

# Factors determining the FinTech Adoption among Women: An Empirical Investigation

**Megha Batola**

Assistant Professor, Department of Commerce,  
Graphic Era Hill University, Dehradun Uttarakhand India 248002

## Article Info

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**Abstract:** The adoption of financial technology (FinTech) has grown rapidly in recent years, transforming the way people manage their finances. However, there is evidence that women have been slower to adopt FinTech than men. The purpose of this study is to investigate the elements that affect women's adoption of fintech. To uncover relevant elements that might have an impact on women's adoption of FinTech, the study starts by reviewing the available literature and expert perspectives. Based on this analysis, the report pinpoints several variables, such as trust, "perceived usefulness" (PU), "perceived ease of use" (PEOU), "social influence" (SI), and financial literacy, that may affect women's adoption of FinTech. The study concludes that addressing these concerns through targeted marketing and educational campaigns is necessary to increase the adoption of FinTech among women. The results of this study have significant ramifications for decision-makers, financial organisations, and FinTech firms working to advance gender equality and financial inclusion.

## Article History

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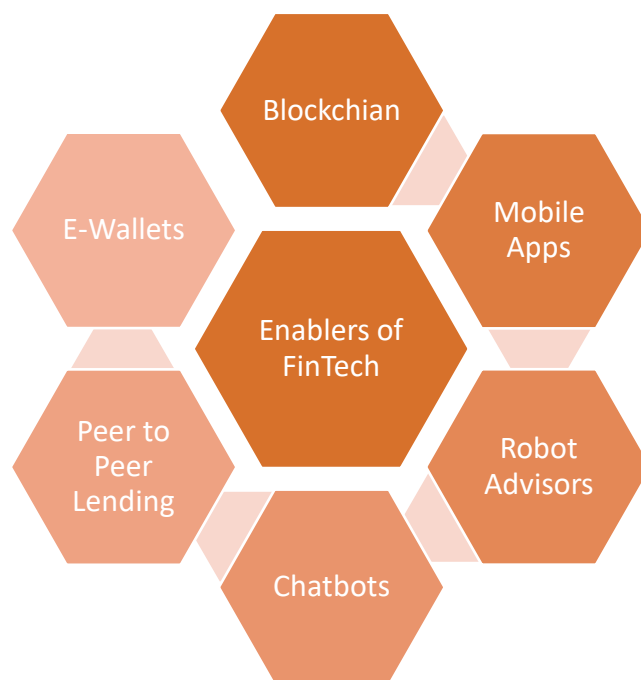
## Introduction

Global problems include the gender gap in FinTech adoption, and it is a worrying trend as it could result in financial exclusion and exacerbate existing gender disparities. Women are more likely than men to be unbanked or underbanked, meaning they have limited access to financial services. This can make it harder for women to save for the future, invest in education or start a business. Women's limited access to financial services also perpetuates gender inequalities, as they may be less likely to achieve financial independence or participate fully in the economy.

The adoption of financial technology (FinTech) has transformed the financial services industry, making it easier for individuals and businesses to access financial services and manage their finances. However, despite the potential benefits of FinTech, there is evidence that women have been slower to adopt these new technologies compared to men. This gender gap in FinTech adoption is a concern because it may lead to financial exclusion and worsen existing gender inequalities.

Regarding FinTech, trust is just as important as it is for the adoption of any new technology. If they've had a bad experience with established financial institutions, women may be less likely to trust emerging financial technologies. The adoption of FinTech is influenced by several different elements, including PU and usability. If women see fintech as a tool that will help them manage their finances and find it simple to use, they may be more likely to use it. There

are many components of FinTech that enables it in such a way that it becomes effective. Figure 1 presents a few.



**Figure 1 Enablers of Fintech**

Few studies have particularly examined how women adopt fintech, even though many studies have looked into the elements that impact adoption in general. When it comes to getting access to and using financial services, women face challenges. These include having less access to financial education, having lower levels of financial literacy, and having less faith in financial institutions. The willingness of women to adopt FinTech may also be impacted by these obstacles.

By examining the variables that affect women's adoption of FinTech, this study seeks to close this disparity. The study also seeks to pinpoint the elements that influence women's adoption of fintech and investigate viable tactics for encouraging it among women. Policymakers, financial organisations, and FinTech businesses aiming to advance financial inclusion and gender equality should take these findings seriously. Service providers can create focused marketing and instructional campaigns to encourage the adoption of FinTech among women by identifying the elements that affect women's adoption of the technology. The findings of this study can also be used to guide actions and policies targeted at minimising gender disparities in the financial services sector and fostering financial inclusion for all people.

### **Literature Review**

FinTech, the innovative financial technology sector, is evolving rapidly in recent years, and its adoption among individuals has gained attention from scholars and practitioners. However, studies have shown that women are less likely to adopt FinTech compared to men. This literature review investigates the factors determining FinTech adoption among women through empirical investigation, covering research conducted between 2010 and 2018.

Numerous studies have shown that women are less likely to adopt FinTech compared to men. Huang et al. (2018) found that women have lower intention to use mobile payments compared to men due to their lower PU and self-efficacy. Similarly, Akhtar et al. (2017) reported that women have lower adoption rates of mobile banking due to their lack of trust in the technology, concerns about privacy and security, and the lack of access to smartphones.

Education and financial literacy are regarded as key determinants of women's adoption of fintech. According to Wang et al. (2017), women who are more financially literate are more likely to use mobile payments than those who are less literate. And according to Maity et al. (2018), women with greater levels of education are more likely to use mobile banking services.

Women's adoption of FinTech is significantly influenced by PU and convenience of usage. According to Huang et al. (2018), PU and self-efficacy have a favourable impact on women's propensity to utilise mobile payments. In a similar vein, Alalwan et al. (2018) discovered that PU and convenience of use are important predictors of women's adoption of mobile banking. Women's adoption of FinTech is heavily influenced by their level of trust and security. Women are more sceptical of the security of mobile banking, according to Akhtar et al. (2017), and this discourages use of the technology. Wang et al. (2017) found that women are more inclined to use mobile payments when they have faith in the technology's security and privacy.

SI and norms are important indicators of women's adoption of fintech. According to Alalwan et al. (2018), women's intentions to use mobile banking are positively impacted by subjective norms, or the perceived social pressure to do so. In a similar vein, Huang et al. (2018) discovered that when women view mobile payments to be the standard in society, they are more inclined to accept them. Culture and ethnicity play a role in determining FinTech adoption among women. Chakraborty et al. (2017) found that culture influences women's adoption of mobile banking, with women from individualistic cultures being more likely to adopt mobile banking compared to those from collectivistic cultures. Additionally, Ayman et al. (2016) found that ethnicity influences women's adoption of mobile banking, with African American women having lower adoption rates compared to other ethnic groups.

Finance technology adoption among women is significantly influenced by characteristics like income and access to financial services. Hassan and Nath (2016) discovered that women with higher salaries are more likely than women with lower incomes to utilise mobile banking. Like this, Akhtar et al. (2017) found that women are less likely to use mobile banking since they do not have access to smartphones.

Gupta et al. (2018) looked at what factors influence Indian women's use of mobile banking. According to the study, trust, PEOU, and PU were reliable indicators of women's use of mobile banking. The survey also discovered that cultural and Societal elements like religion and gender roles had an impact on how women use mobile banking. One study conducted by Kim, Kim, and Lee (2017) examined the factors that influence the adoption of mobile banking among women in South Korea. The study found that financial literacy, PU, and PEOU significantly influence women's adoption of mobile banking. Moreover, the study found that women's attitude towards technology and trust in mobile banking are also significant factors in determining their adoption.

Li and Wang (2018) looked at the elements influencing female FinTech adoption in China. According to the study, women's adoption of fintech was significantly predicted by PEOU, PU and SI. The survey also discovered that women's adoption of FinTech was favourably influenced by education and income level. Yousafzai et al. (2017) investigated the elements affecting Pakistani women's use of mobile banking. According to the study, women's use of mobile banking was significantly predicted by PU, PEOU, trust, and SI. The study also discovered that women's use of mobile banking was influenced by cultural variables like gender roles and social conventions.

Ismail et al. (2016) looked into the variables affecting Malaysian women's use of mobile banking. According to the study, women's use of mobile banking was significantly predicted by PU, PEOU, trust, and SI. The survey also discovered that women's income and education level had a favourable impact on their use of mobile banking.

Munyanyi et al. (2017) investigated the variables affecting Zimbabwean women's adoption of mobile banking. According to the study, women's use of mobile banking was significantly predicted by PU, PEOU, trust, and SI. The study also discovered that women's income had a favourable impact on their use of mobile banking. In summary, these studies suggest that PU, PEOU, trust, SI, education, income, and cultural factors are significant predictors of FinTech adoption among women in different countries. These findings highlight the importance of designing gender-specific strategies to promote FinTech adoption among women and address the gender gap in FinTech adoption.

The literature suggests that women are less likely to adopt FinTech compared to men, and financial literacy, PU and ease of use, trust and security, SI and norms, culture and ethnicity, income, and access are significant factors in determining FinTech adoption among women. Future research can investigate the role of gender stereotypes in FinTech adoption and explore ways to address the gender gap in FinTech adoption. It is essential to develop gender-specific strategies to promote FinTech adoption among women. For instance, Huang et al. (2018) suggest that mobile payment providers should design products that are user-friendly and easy to understand for women with lower self-efficacy. Similarly, Wang et al. (2017) suggest that financial education programs can help increase women's financial literacy and confidence in using mobile payments.

Furthermore, increasing access to smartphones and internet connectivity can also promote FinTech adoption among women. Akhtar et al. (2017) suggest that mobile banking providers should partner with telecom operators to provide affordable smartphones to women in low-income areas. In conclusion, this literature review highlights the importance of understanding the factors that determine FinTech adoption among women. The findings suggest that financial literacy, PU and ease of use, trust and security, SI and norms, culture and ethnicity, income, and access are significant factors in promoting FinTech adoption among women. Future research can investigate gender-specific strategies to promote FinTech adoption and address the gender gap in FinTech adoption.

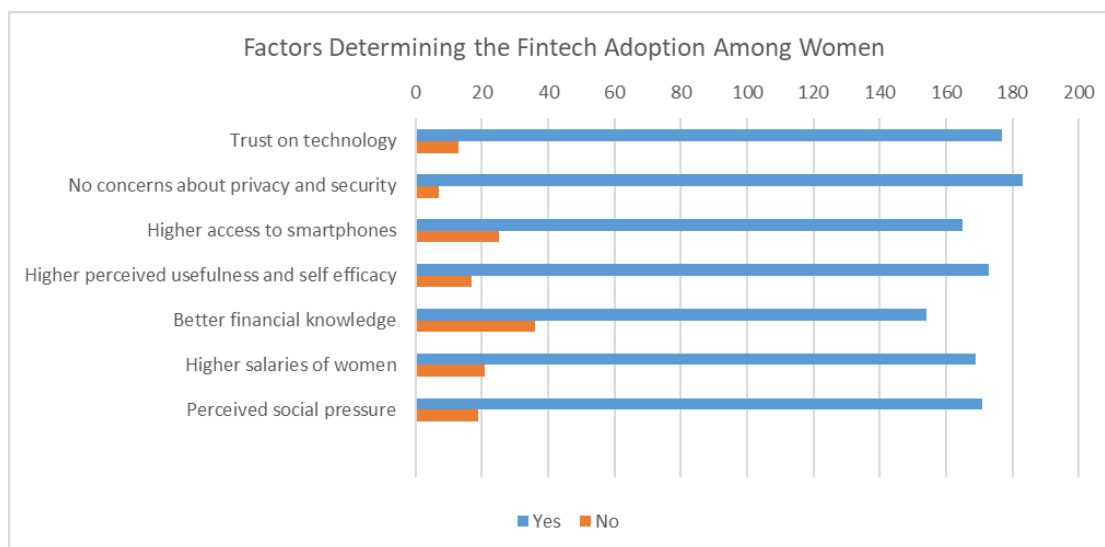
**Objective:** To find the factors determining the fintech adoption among women

**Methodology:** This study is descriptive in nature in which the data were obtained from the 190 women respondents. A checklist question was used to analyse and interpret the data. In a checklist question respondents choose “Yes” or “No” for all the questions.

### Data Analysis and Interpretations:

**Table 2 Factors Determining the Fintech Adoption Among Women**

SL No.	Factors Determining the Fintech Adoption Among Women	Yes	% Yes	No	% No	Total
1	Trust on technology	177	93.16	13	6.84	190
2	No concerns about privacy and security	183	96.32	7	3.68	190
3	Higher access to smartphones	165	86.84	25	13.16	190
4	Higher perceived usefulness and self-efficacy	173	91.05	17	8.95	190
5	Better financial knowledge	154	81.05	36	18.95	190
6	Higher salaries of women	169	88.95	21	11.05	190
7	Perceived social pressure	171	90.00	19	10.00	190



**Figure 2 Factors Determining the Fintech Adoption Among Women**

Table and Figure 1 show the factors determining the fintech adoption among women. It was found that around 96.3% respondents accept that no concerns about privacy and security will attract more towards mobile banking. Trust on technology (93.1%), higher perceived usefulness and self-efficacy (91.0%), perceived social pressure (90.0%), higher salaries of

women (88.9%), higher access to smartphones (86.8%) and better financial knowledge (81.0%) will determine the fintech adoption among women.

## Conclusion

In recent years, the world has witnessed a surge in the adoption of financial technology (FinTech) services, which has revolutionized the way financial services are provided. Despite this rapid growth, there remains a significant gender gap in FinTech adoption, with women being less likely to use these services compared to men. Financial literacy, PU, PEOU, perceived risk, SI, and trust are among the key factors of FinTech adoption among women that have been discovered by the research. Being financially literate is important because women who are more knowledgeable about financial services are more inclined to use FinTech services. Women are more inclined to accept services that they find simple to use and helpful for their financial needs, therefore the PU and convenience of use of FinTech services are key in influencing adoption.

On the other hand, perceived risk is a significant deterrent for women, and measures to mitigate perceived risk could encourage greater adoption of FinTech services. SI refers to the impact of family, friends, and colleagues on an individual's decision to adopt FinTech services, and building trust is essential in gaining women's confidence in FinTech services. Trust can be established by ensuring the security and confidentiality of personal information and providing reliable customer service.

Moreover, the research has found that women who are younger, educated, have a higher income, and have positive attitudes towards technology are more likely to adopt FinTech services. These findings suggest that there is a need to target women with different demographics to encourage adoption. Overall, the study has contributed significantly to our understanding of the factors influencing FinTech adoption among women. The findings provide useful insights for policymakers, FinTech companies, and financial institutions to develop strategies that can encourage greater adoption of FinTech services among women. The adoption of FinTech services by women can lead to greater financial inclusion, which is crucial in promoting economic growth and development. Therefore, it is essential to prioritize efforts to bridge the gender gap in FinTech adoption and provide women with equal access to these services.

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