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Role of Social Influence and Attitude in Shaping Fintech Adoption Behaviour among Banking Customers

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ABSTRACT

Purpose: Digital financial technologies have revolutionized the financial service landscape and accelerated the adoption of fintech services. Despite the increasing penetration of digital financial platforms, the adoption of fintech remains uneven across consumer segments. The previous research on fintech adoption predominantly emphasized technological determinants. However, this study adopts a parsimonious approach by focusing exclusively on behavioral constructs such as social influence and attitude.

Methods: This study employed a quantitative research design using a structured questionnaire and collected data from 250 respondents. The data was analyzed using Partial least squares structural equation modelling (PLS SEM 4).

Findings: The results identified that both social influence and attitude significantly and positively affect fintech adoption behavior. Furthermore, attitude emerged as a comparatively stronger predictor of fintech adoption behavior. The findings support the significance of users' own perceptions and recommendations of peers, family groups, and friends in influencing behavior towards fintech.

Implications: This study enriches the existing literature of FinTech by focusing on behavioral constructs, rather than examining only technological determinants, and its findings provide practical implications for financial institutions and policymakers to develop strategies to enhance user engagement and wider adoption of FinTech services.

Originality: This study extends the existing fintech adoption literature by emphasizing the role of behavioral determinants rather than focusing only on technological attributes. By employing Partial Least Squares Structural Equation Modeling (PLS-SEM), this paper provides empirical evidence on the relationships between these constructs, thus providing richness to the research methodology in analyzing behavioral constructs.

1. Introduction

The growth of digital banking has been remarkable in the past two decades, primarily because of the geometric increase in Internet accessibility, smartphones, and communication technologies. This growth has made digital banking user-friendly and efficient. It also facilitates rapid financial service providers to provide convenient and prompt financial transactions globally (Indriasari *et al.*, 2022). Digital banking has played a pivotal role in facilitating cashless transactions. It has accelerated the use of digital technologies. The digital technology in FinTech includes artificial intelligence, machine learning, the Internet of Things, blockchain, biometrics, and cloud computing. These provide security, fraud detection, credit underwriting, customized financial advisory, and customer interaction with chatbots and robo-advisory systems (Gopal *et al.*, 2023).

It is widely acknowledged that these technological innovations have transformed the financial service landscape by enhancing financial literacy and promoting financial inclusion across diverse populations. AI-driven personalized services and predictive analytics have assisted banks to increase access to credit, enhance credit assessment accuracy, and democratize access to financial resources, which is especially important for underserved and unbanked populations (Nwoke, 2024). Fintech innovations such as mobile banking, peer-to-peer lending, digital wallets, and blockchain-based solutions are playing a crucial role in extending banking services to rural and low-income

groups. In rural parts of India, fintech solved infrastructural gaps, spatial barriers, and affordability, facilitating mobile banking to occupy the gap between banked and unbanked populations and enabling entrepreneurship in underdeveloped areas (Goswami *et al.*, 2022). AI-powered mobile banking facilitates convenience and accessibility among digital natives, requiring anytime-anywhere access to financial services (Manser Payne *et al.*, 2018).

Financial technology is the combination of Internet-based technology with conventional financial services, innovating to compete with traditional methods in providing financial solutions globally (Assarzadeh & Aberoumand, 2018). Fintech utilizes software, applications, and digital platforms, mainly available through smartphone devices, to promote financial inclusion by extending access to people who were previously excluded, such as unprivileged households and small enterprises (Morgan, 2021). Hence, fintech in this regard not only supports financial service delivery but also intersects with financial literacy, emphasizing its importance in adoption among disadvantaged groups (Morgan, 2021). Apart from that, the adoption of fintech services has revolutionized the payment methods, lending, borrowing, and investment practices, which are often provided by non-banking entities through efficient digital platforms (Anshari *et al.*, 2020). This has led to the cost-benefit dynamics of innovation, user trust, technology adoption, and competition among industrialists (Werth *et al.*, 2023). As mentioned in empirical studies from China, fintech also affects regional innovation by addressing financial constraints and promoting economic development (Wang *et al.*, 2025).

Despite this rapid growth, the adoption of fintech remains uneven across customer segments. While some customers engage actively with fintech platforms, others still rely on traditional methods due to lack of security, trust, and confidence in digital banking. The effectiveness of digital banking is not only dependent on technological infrastructure but also on customers' ability to use fintech services. Therefore, identifying the factors shaping fintech adoption behavior among banking customers has become a prominent research domain in emerging economies. The existing literature had extensively examined several technology adoption models, such as TAM and UTAUT, to understand users' behavioral intentions toward FinTech. Apart from that, many existing studies focused only on technological factors such as perceived usefulness and perceived ease of use. However, current research suggests that technological factors alone cannot fully explain users' adoption behavior. Additionally, only a few studies have followed a construct-based approach to understand FinTech adoption behavior. Therefore, this study adopts a parsimonious approach by focusing specifically on behavioral constructs. Among the various determinants studied in previous literature, social influence and attitude have emerged as two critical factors affecting fintech adoption behavior. But comparatively fewer studies have jointly examined the impact of both these factors. Understanding the combined influence of these behavioral factors on fintech adoption behavior is important because individuals often rely on social interactions and personal evaluations when deciding whether to adopt digital financial technologies. Therefore, further empirical investigation is required to understand how these constructs contribute to fintech adoption behavior. To address this research gap, the current study aims to examine the role of social influence and attitude in shaping fintech adoption behavior. Specifically, the present study seeks to address the following research question:

- RQ1: What is the role of social influence in influencing fintech adoption behavior among banking customers?
- RQ2: How does attitude towards fintech services affect customers' fintech adoption behavior?
- RQ3: To what extent do social influence and attitude jointly contribute to influencing fintech adoption behavior?

By addressing these research questions, the contribution of this paper is threefold. First, it extends the existing fintech adoption literature by emphasizing the role of behavioral determinants rather than focusing only on technological attributes. Second, a parsimonious approach is adopted by integrating social influence and attitude within a single analytical framework to get a broader understanding of the factors influencing fintech adoption behavior. Third, by employing Partial Least Squares Structural Equation Modeling (PLS-SEM), this paper provides empirical evidence on the relationships between these constructs, thus providing richness to the research methodology in analyzing behavioral constructs. The findings of the study will provide valuable implications for financial institutions and fintech service providers seeking to enhance customer engagement and encourage wider adoption of digital financial services.

2. Review of Literature

2.1. Theoretical Background of Technology Adoption

The adoption of fintech services has become a central focus in technology adoption research. Several established theories or models have explained technology and fintech adoption, including the Technology Acceptance Model (Davis, 1989); the Innovation Diffusion Theory (Rogers, 1995); Technology Readiness (Parasuraman, 2000); the Unified Theory of Acceptance and Use of Technology (UTAUT1) (Venkatesh

et al., 2003); the UTAUT2 (Venkatesh and Xu, 2012); the UTAUT3 (Venkatesh *et al.*, 2016); and the Individual Innovativeness Theory (Rogers, 2003). The TAM model is the most widely used model in the adoption of information technology (Nakisa *et al.*, 2023). This model used factors such as perceived usefulness and perceived ease of use. However, this theory had been criticized later for focusing only on two constructs. The UTAUT1 model constitutes four key constructs, namely performance expectancy, effort expectancy, social influence, and facilitating conditions (Verdegem & De Marez, 2011). These four factors have a significant effect on behavioral intentions to use particular technology (Venkatesh *et al.*, 2011). This model also highlighted the importance of social influence in shaping behavioral intentions toward adoption of technology. Several researchers highlighted that individual adoption of fintech technology is not only influenced by technological factors but also by various psychological and behavioral factors (Aggarwal *et al.*, 2023; Al-Sharafi *et al.*, 2025; Jena, 2025). Therefore, examining these behavioral constructs can provide deeper insights on fintech adoption behavior.

2.2. Fintech Adoption Behavior

Fintech adoption behavior refers to the willingness to accept and use technology-enabled financial services such as mobile banking, digital payments, and online financial platforms. The adoption of fintech is not only influenced by technological factors but also by behavioral and contextual factors too. Previous studies showed that users initially adopt fintech services due to perceived benefits such as convenience, efficiency, economic advantage, and ease of use. As users become more familiar with these technologies, their concerns related to security, privacy, and service reliability shape adoption behavior (Mahmud *et al.*, 2022). Empirical studies also suggest that contextual and demographic factors also influence fintech adoption patterns. For instance, research conducted in Bangladesh revealed that concerns related to security, data confidentiality, and limited regulatory oversight significantly hinder FinTech adoption, often outweighing the influence of demographic characteristics (Mahmud *et al.*, 2022). Similarly, studies conducted in India indicate that awareness, personal innovativeness, and user attitude significantly influence individuals' adoption decisions, while demographic variables such as gender may moderate users' perceptions of fintech services (Kumar & Rani, 2024; Rani & Kumar, 2023).

2.3. Social Influence

Social influence can be defined as the effect of societal norms, peer opinion, and family recommendations, and it has a positive impact on user attitude towards fintech adoption. Multiple studies report contradictory findings. In a few studies conducted in Malaysia, social norms and peer pressures positively affected fintech adoption (Siew Bee & Ying, 2021; Zakariyah *et al.*, 2023). Similarly, research conducted in Nigeria identified that social influence significantly and positively impacted users' attitudes towards fintech services, along with perceived usefulness and service trust (Akinwale & Kyari, 2022). Research conducted in Bangladesh also identified social influence as the core factor in mobile fintech service adoption (Hassan *et al.*, 2022). It may shape users' perceptions regarding the usefulness, reliability, and security of digital financial technologies. On the contrary side, research focusing on fresh graduates and university undergraduates suggests that social influence had a negligible relationship with fintech adoption (Ahmad *et al.*, 2021; Sultana *et al.*, 2023). Based on these findings, this study hypothesized that.

H1: Social influence has a significant impact on fintech adoption behavior.

2.4. Attitude

"Attitude" refers to an individual's overall evaluation of a particular behavior or technology. In technology adoption research, attitude reflects the degree to which individuals have a favorable or unfavorable evaluation of using a specific technology. Behavioral intention models such as TAM and UTAUT2, combined with trust theories, revealed that performance expectancy, effort expectancy, social influence, and facilitating conditions played an important role in developing positive attitudes and intentions to use fintech services (Amnas *et al.*, 2023). In addition, attitude toward fintech adoption had been useful to financial sector performance and digital financial inclusion, based on the UAE banking industry during COVID-19. Where a positive attitude and alignment with technology management enhanced competitiveness and sector performance during challenging times (Aloulou *et al.*, 2024). This pandemic accelerated the adoption of fintech, which further influences attitude due to increased reliance on digital financial services (Abdo *et al.*, 2025). Therefore, individuals who develop favorable attitudes toward fintech services are more inclined to adopt and use digital financial technologies. Therefore, this study hypothesized that.

H2: Attitude has a significant impact on fintech adoption behavior.

2.5 Research Gap

The prior studies on Fintech adoption mainly emphasized factors such as performance expectancy, effort expectancy, and facilitating conditions drawn from TAM and UTAUT

models, leaving a relatively underexplored area of purely behavioral aspects (Ahmad *et al.*, 2021; Singh *et al.*, 2020). For instance, social influence had been identified as a significant factor in some contexts (Siew Bee & Ying, 2021; Zakariyah *et al.*, 2023), but other studies reflect a negative effect of social influence, especially among fresh graduates and undergraduates (Ahmad *et al.*, 2021; Sultana *et al.*, 2023). This represents a significant gap, or inconsistencies remained that need further exploration. Moreover, existing models had often integrated social influence as one of the technological predictors, and very few studies isolate it as a behavioral construct to examine the impact of fintech adoption (Alkhwaldi, 2025). Similarly, attitude had been examined as a mediator in technology adoption, but it has not been examined as a more dominant behavioral predictor in FinTech studies (Kumar *et al.*, 2024; Shahzad *et al.*, 2022). Therefore, the present study adopts a focused model by examining the role of social influence and attitude on fintech adoption behavior. This approach enables a clearer understanding of the behavioral mechanisms underlying adoption decisions while addressing the need for simplicity and interpretability in technology adoption research. The conceptual framework of this study is presented in following Figure 1.

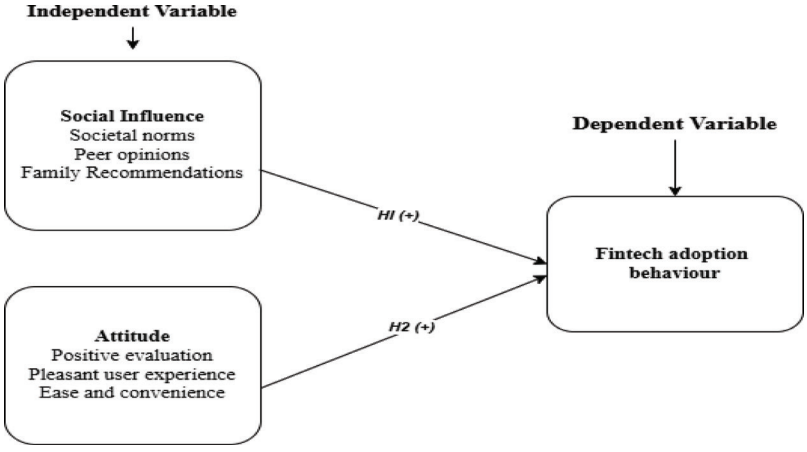

Figure 1: Proposed Conceptual Framework

3. Methodology

3.1. Research Design

This study employed a quantitative research design to examine the effect of social influence and attitude on fintech adoption behaviour. This facilitates empirical testing of hypothesised relationships through structured measurement instruments and statistical modelling. According to Mohajan (2020), quantitative research is an appropriate tool for quantification of variables and generalisation of results. By applying deductive and cross-sectional survey methodology, this study examines the influence of both these constructs on FinTech adoption behaviour, consistent with established research on FinTech adoption (Ahmad *et al.*, 2021; Kumar *et al.*, 2024).

3.2. Sampling Design

A purposive sampling technique was adopted to select respondents who are having relevant experience with fintech services, ensuring rich and relevant data aligned with research objectives (Rahmani *et al.*, 2025). Purposive sampling is particularly suitable when the research requires responses from a specific group of individuals who have necessary knowledge or experience related to the study context (Berndt, 2020). Nugraha *et al.* (2022) and Tariq *et al.* (2024) had also used a purposive sampling technique to target respondents who were familiar with fintech.

Data was collected through an online survey link circulated via social media channels. A total of 253 responses were collected through a structured questionnaire administered to banking customers. Before proceeding with the final analysis, the collected data were thoroughly screened to ensure their suitability for this study. During this process, it was found that three respondents were not aware of fintech services, a crucial criterion for inclusion in this study. Then these three responses were eliminated from further statistical analysis. As a result, the final dataset comprised 250 valid responses. To mathematically validate the adequacy of sample size, a priori power analysis was performed using G*Power. The analysis employed an F test, and input parameters included a medium effect size (f^2 = 0.15), standard alpha level (α = 0.05), statistical power of 0.95 and two predictor variables to detect a single regression coefficient (Cohen, 2013; Hair *et al.*, 2019). This yielded

the minimum required sample size of 107 respondents. Consequently, the final dataset comprised 250 respondents and not only met the mathematical requirements but also surpassed the standard PLS SEM 10 times rule for model complexity (Hair *et al.*, 2019), providing sufficient statistical power to assess the proposed model's structured relationship.

3.3. Instrument Design

The survey instrument for the current study included items which had been validated and verified in previous research, as shown in Table 1. The data was gathered using a structured online questionnaire developed on the basis of validated instruments and scales (Amnas *et al.*, 2023). Each measurement item was measured using a five-point Likert scale ranging from 'strongly disagree' to 'strongly agree'. The research questionnaire comprised two sections: the first section focused on collecting the demographic profile of respondents, and the second section focused on the effect of social influence and attitude in measuring fintech adoption behaviour. The research questionnaire was initially reviewed by academic experts to ensure its content validity and clarity. Experts evaluated each survey item, focusing on language, potential ambiguity, response biases and their sensitivity. Adjustments were made to minimise the likelihood of bias and to ensure more accuracy. Then, the pilot study was conducted on 50 respondents to ensure the reliability and validity of the questionnaire. Based on the results received from the pilot study, necessary modifications were done in the research instrument.

Table 1: Measurement Scales

Latent Constructs	**Indicator Code**	**Measurement Items**
Social Influence (Amnas *et al.*, 2023; Savitha *et al.*, 2022; Sharma *et al.*, 2024; Venkatesh *et al.*, 2011)	SI1	My Friends or collegues frequently use Fintech services.
	SI2	People who are important to me think that I should use FinTech services.
	SI3	People who influence my behaviour think that I should use FinTech services.
	SI4	My Relatives and Family members frequently use Fintech services.
	SI5	People whose opinions I value prefer that I use FinTech services.
	SI6	The positive feedback and reviews from others motivate me to use the FinTech services.
Attitude (Setiawan *et al.*, 2021; Venkatesh *et al.*, 2011)	AT1	I believe using Fintech services is a good idea.
	AT2	Using Fintech services gives me pleasant experience
	AT3	I am interested in using Fintech services
	AT4	Fintech applications make financial transactions more easier and convenient to me.
	AT5	I believe Fintech services are better than Traditional Banking.
	AT6	It brings more confidence in me.
Fintech Adoption Behaviour (Aggarwal *et al.*, 2023; Akhtar *et al.*, 2024; Amnas *et al.*, 2023; Setiawan *et al.*, 2021)	FA1	I prefer use Fintech services for managing Bank accounts.
	FA2	I regularly use Fintech services for doing banking transactions.
	FA3	I will continue using FinTech services for my financial needs.
	FA4	I prefer using FinTech services over traditional cash-based transaction
	FA5	My life is more life comfortable with fintech.
	FA6	I would recommend FinTech services to my friends, family, or colleagues.

Source: Created by Authors

3.4. Data Collection Procedure

The data collection procedure employed in this study adopted a structured approach to obtain relevant and reliable data from targeted respondents. Initially, a structured questionnaire was designed using Google Forms, consisting of validated items or statements. A purposive sampling technique was used to select respondents who possess specific characteristics pertinent to fintech usage or adoption and have experience using it. Data was collected through an online survey platform, which facilitates broad distribution and promotes a high response rate. The respondents were informed about the objectives of the study, and their responses were kept confidential and used only for academic purposes. The instrument remained open for five months, and a total of 253 responses were collected; out of those, three responses were eliminated, as they were not aware of fintech services.

3.5. Data Analysis Tools

Thereafter, the final statistical analysis was carried out using 250 responses, and Partial Least Squares-Structural Equation Modelling (PLS-SEM-4) was employed for the statistical analysis. It is best suited for exploratory and predictive modelling with complex theoretical frameworks (Aldhi *et al*., 2024; Kunal *et al*., 2025).

4. Results

4.1. Characteristics of the Respondents

Table 2: Descriptive Statistics of Respondents

Demographic Variable	Categories	Frequency	Percentage
Gender	Male	105	42.0%
	Female	145	58.0%
Age	18-28 years	119	47.6%
	29-39 years	84	33.6%
	40-50 years	41	16.4%
	51-60 years	5	2.0%
	61 years and above	1	0.4%
Marital Status	Married	130	52.0%
	Unmarried	120	48.0%
Education	10th/ Metric	21	8.4%
	12th/ Senior Secondary	49	19.6%
	Graduate	91	36.4%
	Postgraduate	82	32.8%
	Doctorate	5	2.0%
	Others	2	0.8%
Occupation	Student	67	26.8%
	Private Employee	83	33.2%
	Government Employee	15	6.0%
	Business	30	12.0%
	Homemaker	52	20.8%
	Retired	2	0.8%
	Others	1	0.4%
	Less than 1 year	78	31.2%
How long have been	1-3 years	86	34.4%
using Fintech services?	3-5 years	53	21.2%
	More than 5 years	33	13.2%

Source: Survey Data

Table 2 illustrated the demographic profile of the respondents in terms of gender, age, marital status, education, occupation, and awareness of fintech services. The findings indicated that the sample consisted of respondents from diverse backgrounds. In gender, the results showed a female majority (58%) as compared to males (42%). Concerning age distribution, the majority of the respondents (47.6%) belonged to the age group of 18-28 years, followed by 29-39 years (33.6%). These findings highlighted the predominance of young adults in the sample. Furthermore, a substantial proportion of respondents possessed graduate and postgraduate qualifications, highlighting that the participants are well educated and likely to be familiar with fintech services. The majority (34.4%) of the respondents had been using it for the last 1 to 3 years.

4.1. Results of PLS-SEM Analysis

The results of data analysis were divided into two parts: measurement of the assessment model and measurement of the structural model. Partial Least Squares Structural Equation Modelling (PLS-SEM-4) was used for data analysis.

4.1.1. Measurement of Assessment Model

The measurement model ensures the reliability and validity of the research instrument and effectively measures latent

constructs (Hair *et al*., 2021). In this, factor loading, Cronbach alpha, and composite reliability score were examined to check the reliability and internal consistency of each construct. The results presented in Table 3 revealed that factory loading of each item was higher than the recommended threshold of 0.70, indicating consistency with the guidelines of (Henseler *et al*., 2016). Cronbach's alpha and composite reliability were used to examine the internal consistency and reliability. The findings revealed that the Cronbach's alpha and composite reliability values for all constructs exceeded the recommended threshold value of 0.80 (Nunnally, 1994), confirming the existence of adequate reliability and internal consistency among the constructs.

Table 3: Composite Reliability and Validity

Constructs	Item	Loading	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Social Influence (SE)	SI1	0.802	0.911	0.916	0.931	0.692
	SI2	0.832				
	SI3	0.808				
	SI4	0.818				
	SI5	0.847				
	SI6	0.883				
Attitude (AT)	AT1	0.897	0.934	0.939	0.948	0.752
	AT2	0.848				
	AT3	0.822				
	AT4	0.875				
	AT5	0.879				
	AT6	0.879				
Fintech adoption behaviour (FA)	FA1	0.898	0.942	0.944	0.954	0.777
	FA2	0.87				
	FA3	0.852				
	FA4	0.874				
	FA5	0.886				
	FA6	0.907				

Source: Smart PLS SEM 4

The convergent validity was assessed using Average Variance Extracted. The AVE of each construct was greater than 0.69, and the recommended threshold is 0.50 (Hair *et al*., 2021). The AVE values for all constructs were higher than the recommended threshold of 0.50, signifying strong convergent validity. These findings suggest that the indicators adequately explain the variance of their respective constructs.

The HTMT (Heterotrait-Monotrait ratio) was employed to examine the discriminant validity. The above Table 4 showed HTMT values are lying below the recommended threshold of 0.85 (Henseler *et al*., 2016), thereby demonstrating the presence of satisfactory discriminant validity among all the constructs within the model.

4.1.2. Measurement of Structural Model

After analyzing the measurement model and ensuring the reliability and validity of the research instrument, the next step was to evaluate the structural model and validate the proposed hypothesis. Before testing the hypothesis, it was also

important to do a collinearity assessment. The collinearity assessment was done using VIF (Variance Inflation Factor), which represents the construct and does not show a high correlation within the model, and it should be less than 0.50. In this research, the VIF value of all the constructs was less than 0.50 (Kock, 2015), indicating the absence of a multicollinearity issue among the structural model. The results of hypothesis testing including path coefficients (β), t-value, p- value and hypothesis decisions was presented in Table 5, while the structural model illustrating hypothesized relationship was shown in Figure 2.

Table 4: HTMT Discriminant Validity

	Attitude	**Fintech Adoption Behaviour**	**Social Influence**
Attitude	-	-	-
Fintech Adoption Behaviour	0.768	-	-
Social Influence	0.840	0.747	-

Source: Smart PLS SEM 4

Table 5: Results of Hypothesis Testing

Hypothesis	**Path**	β	**Standard Deviation (STDEV)**	**T statistics**	**P value**	**Decision**
H1	Social Influence -> Fintech adoption behaviour	0.334	0.102	3.266	0.001	Supported
H2	Attitude -> Fintech adoption behaviour	0.467	0.093	5.044	0	Supported

Source: Smart PLS SEM 4

The above Table 5 represents the assessment of the structural model, which was based on the sign, magnitude, and significance of structural path coefficients (Roldán *et al*., 2012). It evaluates the predictive capability of the model and tests the significance of the proposed relationships between latent constructs. First, by using the bootstrapping techniques, the significance of the path coefficient was determined with 5000 samples and a two-tailed test. The path coefficients (β values) represent the direction and magnitude of the relationships between the independent and dependent variables. The findings revealed that there was a direct association between the constructs as presented in Table 5. Social influence ($\beta = 0.334$, $p < 0.05$) and attitude ($\beta = 0.467$, $p < 0.05$) had a significant positive effect on fintech adoption behavior. Thus, the results indicate both the proposed hypotheses H1 and H2 are statistically supported, thereby confirming the significant influence of social influence and attitude on Fintech adoption behaviour as shown in Figure 2.

To determine the predictive power of the proposed model, this study further applied PLS-predict. In addition to path significance, coefficient of determination (R^2) provides insights into the model's goodness of fit. It reflects the proportion of variance in the dependent variable that is explained by the endogenous variables included in the model. The findings indicated that social influence and attitude collectively explain 57.7% of the variance in fintech adoption behavior, thereby demonstrating moderate explanatory power of the structural model. This suggests that the proposed model was capable of adequately explaining users' fintech adoption behavior. In addition to that, Q2 values for the dependent variable were computed to validate the predictive relevance of the proposed model. The results indicate the value of Q2 (0.553) was more than zero (Q2>0), confirming the predictive accuracy of the model (Hair *et al*., 2021). The results of the structural model assessment are presented in the below Figure 2.

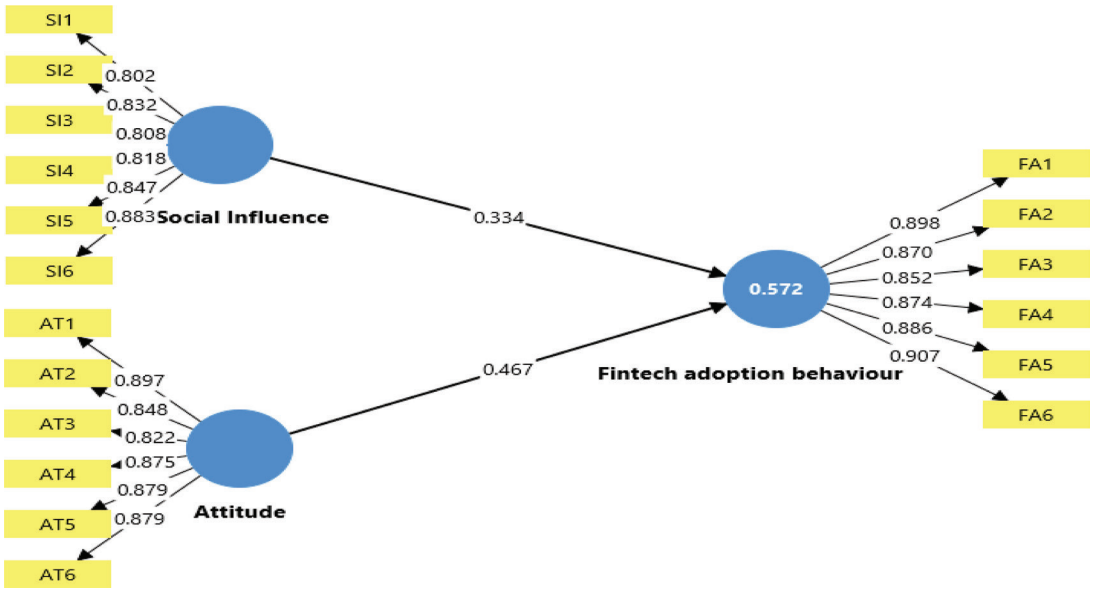

Figure 2: Results of Hypothesis Testing

Source: Smart PLS SEM 4

5. Discussion

This research investigated the influence of social influence and attitude on fintech adoption behaviour. The findings provide empirical evidence that both constructs significantly influence users' adoption behaviour toward FinTech services and are well-supported and resonate with previous empirical studies. The findings reveal that social influence has a positive and significant effect on Fintech adoption behaviour (H1), as it aligns with previous research (Alalwan *et al.*, 2017; Henseler *et al.*, 2016; J. Kumar & Rani, 2024; Rodrigues *et al.*, 2016). The research among Malaysian waqf institutions found significant influence of social norms on fintech adoption along with perceived trust (Zakariyah *et al.*, 2023). Similarly, the Jordanian fintech users found subjective norms to be a key driver of behavioural intentions to adopt fintech services, emphasising the role of social endorsements and peer pressure (Al-Okaily *et al.*, 2025).

This research paper further demonstrates that attitude positively and significantly influences fintech adoption behaviour (H2), aligning with prior research (Aggarwal *et al.*, 2023; Hu *et al.*, 2019; Igamo *et al.*, 2024; Setiawan *et al.*, 2021). This finding indicates that users who possess favourable perceptions toward fintech services are more prone to adopt and use such technologies. Positive evaluations regarding convenience, accessibility, efficiency and usefulness appear to strengthen users' behavioural tendencies toward digital financial platforms. The result highlights the significance of psychological perceptions in shaping technology adoption behaviour. As digital financial technologies continue to improve in terms of speed, accessibility, and user experience, individuals may develop increasingly favourable attitudes toward FinTech services, which subsequently enhances adoption behaviour.

Notably, attitude emerged as the comparatively stronger predictor of fintech adoption behaviour within the proposed model because its β of 0.467 is higher than the β of social influence, 0.334. This suggests that although external social environments significantly influence fintech adoption behaviour, personal evaluations and internal perceptions toward fintech services ultimately play a more dominant role in determining behavioural outcomes. Individuals may initially become aware of fintech services through social interactions and peer recommendations; however, their final adoption decisions are strongly shaped by their own perceptions regarding the usefulness and effectiveness of such services. This finding reinforces the argument that behavioural and psychological evaluations remain central to technology adoption decisions in digital financial environments.

Therefore, this study contributes to the growing body of literature on digital financial technology adoption by emphasising the importance of behavioural and social determinants in shaping users' decisions to adopt FinTech services. This suggests that individuals are more likely to adopt digital financial services when they are positively influenced by peers, family members, colleagues and social networks. In the context of fintech, users often depend on the experiences and opinions of others before adopting new digital platforms, particularly due to concerns associated with financial risk, security and reliability (Lim *et al.*, 2023; Pinyanitikorn

et al., 2024). The result indicates that social interactions and recommendations reduce uncertainty and strengthen users' confidence toward fintech services. The findings are consistent with prior technology adoption studies grounded in UTAUT and related behavioural theories, which emphasise the role of social influence in shaping users' behavioural decisions toward technological innovations (Althoff *et al*., 2017; Lim *et al*., 2023; Pinyanitikorn *et al*., 2024).

6. Implications of the Study

Our study makes several contributions to the existing literature on fintech adoption by providing a focused behavioural perspective toward understanding users' adoption decisions. While previous studies have frequently examined broad technology adoption frameworks involving multiple technological variables, the present study specifically emphasises the combined role of social influence and attitude in influencing fintech adoption behaviour. The findings therefore provide additional empirical evidence regarding the importance of behavioural and social factors in digital financial technology adoption. From a practical perspective, the findings offer important implications for financial institutions, fintech firms and policymakers. Organisations should focus on strengthening users' positive perceptions toward fintech services by improving convenience, security and reliability and strengthening user experience. In addition, leveraging social influence through referral programmes, customer engagement strategies and positive word-of-mouth communication may further encourage wider adoption of fintech services.

6.1. Theoretical Implications

This research paper enriches the existing body of literature on fintech adoption by highlighting the significance of behavioural and social factors in influencing users' adoption behaviour. The previous studies mainly focused on technological determinants such as perceived usefulness, perceived ease of use, etc. However, the current study adopts a more focused approach by specifically focusing on the role of social influence and attitude in shaping fintech adoption behaviour. Both these factors have a significant positive effect on fintech adoption behaviour. The significant effect of social influence indicates that not only an individual's own evaluation but also the interaction with peers, family members and social networks affects their decision to adopt fintech services. Similarly, the significant effect of attitude confirms the influence of users' own perception in encouraging fintech adoption behaviour. Furthermore, this study extends the growing literature on FinTech adoption by focusing on behavioural factors rather than only technological determinants.

6.2. Practical Implications

The findings of this current research provide practical implications for financial institutions, fintech companies and fintech service providers. These organisations should focus more on strengthening social networks and customer interactions. Referral programmes, positive word-of-mouth communication, and influencer marketing should be adopted to increase fintech users. Apart from that, financial institutions should prioritise improving users' perceptions and experiences of fintech services. They should focus on ease-of-use applications, speedy transactions, accessibility, convenience, security and reliability. All these steps may help to create users' favourable attitude toward FinTech services and may encourage their continued use. In addition, a user-friendly interface and simplified digital solutions may help to reduce user hesitation towards FinTech services. From a policy perspective, the findings also highlight that policymakers and regulatory authorities should create a supportive digital financial ecosystem to enhance public trust and acceptance of FinTech services. Overall, this study emphasised that successful adoption of FinTech requires not only technological advancement but also effective management of users' behavioural attitudes and their social perceptions.

6.3. Social Implications

The findings of this study have significant social implications by promoting greater adoption of fintech services, enhancing financial inclusion and improving access to digital financial services. Increased usage of digital financial services automatically reduces cash-based transactions and physical visits to bank branches. It results in promoting environmental sustainability by reducing paper-based transactions and minimising carbon emissions by avoiding physical visits to bank branches.

7. Limitations and Future Scope

This study is subject to certain limitations, which should be acknowledged while interpreting its findings. First, this study focused on only two behavioural constructs, namely social influence and attitude. Nevertheless, fintech adoption is a multidimensional concept. There are various other psychological and contextual factors, which may be included to enhance understanding of fintech adoption. Second, this study collected data through a questionnaire from limited respondents, and there may be chances of response biases. In addition, the findings of this study may not be fully generalised across all demographic and geographical profiles. Furthermore, this study provides several directions for future research. Behavioural and

contextual variables may be incorporated in future studies to build a more comprehensive model. The mediating and moderating effect of variables may also be examined to get deeper insight into users' intentions towards fintech services. Comparative studies across different demographic profiles, countries or fintech services may be conducted in the future. To conclude, the present study provides a strong foundation for future research by focusing only on behavioural constructs. It also indicates the need for broader and more context-specific investigations in the rapidly evolving digital financial environment.

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Authorship Contribution

Nisha Rani: Conceptualisation, methodology, data collection and analysis; drafted the manuscript.
Sangeeta: Sangeeta provided guidance on research design, critically reviewed and edited the manuscript and contributed to its interpretation.

Conflict of Interest

The author declares that there is no conflict of interest regarding the publication of this paper.

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Ethical Approval

The study was conducted in accordance with accepted ethical principles for research involving human participants. Participation was voluntary, informed consent was obtained from all respondents, and the confidentiality and anonymity of participants were maintained throughout the research process.

Declarations

The author confirms that this manuscript is original, has not been published previously, and is not under consideration for publication elsewhere. All sources of information have been properly acknowledged, and ethical research standards have been followed.

Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

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AI Disclosure Statement

Artificial intelligence-assisted tools were used solely for language refinement, grammar correction, and improvement of manuscript readability. The authors carefully reviewed, verified, and take full responsibility for all the content presented in this manuscript.

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