

FACTORS AFFECTING TO FINTECH ADOPTION INTENTION IN DEVELOPING COUNTRIES: A CONCEPTUAL PAPER

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The objective of this conceptual paper is to identify the significant variables effect on FinTech adoption intention of developing nations and thereby to design a conceptual framework to show the relationship between identified variables. Fintech success stories of different developing nations were scrutinized to identify the country level constructs. Four principle theoretical models developed in information system field which are well aligned to special characteristics of FinTech products were analyzed in selecting the most influential person specific variables. Those models include Technology Acceptance Model, Motivational Model, the Unified Theory of Acceptance and Use of Technology, and Adoption of Risky Technologies. Based on the review of relevant literature significant variables under two dimensions were identified and thereby research framework is developed. According to the theory of 'secanarization of finance' Fintech products' ability to serve real life needs of consumers in developing nations is emphasized. Accordingly, digital capabilities, digital accessibility and convenience offered by the products were taken as significant constructs which drive the adoption intention. Social influence, personal innovativeness, price value and security concerns were identified as most significant person specific characteristics which drive individual's adoption intention. In developing the conceptual framework, the moderating impact of age, gender and education level of consumers were considered.

Keywords: *Adoption Intention; Digital capabilities; Digital accessibility; Financial Technologies; Senarization of Finance; Security concern; Personal innovativeness*
