IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 6, Issue 3, January 2026
Impact Factor: 7.67

Impact of Mobile FinTech Applications on Financial Awareness and Behaviour of Young Female Adults

Praveen Kona[1] and Dr. Ashish Thatte[2]
Research Center, Swiss School of Management, Geneve, Switzerland[1,2]
ORCID - 0009-0002-8576-9195
konapraveenphd@gmail.com and cmaashishpthatte@gmail.com

Abstract: *The mobile FinTech applications have had a very positive effect on young adult female in Gwalior, India regarding financial literacy, behavior and confidence. The everyday life financial transactions are relying heavily on Paytm, Google Pay, and PhonePe which are the increasingly digitized financial services. Nevertheless, the question of how much financial empowerment the users of these free apps are really getting remains unanswered. The quantitative survey and systematic literature review techniques were done by taking 50 young women of ages 18-24, who are using FinTech applications, as a sample. This allowed for the relationships between the usage of FinTech and financial outcomes to be estimated through the analysis of different tests and inferential statistics. Among these were reliability testing, frequency and descriptive statistics, Kruskal-Wallis, Spearman's correlation, and ordinal regression. The results indicated that the use of FinTech and the time dedicated to forming independent financial behavior did not affect how knowledgeable and confident the respondents were about finance. The findings are consistent with the study that pointed out the role of FinTech tools in facilitating digital participation and self-esteem, but they also suggested the need for additional financial training and practice in order to change people's attitudes. The paper claims that technology in finance (FinTech) can help young women who are financially illiterate by offering them the necessary educational materials and easy-to-use applications.*

Keywords: FinTech; Financial Awareness; Financial Behavior; Digital Financial Inclusion; Financial Literacy (FL); Women Empowerment; Mobile Applications; Young Female Adults; Financial Confidence; India

I. INTRODUCTION

The fast-tracking of Financial Technology (FinTech) and its acceptance in the financial services area have not only contributed significantly to the global market but have also greatly impacted the use of digital technologies in India, which is still a developing country [1]. FinTech platforms can enhance financial inclusion by increasing accessibility, ease and efficiency. This is especially so with the youth given that they are tech savvy but financially illiterate. The adoption of FinTech apps is uneven even in the areas where they are widely available; barriers such as low financial literacy and distrust do not allow broader adoption. This paper explores the relationship between the use of FinTechs and financial inclusion among young Indian people, and on how financial literacy affects their investments.

Digital financial inclusion holds its roots in financial inclusion. The term gained popularity in early 2000s when the United Nations said that people lacked access to formal FS and inclusive financial sectors can improve their living. But even before this, microfinance existed, helping people earn a livelihood. As per [2], the original microcredit theory was converted to financial inclusion and is now transformed into Digital Financial Inclusion. So, the initial traces of Digital Financial Inclusion can be traced to microfinance. Financial inclusion was a step on the heels of Microcredit, so that new products and FS could be made accessible to the target markets.

DOI: 10.48175/IJARSCT-30936

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The "Unified Payments Interface" (UPI) is one of several government initiatives that have supported the growth of India's fintech industry and laid the groundwork for the country's efforts to increase access to financial services. UPI is a mobile app that consolidates various banking functions, including account access, payment processing, and merchant integration. Aadhar and Jan Dan Yojana are two more. Demographically, 88% of men and 84% of women adopt FinTech applications, with the 25-44 age group having the highest FinTech adoption at around 94%. The global FinTech acceptance rate is about 73 for the same age group %.

Once upon a time, there were many barriers to women's financial participation. They were characterized by the ignorance about money management, influence from society and culture, and limitation in accessing banking services, among others. The freedom of women to choose for themselves brings benefits to everyone, whether individuals, groups, or society as a whole. The United Nations Sustainable Development Goals (SDGs) pinpoint gender equality and women's empowerment as the focus for Goal [3]; [4]; [5]. On the other hand, women's utilization of modern financial and digital resources still depends on their level of digital literacy. To be more specific, the power of using, understanding, and efficiently charging into the world of digital technology is the core of digital literacy. Financial literacy is a blend of many skills like budgeting, resource allocation, and understanding various types of financial systems among others [6].

Despite this progress, there is still great uncertainty concerning the extent to which mobile FinTech applications influence the financial literacy and behavior of young female adults. While research findings claim that mobile financial services can improve people's knowledge about finance, their budgeting and saving practices, there are also studies that argue that the changes in people's behavior are illusory or take place under the influence of trust, digital literacy, and socio-economic status factors.

A. The Role of Mobile FinTech Applications in Modern Financial Practices

The banking industry is experiencing significant change due to rapid technological advancements and the accompanying financial technology (Fintech). The change is seen as a two-way sword by the government, banks, and consumers since it gives more opportunity but at the same time creates more challenges. Thus, it is necessary to assess the function of Fintech in modernizing traditional banking sectors in order to understand the whole effect [7]. Slowly but surely, Fintech services are turning into necessities for the society and the businesses. Fintech is certainly a wonderful instrument for specific sectors but at the same time it has an enormous impact on the whole range of activities from investment management to the conduct of the most primitive transactions. Therefore, it is necessary to better understand Fintech's role in the modern digital age to meet its demands and address its challenges [8].

The way one manages his or her money privately is mirrored in the financial behaviours they exhibit. Money management is a major umbrella under which many financial decisions gets covered. These include one's budgeting, investing, spending, debt management, and retirement planning, as well as a plethora of other matters [9]. India is witnessing birth of newly-founded financial technology companies that are providing better services by collaborating with existing traditional financial institutions. The UPI project is an example of how the Indian government's level of involvement is a major factor in India's rapid technological advancement. Fintech has completely changed the way Indians access insurance and borrow money through the introduction of peer-to-peer (P2P) lending and other online platforms. Investing and saving are made easy through the robo-advisory services and the personalized suggestions that are offered by these platforms. The financial objectives, health, and management style of each client form the basis for these services. Besides that, there are some significant drawbacks of fintech. The most fundamental one is the risk that always goes hand in hand with a technical advancement. Besides that, there are lots of problems like people not knowing or being able to use these services, trust issues, poor service integration, data exploitation concern, and many more.

B. Research Problem

While mobile FinTech apps are generally acceptable to a majority of young adults (and especially women), the question of how such digital applications influence the financial awareness and behavioural outcomes of these groups remains unanswered. Even though FinTech stands for easy access and user-friendliness, the problem of insufficient financial

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literacy and scepticism may prevent young female adults from using these devices to attain long-term financial well-being. This research investigates whether the use of mobile FinTech applications actually increases financial awareness and responsible financial behaviour, or whether it merely leads to more digital activities without any improvement in financial literacy.

C. Contribution of the paper

The present study takes the gender aspect, the technology, and the financial empowerment intersection as the main focus and thus contributes the FinTech domain knowledge by adding one more layer of empirical studies especially those conducted in developing countries like India which lack that aspect. The paper offers a new perspective for young female adults to view mobile FinTech applications not only as digital tools but also as a means to gain financial knowledge and even confidence. By capturing financial behavior, awareness and trust into the single conceptual model, the paper is boosting the understanding of the impact of FinTech on reality as far as women's financial inclusion is concerned. Come to think of it, the study proposes that financial technology (FinTech) agents need to develop gender-sensitive digital financial products that would not only help in eliminating the gaps in behavior and education but also help in making accessibility much easier thereby ensuring that it does not become a mere focus area. As for the method, the research acts as a showcase for how mixed-method triangulation can not just improve but also ensure the credibility of social science research in digital finance area. Their findings are a valuable guide for policy-makers, educators, and FinTech developers in developing strategies to create inclusive digital ecosystems that empower women not only through knowledge but also through practice. The main objectives of this study are:

To assess the level of financial awareness among young female adults using mobile FinTech applications.

To examine the influence of FinTech app usage (frequency and duration) on the financial behaviour of young female adults.

To evaluate the role of FinTech applications in enhancing financial confidence, trust, and independence among young female adults.

II. LITERATURE REVIEW

In this part, the critical literature review of financial empowerment, mobile FinTech development, changing behaviors, and gender perspectives in the adoption of technology is presented. It merges key findings from global and local research to explore the impact of FinTech on the financial literacy and actions of young adult women.

A. Financial Empowerment and Inclusion of Young Female Adults

Ever since the very beginning, there has been a major gender divide in financial services, and all the global initiatives aimed at addressing it have not succeeded so far. Kumari's (2022) research examines the impact of financial inclusion on women's empowerment. The study has also taken into account the latest publications from highly regarded journals, websites, and magazines. It has been revealed that gender issue in the access to financial services is being dealt with through various measures. A series of policies and programs have been developed to facilitate women's financial independence. These are KYC regulations, simplified bank accounts, extended financial services, and micro loans. The paper presents and addresses women's difficulties in utilizing financial services efficiently and also engages in the discussion of the impact of societal norms that produce these difficulties [10].

In a research article, Vyas and Jain (2021) sought to examine how the digital economy and technology in India enabled people to gain financial access. It was a test of theories and the development of a conceptual framework, based on a survey of 433 educated males and females from different parts of Rajasthan, India. A confirmatory factor analysis was conducted on data collected via a structured questionnaire. Mediation was accounted for, and the measurement model was confirmed using second-order structural equation modeling. Confirmatory factor analysis is the method through which the measurement model evaluates the overall model fit by determining the reliability of the observed variables in terms of the indices and latent constructs [11].

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B. Mobile FinTech Applications and Their Evolution

According to AlSuwaidi & Mertzanis (2024), The growth of the FinTech industry in 114 countries between 2013 and 2019 is strongly and favourably correlated with FL, according to this study, which uses fresh data on fintech investment from the Bank of International Settlements. The World Bank's Global Financial Inclusion and Consumer Protection Survey data is used to develop a new policy-based FL score that accounts for the planning and integration of financial education into public school curricula. Furthermore, Standard & Poor's Global FL Survey gives them a market-based measure of their financial literacy. that represents people's financial knowledge. Nonlinear effects are found in this connection. Thorough sensitivity testing and endogeneity analysis confirmed that the expansion of the FinTech sector and FL were related across a range of institutional, technological, and economic contexts. According to the findings, the financial technology industry stands to benefit from increased public FL. The findings highlight the importance of FL in driving increased uptake and utilisation of FinTech products and services, and they also offer practical policy recommendations to achieve this goal [12].

According to a study Chauhan (2020), Fintech, or financial technology, has been gaining popularity and has quickly changed traditional banking methods. The supply of FS is now more easily available, effective, and convenient thanks to fintech innovations enabled by digital payments, blockchain technology, and peer-to-peer financing. This study examined how fintech has emerged, how it impacts conventional financial institutions, and how banks handle these issues. It outlines the major areas of fintech change the company focuses on, including payments, lending, wealth management, and customer service. It also discusses the regulatory environment and the increasingly competitive, collaborative relationship between fintech and traditional banks. Filled as an explanation that Fintech is going to be important in the future. Industry trends and implications for the global financial ecosystem [13].

C. Impact of FinTech on Financial Behaviour

European scientists Ferilli et al. (2024) sought to close a knowledge gap by examining the financial, social, and infrastructure factors that drive the expansion of the "digital financial divide" (DFD). The financial sector is undergoing a historic transformation with the emergence of FinTech and the aggravating impacts of COVID-19. Moreover, the study's difference-in-differences hypothesis, which posits that digital financial services' innovations are associated with a smaller DFD, is supported by ongoing advances in digital organizing and a more socially developed clientele. Financial literacy regions in the EU have been experiencing an increasing gap since COVID-19. Our findings are important to policymakers, supervisory banking authorities, and government bodies as they indicate the regions where the least expensive and hence more impactful interventions can be made to decrease the country's DFD. Moreover, they can help financial institutions come up with custom digital transformation strategies [14].

In Ha & Nguyen (2024) investigated how developments in FL and technology have expanded the range of FS available to 1,288 students in both urban and rural locations of Vietnam. With the greatest rates of bitcoin adoption and e-wallet usage in the world, Vietnam is a leading Asian fintech company. The results demonstrate that although access rates differ across rural and urban areas, they remain quite high. Fintech and FL have been essential in enabling such a high level of financial inclusion development. More FS accessibility for women is evidence that initiatives to empower them have been successful. Few studies have examined how the pandemic has affected financial inclusion [15].

D. Gender Perspective in FinTech Adoption

Kumar *et al.* (2024) investigated female fintech users in Uttarakhand. The financial sector has experienced a transformation due to technological advancements that provide services beyond traditional banking. The fintech industry's rapid growth has proven its capability in boosting modern world economy, but it still has to deal with cybersecurity and regulation problems. India has become a world-wide fintech center, but there still exists a gender divide, through women's problems, which are associated with the lack of digital skills, non-availability of technology and culture. The study's objective was to identify the reasons for the gender gap in female fintech adoption in Uttarakhand. It considers several factors, including attitude toward fintech, perceived usefulness, trust, and ease of use. The research, using “structural equation modeling” with “partial least squares” (PLS-SEM), concluded that women's perceptions of adoption are mainly influenced by the perceived advantages of fintech and its consumer-friendly

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character. Trust is a prerequisite for the development of positive opinions and is associated with security, reliability and openness. It is interesting to observe that self-efficacy and risk perception, albeit their relevance, are not major factors in decision making. The positive attitude–fintech adoption linkage highlights the importance of nurturing positive attitudes as a strategy for women's acceptance and ongoing use of fintech services [16], [17].

Fintech is a rapidly developing sector that uses digital technologies to deliver accessible and innovative financial platform services. Though fintech as a novel technology encounters challenges such as various risks and uncertainties, significant gender, in a study by Filipovska, (2024) investigated how the EU Platform Work Directive, which is a body of law dealing with legal and regulatory questions regarding digital platforms, can potentially enhance the women's representation in fintech, both as leaders, employees and users. The present research progresses our knowledge of fintech, gender, and digitization by revealing that women might be empowered to reach a point of financial independence through this Innovating domain [18]

E. Research Gap

While several studies have explored financial inclusion, digital literacy, and FinTech adoption, limited empirical research specifically examines how mobile FinTech applications shape the financial awareness and behavioural patterns of young female adults. Most existing work focuses on general populations or regional gender gaps rather than on the intersection of youth, gender, and digital financial engagement. The research not only contributes to the existing literature but also provides a comprehensive discussion of the direct behavioral and awareness effects of mobile FinTech on young women, thereby revealing new paths for these tools to achieve financial inclusivity and empowerment.

III. METHODOLOGY

This part of the report provides information on every aspect of the research, from the research concept and data collection methods to sampling strategies and analytical techniques. It shows the quantitative and qualitative methods that were applied to study the relationship among financial literacy of young adult women, use of mobile FinTech, and the behavior that follows.

A. Research Design

The work has used a “mixed-method research design” that combines quantitative and qualitative review approaches for an in-depth study of the association between mobile FinTech usage, financial awareness, and financial behaviour of young female adults. The design was based on the methodology, which merged the following core elements [19], [20], [21]:

- A Structured Quantitative Survey,
- A Systematic Literature Review.

The use of such a strategy made it possible to verify the results from different sources and was also very helpful in obtaining a detailed insight into the implementation of FinTech and the consequent behavioural changes of women aged 18–24 years. Differentiated, the research engaged the characteristics of the problem studied, and was also cross-sectional in nature. It interviewed the respondents for usage of mobile FinTech application like Paytm, PhonePe, Google Pay, and BHIM and to know their impact on the financial awareness, trust and behavioural outcomes, e.g., saving, budgeting, and investment.

B. Data Collection

Information gathering was separated into three different phases: surveys, and the review of the literature. Quantitative data were collected using a structured questionnaire among young adult women aged 18-24 years in Gwalior. The survey included questions related to demographics, FinTech usage, financial knowledge, and decision-making behaviour. The responses were recorded both online and offline to ensure that the data would be accessible and diverse [22].

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The literature review was used to extend the theoretical base, confirm the constructs, and compare the results with the previous studies related to gender, digital finance, and financial behaviour [23], [24]

Target Audience and Sampling Method

The targeted group was young adult females aged 18 to 24 living in Gwalior, India. The main reason for picking this specific demographic was their increasing utilization of mobile technologies, yet their financial literacy and digital trust [25]. varied. Participants were chosen through convenience sampling in educational institutions, workplaces, and communities.

Sampling Technique

The main focus of the inquiry was a group of young women aged 18 to 24 living in Gwalior, India. This particular group was chosen because they are increasingly using mobile technologies and at the same time having various levels of financial literacy and digital trust. The participants were selected through convenience sampling at educational institutions, workplaces, and communities [26].

C. Sample size

The study is based on a group of 50 young women and mostly these women were coming from the urban and semi-urban areas of Gwalior, Madhya Pradesh. The respondents were selected using a purposive sampling method, in which only those who were actively using mobile FinTech applications such as Paytm, Google Pay, PhonePe, and Groww were included. The inclusion criteria were young women aged 18 to 30 who had been using mobile FinTech applications for at least 6 months. The size of this sample was considered appropriate for an exploratory study which has behavioral and perceptual trends as its main goal to find out those in relation to the level of financial awareness, financial behavior, and financial confidence among female users. A structured questionnaire was digitally administered, and all responses were complete and valid for analysis; thus, data reliability and internal consistency were achieved.

D. Data Analysis

For the purpose of obtaining a wide-reaching and unbiased interpretation of the responses, the data were analyzed using the “Statistical Package for the Social Sciences” (SPSS) [27]. The part of the analysis was started by the preparation and coding of the data, followed by a reliability test using "Cronbach's Alpha" to ensure that the questionnaire items were consistent internally [28].

Next came the descriptive and frequency analyses execution, which had the purpose of showing demographic characteristics such as "age, education level, income, place of residence, and frequency and duration of FinTech application usage". These analyses provided a complete depiction of the respondent profile and the usage trends.

The research queries were answered using appropriate inferential statistical techniques. To observe the shift in financial awareness in relation to the frequency of FinTech usage, the “Kruskal–Wallis test” was used [29]. Moreover, Spearman's rank correlation was used to assess the relationship between FinTech usage patterns and individuals' financial behavior. Besides, the Ordinal Regression Analysis was done to measure the power of FinTech usage on financial confidence, trust, and independence [30].

Such an organized data analysis method made it very easy for the research to carefully and accurately detect the variations in financial knowledge, behavior, and trust that were associated with the presence of FinTech. Thus, the research gained precious understanding regarding the influence of FinTech tools on young women.

IV. RESULT

A thorough description of how the results were obtained using the different data analysis methods utilized in the current study is provided below. The association among mobile FinTech usage, financial awareness, financial behavior, and financial confidence in young female adults was investigated using several analytical techniques. Among these analysis techniques were reliability testing, frequency and descriptive analysis, and inferential statistical tests. The results are being delivered in a manner that corresponds with the initial study aims.

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A. Reliability Analysis

This subsection assesses the internal consistency of the questionnaire used to measure financial awareness, behaviour, and confidence.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.758	14

The reliability of the survey was evaluated with Cronbach's Alpha as can be seen in Table I. By having an α value of 0.758 for 14 items, it affirms the reliability of the measurement which measures the financial awareness, financial behavior, and financial confidence among young female adults implying that the scale is both consistent and reliable. According to conventional thresholds, an alpha value above 0.70 is considered satisfactory for exploratory research, thereby confirming the instrument's reliability in this study.

B. Demographic Characteristics of Respondents

This subsection we give the demographic profile of the responders along with their age, education, income, residence, and FinTech usage behaviors.

Table 2: Demographic Characteristics of Respondents

Demographic	Category	Frequency	Percent
What is your age?	18–21	25	50
	22–24	25	50
What is your highest education level?	Undergraduate	18	36
	Postgraduate	22	44
	Professional Certification	8	16
	Others	2	4
What is your monthly personal income?	Below Rs 10,000	1	2
	Rs 10,001-20,000	21	42
	Rs 20,001-30,000	15	30
	Above Rs 30,000	13	26
Where is your place of residence?	Urban	30	60
	Semi-urban	14	28
	Rural	6	12
How often do you use mobile FinTech applications?	Daily	17	34
	Weekly	22	44
	Monthly	5	10
	Rarely	6	12
How long have you been using mobile FinTech applications?	Less than 6 months	9	18
	6-12 months	17	34
	1-3 Years	13	26
	More than 3 Years	11	22

As highlighted in Table II, the demographic analysis demonstrated that the largest age group among the respondents was 18–21 years old (50%), and the second largest was 22–24 years old (50%), hence the sample consisted mostly of young people. In terms of educational background, 44% were at postgraduate level, indicating a pretty much well-educated population of respondents. The income situation was such that the largest group (42%) reported their earnings within the range of Rs. 10,001 to Rs. 20,000, mirroring moderate income levels. Most participants resided in urban areas (60%), demonstrating urban-centric FinTech engagement. Furthermore, 44% of respondents reported weekly FinTech app usage, while 34% reported daily use, indicating active engagement. Regarding the duration of FinTech use, 34% had been using these applications for 6–12 months, suggesting that most users are relatively recent adopters.

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C. Descriptive Analysis

This subsection summarizes key statistical measures to describe respondent characteristics and financial dimensions.

Table 3: Descriptive Statistics of the Study VAriables

	N	Mean		Std. Deviation Statistic
		Statistic	Std. Error	
Usage Frequency	50	2.00	.137	.969
Duration of Use	50	2.52	.146	1.035
Financial Awareness	50	4.2600	.10995	.77749
Financial Behaviour	50	2.1000	.08690	.61445
Financial Confidence, Trust, and Independence	50	4.1800	.10951	.77433

The descriptive analysis that has been shown in Table III above, indicates that the sample (N = 50) obtained a mean score of 4.26 (SD = 0.78) in financial awareness which implies that the young female adults using mobile FinTech apps are likely to be very good in the area of financial literacy. The mean scores for financial confidence, trust, and independence (M = 4.18, SD = 0.77) also support the notion of digital financial management that is characterized by empowerment and trust among users. On the other hand, financial behaviour has a considerably lower mean score (M = 2.10, SD = 0.61), suggesting that only a portion of the financial knowledge has been put into practice.

Using demographic variables, the average score for the length of FinTech usage (M = 2.52, SD = 1.03) indicates that the majority of respondents have used FinTech apps for more than 6 months but less than 3 years. The overall descriptive trends indicate that while financial awareness and confidence are high, behavioural adaptation to consistent financial discipline may still be at an early stage of development among young female users

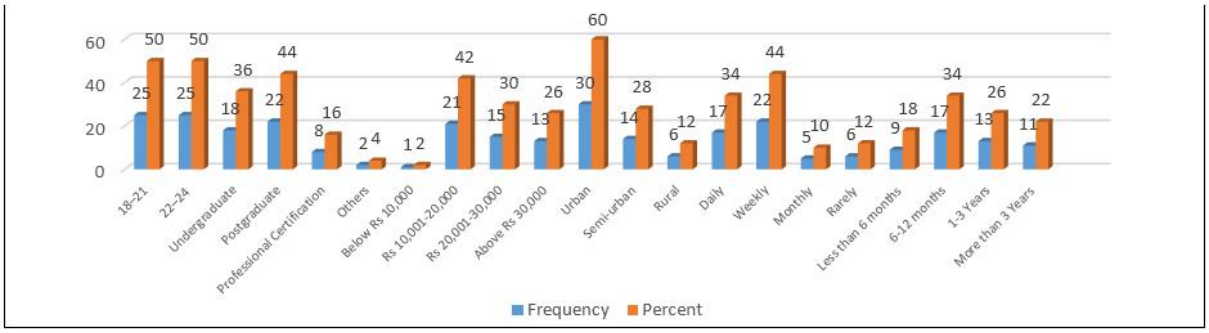

Fig. 1. Demographic Profile of Respondents

The above Figure 1 represents the demographic details of respondents based on the research survey in a graphical format.

D. Objective 1: Financial Awareness and FinTech Usage Frequency

This subsection examines whether the frequency of FinTech application usage affects the level of financial awareness among young female adults.

Table 4: Kruskal–Wallis Test Results: Financial Awareness and Frequency of FinTech App Usage

Grouping Variable: Frequency of FinTech App Usage	**N**	**Mean Rank**	**χ^2 (df = 3)**	**Asymp. Sig.**
Daily	17	28.03	1.628	0.653
Weekly	22	24.45		
Monthly	5	20.00		
Rarely	6	26.75		
Total	50	—	—	—

To determine whether groups differing in FinTech frequency of use and financial awareness levels had a statistically significant relationship, the Kruskal-Wallis nonparametric test was applied, as shown in Table IV above. Based on the results, there is no statistically significant difference between financial knowledge of users of a rare FinTech group and

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those who use it daily, weekly, or monthly (H = 1.628, p = 0.653). The average ranks of monthly users (20.00) and daily users (28.03) were not significantly different. To say, young adult females who use FinTech apps are not necessarily more financially knowledgeable than those who use them less often; rather, the finding suggests that app usage is associated with a higher level of financial awareness, regardless of frequency.

Objective 2: FinTech Usage and Financial Behaviour

This subsection evaluates the relationship between FinTech usage frequency, duration, and financial behaviour.

Table 5: Spearman's Rank Correlation between FinTech Usage and Financial Behaviour

Variables	Usage Frequency	Duration of Use	Financial Behaviour
Usage Frequency	1.000	-0.178	0.126
Duration of Use	-0.178	1.000	-0.214
Financial Behaviour	0.126	-0.214	1.000
Sig. (2-tailed)	—	**0.217**	**0.385 / 0.136**

The association between users' financial behavior and the frequency and duration of FinTech app use was assessed using Spearman's rho correlation analysis, as presented in Table V above. Usage frequency had a positive correlation with financial behavior (r = 0.126, p = 0.385) ; however, it was weak and statistically insignificant, suggesting that the frequency of FinTech use does not directly lead to improved financial behaviour. In the same way, the length of FinTech use showed a weak, negative correlation with financial behaviour (r = -0.214, p = 0.136), thus, it implies that the extension of the use does not necessarily bring the improvement of the behaviour. In general, the findings indicate that although young female adults are actively using FinTech, behavioural changes related to budgeting, saving, and spending practices being influenced by factors that cannot be explained solely by usage frequency or duration.

Objective 3: FinTech Usage and Financial Confidence, Trust, and Independence

This subsection analyses whether FinTech usage predicts financial confidence, trust, and independence among female users.

Table 6: Ordinal Regression Model Summary and Goodness-of-Fit

Model Fit Statistics	χ^2	df	Sig.
Model Fitting (Final vs. Intercept)	0.991	2	0.609
Pearson Goodness-of-Fit	48.350	34	0.053
Deviance	34.392	34	0.449
Pseudo R^2 (Cox & Snell) = 0.020; Nagelkerke = 0.022; McFadden = 0.009			

The above Table VI presents using ordinal regression, it was investigated if the frequency and duration of using a FinTech app could be significant predictors of financial confidence, trust, and independence. The fit of the entire model was not statistically significant (χ^2 = 0.991, p = 0.609), and the values of pseudo R^2 (Cox & Snell = 0.020, Nagelkerke = 0.022) suggested that only approximately 2% of the change in financial confidence and independence can be accounted for by the FinTech usage.

Table 7: Ordinal Regression Parameter Estimates

Predictors	Estimate (β)	Std. Error	Wald	Sig.	95% CI (Lower–Upper)
Usage Frequency	-0.083	0.280	0.087	0.768	-0.632 – 0.467
Duration of Use	0.239	0.265	0.814	0.367	-0.280 – 0.758

The above Table VII presents the parameter estimates, which also confirm that usage frequency (β = -0.083, p = 0.768) and duration of use (β = 0.239, p = 0.367) did not significantly influence financial confidence. A positive coefficient may indicate a slight increase with longer usage, however, the relationship is not statistically strong. The results suggest that although FinTech apps may be seen as convenient tools for managing one's finances, the rise in financial

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confidence and self-reliance still appears to stem from user engagement, financial literacy, and learning by experience rather than from usage figures alone

Table 8: Summary of Findings

Research Objective	Statistical Test	Key Findings	Interpretation Summary
O1: Financial Awareness	Kruskal–Wallis	$\chi^2 = 1.628$, $p = 0.653$	No significant variation in financial awareness based on usage frequency; awareness appears generally high among all user groups.
O2: Financial Behaviour	Spearman's Correlation	$r = 0.126$ (freq), $r = -0.214$ (duration), both ns	The frequency and duration of FinTech use show weak, insignificant relationships with financial behaviour, suggesting that behavioural change requires more than app usage.
O3: Financial Confidence, Trust, and Independence	Ordinal Regression	$\chi^2 = 0.991$, $p = 0.609$; Nagelkerke $R^2 = 0.022$	No significant influence of FinTech usage on financial confidence; self-efficacy may depend on literacy, experience, and socio-economic context.

The analysis in the aforementioned Table VIII shows that, despite mobile FinTech applications being primarily used by young female adults, their continuous or prolonged use does not significantly affect financial literacy, behavior, or confidence. The long-standing reliability test verified that the measurement tool was highly reliable ($\alpha = 0.758$), and the application of descriptive statistics revealed that awareness and confidence were mostly high, while the adaptation of the behaviour was only moderate. Thus, the findings point to the fact that the simple use of FinTech technologies does not guarantee better financial outcomes; therefore, related measures in financial education, instructor's support and customized user engagement are absolutely necessary if the empowerment effect of FinTech is to be experienced by young female adults.

V. CONCLUSION AND RECOMMENDATION

The investigation concludes that the use of mobile FinTech applications has significantly impacted the financial literacy and self-esteem of young females, as they can now access digital financial services with no effort. The majority of the results imply that young women possess a solid finance knowledge and are, to a large extent, relying on the digital channels, which is a strong signal for them being ready for the next-generation financial technologies. Still, they note that regular financial conduct accounts for only a tiny percentage of the entire young female population. This means, on the one hand, that women are given access to the financial system and knowledge through FinTech tools; on the other hand, turning that knowledge into a habit of financial discipline will still require significant behavioral reinforcement and experiential learning.

An idea has been put forward that in order to increase the fiscal independence of ladies penny wise and pound foolish, FinTech tools should still adhere to the user-friendly concept, but be more inclined towards changing users' practices. The gap between knowing and doing can be bridged through methods such as goal tracking, personalized advice, and financial literacy classes. The programs and projects that are directed to the youth female users should focus on educating them about the insane financial management and building their confidence with the digital tools. Through mentoring, peer learning, and customized digital experiences, women can be motivated to get involved in financial matters and eventually attain their goal of financial independence by continuing to use FinTech platforms.

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IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429 Volume 6, Issue 3, January 2026 Impact Factor: 7.67

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International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429 Volume 6, Issue 3, January 2026 Impact Factor: 7.67

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