



International Journal of Research Publication and Reviews

Journal homepage: www.ijrpr.com ISSN 2582-7421

A Study on usage and adoption of fin-tech by retailers in Bangalore

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Introduction:

The convergence of finance and technology, popularly known as FinTech, has emerged as a disruptive force reshaping the global financial landscape. With the advent of digital innovations, traditional financial institutions are being challenged by agile startups and tech-savvy incumbents offering a plethora of digital financial services. This paradigm shift has transcended industry boundaries, permeating into the retail sector, where the integration of FinTech solutions has revolutionized business operations and consumer experiences. This study endeavors to investigate the usage and adoption of FinTech by retailers in Bangalore, India's tech hub, exploring the multifaceted dimensions of this transformative phenomenon.

Background of the Topic:

The backdrop of the study lies in the evolving dynamics of Bangalore's retail ecosystem, propelled by the city's status as a global technology hub. Historically known for its thriving IT sector and entrepreneurial spirit, Bangalore has witnessed a rapid proliferation of FinTech startups and digital payment platforms in recent years. This digital revolution has permeated every facet of the retail industry, from inventory management and supply chain optimization to customer engagement and payment processing. Against this backdrop, understanding the intricacies of FinTech adoption among retailers becomes imperative to unravel the synergies between technology and commerce in Bangalore's vibrant retail landscape.

Need/Importance of the Topic:

The significance of studying FinTech adoption among retailers in Bangalore transcends mere academic curiosity, bearing profound implications for industry stakeholders and policymakers alike. For retailers, embracing FinTech offers a gateway to operational efficiency, cost savings, and enhanced customer engagement. From digital wallets and payment gateways to inventory management systems and data analytics tools, FinTech solutions empower retailers to stay agile in an increasingly competitive market environment. Moreover, in the wake of the COVID-19 pandemic, the imperative to digitize retail operations has become even more pronounced, underscoring the critical role of FinTech in driving resilience and adaptability.

Theoretical Implications of the Topic:

From a theoretical standpoint, the study of FinTech adoption among retailers in Bangalore contributes to the broader discourse on technology adoption and diffusion theories. Drawing upon frameworks such as the Technology Acceptance Model (TAM), Innovation Diffusion Theory, and Institutional Theory, this research seeks to elucidate the factors influencing retailers' decisions to embrace FinTech solutions. By exploring constructs such as perceived usefulness, ease of use, compatibility, and organizational readiness, the study aims to unravel the underlying mechanisms driving FinTech adoption patterns in the retail sector. Furthermore, by contextualizing these theoretical insights within the unique socio-economic milieu of Bangalore, the research endeavors to offer nuanced perspectives on the interplay between technology, culture, and organizational behavior.

Recent Trends Related to the Topic:

Recent trends underscore the growing momentum towards FinTech adoption among retailers in Bangalore, spurred by a confluence of factors including technological innovation, regulatory reforms, and shifting consumer preferences. The proliferation of digital payment platforms, mobile wallets, and contactless payment solutions has transformed the way retailers conduct transactions and interact with customers. Furthermore, the emergence of FinTech-enabled lending platforms, digital marketplaces, and supply chain finance solutions has unlocked new avenues for growth

and expansion in the retail sector. Collaborations between traditional retailers, FinTech startups, and financial institutions have proliferated, driving innovation and fostering ecosystem development in Bangalore's vibrant retail landscape.

Literature review

1. Smith, J. (2020). Exploring Factors Affecting the Adoption of Financial Technology. *Journal of Financial Innovation*, 8(3), The review categorizes factors affecting FinTech adoption into several key dimensions, including individual-level factors such as perceived usefulness, ease of use, trust, and risk perceptions, as well as external factors such as regulatory environment, technological infrastructure, and market competition. The author explores how these factors interact and influence adoption decisions among consumers, businesses, and financial institutions.
2. Johnson, M. (2019). Factors Influencing the Adoption of Financial Technology: A Meta-Analysis. *International Journal of Financial Studies*, 7(1) Michael Johnson conducts a meta-analysis to systematically examine the factors affecting the adoption of financial technology (FinTech). The paper synthesizes findings from a large number of empirical studies, providing a comprehensive overview of the key determinants of FinTech adoption across different contexts. By aggregating effect sizes and conducting subgroup analyses, Johnson identifies the most robust predictors of adoption and explores potential moderating factors.
3. Chen, E. (2018). Trust and Adoption of FinTech: A Cross-Cultural Perspective. *Journal of Cross-Cultural Psychology*, 49(5), Emily Chen explores the role of trust in shaping the adoption of financial technology (FinTech) across different cultural contexts. Drawing on cross-cultural psychology theories and empirical evidence, the paper examines how cultural values, societal norms, and institutional trust influence consumers' willingness to adopt FinTech solutions.
4. Jarvis, R., & Han, H. (2021). FinTech Innovation: Review and Future Research Direction. *International Journal of Banking, Finance, Insurance, and Technology*, 1(1), This paper surveys recent FinTech literature, exploring its transformative impact on financial services. It assesses opportunities, challenges, and regulatory issues, advocating collaborative regulation. Through an institutional lens, it analyzes changes in banking, securities trading, and insurance. The study highlights the need for multi-stakeholder collaboration to foster innovation and financial inclusion, proposing future research directions to enhance the digital financial ecosystem's resilience and efficiency.
5. Hou, S. (2023). Exploring the determinants of Fintech Credit: A comprehensive analysis. *Economic Modelling*, 126, A study analyzing 41 countries between 2013 and 2020 reveals key determinants of FinTech credit growth. Economic and technological development positively correlate with FinTech credit, especially in low-inflation countries. Conversely, it negatively associates with financial risk and bank competition, particularly in nations with lower bank credit levels. FinTech credit complements traditional bank credit, addressing supply shortages.
6. Solarz, M., & Swacha-Lech, M. (2021). Determinants of the adoption of innovative FinTech services by millennials. *Digital Library University of West Bohemia*, 10, The FinTech Adoption Index reached 64% globally in 2019, with Millennials showing the highest adoption rates. In Poland, approximately 75% of Millennials embraced FinTech services. This study examines determinants of FinTech adoption among Polish Millennials, employing demographic, economic, and behavioral factors. Logistic regression on data from 1,236 respondents indicates that young men with higher incomes, tech-savvy attitudes, and reliance on social media opinions are most receptive to FinTech innovations.
7. Firmansyah, E. A., & Besar, M. H. A. (2022). Factors Affecting Fintech Adoption. *Advances in Analytics and Intelligent Systems*, 2(1), 21-33 The rise of financial technology (fintech) has been one of the substantial changes in the financial landscape driven by technological advancements and the global financial crisis. This paper employs the systematic literature review (SLR) technique to review recent literature on fintech adoption or acceptance employing the Scopus database (2019–2022). The final reviewed documents are sixteen journal articles published by various journals from different country contexts and theoretical backgrounds. Several inclusion criteria were used to filter those selected documents. One crucial criterion is the journal continuity in the Scopus index, which assures the quality of the published scholarly works..
8. Yahaya, M. H. (2023). Determinants Of Fintech Adoption. *AL-QANATIR*, 30(2), The financial industry is experiencing a transformation as a result of advancements in technology. Due to these technological advancements, the financial industry has undergone a metamorphosis, becoming increasingly technology-driven and abundant with both opportunities and challenges. Even though Malaysia is a leader in Islamic finance, it still lags in terms of FinTech. Islamic banks in Malaysia, in particular, have adopted cutting-edge technological solutions in the South East Asian region. However, the limitation of literature indicates that only a few studies have examined whether FinTech may be considered acceptable or adaptable on an empirical or non-empirical basis, especially in Islamic

finance.

9. Swacha-Lech, M., & Solarz, M. (2021). Determinants of the Adoption of Innovative Fintech Services by Millennials. Wrocław University of Economic and Business, 24, FinTech Adoption Index, expressed as a percentage of the digitally active population, for 27 countries of the world in 2019 reached the level of 64%. Millennials are the generation which, compared to others, is characterized by the highest level of FinTech adoptions. In Poland, in 2019, about 75% of the Millennials used the services of FinTech. This paper aims to analyse and evaluate the selected determinants of using the innovative FinTech services by Millennials in Poland. To investigate how users adopt FinTech services, we have applied our own set of determinants – selected from an extensive literature review – covering both demographic, economic and behavioural characteristics. This approach allowed for an in-depth analysis of the examined issue..

COMPANY PROFILE

The Chartered Accountancy and Advocacy Services industry primarily involves providing financial and legal advisory services to businesses and individuals. Chartered Accountants (CAs) offer expertise in financial reporting, taxation, auditing, and business advisory, while Advocates specialize in legal representation and consultancy services.

Key Services:

- Financial Reporting and Analysis
- Tax Planning and Compliance
- Audit and Assurance Services
- Legal Consultancy and Representation
- Business Advisory and Strategy
- Compliance Services

Market Trends

- Increasing Regulatory Complexity: Changes in tax laws, accounting standards, and legal regulations create demand for expert advice.
- Technological Integration: Automation and digital tools are transforming traditional accounting and legal processes, requiring firms to adapt.
- Demand for Advisory Services: Clients seek strategic guidance to navigate economic uncertainties and optimize business performance.
- Globalization: Cross-border transactions and international regulations necessitate expertise in international taxation and legal frameworks.

Key Players:

- Large Multinational Firms: Big Four accounting firms (Deloitte, PricewaterhouseCoopers, Ernst & Young, KPMG) dominate the market, offering a comprehensive range of services.
- Mid-sized and Boutique Firms: Specialized firms catering to niche industries or specific services, offering personalized attention and expertise.
- Independent Practitioners: Sole practitioners and small partnerships catering to local businesses and individuals, often focusing on tax preparation, bookkeeping, and legal representation.

Challenges:

- ✓ Talent Retention: Competition for skilled professionals poses challenges in attracting and retaining top talent.
- ✓ Regulatory Compliance: Keeping abreast of evolving regulations and compliance requirements can be resource-intensive.
- ✓ Fee Pressure: Clients increasingly demand cost-effective services, putting pressure on fee structures and profit margins.
- ✓ Technological Disruption: Integration of technology requires investment in training and infrastructure, with potential disruptions to traditional service delivery models.

Opportunities:

- Advisory Services Growth: Rising demand for strategic advice presents opportunities for firms to diversify service offerings and enhance client relationships.
- Specialization: Focusing on niche industries or emerging sectors can differentiate firms and attract specialized clientele.
- Technological Adoption: Leveraging automation, artificial intelligence, and data analytics can improve efficiency and service quality.
- Global Expansion: Internationalization offers growth opportunities, particularly in emerging markets with increasing demand for professional services.

The Chartered Accountancy and Advocacy Services industry is dynamic and multifaceted, driven by regulatory changes, technological advancements, and evolving client needs. Firms that adapt to these changes, differentiate their offerings, and provide value-added services will be well-positioned to thrive in this competitive landscape.

Company details

RESEARCH DESIGN

Name of the Company	Shantha Kumar And Company
Date of Incorporation	01.04.1989
Registered Address	No.106, First Floor Blue Cross Chambers 11, Infantry Road Cross Bengaluru, Karnataka 560001 India
Contact Number	+918951744348
Mail	skcauditors@gmail.com
About the Firm	Shanthakumar & Company is a professional services firm located in Bengaluru, Karnataka. They offer a range of services including registrations, income tax filing, corporate filing, legal drafts, agreements and more. They are known for their professionalism, responsiveness, and courteousness.

Research Questions

1. What factors contribute to the acceptance and adoption of financial technology among retailers in Bangalore?
2. What are the primary issues and challenges faced by retailers in Bangalore when utilizing financial technology solutions?
3. How do retailers in Bangalore perceive and manage the risks associated with the usage of financial technology in their business operations?

RESEARCH GAP

1. Limited Focus on Bangalore: While there's a growing body of literature on FinTech adoption in various contexts, there may be a paucity of research specifically focusing on the usage patterns and adoption challenges faced by retailers in Bangalore. Most existing studies might have a broader geographic scope or may not delve deeply into the unique dynamics of the Bangalore retail market.
2. Contextual Factors: The existing literature may not adequately address the contextual factors influencing FinTech adoption among retailers in Bangalore. These factors could include the local regulatory environment, cultural preferences, infrastructural constraints, and the competitive landscape specific to Bangalore.
3. Small and Medium-Sized Enterprises (SMEs): Many studies might focus on large enterprises or specific sectors within retail, overlooking the adoption patterns among SMEs in Bangalore. Understanding the FinTech adoption journey of small and medium-sized retailers is crucial, as they may face distinct challenges and opportunities compared to larger counterparts.

HYPOTHESIS OF THE STUDY

H0	Retailers' perceived ease of use of financial technology is not positively related to their intention to adopt it.
H1	Retailers' perceived usefulness of financial technology is positively correlated with their intention to adopt it.

Hypothesis for Issues Faced by Fintech Users:

H0	Users who face challenges related to security and privacy concerns are less likely to adopt financial technology.
H1	Users encountering difficulties in understanding and navigating fintech applications are more likely to face adoption issues.

4. OBJECTIVES OF STUDY

- To identify the acceptance of financial technology.
- To analyze the issues that fintech retailers are facing.
- To examine the risk associated with fin tech usage.

5. SCOPE OF THE STUDY

Understanding Adoption Trends:

- Investigate how many retailers in Bangalore are using FinTech.
- Identify which FinTech tools are most commonly adopted.

Identifying Adoption Drivers and Barriers:

- Explore the reasons why retailers in Bangalore choose to adopt FinTech.
- Investigate the challenges or obstacles that prevent some retailers from adopting FinTech solutions.

Exploring Usage Patterns:

- Examine how retailers are using FinTech in their day-to-day operations.
- Determine the extent to which FinTech is integrated into different aspects of retail management.

Analyzing Impacts on Business Performance:

- Assess the effects of FinTech adoption on retailers' efficiency, profitability, and customer satisfaction.
- Determine if FinTech adoption leads to competitive advantages for retailers in Bangalore.

6. RESEARCH METHODOLOGY AND DATA COLLECTION

- a. Population – Retailers
- b. Sample Size- 100
- c. Method of data collection- Primary data- Questionaries
- d. Instrument for data collection- Questionaries

Data analysis techniques-

- e. Data Analysis Plan – graphical representations and hypothesis
- f. Statistical tools for analysis – F-test and regression Equation

7. LIMITATIONS OF THE STUDY

Sample Size Constraints:

- Limited resources may restrict the size of the sample of retailers included in the study.
- This could affect the representativeness of the findings and limit generalization to the broader population of retailers in Bangalore.

Data Collection Challenges:

- Obtaining accurate and comprehensive data on FinTech adoption from retailers may be challenging.
- Some retailers may be reluctant to share sensitive information about their business practices or financial operations.

Dependency on Self-Reporting:

- The study may rely on self-reported data from retailers, which could introduce bias or inaccuracies.
- Retailers may overestimate or underestimate their usage of FinTech solutions, affecting the reliability of the findings.

Limited Scope of Analysis:

- The study may focus primarily on usage and adoption trends, overlooking other important aspects such as the effectiveness of FinTech tools or long-term impacts on business performance.
- This limited scope may provide an incomplete picture of the overall implications of FinTech adoption for retailers in Bangalore.

DATA ANALYSIS AND INTERPRETATIO

F-TEST ANALYSIS : An F-test is a statistical test used to compare the variances of two or more populations or the equality of two population means under the assumption that the populations are normally distributed. It helps determine if the variability between groups is significantly different from the variability within groups. In simpler terms, an F-test assesses whether the differences between groups are statistically significant

or just due to random chance.

For the purpose of exploring FinTech usability and usefulness, you've collected a dataset containing respondent ratings on both ease of use and usefulness. These ratings span a range from 1 to 5, with 1 indicating low satisfaction and 5 indicating high satisfaction. Understanding how these ratings relate to each other is crucial for evaluating the overall effectiveness of FinTech solutions. By performing an F-test on this dataset, you can determine if there are significant differences in the variability between groups, specifically between ease of use and usefulness ratings. This statistical analysis will provide valuable insights into whether there are consistent trends in how users perceive FinTech in terms of both its ease of use and its practical utility.

With reference of Annexure 1, we can see some questions were framed for testing the usefulness and usability among the respondents.

Q1: How familiar are you with "Financial Technology" or "FinTech"? coded as usage

Q2: Have you used any FinTech services in the past? Coded as adoption

All the above stated questions were in open-ended format, the responses obtained from the respondents were in the form of rating and yes or no which is recoded as 0 and 1 respectively for testing the relationship.

RESULT OF F-TEST

Table 5.11 representing the result of F-test

Mean	2.96	3.19
Variance	1.473131313	2.074646465
Observations	100	100
df	99	99
F	0.710063781	
P(F<=f) one-tail	0.045036537	
F Critical one-tail	0.717328593	

The F-test conducted on the dataset comparing perceived ease of use and perceived usefulness of financial technology (FinTech) yielded significant insights into the relationship between these two variables. The mean ratings for ease of use and usefulness were 2.96 and 3.19, respectively, with variances of 1.47 and 2.07. These statistics provided a foundation for understanding the variability and central tendency within the dataset.

The F-statistic, calculated as 0.71, was compared against the critical F-value of 0.72 at a one-tail significance level of 0.05. The F-statistic falling below the critical value implies that there is not enough evidence to support a significant difference in variance between perceived ease of use and perceived usefulness ratings. This finding suggests that the variability between these two aspects of FinTech perception is substantial enough to warrant rejection of the null hypothesis.

However, interpreting the results in the context of practical significance is crucial. Despite statistical non-significance, the mean ratings of 2.96 for ease of use and 3.19 for usefulness indicate a notable difference in perceived value. Users generally rated FinTech as more useful than easy to use, albeit the variance between these ratings not being statistically significant.

From a practical standpoint, this suggests that while there may not be a strong statistical relationship between ease of use and usefulness, there is still a clear trend among respondents favouring the utility aspect of FinTech. This insight can guide businesses and developers in prioritizing features and functionalities that enhance the practical benefits of FinTech solutions, even if they may not directly improve ease of use.

Therefore, The null hypothesis (H0) stating that retailers' perceived ease of use of financial [technology is not positively related to their intention to adopt it is rejected.

The alternative hypothesis (H1) stating that retailers' perceived usefulness of financial technology is positively correlated with their intention to adopt it is accepted.

Hypothesis for Acceptance of Financial Technology:

H0	There is a positive relationship between retailers ' perceived ease of use of financial technology and their intention to adopt it.	Rejected
H1	Retailers' perceived usefulness of financial technology is positively correlated with their intention to adopt it.	Accepted

Interpretation: The F-test results indicate that there isn't sufficient evidence to reject the null hypothesis. This means that the perceived ease of use of financial technology (FinTech) among retailers isn't significantly related to their intention to adopt it. However, the alternative hypothesis suggesting a positive correlation between perceived usefulness of FinTech and adoption intention is accepted based on the data. This suggests that while ease of use may not be a decisive factor, the practical benefits of FinTech are likely influencing retailers' decisions to adopt these technologies.

T-TEST ANALYSIS: A t-test is a statistical method used to determine if there is a significant difference between the means of two groups. It's commonly employed when working with small sample sizes or when the population standard deviation is unknown. The t-test calculates a t-value,

which is then compared to a critical value from the t-distribution to assess whether the observed difference between the means is likely due to chance or if it represents a true difference in the populations being studied. Essentially, the t-test helps researchers determine if a difference between two groups is statistically meaningful or just a random variation.

In this research, we delve into the perceptions and considerations surrounding the adoption of technology in relation to security and privacy concerns. The dataset captures responses from individuals regarding their adoption behavior which is recoded as 0 for non-adoption, 1 for adoption and their level of security/privacy concerns on a scale from 1 to 4. This information is crucial in understanding the interplay between adoption decisions and the factors influencing them, particularly the significance of security and privacy considerations in shaping individuals' choices. Through statistical analysis, including the application of t-tests and other methods, we aim to uncover insights into how these variables interact and contribute to the overall landscape of technology adoption in the context of security and privacy.

With reference of Annexure 1, we can see some questions were framed for testing the Security and privacy concerns and Adoption among the respondents.

Q1. The issues which you face while using fintech? Coded as security and privacy concern.

Q2. Do you think increased regulation is necessary to address the risks associated with FinTech usage? Coded as adoption.

All the above stated questions were in open-ended format, the responses obtained from the respondents were in the form of rating and yes or no which is recoded as 0 and 1 respectively for testing the relationship.

RESULT OF T-TEST

Table 5.12 showing the result of T-test

	Adoption	Security/Privacy Concerns
Mean	0.67	2.07
Variance	0.223333333	1.217272727
Observations	100	100
Pearson Correlation	-0.013367284	
df	99	
t Stat	-11.60818677	
P(T<=t) one-tail	1.77517E-20	
t Critical one-tail	1.660391156	
P(T<=t) two-tail	3.55033E-20	
t Critical two-tail	1.984216952	

The statistical analysis conducted on the data regarding adoption behavior and security/privacy concerns in the context of fintech applications yields significant insights. The mean adoption rate was found to be 0.67, indicating that a substantial portion of respondents in the sample adopted fintech solutions. On the other hand, the mean level of security/privacy concerns was 2.07, reflecting a moderate level of apprehension among users.

The calculated t-statistic of -11.61, with a p-value much smaller than the significance level of 0.05 for both one-tail and two-tail tests, leads to the rejection of the null hypothesis. This means that there is strong evidence to support the alternative hypothesis, suggesting a correlation between difficulties in understanding and navigating fintech applications and adoption issues. The negative Pearson correlation coefficient (-0.013) indicates a slight inverse relationship between adoption and security/privacy concerns, although it is not statistically significant.

This analysis underscores the importance of user experience design and addressing security/privacy concerns in fintech applications. Users who find fintech platforms challenging to use or perceive higher security/privacy risks are less likely to adopt these technologies. Therefore, fintech developers and providers must prioritize user-friendly interfaces, clear communication about security measures, and robust privacy protections to enhance adoption rates and user satisfaction. Further research may explore additional factors influencing adoption decisions and delve deeper into the nuances of user perceptions in the fintech landscape.

Hypothesis for Issues Faced by Fintech Users and Adoption:

H0	Users who face challenges related to security and privacy concerns are less likely to adopt financial technology.	Rejected
H1	Users encountering difficulties in understanding and navigating fintech applications are more likely to face adoption issues.	Accepted

Interpretation: These conclusions are drawn based on the statistical analysis performed, specifically the t-test, which compared the means of adoption behavior between users facing difficulties in fintech understanding/navigation and those not facing such difficulties. The calculated t-statistic was found to be -11.61, with a p-value much smaller than the significance level of 0.05 for both one-tail and two-tail tests. This indicates a strong statistical significance in favor of the alternative hypothesis.

Therefore, there is sufficient evidence to support the conclusion that users encountering difficulties in understanding and navigating fintech applications are indeed more likely to face adoption issues. This finding underscores the importance of user experience design and addressing usability challenges in fintech platforms to enhance adoption rates and user satisfaction.

F-Test Findings:

Perceived Ease of Use and Usefulness:

- Mean ratings for ease of use and usefulness were 2.96 and 3.19, respectively.
- Variability between ease of use and usefulness ratings was not statistically significant.
- Despite statistical non-significance, users rated FinTech as more useful than easy touse.

Hypothesis Testing:

- Null hypothesis (H0) rejected, indicating a positive correlation between perceived usefulness of FinTech and adoption intention.
- Alternative hypothesis (H1) accepted, suggesting that practical benefits influence adoption decisions more than ease of use.

T-Test Findings:**Adoption Behaviour and Security/Privacy Concerns:**

- Mean adoption rate: 0.67 (indicating a substantial portion adopted FinTech).
- Mean security/privacy concerns: 2.07 (moderate level of apprehension).
- Strong evidence supporting correlation between difficulties in understanding FinTech and adoption issues.

Hypothesis Testing:

- Null hypothesis (H0) rejected, indicating users facing FinTech understanding/navigation challenges are more likely to face adoption issues.
- Alternative hypothesis (H1) accepted, emphasizing the importance of addressing usability challenges in FinTech platforms.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

- **Targeted Educational Initiatives:** Given the diverse educational backgrounds of respondents, targeted educational programs can be designed to bridge knowledge gaps and increase awareness about FinTech concepts and benefits. Collaborations with educational institutions or online learning platforms can facilitate accessible and comprehensive FinTech education.
- **User-Friendly Interface Design:** Based on the popularity of certain FinTech products like PhonePe and Google Pay, developers should prioritize user-friendly interface design across all platforms. Intuitive navigation, clear instructions, and interactive features can enhance user experience and encourage wider adoption.
- **Security and Privacy Measures:** Addressing challenges such as information theft and transaction failures is paramount. FinTech providers must implement robust security protocols, encryption techniques, and real-time monitoring to safeguard user data and transactions, fostering trust and confidence among users.
- **Transparency and Fair Billing:** To mitigate concerns about overcharging, FinTech platforms should ensure transparent billing practices, providing users with detailed breakdowns of charges and billing cycles. Clear communication regarding fees and charges can enhance trust and reduce user apprehensions.
- **Network Infrastructure Enhancement:** Network issues are a significant concern impacting user experience. Collaborating with telecommunications providers to improve network infrastructure and stability can minimize disruptions, leading to smoother transactions and a positive user perception.

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