An Analytical Study on Perceived Use of Financial Technology by Millennials

Dr. Rashmy Moray[1], Dr. Vanishree Pabalkar[2]

[1]Associate Professor, [2]Assistant Professor
[1,2] Symbiosis Institute of Management Studies (SIMS), Symbiosis International (Demeed) University, Pune, India
[1] rashmy.moray@sims.edu, [2] vanishree.p@sims.edu

Abstract

The purpose of the study is to understand the behaviour of the IT millennials in financial planning and investment using technology and estimate the potential market for fintech companies. In the ages of technology managing finance in modern life has brought challenges to the millennials brining significant gulf between financial literacy and financial confidence. Indian retail financial industry is undergoing tremendous transformation, financial advisors have been replaced by robot advisors which use big data and algorithms appealing to a whole new generation of investors by understanding their risk return appetite. The digital revolution is transforming the way millennials access financial products and services. Considering these aspects, there is a need to study the behaviour of millennials in spending on financials and long term planning. Fintech companies need to understand the trends, patterns and financial habits of millennials to offer solutions that are free, easy to use and customise their services. Equally imperative to understand the millennials perspective on financial management to tap the growing need of financial planning.

The study uses the extended technology acceptance model (TAM Davis, 1989) to understand the variables that affect use of fintech. TAM is a base to evaluate customer's approval of online services (Stoel and Ha, 2009). Perceived ease of use (PEOU) and perceived usefulness (PU) are the two external variables of TAM (Davis, 1989). In this paper TAM is extended by accumulating trust as additional variable that affects intention to use. This paper reveals that PEOU, PU and Trust significantly affect usage and adoption behaviour of fintech by millennials.

Design/methodology/approach-The paper takes the form of an exploratory design that includes; review of literature, and survey method

Findings-Fintech has a great impact on investment and financial planning of IT millennials. Considering the millennials investment and financial patterns, the regulators, financial advisors, franchisor, vendors and website owners need to give a re look at the positioning strategies for providing effective services and customised products to achieve their financial goals.

Originality/value–The study covers both the aspects of fintech as well as the investment behaviour of the millennials in the Digital era by contextualizing the perspective of millennials.

Keywords:investment behaviour, millennials, fintech, financial planning, Technology Acceptance Model

I. INTRODUCTION

Millennials are one of the biggest generations in demographic terms. According to Pew Demographic Research report, those born between 1981 and 1997 are called as Millennials that accounts for 27% of the global population falling between 19 and 35 years of age (Dimock, 2018).

According to the population projections from the U.S. Census Bureau as on July 2016, millennials numbered 71 million and expected to increase to 73 million by 2019 and estimated to rise at 76.2 million in 2036 by migration and immigrations (Fry, 2018). By 2025 Millennials will comprise two third of the global work force (E&Y, 2015). About 58% of global Millennials found in Asia, comprising a gigantic 385 million in India— considering the largest domestic population of Millennials in the world, and accounting for 19% of the global generational cohort (Erik R. Peterson, 2015). They are the first digital natives, social and connected, encumbered with debt and spend less and have different priorities (Goldmansachs, 2018). Millennials are the most disruptive bunch wrought by technology revolution that has seen computers, electronic gadgets, mobile devices and grew up with internet which has become central to work and life (KPMG, 2017). Millennials are rapidly becoming the world's most important generational unit for consumer spending growth as their customer habits are different from other generations. They rely on technology, reducing face to face business interactions. Over 90% of millennials own a smartphone, and 85% use social media. Depositing cheques transferring money and comparison shopping is done on smart phones by millennials using mobile technologies (Jingjing, 2018). They always connected generation turn to technology to help answer their persistent financial questions, increase their financial literacy, and help to manage their money (Chrisos, 2018). They like to manage their finances by themselves through purchasing mutual funds, insurance online, engage in online trading and are substantial online bank customer (Nielson, 2014). But the question arises are the millennials adequately financial literate? Financial technology companies called as fintech have taken advantage by identifying the pulse of these millennials traits to disrupt the unpredicted industry: personal investment (Blanding, 2018). Fintech is often seen as a uniquely contemporary conjugal of financial services and information technology. Having grown more with technology, internet and mobile apps, millennials find it comfortable in using fintech, helping them in managing their money.

In the ages of technology managing finance in urbanisation has posed challenges to the millennials brining substantial concern between financial literateness and financial buoyancy (Landrum, 2017). Millennials aren't great with their finances, juggling between jobs, settling educational loans, hiring conscientiously, envisioning property possessions, retaining affiliations and saving for retirement. According to TIAA Institute-GFLEC Personal Finance Index (P-Fin Index) Millennials lack financial literateness enabling sound financial decision making. Millennials often claim that banks fail in understanding their monetary requirements and fintech firms are captivating due advantage of this pessimism by offering novel services covering investments platforms to stock trading services, switching to a debit card and personal wealth management from old school practices. Over 56% of surveyed millennials in US preferred to do basic payment activities, like funds transfer, bill payment or lending money, using a fintech rather than a bank as it is convenient for their life style(source:https://www.statista.com/statistics/803 123/americans-opinions-on-using-fintech- over-banks-for-payments).

According to Morgan Stanley report, India is proportionally large in young population in contrast to US and European countries. It stands apart from many other Asian countries like china. It is becoming the youngest country by 2021 with a median age of 29, having more than 440 million millennials having 46% of workforce contributing 70% of domestic revenue. 80% of the millennials believe in creating wealth, 91% millennials take their financial decisions on their own and 56% millennials prefer investing in mutual funds.

India is the fastest growing e-commerce market globally, growing at unprecedented rate indicating number of digital buyers in Asia Pacific, projected to 1 billion in 2018 and estimated to cross $200 in gross merchandise value by 2026 (Scott, 2018). Considering all these aspects, there is a need to study the behaviour of millennials in spending on financials and long term planning. Fintech companies need to understand the trends, patterns and financial habits of millennials to offer solutions that are free, easy to use and customise their services. Equally imperative to understand the millennials perspective on financial management to tap the growing need of financial planning.

Scope: Millennials have entered the workforce in the period witnessing two historic recessions with higher debts and lower earnings. This made the

millennials' finances reckless delaying major life`s events like marriage, owning a home etc., and for these they need to build finances (Morgan, 2016). With the advent of the Indian retail financial industry undergoing tremendous transformation, financial advisors have been replaced by robot advisors which use big data and algorithms appealing to a whole new generation of investors by understanding their risk return appetite. The digital revolution is transforming the way millennials access financial products and services.

According to EY's Fintech Adoption Index 2017, India stands as second highest market with 52% rate of fintech adoption as a part of 20 markets globally. Indian digital consumers actively participate in the five categories of services that includes money transfer and payments, financial planning, savings, investments and insurance. The usage of fintech is significantly high in Indian large cities (66% adoption rate as compared to 42% globally), having the potential to expand their base in tier III and IV cities. Only 33% of adoption rate is found in rural India due to illiteracy, inadequate access to telecom and delivery platforms and the inability to expend on Fintech services. On account of number of digital initiatives undertaken by GOI the landscape of fintech companies is expected to change, driving towards growth prospects.

Considering the fintech adoption from consumer perspective, it is found that maintaining an account with Fintech companies is easy compared to conventional financial services providers. Varied spread of services are offered by fintech companies acting as primary motivating factor for the pace of adoption and allowing the fintech companies to identify untapped financial customers.

According to a recent report by the UN, Indian GDP is expected to grow at 7.1% in 2017 and 7.5% in 2018 (Swissnex Report, 2017). India has a wide network of institutional credit, with scheduled commercial banks providing significant domestic outreach through 138,294 branches (as of March 2016) (Microsave, 2014). Despite this wide branch network, the financial services ecosystem still has gap in terms of coverage. Approximately 40% of the Indian population is unbanked and 90% of small trades are inadequately covered under formal financial system. Underserved by the incumbent banking and financial services system customers have already started turning to Fintech firms as alternative providers of access to payments, credit, investments, insurance etc.

However, a closer examination on the millennials attitude is required as since India is in nascent stage and very little is known about the millennials attitude towards adopting fintech channels and the factors influencing their approach (Aque, Sadeghzadeh, & Khatibi, 2006). The millennials approach towards fintech services is considered to be the main factors affecting the usage and adoption of fintech.

Therefore, understanding millennials attitudes towards fintech would help promoting firms to foreknow the usage and acceptance rate and estimate the growth of fintech services. The present study involves extended technology acceptance model (TAM Davis, 1989) to comprehend the variables impacting the use of fintech. TAM stands as a basis to examine customer's consent towards E- commerce services. Perceived ease of use (PEOU) and perceived usefulness (PU) are the two external variables of TAM (Davis, 1996). In this study TAM is comprehended taking trust as additional variable that affects intention to use. The study exposes that PEOU, PU and Trust significantly influencing usage and adoption behaviour of fintech by millennials.

II. CONCEPTUAL FRAMEWORK AND REVIEW OF LITERATURE

Technology Acceptance Model is the most used model to study the approval level of an information system (Mathesion, 1991) (Straub, 2000) in which the actual behaviour (use of system) is determined by perceived usefulness (PU) and perceived ease of use (PEOU) relating to the attitude towards use of technology, relating to intention and lastly to behaviour. TAM is conceptualised on the base that an person's behavioural intension to adopt a certain system is an outcome of certain external variables and internal beliefs (Mai, 2013) proving to be of prime importance for technology approval. TAM is used to estimate adoption and usage behaviour with respect to technology and considered as most influential to predict technology acceptance behaviours (Lic, 2013). PU denotes the potential user's subjective possibility of using certain application that will increase his or her performance. PEOU denotes the extent a potential user would be able to use a certain technology in a

suitable way without much effort (Davis et al., 1989).

TAM has been used in several studies to show the association of PEOU leading to PU and relating the same to intentions to use. (Jaehee Cho, et al., 2014) developed a health apps adoption model using theoretical thrust following the predictors of PU and PEOU. (Muhammad Jasim Haroona, 2017) investigated the association of technology acceptance and purchase intention for (3G) technology smart phone users among millennials in Pakistan demonstrating the effect of PU and PEOU on the intension to use and validated the rising use of technology. (Yeow Pooi Muna, 2017) investigated the factors affecting the millennials intention to use mobile payment services in Malaysia using PU and PEOU of TAM. TAM has been proving itself to be a cost effective and reliable in explaining the behavioural intension of users of broad variety of technologies (S.Y.Park, 2009). (Bouchard, 2008) posit TAM to predict the use of Virtual Reality in clinical settings. It has also been used by (Payre, 2014) in their study on acceptability of automated driving. Fig.no.1depicts the original TAM (Davis, 1989).
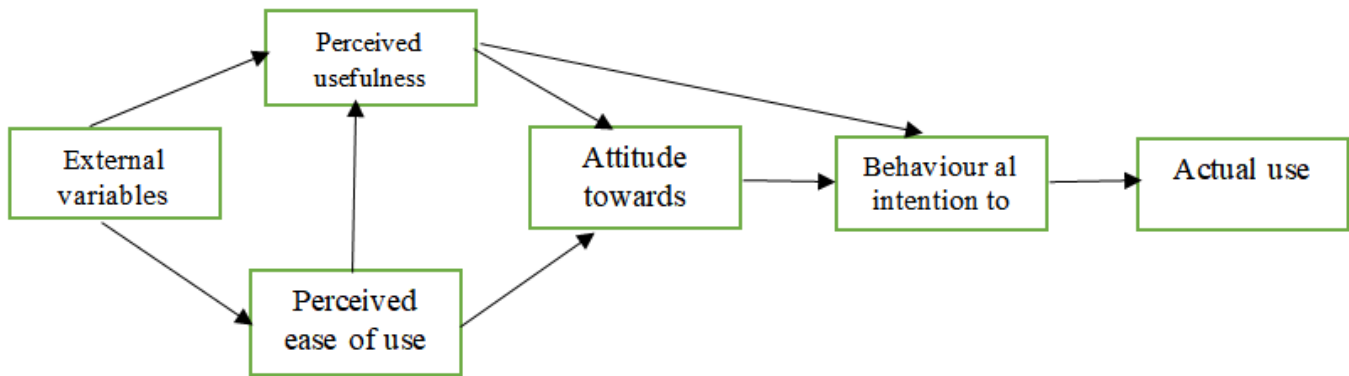

Fig.No.1 original Technology acceptance model

2.1 Perceived ease of use

The belief of favourable disposition or intention towards using technology affects its intended use. PEOU indirectly influences use of technology through its effect on PU as ease-of use is instrumental in making a new system more useful (David Gefen, 2000). According to TAM PEOU is a main element affecting the acceptance of information system. Under the TAM PEOU is the extent individual trust that a system used be free from efforts. Users browse websites for enquiry and the result of using the IT is embedded in IT through its database and interface being its primary task. The feature of IT directly affects the ease of information retrieval process and the presentation of results. Evaluating the features of IT influences the intention to use IT (David Gefen, 2000). In case of e-commerce using m-shopping by users, PEOU is linked with the effortless use of internet and traversing across all the functions offered by app services (Wang, 2006) and websites (Grob, 2015). Researchers posit that the PEOU influences strongly on consumer's attitude and intent to use technology in the nascent phases of adoption as it is the stage of entry to understand its operations.

Eventually its impact will decrease in subsequent stages with the increasing use and experience as e-commerce is easy to use or to learn (Tsu Wei, 2009). Enormous researches in the past entails that PEOU influences individual's assertiveness that intents them to use technology directly and indirectly through its impact on PU but eventually the influence of PEOU may vary. (Kee-sook-Lim, 2008) identified that PEOU as a unique consumer variable in e-buying website usage. When the users perceive that technology is stress-free and conveniently used, then it would positively affect PU. If the system is perceived as challenging to use, then it is unlikely to be perceived of any utility and on the contrary if the system is taken as easy to use can reduce the perceptual apprehension, enhances the users service experience, making the task more adaptable for decision making. (Mekic, 2014)(Nath, 2014) and others have demonstrated that PU directly impacts the behavioural intent of an individual and the consequent attitude of embracing novel technologies.

2.2 Perceived Usefulness

According to (F.D.Davis, 1989) Perceived Usefulness (PU) is explained as the degree at

which a certain system is used by a person that would boost their engrossment in employment engagements. It addresses the operational buying beliefs (e.g. suitability, worth judgements, preferences, availability of abundant facts through internet) as a supply channel (Lee, 2007). (Davis, 1996) identified that PU has positive influence on customer's attitude towards online shopping and online shopping intension as well. In relation to online dealings PU is connected to the skill to shop irrespective of time, place and space or to get personalised and situation based evidence on the spot (Yang, 2012). The level of digital competence significantly impact the way millennials make online purchases (Olga Dębicka, 2018). PU and PEOU influences attitude of millennials towards the use of a particular technology while attitude and perceived usefulness predicts the individuals behavioural intention to use the technology (Aldas-Manzano, 2009). Customers prefer and perform online dealings/ settlements only if a website effectively assists them in completing transactions (Shih, 2004). Users will accept the innovation like use of technology in financial decision making only if it offers them some unique benefit compared with existing solution (MarinKovic, 2016). Accordingly, specific hypothesis has been put forward.

H_1: Perceived usefulness is not influenced by perceived ease of use

H_2: Intention to use technology by IT millennials in making financial and investment planning is independent of perceived usefulness

H_3: Intention to use technology by IT millennials in making financial and investment planning is independent of perceived ease of use

2.3 Trust

Millennials are the first to come in the age of internet and cell phones, cable TV, where the technology is in every millennials DNA and are ranked first in technology use (Nielsens, 2014). Millennial`s use of technology is different from those of previous generations (Jennifer J. Deal, 2010). And millennials from dissimilar demographic groups behave differently. Dependence on technology for making online decisions pertaining to purchase of financial products and services needs trust and assurance of safety and security of data exchanged. (Belanger et al, 2002) entails trustworthiness as 'the level of

assurance in the e-commerce seller's integrity'. Perceived risk is the customer's biased probability of distress in anticipation of a expected result (Yi-Shun Wang, 2003). Association amongst trust and risk is intricate and collaborative. Recent theoretical work indicates that an individual's absence of faith works as a psychological obstacle in adoption of technology in e-commerce. According to (Hoffman, 1999) technology users do not believe in doing electronic dealings with internet vendors and service providers. (Gefen, 2000) (Struab, 2003)(Karahanna, 2003)(Tractinsky, 2003) have proven research about the significance of trust for E-commerce.

Past literature posits evidences of the significant effect of PEOU on intent to use, either directly or indirectly through its effect on perceived usefulness. Technology that is easy to use builds trust and credibility amongst the individuals(Ji-Won Moon, 2001). Online trust is the essential factor in building every business relationship and is the focal point for the companies providing services(Kantsperger, 2010). Literature prove that the trust is high in face to face interactions in physical stores than in online business (Bickmore, 2000). According to (K.O.Lee, 2006) trustworthiness of an internet vendor and external variables including legal recognitions and framework has substantial influence on consumers trust in e-commerce. (Michael Obal, 2013) focused on the variables of the website interface and identified navigation and privacy are the strong determinants of online trust. (Galeziewska, 2014) entails the existence of positive correlation between trust and purchase intention denoting that, the more trust consumers have the more they carry the intention to buy online. Perception of risk and trust are negatively correlated and that would affect a buyer's intention to use technology and purchase online. Universally, trust has been identifies as an important predecessor to electronic commerce (Lee M.O., 2001). Trust has a substantial influence on online engagements (McCloskey, 2006).

Millennials develop the attitude of trust in online transactions when reliance is created by the influence of their friends. Accordingly, they like to research online, read blogs, discussion boards and forums regarding the products and services to make a quick review of the information consistency (Sabreena Zoha Amin, 2015). Trust enhances the effective use of a system depending on the ease of

its use. Fintech companies invest in developing new information systems enabling a user to adopt it. Evidences show that individuals approach and approval towards a novel technology has a crucial influence in adopting a specific data systems (F.D.Davis, 1989) (Bagozzi, 1989) (Davis, 1996). As a matter of fact the receptiveness of a novel data mechanism among the operators is high, amplifying the willingness in making changes in their habits using their time and effort (Succi, 1999). Consequently, it is hypothesized in the study that

H4: Trust placed by IT millennials in using technology for their financial and investment planning is independent of perceived ease of use

H5: Trust Placed by the IT millennials in using technology for their financial and investment planning is independent of Perceived usefulness

H6: Intension to use technology by the IT millennials is independent of trust

Although TAM has been comprehensively being used verified and corroborated among the end users in the several professional set ups, but the research and its application in the field of financial services is limited. Despite its limited applications in banking and financial sector its prudence and predictive power endows the researchers to study the technology acceptance in financial service sector.

III. RESEARCH METHODOLOGY

Based on the previous research and the literature presented a theoretical model was developed Fig No. 2 represents a theoretical and interesting model to be tested and analysed. In the process of evolving the instruments, few elements of the constructs (PU, PEOU, and Intention to Use) were adapted from past research studies for use in our millennials using technology in making financial and investment planning decisions (Ajzen & Fishbein, 1980; Davis, 1989, 1993; Venkatesh, 2001; Venkatesh & Davis, 1996). Based on the developed hypothesis and constructs extracted from the literature review the following research model has been derived.
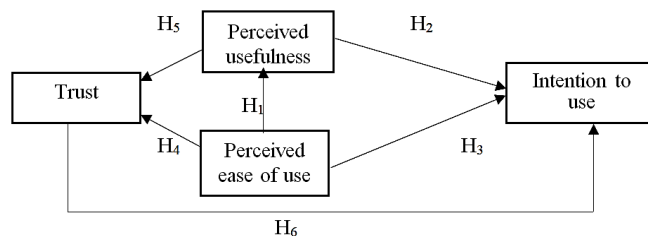

Fig. No.2 Researchmodel of the study using TAM

The central theme of the above study is to identify the relationship of TAM constructs consisting variables in the study i.e., Trust, PEOU and PU affecting the intention to use. The study proposes a unified hypothetical model of millennials acceptance and intention to use grounded essentially on the technological acceptance model(TAM). The aim of the research was to present the association of millennials intent to use technology based services offered by fintech companies. With the designated premises such as trust, PU, and PEOU, a general linear fundamental model of technology acceptance of millennials has been developed that would provide the fintech companies with implications to offer better tech based services. Subsequently this predictive model attempts to create clusters to provide a segmented market, classifying the millennials into genotypes assigning them into developed clusters (constructs of TAM). This would enable the fintech companies to identify the dominant cluster that enhances the use of technology by millennials in making their financial and investment planning.

3.1 Research Design

The research has been designed for millennials working in the IT sector, of Pune and Bangalore city of India. Millennials which are born between 1980 and 1997 have been considered as population, because they are the workforce in IT company, (ITES) IT Enabled Services like BPO & KPO). Since Pune and Bangalore harbors lot of IT companies, these cities have been selected for the research purpose considering professional demands and dependence on technology due to lack of sufficient time in handling their personal finance.

The occupancy level of IT and IT enabled services in Bengaluru is approximately 1.5 million employees that is roughly about four million workforces across India. Of all sizes, nearly 850 IT firms in Pune employs more than three lakh workforce. In the year 2019 NASSCOM declared

the TCS, Infosys, Wipro, HCL and Tech Mahindra as top five firms dominating the IT industry in India. This posits that Pune and Bangalore has one lakh each as IT population in these five top notch IT firms and thereby giving us the number of total five lakh employees. Application of Slovin`s formula helps us in arriving the illustrative sample size. I.e. $n = N / (1 + Ne^2)$ where n = Number of samples, N = Total population & e = Error tolerance (level). Therefore, 5 lakhs/ (1+ 5 lakhs*0.05^2) = 400 is the sample size. To understand the use of technology in making financial and investment planning, the study followed a descriptive and quantitative approach by adopting questionnaire as a survey tool. The online and offline questionnaire was circulated to approximately 565 respondents to collect the primary data falling in the age of 21-35. Out of which 392 responses were received. The instrument was composed of 11 statements of PEOU, 11 statements of PU, 8 statements of trust and intention to use. Likert five-point scale was instrumented taking 5 as strongly disagree and 1 as strongly agree to respond the four constructs questions. The measurement items/statements under constructs of the survey were adapted from the previous study and modified for the current study using available literature. The SPSS 20 version was used to compute the statistical analysis for the current study at 95% confidence level. The validity of the questionnaire was measured using Cronbach's alpha and established the questionnaire reliability with 0.923 score. The scaled data was analysed using descriptive and inferential statistics using SPSS.

Stratified judgmental sampling technique was used in the research where the millennials were selected as sample population on the basis of evidences available from the literature regarding their characteristics pertaining to technology usage. An average mean of each sample respondent was calculated to represent the response of the construct. Accordingly, 250 such sample means were arrived. Regression investigation as a statistical tool was applied to test the hypothesis and to understand the causal effect between the constructs as the relationship can be explained by a simple regression equation. Accordingly, equations have been derived using regression to show the impact of each construct on technology usage among millennials. The present study identifies the homogenous group of the millennials falling under PEOU and PU categorically.

IV. DATA ANALYSIS AND OBSERVATIONS

4.1 Demographic findings

From the sample of 392 respondents, approximately 32.5% are females and 67.5% represents males. Further it envisages that 54 % respondents are married remaining 36% represents unmarried. The average age of the sample is 31.86 years with mean work experience of 7.06 years. The average per annum salary of the respondents depicts to be Rs. 8.5lakhs. 69.68% of the respondents undertake financial planning on their own without a financial consultant and by using fintech app services. This shows millennials dependency on the fintech services. The financial intermediaries offering professional advisory services come at third preference with only 14.17% respondents opting for their consultation and 8.4% consult their friends and relatives for financial advice. Remarkably, although the respondents were tech-savvy, only 3% depend on the digital robo-advisors. Therefore, it can be entailed that millennials are yet to gear up to use technology for the process of saving and investments.

With respect to millennials investment choices, 39.7% respondents preferred the most in savings and fixed deposits. 15% considered Provident funds as their priority option of investment. Mutual funds were preferred by 19% and 15% preferred real estate as their first choice of investment leaving merely 3% for gold. Investments in equity stocks found its place just ahead to gold with 8.3%. The response is fundamentally a reflex of the risk tolerance level of the millennials. It is also evident that the respondents show low level of financial literacy with respect to the various investments avenues and its role in creating wealth. Primarily the investments have been made considering the tax benefits derived implying the fact that there is a need for financial literacy amongst millennials. When considered the risk tolerance level, 11% of the survey participants are high risk averse, possessing 0% risk tolerance levels for the decline in their short tenure portfolio of investments. 40% are with low level of risk bearing ability with 4% fall in the short term value of investment. 27% of the respondents are able to tolerate 9% fall in their portfolio value. 15% have high risk bearing ability

and can tolerate 14% fall in their short term investment value. Only 8.5% possess high level of risk bearing ability and can tolerate more than 16% fall in their investment value. The dissemination of risk bearing ability is based on the millennials preferences of financial avenues where fixed deposits and recurring savings are on top precedence.

In order to test the hypothesis simple linear regression equations have been obtained. A linear regression line contains the form $Y = a + bX$, where X represents expounding elements and Y represents the dependent variable. The slope of the line is b, and a is the intercept (the value of y when x = 0). Accordingly, simple linear regression equations have been obtained to test the hypothesis.

The H_1 that PU is independent of PEOU where the equation derived as Perceived usefulness = -.303+1.138(PEOU) ………(1) indicating that PU is predicted to increase by 1.138 when PEOU is increased by one unit and is predicted to be -.303 when PEOU is zero. ($R^2 = 0.990$, $\beta=0.995$ and p value < 0.05) the statistical output is inferring that PEOU is a significant predictor of PU. With every one-unit increase in PEOU there would be 99% change in PU. Millennials perceive the tech based application are easy to use. This explains the millennials ease of use to identify different services offered by the fintech companies and get acquainted with the information that can be used for financial decision. Millennials presume that as fintech companies offer flexible operating services 24/7 that help them to receive professional advice faster without much effort saving their time. Ease of use of technology provides millennials the personal touch as their queries are handled on line as and when required.

H2: Intention to use technology by IT millennials in making financial planning is independent of perceived usefulness, Intention to use = -.330 + .846(PU)……(2) signifying that intention to use is predicted to increase by 0.846 when the PU goes up by one unit and is predicted to be -0.330 when perceived usefulness is zero. (R2 = 0.862, $\beta=0.928$ and p value = 0.00) explain with every one-unit increase in PU there would be 86% change in intent usage of technology denoting PU as highly significant predictor of intent usage. IT millennials find the technology systems easy to use and find interaction with fintech companies clear and

understandable without much mental effort. They are easily able to extract the required financial information in order to apply in their investment analysis. They find adequate scope in browsing various fintech channels to explore data pertaining to investment options and seek advice. Required reports pertaining to their finances and investments are easily obtained through electronic sources as and when required.

H3: Intention to use technology and perceived ease of use, Intention to use = -0.525 + 0.953 (Perceived ease of use) ……… (3) intention to use is predicted to increase by 0.953 when PEOU goes up by one unit and is predicted to be -0.525 when PEOU is zero. (R2 = 0.835, $\beta=0.914$ and p value = 0.00) denotes PEOU being highly significant predictor of intension to use. Estimating that with every one-unit increase in PEOU, intent usage of technology would change by 83% and is predicted to be -0.525 when PEOU is zero. The implication of PEOU on intent use of technology indicates millennials attitude and behavior towards applications offered by the fintech companies. Fintech applications would be used to explore various savings and investment options enabling comparative analysis based on demographic factors. This reduces their dependence on financial advisors. The convenience of anytime anywhere usage of the financial information through fintech applications facilitates the millennials to react to the market dynamics. Constant updates on news in the financial world keep the millennials unbridged with the latest happenings. PEOU of technology allows millennials to educate themselves through its user friendly features.

H_4: trust is independent of PEOU, Trust = -.263 + .676 (PEOU)…….(4) Trust is predicted to increase by .676 when PEOU goes up by one unit and is predicted to be -.263 when PEOU to be zero. ($R^2 = 0.589$, $\beta=0.797$ and p value = 0.00) statistically signifying PEOU as the strong predictor of trust impacting to the extent of 58%. Trust in using technology for finance decision is considered to be crucial due to risk and security issues. The ease of use of fintech applications and acquaintance develops confidence gradually enabling the user to adapt applications faster and builds trust. Where there is risk the intent use of the object is less. Perceived risk associated with privacy of the users influences the trust factor. The more ease of use

millennials finds the fintech applications the more the trust is created.

H_5: trust and perceived usefulness, Trust = - 0.096 + .596 (Perceived Usefulness)……(5) Trust is predicted to increase by .596 when PU goes up by one unit and is predicted to be -0.096 when PU to be zero. ($R^2 = 0.598$, $\beta=0.774$ and p value = 0.00) demonstrating PU as highly significant predictor of trust. The millennials find using fintech applications help them achieve their goals. This is facilitated by alternative sources of online financial information that enables to compare various savings and investment options. User search for various options and navigate fintech services to find out the suitable options to suit their risk return profiles. No additional costs are incurred to search, browse and navigate the information that is available in public domain. Use of robots and Chat bots facilitate the user receive quick information. The more the usefulness of technology in day to day life the more trust is created.

H_6: the influence of trust on intention to use: Intention to use = 1.406 + 1(trust)……(6) Intention to use is predicted to increase by 1 when trust goes up by one unit and is predicted to be 1.406 when trust to be zero. ($R^2 = 0.716$, $\beta=0.846$ and p value = 0.00) evidencing the significant influence of trust over intension to use the technology by 71% for financial and investment planning by millennials. Millennials perceive that the data exchanged by them during application of fintech services are safeguarded and risk free. This assurance influences the intent usage of technology. The trust created would enable the user to carry out all the transaction online avoiding the face to face interactions. Operational flexibility and transparency offered by fintech companies aids user to build trust and enhances the intention to use. Perceived risk in sharing personal and sensitive information would restrain the use of technology. Finally, two cluster were identified through K-means cluster analysis where a large cluster of (134) 53.6% of millennials illustrating a homogeneous group of PU and another cluster of (113) 46.4% representing a homogeneous set of PEOU out of the sample tested. This indicates that millennials who acknowledged their PEOU and PU of technology are highly correlated and are mutually exclusive and collectively exhaustive clusters.

V. IMPLICATIONS AND CONCLUSION

The study was undertaken to empirically test the theoretical model of using information technology in financial and investment planning of millennials. Considering the demographic results, the fintech companies can essence and customize their advisory services on gender and marital basis. As majority of the millennials plan their investments by themselves demonstrating the desired consumer market. The fintech companies have phenomenal impetus to penetrate in advisory services for which a marketing research process can be used. The study would enable the fintech firms to design a quantifiable survey that can focus on determining, the average level of trust of the demarcated target markets, the intent ease of use and its efficacy pertaining to a particular high-tech product or service that is expected to launch. Conducting this research helps the enterprise to precisely define the willingness of the target market to experiment and implement the services. It may also assist fintech companies to identify the technology optimists and also the technology adoption inhibitors. Further focus groups can be created as explicit drivers and inhibitors on the basis of specific features or a simple design requirement. In turn these drivers and inhibitors can be amplified in product development phase and in communication strategies.

The study reveals that majority of the millennials prefer conventional investment avenues like fixed deposits, real estates, mutual funds etc., indicating the low level of risk tolerance and financial awareness. Fintech companies should focus on financial literacy through ease and useful based application by adoption enhancement strategies.

Result from the path analysis supported all the established hypotheses. Supporting the predictions, the results show that PEOU strongly influences PU. This would help the fintech companies to identify the potential millennial customers who browse, navigate and search information online frequently using artificial intelligence. The fintech firms may use the PEOU and PU association and enhance the PU finnancial hi-tech applications emphasizing benefits of use over its actual usage. PEOU and PU moderately affect trust. Fintech companies take advantage of these factors to enhance trust to build more customers and retain the old by building brand and service trust. It is an opportunity for service industries and product services if linked

complementary close, it can gain market share in the competitive markets. The strength of association between PEOU and PU on intention to use is observed strong indicating the scope for innovation and technological progress. Concluding remarks entails that it is essential for fintech firms to understand the millennials intent use of technology and decide their determined marketplaces' inclination to adopt these novel technologies in making financial and investment planning. The model developed can be considered as an operational forecaster of millennials act of technology acceptance. The sample respondents were selected from Pune and Bengaluru cities of India whereas the study can be extended to other cities as well. The millennials are from IT and ITES whereas the study can be applied on millennials belonging to other sectors as well. The study emphasized on consumer TAM whereas as it can be adopted on employees TAM in any organization. The demographic variables were just explained whereby cross tabulation between demographic variables and TAM can be connected to understand the technology usage behavior.

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