more receptive to digital transformation.

Overall, this study shows that human-centric elements like trust, literacy and behavioural confidence are just as important to Fintech's success as technology innovation. Fintech companies and legislators must concentrate on creating user-friendly, safe and inclusive ecosystems that enable customers to make confident and educated financial decisions in order to guarantee sustainable growth.

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