An Internship Report On

"Factors influencing on Financial Technology:

A Study on Customers intention to use Fintech product"

Submitted To

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Session: 2022-23

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Date of Submission: 25th May, 2025

Letter of Transmittal

25th May, 2025

Md. Al-Amin

Assistant Professor

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Faculty of Business Administration

Comilla University, Cumilla

Subject: "Factors influencing on Financial Technology: A Study on Customers intention to use Fintech product"

Respected Sir,

With due respect, I am reporting your giving titled **"Factors influencing on Financial Technology: A Study on Customers intention to use Fintech product"** assigned as my topic and it is a mandatory requirement for MBA program. I have tried my best to do the report properly considering every trifle thing you advised and make the report in a fascinating way.

Finally, I would like to express my sincere appreciation and thanks to your help while preparing the report. I shall be glad to answer any queries that you may have in this regard.

Yours obedient,

....

Ritu Rani Datta

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Session: 2022-23

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Student Declaration

I somberly declare that the work in this report on **"Factors influencing on Financial Technology: A Study on Customers intention to use Fintech product"** is uniquely work done by me under the supervision of **Md. Al-Amin sir ,** Assistant Professor, Department of Finance and Banking, Comilla University, Cumilla.

I also confirm that the report is prepared with my online survey which is design by some questionnaire. It might not be used in the interest of the opposite party of the corporation.

Ritu Rani Datta

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Supervision Declaration

This is to certify that the report on **“Factors influencing on Financial Technology: A Study on Customers intention to use Fintech product”** is done by Ritu Rani Datta, ID 22317042, session 2022-23, as the partial fulfillment of Master of Business Administration (MBA) degree from Department of Finance and Banking, Faculty of Business Administration, Comilla University, Cumilla.

This report has been prepared under my guideline and is a report of the authentic work carried out successfully.

Md. Al-Amin

Assistant Professor

Department of Finance and Banking

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Comilla University, Cumilla.

Acknowledgement

At the very beginning, I would like to express my deep gratitude to "GOD" for blessing me with the ability, strength, and patience as well as guiding me to the right path, which helped me to complete my work timely and successfully. I would like to express my sincere gratitude to **Md. Al-Amin** sir for his continuous support and guidance while preparing this report. I am indebted to his indeed. He has given his hearty effort to guide me in the right direction during the internship period. His sincere guidance, untiring co-operation, valuable advice and endless inspiration enabled me to overcome all the quandaries that I faced during the preparation of the report.

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Executive Summary

There is a growing competition between banks and fintech not only in advanced economies, but also in the emerging markets. However, it is yet to be observed in Bangladesh to the same extent.

This report aims to evaluate fintech's level of development in Bangladesh compared to other development country. The report identifies financial services using innovative technologies offered by fintech companies, analyses the advantages and disadvantages of these services in comparison with services offered by the traditional financial sector companies (banks, insurance companies, institutions involved in asset management and investment, etc.), and evaluates how prepared are consumers to use fintech services. This report documents the results of the survey aiming to clarify how well-informed consumers in Bangladesh are about fintech services, their convenience, speed and safety, as well as the consumers' current satisfaction with banking services.

The continuous Fintech revolution is truly reshaping the financial landscape at an unprecedented pace, offering not only innovative solutions and fresh opportunities but also presenting a series of multifaceted challenges that warrant careful consideration. Since technology continues its relentless march forward, customer satisfaction evolve in tandem, the fintech sectors profound impact is poised to grow even more, potentially becoming hallmark of the future of finance. It is supreme for individuals, businesses, and policymakers like to grasp the continuous transaction, given its far reaching implication. These implication extend is more transaction and investment. They encompass the very easy of how we engage with financial services, institutions and technology. Therefore, the imperative to stay well informed and adaptable in this rapidly change and innovation is rarely a choice but a essential for all stakeholder in the financial ecosystem.

Speed of adoption of new technologies and products depends entirely on raising the interest about it among young people that are now able to connect and communicate to each other without ever physically seeing one another. Interests of young people and their perspective of the world might be the very force that will dictate the rise and fall of many industries and markets. With the force of online communities which removed limitations such as different continents and languages any new idea can get the massive support and grow from idea to basic necessity for large groups of people in just a few hours. At the end, fintechs will change their services faster for sure, but whatever the traditional banks decide to do they should not forget about the power of the new generation to promote and push their needs and visions until they get whatever will make their lives better. And those are the people whose voices should be heard on the path of digital transformation.

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Chapter: 01

Introduction

1.1 Introduction

The financial services industry has undergone a significant transformation over the past decade, primarily driven by technological advancements and the rise of fintech (financial technology) companies. Fintech refers to innovative financial solutions that leverage technology to enhance and streamline various aspects of financial services, including payments, lending, investment, and more. This fintech revolution is reshaping the financial landscape in unprecedented ways, impacting both consumers and businesses. This assignment aims to explore the fintech revolution, its drivers, its implications for traditional financial institutions, and the potential benefits and challenges it presents.

At the same time, information and communication technology (ICT) has changed how individuals do business. Payment systems have advanced over time, despite the amazing transformation from the actual transfer of cash to digital form. E-commerce is the use of new and existing information and communication technology (ICT) in business management in the modern day. In addition to providing cost effective methods of buying and selling the overall growth of e-commerce has accelerated (Ghergozi et al. 2011).

Within the realm of e-commerce, financial technology is a new development. As to Yang et al. (2012), the service of mobile payment apps in China is based on a model that takes into account the features and context of usage. Structural equation modelling was used to test this model empirically on 156 existing users and 483 prospective adopters from an integrated dataset of a Chinese mobile payment app service. The outcome demonstrated that while behavioural beliefs, social influence, and personal characteristics are all significant factors in determining whether or not a person will get and use mobile payment app services, their effects on behaviour will differ depending on the level. The elements influencing consumer satisfaction with mobile delivery were examined by Chen and Wu in 2017. The study's findings are used to investigate the impact of external variables using the technology acceptance model (TAM).

Fintech has emerged as a pivotal force in reshaping the landscape of financial institutions, offering a myriad of benefits that significantly impact their operations. One of the key advantages lies in the realm of efficiency and automation, where fintech solutions streamline processes, reducing manual labor and optimizing resource allocation. Cost reduction is another notable aspect, as financial institutions leverage technology to cut operational expenses and enhance overall fiscal responsibility. Fintech's impact extends to customer experience, with mobile banking apps and personalized services providing increased accessibility and satisfaction. The embrace of fintech also fosters innovation and competitiveness, allowing institutions to adapt to evolving consumer preferences and market trends. Data analytics, facilitated by fintech tools, empowers institutions to make informed decisions, enhancing risk management and fraud detection capabilities. Moreover, fintech plays a pivotal role in promoting financial inclusion by extending services to underserved populations. Its contributions to cybersecurity, regulatory compliance through RegTech, and overall governance further solidify its importance. In essence, financial institutions that integrate fintech effectively gain a competitive edge in navigating the dynamic and challenging landscape of the modern financial sector.

1.2 Background of the Report:

This Project report is originated as a partial fulfillment of the MBA program of Comilla University. This report is a mandatory for MBA completion. In this report, I will try to make an overall analysis on Customer intention to use Fintech Product.

1.3 Significance of the Report

The significance of this report lies in its potential to offer valuable insights to Fintech service providers, policymakers, and researchers. As the Fintech sector continues to disrupt traditional financial services, understanding customer behavior is critical for strategic planning, product development, and marketing. This study will help Fintech firms align their services with user expectations and remove barriers to adoption. Additionally, the findings may guide policymakers in creating a regulatory environment that fosters innovation while protecting consumer interests.

1.4 Scope of the Report:

- ✓ To examine the key factors influencing customers' intention to use Fintech products.
- ✓ To analyze how variables such as trust, perceived ease of use, perceived usefulness, and security affect adoption behavior.

- ✓ To explore the demographic factors (age, gender, education, income) impacting Fintech usage.
- ✓ To focus on commonly used Fintech services including mobile banking, digital wallets, online lending, and investment platforms.
- ✓ To gather and interpret data from individual users within a defined geographical location.
- ✓ To provide insights that can support Fintech companies in improving customer engagement and service design.
- ✓ To limit the study to consumer behavior and not institutional or business-level adoption.

1.5 Research Question:

This report seeks to answer five important research questions:

Q.A: What are the relationships between trust and customers to use fintech product?

Q.B: How perceived usefulness influences customers to use fintech product?

Q.C: How mobile self-efficacy influence customers to adopt fintech in financial institutions?

Q.D: How proper security influence consumers to adopt financial technology?

Q.E: How customers satisfaction influence financial institutions to adopt fintech**?**

1.6 Objectives of the Study

It is needed to study and understand the factors that influence the customers to adopt financial technology (Fintech) of financial institutions. This report has been conducted to achieve the following objectives:

Main Objective:

1. To identify the factors that influence to use financial technology of financial institutions.

Specific objectives:

1. To establish a success factor that influences the customer to use Fintech product.
2. To evaluate usefulness to use Fintech product.

3. To know mobile self-efficacy to adopt Fintech in financial institutions.
4. To identify the security that influence customer to adopt financial technology.
5. To identify customers satisfaction that influence financial institutions to adopt Fintech.

1.7 Limitation of the report

In preparing this report some problem and limitation have encountered which are as follow:

- The data collection was restricted only within three month, which may fail to represent the actual scenario of whole country.
- Getting information from the right person is really challenging because of banking hours.
- Customers are neglect to take survey because few customer are not able how to fill up.

Chapter: 02

Literature Review

2.1 Literature Review

Saksonova, S. and Kuzmina-Merlino (2017), This paper identifies financial services using cutting-edge technologies provided by fintech companies and weighs the benefits and drawbacks of these services against those provided by more established financial sector businesses, such as banks, insurance providers, and organisations engaged in asset management and investment. According to the paper's hypothesis, Latvian society would rather use banking services than fintech offerings. The findings of the survey support this theory in part by demonstrating that most respondents were not aware of Latvian fintech services, related advances, or new financial products. The authors make sure that the new fintech technologies, along with the traditional services and accomplishments of banks, serve as the foundation for the establishment of digital financial enterprises of a new generation after examining and summarising the trends in the growth of the fintech sector.

Musabegovic, et al (2019), The study's findings show statistically significant positive correlations between per capita GDP and the use of cellphones and new technology for processing payments and conducting financial transactions. Additionally, they show statistically significant positive correlations between per capita GDP and the use of mobile phones to pay for utilities and receive income. Therefore, while developing policies pertaining to the use of smartphones and new technologies in financial transactions and payment processing, the findings of the study should be taken into account.

Global Findex data (World Bank 2017) highlight numerous chances to boost account ownership among the 1.7 billion adults who do not have a bank account. The research also suggests strategies for utilising new items and technologies to increase account usage among existing users. Fintech will undoubtedly transform its services more quickly in the future, but traditional banks should remember that the younger generation has the ability to advocate for and push their wants and goals until they are met. On the journey towards digital transformation, those are the individuals whose opinions ought to be heard.

Studies such as those by Lusardi & Mitchell (2014) suggest that financial literacy enhances individuals' ability to evaluate and trust Fintech services. Awareness campaigns and user education can positively influence adoption rates.

According to Zhou (2011), trust is a critical factor in online financial transactions. The perceived risk associated with digital platforms and concerns over data privacy significantly influence user behavior. Customers are more likely to use Fintech platforms if they believe the systems are secure and their data is protected.

The Bloomberg terminals are one such FinTech innovation that today's financial professionals are quite familiar with. After leaving Solomon Brothers, where he had created internal computer systems, Michael Bloomberg founded Innovation Market Solutions (IMS) in 1981 (Bloomberg, 2014). By 1984, financial institutions were using Bloomberg terminals more and more. As a result, Bloomberg is the most successful FinTech company to date and among the first. Thus, a key component of FinTech is traditional financial services companies. The CEO of Industrial and Commercial Bank of China (ICBC), the biggest bank in the world by asset size, Yang Kaisheng, recently stated: "There is a perception that when banks develop Internet technology, it is not regarded as Finech. People say this is a new idea, a new ideology that will eliminate agents and intermediaries and that banks cannot adapt ” (DiBiasio, 2015).

Chapter: 03

Research Methodology

3.1 Methodology of the Study:

I conducted my report for this topic on qualitative survey research. The main concept of this qualitative research is to define information collected from the survey and to understand the result that is not predicted.

3.2 Data Sources and Collection Procedure:

In the preparation of this research, data was collected from primary sources.

 Questionnaire survey.

3.3 Questionnaire Design:

1. Population:

The target population was the customers of different financial institutions who taken financial service.

2. Sample unit:

The entire customers of different financial institutions who taken Fintech services were considered as sample unit.

3. Sample Size:

Total sample size was 150 customers of different financial institutions.

3.4 Dependent and Independent Variables:

Dependent Variable	Intention to use Fintech product.
Independent Variable	Trust, perceived usefulness, mobile self efficacy, proper security and customer satisfaction.

The variables are taken for qualitative research.

3.5 Hypothesis:

Hypotheses (H) as formulated in this section along with using financial technology (fintech) are summarized as follow:

H1: There is a strong relationship between trust and use of fintech product

H2: There is a strong relationship between perceive usefulness and use of fintech product.

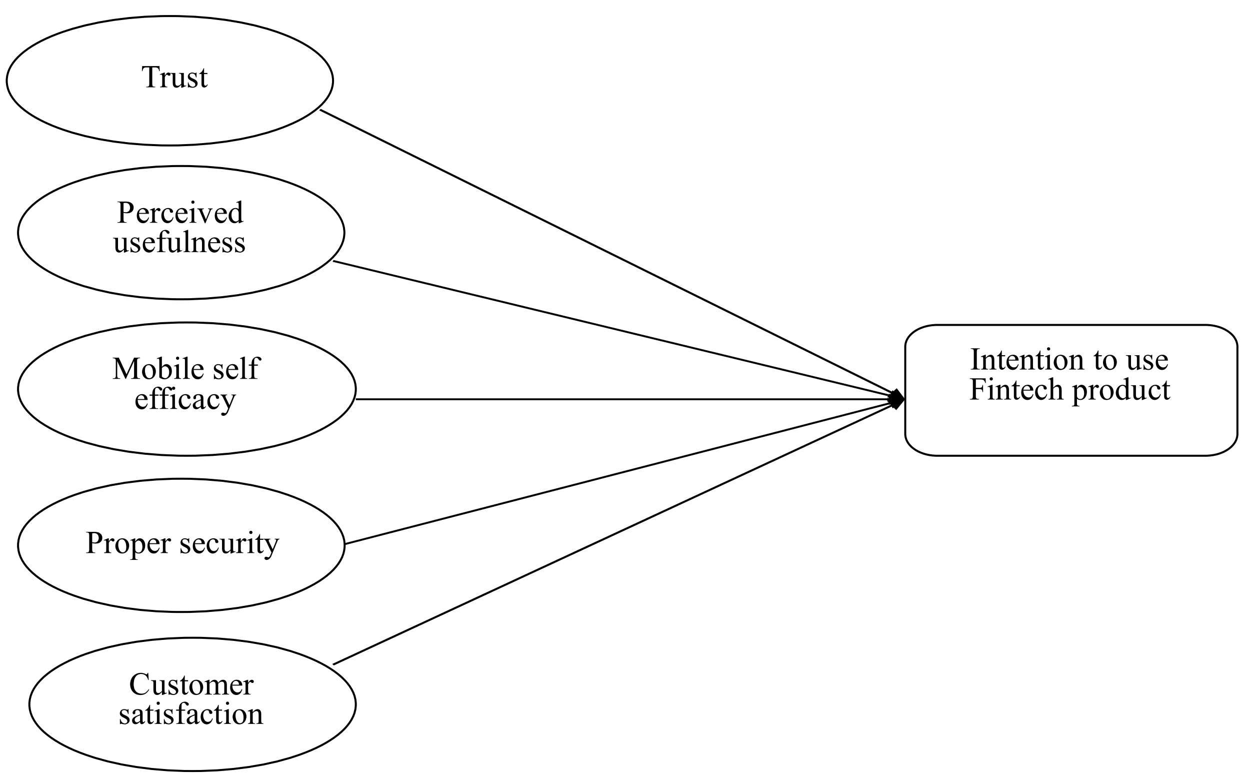
H3: There is a strong relationship between mobile self-efficacy and use of fintech in financial institutions.

H4: There is a strong relationship between proper security and use of financial technology.

H5: There is a strong relationship between customers satisfaction and financial institutions to adopt financial technology**.**

3.6 Conceptual Framework

The purpose of this research is to find the relationship between factors and use of Fintech. The conceptual framework of this study has been given below:



3.7 Research Instrument:

The research model includes five independent and one dependent factors. Each aspect was measured using many items, all of which were updated to meet our fintech system usage environment while also being adapted from earlier research to assure the validity of all the instruments. The questionnaires were completed at the respondents' convenience, and answers were based on a five-point Likert scale. The main methodology chosen for this study is the questionnaire survey method, which was built up focusing on demographic factors as first part and the questions related to influencing factors Intention to use Fintech product was organised in second and last parts. In demographic part was included 7 items and the remaining two sections was included the rest of 20 items. The survey conducted from 28 December 2023 to 5 February 2024.

There are different test concept are used to analyze the research .here I use the regression analysis.

3.8 Regression analysis:

It evaluates how dependent and independent variables relate to one another. Determining the impact of each independent variable and independent variables is beneficial. More precisely, when one of the independent variables is changed while the other independent variables remain constant, regression analysis explains how the typical value of the dependent variable changes. Characterising the dependent variable's variation around the regression function, which can be represented as a probability distribution, is also of interest in regression analysis.

It can be expressed as follows:

$Y=\alpha+\beta1X1+\beta2X2+\beta3X3+\beta4X4+\beta5X5+€$

Where,

X1: Trust

X2: Perceived Usefulness

X3: Mobile Self Efficacy

X4: Proper Security

X5: Customer Satisfaction

3.9 Data Analysis and Reporting:

The variables used in the survey instrument have been abbreviated in order to facilitate the analysis procedure. ANNOVA is used to clarify the results and satisfaction level and also for hypothesis testing. The following software was used for data analysis.

- Statistical Package for Social Science (SPSS)

Revolution of Financial Technology

Definition:

The financial services industry has undergone a significant transformation over the past decade, primarily driven by technological advancements and the rise of fintech (financial technology) companies. Fintech refers to innovative financial solutions that leverage technology to enhance and streamline various aspects of financial services, including payments, lending, investment, and more. This fintech revolution is reshaping the financial landscape in unprecedented ways, impacting both consumers and businesses. This assignment aims to explore the fintech revolution, its drivers, its implications for traditional financial institutions, and the potential benefits and challenges it presents.

3.10 The Fintech Landscape

Fintech, a portmanteau of "financial" and "technology," represents a rapidly evolving industry that leverages advanced technologies to innovate and improve financial services. Its core principles can be summarized as follows:

- ❖ Technology Integration: Fintech is characterized by the seamless integration of cutting-edge technologies such as artificial intelligence, blockchain, big data analytics, and mobile applications into financial services. This integration enhances efficiency, accuracy, and accessibility.
- ❖ Customer-Centric Approach: Fintech companies prioritize the customer experience. They design user-friendly interfaces and employ data analytics to personalize services, aiming to meet the unique needs and preferences of each user.
- ❖ Efficiency and Automation: Fintech aims to automate financial processes and reduce manual intervention. This not only accelerates transaction processing but also minimizes errors, resulting in cost savings and improved operational efficiency.
- ❖ Financial Inclusion: Fintech seeks to broaden financial access and inclusion by making financial services available to a wider range of individuals and businesses. This includes underserved populations and regions that have traditionally been excluded from the financial system.
- ❖ Disruption and Innovation: Fintech disrupts traditional financial institutions and models by challenging established practices and embracing innovation. It encourages competition and drives improvements in the financial industry, ultimately benefiting consumers.

In essence, fintech represents the intersection of finance and technology, with a commitment to enhancing financial services through the application of innovative technologies while placing the customer at the center of its initiatives.

3.11 Key Fintech Segments

Fintech encompasses diverse segments, each reshaping financial services in unique ways:

- ✓ Payment Technology: Payment fintech has modernized transactions, introducing mobile wallets, contactless payments, and digital currencies. Services like PayPal, Apple Pay, and crypto currencies offer secure and convenient alternatives to traditional payment methods.
- ✓ Peer-to-Peer Lending (P2P): P2P lending platforms, such as Lending Club and Prosper, connect borrowers directly with lenders. They use technology to facilitate loans, often with faster approval processes and competitive interest rates, disrupting traditional banking.
- ✓ Robo-Advisors: Robo-advisors like Betterment and Wealth front leverage algorithms and AI to provide automated investment advice and portfolio management. They offer cost-effective, diversified investment solutions, making wealth management accessible to a broader audience.
- ✓ Blockchain: Blockchain technology, the foundation of crypto currencies, creates secure, transparent, and tamper-proof transaction ledgers. Beyond crypto currencies, it has applications in supply chain management, voting systems, and more, promising transparency and trust in various industries.
- ✓ Insurtech: Insurtech startups use technology to streamline and enhance the insurance industry. They employ data analytics, IoT devices, and AI to assess risk, automate claims processing, and offer customized insurance solutions, improving efficiency and customer experiences.

3.12 Drivers of the Fintech Revolution:

1. Technology Advancements:

Advancements in technology, such as smartphones, cloud computing, and big data analytics, have catalyzed a fintech revolution. Smartphones, with their widespread adoption, have made financial services accessible to a broader audience than ever before. Mobile apps provide userfriendly interfaces for managing finances, investing, and accessing credit services, making financial transactions more convenient.Cloud computing has been a game-changer for fintech startups. It offers scalability without hefty upfront investments, allowing rapid growth. This cost efficiency frees up resources for innovation and service improvement. Moreover, cloud services provide robust data storage and security, crucial for managing the vast amounts of sensitive financial data.Big data analytics in fintech is like a compass in a sea of information. It unlocks data-driven insights into customer behavior and market trends, leading to personalized financial products and more informed investment decisions. It's also instrumental in risk management, fraud detection, and the burgeoning field of algorithmic trading.Artificial Intelligence (AI) and Machine Learning (ML) add a layer of intelligence to fintech. AI-driven chatbots and virtual assistants enhance customer service, while algorithms work tirelessly in the background to detect fraud and optimize investment portfolios. Predictive analytics powered by AI helps fintech firms stay ahead of market trends and identify potential opportunities.Blockchain and cryptocurrencies have disrupted traditional financial systems. Blockchain's decentralized nature has given rise to DeFi platforms, enabling peer-to-peer lending, borrowing, and trading without intermediaries. Its transparency and security features make it a trusted platform for financial transactions and digital assets.

2. **Changing Consumer Behavior:**

The evolution of consumer preferences and behaviors towards digital and mobile solutions has been a pivotal driver in the widespread adoption of fintech. Today's consumers crave convenience and accessibility, demanding 24/7 access to their financial services. Traditional banking's time-consuming branch visits are being replaced by mobile apps and online platforms, offering a seamless, anytime, anywhere experience. Speed and efficiency are paramount, with fintech delivering instant results, from payment processing to loan approvals. Personalization is another key factor; fintech's data analytics and AI-driven services offer tailored financial products and user-centric design. Moreover, cost savings, security, and trust are heightened, as lower fees and robust security measures enhance transparency and control. As consumers gain access to financial education and global cross-border transactions become more commonplace, the fintech revolution is set to continue its transformative path, reshaping the way we manage and interact with our finances.

3. **Regulatory Environment:**

Regulatory changes and frameworks have been pivotal in shaping the trajectory of fintech growth. On one hand, the establishment of licensing frameworks and regulatory sandboxes has played a facilitating role. Regulatory sandboxes provide fintech firms with a controlled environment to test innovations without the immediate burden of full compliance, fostering experimentation and innovation. Open banking regulations, like PSD2 in the European Union, have forced traditional banks to share customer data with authorized third parties, enabling fintech companies to create new services and enhance consumer choice.However, there have also been hindrances stemming from regulatory challenges. Compliance with complex and fragmented regulations across different regions can be costly and time-consuming for fintech startups, potentially stifling their growth. Additionally, issues related to consumer protection and data privacy have prompted stricter regulations, which, while important, can impose significant compliance burdens.The evolution of fintech regulation remains a delicate balancing act. Striking the right balance between fostering innovation and protecting consumers and financial stability is crucial to ensure that fintech continues to thrive and deliver value to both businesses and consumers. As the fintech landscape evolves, regulatory frameworks will need to adapt to address emerging challenges and opportunities.

3.13 The Impact on Traditional Financial Institutions:

3.13.1 Banking Sector Disruption:

Fintech has been a disruptive force in the financial industry, leading to the emergence of digital banks and alternative banking services that challenge traditional banking models. Here's an exploration of how fintech has caused this disruption:

1. Digital-Only Banks (Neobanks):

Cost Efficiency: Fintech-driven digital banks, also known as neobanks, have significantly lower operational costs compared to traditional banks. They operate without physical branches, reducing overhead expenses.

User-Centric Design: Neobanks prioritize user experience by offering intuitive mobile apps and websites. This user-centric design appeals to tech-savvy consumers who value convenience and a seamless digital banking experience.

Fast Account Opening: Traditional banks often require extensive paperwork and in-person visits to open accounts. Neobanks enable customers to open accounts within minutes through their smartphones, with minimal documentation.

2. **Payment and Transfers**:

Mobile Wallets: Fintech companies have introduced mobile wallets like PayPal, Square Cash, and Venmo, simplifying peer-to-peer payments and enabling contactless transactions.

Cross-Border Payments: Fintech has improved cross-border payments by offering more competitive exchange rates and faster transfer times compared to traditional banks.

3. **Robo-Advisors and Investment Platforms:**

Accessible Investing: Robo-advisors and investment platforms make investing accessible to a broader audience. These platforms use algorithms and AI to provide automated, low-cost investment advice and portfolio management.

Fractional Shares: Fintech has popularized fractional share investing, allowing users to invest in expensive stocks with as little as a few dollars.

4. **Peer-to-Peer Lending (P2P):**

Alternative Credit Sources: P2P lending platforms like LendingClub and Prosper offer borrowers an alternative to traditional banks, often with more flexible terms and lower interest rates. Investors can earn returns by lending money to individuals or small businesses.

Decentralized Finance (DeFi): Fintech has given rise to DeFi platforms that operate on blockchain technology, enabling peer-to-peer lending, borrowing, and trading without traditional financial intermediaries. DeFi challenges traditional banking by providing more inclusive and borderless financial services.

5. **Financial Inclusion**:

Serving the Underbanked:Previously shut out of the traditional banking system, the underbanked and unbanked now have access to financial services because to Fintech. The formal economy is now accessible to those living in rural places thanks to mobile-based banking and payment systems.

6. **Regulatory Challenges and Collaboration:**

Regulatory Adaptation: Traditional banks face regulatory challenges in dealing with fintech innovation. Regulators are continuously adapting to address the unique risks and opportunities posed by Fintech.

Collaboration: Some traditional banks have opted to collaborate with fintech firms by integrating their services or investing in fintech startups to stay competitive in the evolving financial landscape.

7.Introduction of Mobile banking:

The revolutionary potential of mobile banking in emerging nations is best demonstrated by services like bKash and Nagad in Bangladesh. Through these platforms, users—including those without conventional bank accounts—can utilise their mobile devices to carry out a variety of financial activities. Simple and easy-to-use mobile apps allow users to send and receive money, pay bills, add credit to their phones, and even access microloans. People who have little access to traditional banking services have benefited greatly from these services, which have also helped to increase financial inclusion. They demonstrate how underprivileged communities can benefit from mobile banking's ability to close financial gaps and offer necessary financial services.

3.13.2 Wealth and Asset Management

Robo-advisors and digital investment platforms have fundamentally transformed wealth management by democratizing access to professional-grade financial advice and investment tools. These innovative technologies employ algorithms and data analytics to offer automated, customised investment plans for a fraction of the price of hiring a human advisor. Investor can easily create diversified portfolios, optimize risk, and track performance in real time through user-friendly interfaces. This disruption in wealth management has made it more affordable, transparent, and accessible, leveling the playing field for a broader range of individuals to participate in the financial markets and secure their financial future.

3.13.3. Payments and Transfers

Fintech has had a profound impact on payment systems, transforming the way individuals and businesses conduct transactions. Here's an analysis of fintech's impact on payment systems, including mobile wallets, peer-to-peer payments, and cross-border transfers:

1. Mobile Wallets:

Convenience and Accessibility: Fintech has popularized mobile wallets like Apple Pay, Google Pay, and Samsung Pay, enabling users to make payments with a tap or a scan. These wallets offer a seamless and convenient alternative to physical cards and cash, promoting cashless transactions. Enhanced Security: Mobile wallets employ advanced security measures, such as biometrics and tokenization, making them more secure than traditional payment methods. Users can also remotely disable lost or stolen devices, adding an extra layer of protection. Integration with Other Services: Fintech has expanded the functionality of mobile wallets. Users can now link their wallets to various financial services, including budgeting tools, loyalty programs, and even cryptocurrency transactions, making them versatile financial hubs.

2. Peer-to-Peer Payments (P2P):

Simplicity and Speed: Fintech-driven P2P payment apps like Venmo, PayPal, and Cash App have simplified money transfers between individuals. Transactions are typically completed in seconds, and users can include messages or emojis, making the process more engaging.

Splitting Bills: These apps facilitate social payments, allowing friends and family to split bills or reimburse each other for shared expenses. This has revolutionized group payments and eliminated the need for IOUs.

Monetization: Some P2P payment apps have introduced monetization features, such as in-app purchases, investing options, and debit cards linked to the P2P account, expanding their utility beyond basic money transfers.

3. Cross-Border Transfers:

Cost Efficiency: Fintech has disrupted the high fees associated with cross-border transfers by offering more competitive exchange rates and lower transaction costs. Services like TransferWise (now Wise) and Revolut have gained popularity for their transparent fee structures.

Speed and Accessibility: Digital fintech solutions have significantly reduced the time required for cross-border transactions. Users can initiate and track international transfers from their mobile devices, enhancing accessibility and control.

Cryptocurrency and Blockchain: Fintech has leveraged blockchain technology and cryptocurrencies to facilitate cross-border transactions, enabling faster and more secure international transfers while circumventing traditional banking intermediaries.

4. Insurance and Insurtech

Insurtech startups are ushering in a transformative era within insurance industry, leveraging data analytics and digital solutions to reshape traditional practices. Through advanced data analytics, these companies are revolutionizing risk assessment by tapping into vast datasets to refine underwriting processes, resulting in more accurate pricing and customized insurance offerings. Additionally, digital solutions streamline the entire insurance experience, from policy purchasing and claims processing to customer service, making it more convenient and efficient for policyholders. By harnessing emerging technologies like IoT and telematics, insurtech startups can collect real-time data, allowing for dynamic policy adjustments and incentivizing safer behaviors. In doing so, these companies are not only enhancing operational efficiency but also delivering more responsive and customer-centric insurance solutions, ultimately driving significant changes in an age-old industry.

3.14 Challenges and Risks:

3.14.1 Cybersecurity Threats:

The increased reliance on technology in financial services has brought about significant cybersecurity challenges, posing risks to both financial institutions and consumers. Here's an examination of some of these challenges:

1. Data Breaches and Cyberattacks: As financial institutions accumulate vast amounts of sensitive customer data, they become prime targets for cyberattacks. Sophisticated hackers often attempt to breach systems to steal personal information, financial data, and even valuable intellectual property. Data breaches can result in financial losses, reputational damage, and legal consequences.

2. Phishing and Social Engineering: Cybercriminals employ tactics like phishing emails and social engineering to manipulate individuals into revealing confidential information, such as passwords or account details. These techniques can lead to unauthorized access to financial accounts and identity theft.
3. Ransomware: Ransomware attacks involve encrypting critical data and demanding a ransom for its release. Financial institutions may find themselves in a precarious situation, having to decide whether to pay the ransom or risk losing access to essential data.
4. Insider Threats: Employees or insiders with privileged access to financial systems can pose significant cybersecurity threats. Insider threats may involve data theft, fraud, or intentional disruption of operations. Detecting and mitigating these threats can be challenging.
5. Regulatory Compliance: Financial services are subject to strict regulations, which require robust cybersecurity measures to protect customer data. Compliance with regulations like GDPR, CCPA, and various financial industry-specific standards adds complexity and costs to cybersecurity efforts.
6. Third-Party Risks: Financial institutions often rely on third-party vendors and partners for various services, including data storage and processing. Weaknesses in these third-party systems can expose vulnerabilities, making it crucial to manage and monitor the cybersecurity practices of all involved parties.
7. Emerging Technologies: The adoption of emerging technologies like blockchain, artificial intelligence, and the Internet of Things (IoT) introduces new attack vectors and vulnerabilities. Securing these technologies requires ongoing innovation in cybersecurity.
8. Mobile and Remote Banking: The rise of mobile banking and remote financial services has expanded the attack surface. Users accessing financial systems from various devices and locations may inadvertently expose themselves to cybersecurity risks, especially if they don't practice good security hygiene.
9. Resource Constraints: Smaller financial institutions may have limited resources to invest in cybersecurity, making them more susceptible to attacks. Cybersecurity awareness and investment must be prioritized across the entire financial industry.

10. Incident Response and Recovery: Preparing for cyber incidents and having effective incident response plans in place is crucial. Rapid detection and containment of cyber threats, along with swift recovery, are essential to minimize damage

3.14.2 Regulatory Compliance

Fintech companies grapple with multifaceted regulatory challenges and compliance requirements as they strive to revolutionize financial services. Operating in a rapidly evolving technological landscape, these startups must contend with a complex patchwork of financial regulations, data protection laws, and cybersecurity standards that often differ across regions. Navigating this intricate regulatory environment necessitates a deep understanding of evolving legal frameworks, proactive compliance measures, and robust data security protocols. Moreover, fintech firms face the dual challenge of aligning their innovative solutions with existing regulations while also advocating for regulatory updates that reflect the fast-paced nature of their industry. As fintech continues to disrupt traditional financial services, a dynamic approach to regulatory engagement and compliance remains essential for sustainable growth and ensuring trust among stakeholders

3.14.3 Market Saturation and Competition

The fintech sector is experiencing a rapid proliferation of startups and established players, intensifying competition and raising concerns about potential market saturation. While the increased competition is a testament to the industry's dynamism and attractiveness, it also presents challenges. Fintech firms are vying for market share across various segments, from digital payments and lending to wealth management and insurance. This intense competition can lead to a crowded marketplace, where differentiation becomes increasingly difficult.Moreover, as more players enter the fintech arena, customer acquisition costs rise, and profitability can become elusive, particularly for startups that are burning through cash to gain market traction. Regulatory compliance costs also escalate as fintech companies expand, adding to the financial pressures. However, it's worth noting that while competition is intensifying, the fintech space is vast, with numerous niches and opportunities yet to be explored. Success in fintech often hinges on innovation, customer-centric solutions, and the ability to address unmet needs. As long as fintech companies continue to innovate and cater to evolving customer demands, there will be room for growth and market differentiation. Nevertheless, navigating the competitive landscape and striking the right balance between expansion and sustainable profitability remains a formidable challenge in the fintech industry.

3.15 The Future of Fintech:

Several exciting Fintech trends are on the horizon, each poised to reshape the financial landscape:

1. **Decentralized Finance (DeFi):** DeFi is still growing, providing decentralised, blockchain-based financial services like trading, borrowing, and lending without the need for middlemen. DeFi platforms provide customers significant yield potential, unrestricted access to financial services, and increased control over their funds.
2. **Central Bank Digital Currencies (CBDCs):** Globally, central banks and governments are investigating the creation of digital currency, or CBDCs. Increased financial inclusion, decreased fraud, and improved payment efficiency are the goals of these CBDCs.
3. **Open Banking and PSD2**: The establishment of safe, data-sharing ecosystems is being accelerated by open banking laws, such as PSD2 in Europe. With user consent, this allows third-party providers to access financial data, resulting in the development of novel financial services and products.
4. **Regtech (Regulatory Technology):** Financial institutions are navigating complicated regulatory requirements more effectively and economically with the aid of regtech solutions. These tools improve risk management, automate compliance procedures, and keep an eye on transactions for fraud.
5. **AI-Powered Personalization**: Artificial intelligence (AI) is driving personalization in financial services. AI-driven chatbots, robo-advisors, and predictive analytics are customizing financial advice and services to individual user profiles.
6. **Sustainable and ESG Investing**: Fintech is facilitating sustainable investing and Environmental, Social, and Governance (ESG) considerations. Platforms are integrating ESG data and analytics to help investors align their portfolios with their ethical and sustainable values.
7. **Digital Identity Verification**: Digital identity verification solutions are becoming critical in combating fraud and ensuring secure transactions. Biometrics, blockchain-based identity management, and mobile-based authentication methods are at the forefront.

8. **NFTs and Tokenization**: Non-fungible tokens (NFTs) and tokenization of assets are expanding beyond the art and gaming sectors. Fintech is exploring how these technologies can be used for real estate, fine art, collectibles, and more.
9. **Cross-Border Payments and Remittances**: Fintech companies are enhancing cross-border payment solutions, reducing fees, and speeding up transaction times, addressing a significant pain point for businesses and individuals alike.
10. **Embedded Finance**: Fintech is increasingly integrated into non-financial products and services, a trend known as embedded finance. This involves offering financial services within apps, platforms, or e-commerce ecosystems, providing seamless and customized financial experiences.

3.16 Collaboration between Fintech and Banks:

In order to remain competitive in a constantly changing market, traditional financial institutions are realising that they must embrace Fintech innovation. To achieve this, many banks and established financial organisations are forming strategic partnership with Fintech startups. These collaborations bring together the strengths of traditional financial institutions, such as extensive customer bases, regulatory experience, and robust infrastructure, with the agility, innovation, and technological prowess of fintech firms. One common avenue for collaboration is through investment and acquisition. Traditional banks are investing in or acquiring fintech startups to leverage their cutting-edge technologies and expertise. For instance, a bank might acquire a robo-advisory platform to enhance its wealth management services or purchase a digital lending platform to streamline its loan origination process. These acquisitions not only accelerate the digital transformation of banks but also allow them to tap into new customer segments and markets. Additionally, banks are actively seeking fintech partnerships to enhance customer experiences. They are integrating fintech solutions into their existing services, enabling customers to access innovative financial products seamlessly. For example, banks are collaborating with fintech payment processors to offer faster and more secure payment options, enhancing the overall customer experience. These partnerships are particularly important as customers increasingly demand digital and mobile solutions for their financial needs. Moreover, traditional banks are also benefiting from fintech's expertise in data analytics and cyber security.

Chapter: 04

Analysis and Finding

4. Analysis and Finding

Data analysis is a way to describe the truth with goals, identify patterns, examine assumption and interpret results. Data analysis uses many techniques such as data analysis, theoretical sampling, mathematic analysis grounded theory and thematic analysis etc. SPSS 25 version used to analysis the data. In current study Cronbach's Alpha, Descriptive statistics and linear regression statistical techniques applied to analyze the data.

4.1 Background Characteristics Data of the Sample: Table

1: Respondents Demographic Statistics

Variables	Category	Frequency	Valid Percent
Gender	Male	90	60%
	Female	60	40%
Age	15-20	4	3.3%
	21-25	115	76.0%
	26-30	23	15.3%
	Above 30	8	5.3%
Marital status	Unmarried	140	93.33%
	Married	10	6.67%
Occupation	Student	135	90%
	Employee	10	06.66%
	Business	5	3.34%

Monthly income	Less than 5000	80	53.3%
	6000-10000	27	18.0%
	11000-20000	9	6.0%
	21000-30000	15	10.0%
	31000 to up	19	12.7%
Are you aware of financial technology (Fintech) that service is available in Bangladesh?	Yes	145	96.66%
	No	5	3.33%
Which Fintech product do you use currently?	Mobile Banking	120	80%
	Payment Card	19	12.66%
	Peer to peer lending	10	06.66%
	Crypto currency	1	06%
Source: SPSS outcomes based on primary data			

Of all 150 respondents, 90 respondents are male, and 60 respondents are female. It indicates that, 60% of respondents are male and 40% respondents are female. 3.3% of respondents were at the ages of 16-20 years, 76% between the ages of 21-25 years, 15.3% between the ages of 26-30 years and 5.3% were ages of above 30 years. The level of education of the respondents was as follows: 64%had a ‘bachelor’s degree, 25.3% had a ‘master’s degree and 10.7% had a other diplomas degree. Regarding the marital status of the respondents, 81.3% of the respondents are unmarried and 18.7% of respondents are married. The table shows that, Of all 150 respondents, 112 respondents are student and their percentage is 74.7% ; 20 respondents are an employee and their percentage is 13.3% ; 10 respondents are engaged with business and their percentage is 6.7% and remaining 8 respondents are in the managerial level and their percentage is 5.3%. Moreover, the table also shows that 53.3% of individuals had income levels below 5000 tk, 18% had income levels between 5000-10000 tk, 6% had income levels between 11000-20000 tk, 10% had income level between 21000-30000 and 12.7% had income levels above 31000.This table also indicate that, of the the respondents, 145 respondents were using fintech product and 5 respondent were not used fintech product. Among 150 respondents, 120 respondents use Mobile Banking, 19 respondents use Payment Card, 10 respondents use Peer to peer lending , and the rest of 1 respondent use Crypto currency.

4.2 Reliability Test:

The first criterion for evaluating the measurements of models is reliability, which traditionally refers to internal continuity reliability and index reliability. Internal community reliability is consistent with ‘cronbach's alpha testing, which indicates an estimate of reliability that assumes that all items are equally reliable or composite reliability, where different loading items are considered.

Table 2: Result of Reliability Test

Factors	**Variables**	**Factor Loading Value**	**Cronbach's alpha**
Trust	T1	.587	.701
	T2	.611	
	T3	.747	
Perceived usefulness	PU1	.564	.700
	PU2	.703	
	PU3	.721	

Mobile self-efficacy	MSE1	.727	.754
	MSE2	.678	
	MSE3	.717	
Proper Security	PS1	.607	.750
	PS2	.665	
	PS3	.581	
Customer satisfaction	CS1	.699	.795
	CS2	.761	
	CS3	.725	
Intention to use Fintech	IUFP1	.605	.721
	IUFP2	.607	
Product.	IUFP3	.619	
Sourc : SPSS outcomes based on primary data			

The reliability of the factor was tasted by using the 'cronbach's alpha. Hair J.F et al.(1992) Said that, 'Cronbach's alpha is a commonly used method to measure the reliability for a set of two or more constructs where higher values indicate greater reliability of the indicators. According to (Nunnally, 1978) A 'Cronbach's alpha of 0.65 or higher was used as an acceptable value for internal consistency of the measures. The Cronbach's alpha of the dependent variable (Intention to use Fintech product) is 0.72. The Cronbach's alphas for independent variables range from 0.700 to 0.795 which indicated that all variables for each factor is good. These values support all the arguments that all the factors had adequate reliability. In this table we can also see that the factor loading value for each dependent and independent variables. The factor loading value of the dependent and independent value is 0.515 to 0.761. It indicates that all the independent variables also obtained well and reliable values.

4.3 Regression Analysis

Regression Analysis is used to test the proposed hypotheses. In this study has one dependent variable and five independent variables. The hypothesized relationships were tested by using the multiple regression analysis of IBM SPSS statistics 25 for Windows. The average scores of the variables representing each factor were used in the data analysis.

1. Model Summary

The model summartof the regression analysis is shown in the table 4. Here the predictors are: Trust, , perceived usefulness, mobile self-efficacy, proper security and customer satisfaction. The dependent variable is Intention to use Fintech product..

Table 3: Regression Model Summary

Model Summary		
R	R SQUARE	ADJUSTED R SQUARE
.800	.640	.627
Source: SPSS outcomes based on primary data		

Model summary from table 3 indicates a strong positive correlation (R=.800) between dependent (Intention to use m payment apps) and the independent variables that represent each factor. The coefficient of R^2 is 0.640 indicates that all the independent variables account for 64% of the variance when accepting the fintech product. Table 3, the result of multiple regression analysis shows that Trust, perceived usefulness, mobile self-efficacy, proper security and customer satisfaction are significant predictors of adoption of fintech product. These findings support all the hypotheses (H1, H2, H3, H4 and H5)). Here adjusted R square is .627 which is closer to R square (.640) which suggests that the addition of independent variables after the inclusion of the independent variable plays a vital role in explaining the variation in dependent variable.

2. Coefficient Analysis

This part of the analysis views at the relationship between dependent and independent variables as moderate, positive or negative and also examines specific partial regression coefficient for accepting and rejecting hypotheses.

Table-4: Co-efficient

Coefficients			
Variables	**Beta**	**t-values**	**Significance**
Trust	.184	2.708	.008
Perceived usefulness	.188	2.633	.009
Mobile self efficacy	.204	2.915	.004
Proper security	.290	3.931	.000
Customer satisfaction	.130	2.025	.045
Source: SPSS outcomes based on primary data			

From the coefficient table 4, it can be observed that all the factor of using Fintech has significant impact to adopt Fintech services. Trust factor ($\beta 1 = 0.184$, $t = 2.708$), Perceived usefulness factor ($\beta 2 = .188$, $t = 2.633$), Mobile self efficacy factor ($\beta 3 = 0.204$, $t = 2.915$), Proper security ($\beta 4 = 0.290$, $t = 3.931$), customer satisfaction ($\beta 5 = 0.130$, $t = 2.025$) had a significant positive effect to adopt Fintech product or services at $p < 0.05$.

Table 5: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig
Regression	32.165	5	6.433	51.129	.000
Residual	18.118	144	.126		
Total	50.283	149			

In this ANOVA table it indicates that the relationship between dependent variable and independent variables was statistically significant which was bellow (.05) at 5% significant level (.000<0.05). So sawing this result, it is clear that all the factors strongly influence consumers to adopt Fintech product.The F-statistics produced (F = 51.729) is significant at 1% (Sig. P < 0.01) with 5 and 144 degree of freedom, therefore confirming the fitness for the model.

3. Correlation:

Table-6 shows the inter-variable correlations and it has been revealed that all the variables in respective measures are positively correlated.

Table 6: Correlation between Dependent and Independent Variables

Factor	Trust	Perceived Usefulness	Mobile Self Efficacy	Proper Security	Customer satisfaction
Intention to use Fintech product	.612	.651	.646	.696	.550

Table 7: Decision on Hypothesis

Independent Variables	Hypothesis	Beta	T-value	Discussion
Trust	H1	.184	2.708	Accepted
Perceived Usefulness	H2	.188	2.633	Accepted
Mobile self Efficacy	H3	.204	2.915	Accepted
Proper Security	H4	.290	3.931	Accepted
Customer satisfaction	H5	.130	2.025	Accepted
Source: SPSS outcomes based on primary data				

4.4 Discussion on Finding:

The outcome of this research work showed that the impact of Financial technology on consumer intention to use m-payment apps services. All the independent factors like Trust, perceived usefulness, mobile self-efficacy, proper security and customer satisfaction play a vital rule to influence people or customer to use financial product..

Saksonova, S. and Kuzmina-Merlino (2017) explain that trust positively impact on 'consumer's Intention to use Fintech product. The result of this study found that trust has the third highest impact on consumer intention to use Fintech product. The relationship between trust and consumer play a vital rule in adopting fintech services. Without trust adoption of Fintech is not possible. Saksonova, S. and Kuzmina-Merlino(2017) state that perceived ease of use also impacts on consumer intention to adopt Fintech services. The results of this study clearly illustrate that perceived usefulness has fourth highest impact on consumer intention to use Fintech product. There is a significant relationship between the perceived usefulness and consumer to adopt fintech services. In addition, Tian and Dong (2013) showed that perceived usefulness direct influence on consumer attitude towards adopting of Financial Technology.

Finally in my research report, Perceived security is one of the most important influencing factors to use Fintech product or services. The results of this study clearly illustrate that perceived security has only a small impact on customer intention to use Fintech product.

Chapter: 05

Conclusion and Recommendation

Conclusion and Recommendation

The research outlines and their relationship to the study's aims and objectives are presented in this chapter. Furthermore, recommendations for additional research are also covered.

5.1 Conclusion:

To achieve our objective, a research model was proposed which consists of five independent variables and one dependent variable (the Intention to use Fintech product). The way that financial technology systems affect daily life shown how helpful fintech products are due to their capacity to pay bills, give gifts, book flights, swap currencies, and much more. This study also demonstrates that in order for more individuals to use the system, financial technology still needs to be made distinctive. Day by day the user of Fintech product will be increased because the service providers (financial Institutions) always try to provide better service for their customer. All the variables positively influence on customer to use Fintech product. The ongoing Fintech revolution is undeniably reshaping the financial landscape at an unprecedented pace, offering not only innovative solutions and fresh opportunities but also presenting a series of multifaceted challenges that warrant careful consideration. As technology continues its relentless march forward, and as consumer expectations evolve in tandem, the Fintech sector's profound impact is poised to grow even more, potentially becoming a hallmark of the future of finance. It is paramount for individuals, businesses, and policymakers alike to grasp the intricacies of this ongoing transformation, given its far-reaching implications. These implications extend beyond mere transactions and investments; they encompass the very essence of how we engage with financial services, institutions, and technology. Therefore, the imperative to stay well-informed and adaptable in this rapidly changing financial landscape cannot be overstated. In this era of finance, embracing change and innovation is not merely a choice but a necessity for all stakeholders in the financial ecosystem.

5.2 Recommendation:

The information communication system has changed the way where people handle transactions. In this research, the researcher tries to identify the influencing factor to use fintech product or services. The policymakers of the country need more concentration to understand how to influence the consumer to Financial technology product like mobile banking (Nagad, bkash and roket), payment card (debit and credit card and visha, ATM card), Peer to peer and crypto currency. Here some recommendations for the authority that can help them influencing people to use Fintech product..

1. Mobile self-efficacy has the highest impact on consumer intention to use Fintech product, so the policy maker may try to focus on this factor.
2. Trust and proper security also impact on customer intention to Fintech product, so the policy maker may try to gain customer loyalty and ensure security.
3. Bangladesh is a developing country and most of the peoples are poor, so the authority may try to reduce their service charge.
4. Introducing a new feature in these service that makes the transaction process easy and more secure.
5. The authority may provide discount facilities based on the amount of transaction for encouraging and customer satisfaction.
6. Increase customer care center to reduce risk and any causes by hacking, phising and, cybrer crime.

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Appendix

Questionnaire

Section: 1

Dear respondents,

This is Ritu Rani Datta. Hope you are well. I am conducting a survey on customer by their intention to use fintech product like mobile banking (bkash, nagad rocket), payment card (Debit card, credit card, visha and ATM card), Peer to peer and cryptocurrency. Your valuable time is required to complete this questionnaire. It may take you about 3 to 5 minutes only to complete. Please feel free to share precise information as its optimal confidentiality will be ensured. I appreciate your participation.

Section 2: Demographic information

Name………

Gender…. 1.Male 2.Female

Age……15-20 21-25 26-30 31-35

Education…..SSC HSC Honors Master others

Monthly Income

- · Less than 5000
- 6000-10000
- 11000-20000
- 21000-30000
- 31000 to up

Are you aware of financial technology (Fintech) that service is available in Bangladesh?

- Yes
- No

Which Fintech product do you use currently?

- Mobile Banking (Bkash, Nagad and Rocket)
- Payment Card (Dedit and credit card, visha card and ATM card)
- Peer to peer lending
- Cryptocurrency (Bitcoin, litecoin and Digital wallets)

Section: 3

Evaluate in terms of the following statement: Strongly disagree (1), Disagree (2), Neutral (3), Agree (4) and strongly agree (5).

Factors/statement	**1**	**2**	**3**	**4**	**5**
1. I believe that Fintech service provider like financial institution act honestly in dealing with customers.	1	2	3	4	5
2. Regulatory requirement and true commitment attract my attention to take Fintech service.	1	2	3	4	5
3. I maintain a consistent and firm perspective regarding the quality and reliability of Fintech services in general.	1	2	3	4	5
4. I think that Fintech product like bkash, nagad and others are smart way for transaction.	1	2	3	4	5
5. Using Fintech would improve my performance and effectiveness in making payment.	1	2	3	4	5
6. I am fully equipped with the necessary IT support and technological resources required to comfortably use Fintech products.	1	2	3	4	5
7. Financial technology plays an important role in enhancing and developing my work capabilities and productivity levels.	1	2	3	4	5

8. I regularly have access to digital devices such as mobile phones and other smart gadgets that allow me to use Fintech services with ease.	1	2	3	4	5
9. Financial technology (Fintech) helps me to accomplish my tasks more quickly.	1	2	3	4	5
10. I place my trust in Fintech services because I am confident that they are genuine, authentic, and committed to serving users honestly.	1	2	3	4	5
11. Their information controlling system are so strong to enhance my confidence in their security.	1	2	3	4	5
12. I believe that there have specific security and two-factor authentication to secure my financial information.	1	2	3	4	5
13. The quality and availability of internet connectivity in my area are satisfactory to use Fintech service.	1	2	3	4	5
14. Nowadays, I prefer to conduct most of my daily financial transactions through Fintech platforms because of their convenience and reliability.	1	2	3	4	5
15. I personally think that financial technology (Fintech) offers an easy and user-friendly method for completing financial transactions.	1	2	3	4	5
16. The use of online platforms and systems adds to the attractiveness and efficiency of Fintech products and services.	1	2	3	4	5
17.I am of the opinion that Fintech services are designed to maintain a high level of safety and security in all types of financial transactions.	1	2	3	4	5
18. I fully intend to continue using Fintech products and services on a regular basis in the foreseeable future.	1	2	3	4	5