

DETERMINING FACTORS THAT INFLUENCE BRAZILIAN CONSUMERS USING FINTECHS

ODLUČUJUĆI ČIMBENICI KOJI UTJEČU NA KORIŠTENJE FINTECH USLUGA KOD BRAZILSKIH POTROŠAČ



Market-Tržište
Vol. 37, Special Issue, 2025, pp. 47-62
UDK 658.89:004(81)
336.79:004
005.411
DOI <http://dx.doi.org/10.22598/mt/2025.37.spec-issue.47>
Original scientific paper

Kaue Augusto Fernandes^a, Cristina Helena Pinto de Mello^b

^a ESPM, Rua Vinte e Oito de Setembro, 1121, 04267-000 São Paulo/SP, BRAZIL, e-mail: kaueafd@yahoo.com.br

^b PUC-SP, Rua Monte Alegre, 984, 05014-000 São Paulo/SP, BRAZIL, e-mail: chpm@pucsp.br

Abstract

Purpose – The emergence of fintech's has expanded the availability of financial products and services, introducing significant competition for traditional financial institutions. Nevertheless, limited research exists regarding the motivations behind Brazilian consumers' adoption of financial start-ups.

Design/Methodology/Approach – This paper aims to identify the key factors influencing the use of Fintech services in Brazil. The research is grounded in the UTAUT3 framework, supplemented with constructs from prior studies conducted in Germany, China, and South Korea—namely Brand Image, Trust, Data Security, and Government influence. A structured questionnaire was developed and distributed via targeted advertisements on Google and Facebook to individuals who had searched for the term "Fintech", yielding 506 valid responses. Data were analysed using partial least squares structural equation modelling (PLS-SEM) to test the proposed hypotheses.

Findings and Implications – Six out of twelve constructs from the UTAUT3 model were statistically supported. Of the international constructs, only Brand Image and Data Security demonstrated significant influence on usage intentions.

Sažetak

Svrha – Pojava fintechova proširila je dostupnost financijskih proizvoda i usluga, kreirajući značajnu konkurenciju tradicionalnim financijskim institucijama. Unatoč tome, postoji ograničen broj istraživanja koja se bave motivacijama brazilskih potrošača za prihvaćanje financijskih start-upova.

Metodološki pristup – Cilj ovog rada je identificirati ključne čimbenike koji utječu na korištenje fintech usluga u Brazilu. Istraživanje se temelji na UTAUT3 modelu, proširenom varijablama iz studija provedenih u Njemačkoj, Kini i Južnoj Koreji (imidž marke, povjerenje, sigurnost podataka, utjecaj vlade). Razvijeni su strukturirani upitnik koji je distribuiran putem ciljanih oglasa korisnicima Googlea i Facebooka koji su pretraživali pojam „fintech“. Prikupljeno je 506 valjanih upitnika. Podaci su analizirani metodom parcijalnih najmanjih kvadrata za modeliranje strukturalnih jednačbi (PLS-SEM).

Rezultati i implikacije – Šest od dvanaest konstrukata iz UTAUT3 modela je statistički značajno. Od dodatnih konstrukata, samo su imidž marke i sigurnost podataka pokazali značajan utjecaj na namjeru korištenja.

Ograničenja – Buduća istraživanja trebala bi uključiti veće i statistički reprezentativnije uzorke kako bi se omo-

Limitations – Further research should include larger and more statistically representative samples to better generalize the findings regarding Brazilian consumer behaviour in the fintech sector.

Originality – This paper provides an updated and comprehensive perspective on user preferences, offering actionable insights for financial start-ups seeking to attract and retain customers in emerging markets.

Keywords – consumer behaviour, Fintech, adoption drivers, UTAUT3, Brazil

gućila generalizacija rezultata o ponašanje brazilskih potrošaća u području fintech usluga.

Doprinos – Ovaj rad donosi ažuriran i sveobuhvatan uvid u preferencije korisnika, nudeći primjenjive uvide za financijske start-upove koji žele privući i zadržati korisnike na tržištima u razvoju.

Ključne riječi – ponašanje potrošaća, fintech, čimbenici usvajanja, UTAUT3, Brazil

1. INTRODUCTION

The widespread adoption of smartphones has prompted companies across various industries to develop mobile applications (apps) to enhance consumer interaction. These applications have enabled the digitization of numerous processes that previously required physical presence, allowing users to perform financial transactions directly via mobile platforms. The financial services sector has not been exempt from this digital transformation.

The digitization of customer interactions has proven especially advantageous in financial services, as most products in this sector rely predominantly on customer data rather than physical assets (Puschmann, 2017). For instance, to grant a personal loan, a financial institution primarily requires access to the applicant's information; no physical interface is necessary, and the funds can be directly transferred to the consumer's account.

Advancements in Information Technology, including Big Data and cloud computing, have enabled financial service providers to automate existing processes and to develop innovative products, services, and business models (Puschmann, 2017). Fintech companies have capitalized on this technological evolution by introducing more agile and specialized offerings. While large banks typically provide a broad range of financial products—often at the cost of operational efficiency—fintech's tend to focus on a narrower set of services, sometimes offering just one core product, but with greater flexibility and user-centric features. However, the relatively limited regulation of certain fintech sectors compared to traditional banks may raise concerns about consumer trust. Furthermore, due to infrastructural or market limitations, fintech services may not yet be accessible across all regions of Brazil, leading to a lack of awareness among some consumers.

According to the Central Bank of Brazil (Banco Central do Brasil), one of the country's primary

financial regulatory authorities, fintechs are defined as companies that introduce innovations into financial markets through intensive use of technology, with the potential to establish new business models. These firms typically operate through digital platforms and offer innovative, finance-related services.

In 2016, the Central Bank of Brazil published its Financial Stability Report, highlighting its interest in fostering innovation in the financial system and asserting that such innovation could enhance the development of the national banking sector (Barros, Coelho & Palomaris, 2019). Despite this encouragement, a 2020 report from the same institution revealed that five major banking conglomerates—namely Itaú, Bradesco, Banco do Brasil, Caixa Econômica Federal, and Santander—still held 81.8% of the national credit market and 79.1% of total deposits by the end of the year.

In spite of this market concentration, a growing segment of the Brazilian population has engaged with fintech services. To investigate the determinants of this adoption, this study applies the Extended Unified Theory of Acceptance and Use of Technology (UTAUT3) as developed by Farooq et al. (2017), supplemented with constructs derived from international studies in Germany (Stewart & Jürjens, 2018), China (Hu, Ding, Li, Chen & Yang, 2019), and South Korea (Ryu, 2018). These additional constructs include Brand Image, Trust, Data Security, and Government influence. Furthermore, during the literature review, the construct of Brand Identity emerged as a potential research gap. Accordingly, it was incorporated into this study to assess its influence on the adoption of fintechs among Brazilian consumers.

This paper is structured into six sections: the introduction to the research topic; a literature review outlining key theoretical concepts; the methodology applied in the empirical study; the presentation of results; a discussion including limitations; and final, recommendations based on the findings.

2. LITERATURE REVIEW

2.1. Fintechs

According to Puschmann (2017), the term “fintech” derives from the combination of the words “financial” and “technology,” referring to the use of technological innovations to improve financial services. Leong and Sung (2018) define fintech as any innovative initiative that enhances financial processes by offering technological solutions tailored to specific business needs—combining finance, technology management, and innovation. Nuyens (2019) emphasizes the convergence of financial services and technology, highlighting how fintech reshapes customer interaction. Although commonly associated with start-ups, the term also encompasses financial institutions, such as banks and insurance providers, that adopt similar innovations (Puschmann, 2017). This study adopts the definition provided by the Central Bank of Brazil, which characterizes fintechs as companies that introduce innovations into the financial system through intensive technological use, often creating new business models and delivering sector-specific digital services via online platforms.

A survey conducted in May 2021 by the consulting platform Consultoria Distrito (an innovation platform for start-ups, corporations and investors) identified 1,158 fintechs operating in Brazil. The study excluded start-ups that were foreign, inactive, lacked an official website, or had not progressed beyond the ideation stage—criteria based on the assumption that early-stage or inactive firms dominate similar databases in other countries. To improve accuracy, Consultoria Distrito allowed Brazilian start-ups to self-register for inclusion.

Despite the subjective nature of these criteria—as acknowledged by the platform itself—no more reliable national source was found. Therefore, this study considers Consultoria Distrito’s findings as a reference, particularly due to their transparent methodology, which required that fintechs meet the following conditions:

- Core innovation in the technological base, business model, or value proposition.
- Demonstrated activity at the time of the survey, verified through web presence and social media.
- Engagement in financial market operations.
- Brazilian registration and operational presence in Brazil during data collection.

2.2. Technology acceptance

The continuous advancement of digital technologies over recent decades has highlighted the importance of understanding the factors that drive consumers to adopt new technologies. In this context, investigating the motivations behind the adoption of fintech services becomes essential. Among the various theoretical frameworks, the Technology Acceptance Model (TAM), developed by Davis (1989), remains one of the most widely cited. TAM focuses on two core constructs: Perceived Usefulness (PU)—the extent to which a person believes that using a technology will enhance their performance—and Perceived Ease of Use (PEOU)—the degree to which using the technology is believed to be free of effort. According to Davis, individuals are more likely to adopt a technology if they perceive it as both beneficial and easy to use. Recent research (e.g., Carlin, Olafsson & Pagel, 2017; Chang, Wong, Lee & Jeong, 2016) supports the relevance of these constructs, showing that perceived usefulness significantly influences the intention to adopt digital financial tools.

However, even if users perceive a technology as useful, they may refrain from using it if it is considered too complex or demanding (Stewart & Jürjens, 2018). Studies by Riquelme and Rios (2010), and Taylor and Todd (1995) confirm that perceived ease of use moderates the impact of usefulness on adoption intention. Users may reject a potentially beneficial tool if the effort required to operate it outweighs its advantages.

Over time, TAM has evolved into more comprehensive models. Notably, TAM2 (Venkatesh

& Davis, 2000), UTAUT (Venkatesh, Morris, Davis & Davis, 2003), TAM3 (Venkatesh & Bala, 2008), UTAUT2 (Venkatesh, Thong & Xu, 2012), and the more recent UTAUT3 (Farooq et al., 2017) have extended the model by incorporating additional constructs and contextual variables. The UTAUT3 model builds on its predecessor by introducing the construct of Personal Innovativeness in IT, which refers to an individual's willingness to experiment with emerging technologies. Farooq et al. (2017) define this trait as a person's tendency to explore and adopt new technological solutions independently—suggesting that such individuals are more likely to embrace innovation and take risks in adopting untested digital services.

2.3. Brand image

Brand image plays a crucial role in establishing consumer perceptions and fostering trust between users and companies. According to Hu et al. (2019), a strong brand image enhances consumer satisfaction and strengthens the relationship between the user and the financial service provider. Ghodeswar (2008) defines brand image as the set of perceptions held in the consumer's mind, which are shaped by brand associations. To develop such associations, companies must thoroughly understand both their own brand and those of competitors, typically through consumer research.

Keller (1993) describes brand image as a collection of brand-related perceptions that reflect the consumer's associations with a product or service. Similarly, Dobni and Zinkhan (1990) argue that brand image is a mental representation formed in the consumer's mind. Lau and Phau (2007) expand this notion by suggesting that consumers often associate brands with celebrities or influential public figures. In addition, integrated marketing communications and word-of-mouth significantly influence brand perception (Šerić & Gil-Saura, 2012).

Fintech firms must leverage design strategies that emphasize both functionality and appeal to effectively communicate their brand value.

Cheng, Wu, and Leiner (2019) emphasize that creating attractive and user-friendly digital platforms—whether websites or mobile applications—is essential for broad consumer engagement. Leong, Tang Xiao, Tan and Sun (2017) similarly argue that aesthetically pleasing digital interfaces contribute to a more positive perception of the brand and increase user adoption.

2.4. Trust

Trust is a complex, multidimensional construct that plays a fundamental role in shaping consumer behaviour, particularly in technology-mediated environments. As Lewis and Weigert (1985) point out, trust is a central element in the formation and maintenance of social and commercial relationships. In the context of fintechs—emerging companies that often operate under limited regulatory oversight—trust becomes even more critical (Kim, Mirusmonov & Lee, 2010).

One key component of trust involves consumers' beliefs about the safety and reliability of digital platforms. Vance, Elie-Dit-Cosaque, and Straub (2008) emphasize that a user's confidence in a platform is closely tied to perceptions of system security and quality. Hu et al. (2019) further argue that trust is strongly influenced by both brand image and perceived risk. Accordingly, fintechs must actively address user concerns about information security and transaction reliability to foster a sense of confidence.

Trust is also linked to technological attributes such as data integrity, system usability, and platform robustness (Zhang, Lee & Huang, 2003). As fintechs operate outside the institutional legacy of large financial institutions, consumers may perceive higher risks in engaging with these newer entrants. Ryu (2018) notes that many users remain sceptical, often favouring traditional banks due to their established credibility. Similarly, Lee and Shin (2018) stress the importance of securing customer privacy and data protection; any breach of trust could lead to consumer withdrawal and legal complaints filed with regulatory authorities.

2.5. Data security

Data security is defined by the international standard ISO/IEC 27002:2005 as the preservation of confidentiality, integrity, and availability of information. While traditionally viewed as a technical issue, Introna and Wood (2004) argue that the widespread use of digital networks and online services has elevated data security to a broader socio-technical concern.

In the context of fintech adoption, data security represents a critical determinant of consumer trust and engagement. Bansal, Bansal and Blake (2010) emphasize that users are increasingly aware of potential misuse of personal information and its consequences, particularly in financial transactions. Schierz, Schilke, and Wirtz (2010) also point out that fintech platforms inherently involve higher perceived risks, especially regarding privacy, data protection, and transaction security.

Due to growing concerns about cyber threats, internet users now demand robust online security mechanisms (Contreras Pinochet, Diogo, Lopes, Herrero & Bueno, 2019). Users are particularly cautious about how their personal data is stored, transmitted, and used. If such data is managed on an untrusted platform, it becomes vulnerable to cyberattacks, financial fraud, and identity theft (Lee, 2009).

Ultimately, trust in a fintech provider is closely tied to perceived data protection standards. As users gain confidence in a platform's security infrastructure, psychological and behavioural barriers to adoption diminish (Contreras Pinochet et al., 2019). Thus, data security does not merely serve a protective function—it also acts as a catalyst for user engagement and loyalty.

2.6. Government

Brazilian consumers have historically experienced financial instability, particularly during the 1980s and 1990s, when inflation rates reached as high as 80% per month. In response to this volatility, the federal government implemented various price and exchange rate control

measures, including controversial policies such as the temporary freezing of individual and corporate bank accounts (Contreras Pinochet et al., 2019). These historical experiences have shaped consumer attitudes toward financial institutions and regulatory authorities.

In recent years, however, the Brazilian government has actively supported the development of the fintech sector. According to Videira (2020), public institutions have encouraged the growth of fintechs through initiatives aimed at increasing competition and expanding access to financial services. These companies have gained traction in the market due to their low-cost, user-oriented offerings.

The formal regulation of credit-focused fintechs began with the enactment of Law No. 12.865 on October 9, 2013. Under this legal framework, the Brazilian National Monetary Council (CMN) mandated the Central Bank of Brazil (BCB) to oversee the sector. As of April 26, 2018, fintechs offering credit services must be authorized by the BCB, according to Resolutions No. 4.656 and 4.657. Two main legal categories of fintechs are now recognized by the BCB:

- *Direct Credit Society (SCD)*: These companies provide credit using their own funds through electronic platforms and are not permitted to raise public deposits.
- *Society of loans between people (SEP)*: these fintechs act as intermediaries between borrowers and lenders, facilitating transactions for which service fees may be charged.

At the time of this study, credit-related fintechs were the only segment within the industry subject to official regulatory oversight in Brazil.

2.7. Brand identity

Brand identity represents the core of a corporate brand, encompassing the attributes that distinguish it and make it relevant to stakeholders when compared to competitors (Iglesias, Landgraf, Ind, Markovic & Koporcic, 2020). Unlike brand image, which reflects consumer percep-

TABLE 1: Methodological mooring matrix

References	Variable	Hypothesis number	Hypothesis
Farooq et al. (2017)	Performance Expectation (PE)	H1	The performance expectation positively affects the intention to use fintechs.
	Effort Expectancy (EE)	H2	Effort expectancy positively affects intention to use fintechs.
	Social Influence (SI)	H3	Social influence positively affects the intention to use fintechs.
	Facilitating Conditions (FC)	H4a	Enabling conditions positively affects the intention to use fintechs.
		H4b	Enabling conditions positively affects the use of fintechs.
	Hedonic Motivation (HM)	H5	Hedonic motivation positively affects the intention to use fintechs.
	Price (P)	H6	Price positively affects intent to use fintechs.
	Habit (H)	H7a	Habit positively affects intention to use fintechs.
		H7b	The habit positively affects the use of fintechs.
Personal Innovation (PI)	H8a	Personal innovation positively affects the intention to use fintechs.	
	H8b	Personal innovation positively affects the use of fintechs.	
Intent of Use (IU)	H9	Intent to use positively affects the use of fintechs.	
Stewart & Jürjens (2018); Hu et al. (2019)	Brand Image (BI)	H10	Brand image positively affects intention to use fintechs.
Ryu (2018); Stewart & Jürjens (2018); Contreras Pinochet et al. (2019); Hu et al. (2019)	Trust (T)	H11	Trust positively affects intention to use fintechs.
	Data Security (DS)	H12	Data security positively affects the intention to use fintechs.
Ryu (2018); Hu et al. (2019)	Government (G)	H13	The government positively affects the intention to use fintechs.
Mello & Fonsêca (2008); Maffezzoli & Prado (2013)	Brand Identity (ID)	H14	Brand identity positively affects the intention to use fintechs.

Source: the authors

tion, brand identity is internally defined—it articulates how the organization wants its brand to be perceived. Ghodeswar (2008) highlights that brand identity serves as a strategic reference point and often drives repositioning or refinement efforts aimed at strengthening the brand's symbolic meaning.

According to Aaker (2002), brand identity consists of a set of unique brand associations that organizations seek to create or maintain. These associations are communicated through visual elements, messaging, and symbolic representations that allow consumers to recognize and differentiate the brand. Von Wallpach, Hemetsberger, and Espersen (2017) further conceptualize brand identity as a dynamic and socially constructed object that emerges through interactions among various stakeholders.

From a consumer perspective, brand identity can become intertwined with personal identity. Maffezzolli and Prado (2013) define brand identity as the alignment between a consumer's self-image and the image of the brand. When this alignment occurs, the brand acquires personal significance and becomes part of the consumer's identity narrative. Benício de Mello et al. (2008) argue that this process is reciprocal—individuals shape their identities through brand experiences, while brands are simultaneously co-constructed through consumer engagement.

3. RESEARCH

This study employed a quantitative research design using a structured survey administered to 506 users of fintech services in Brazil. Respondents were first asked whether they were familiar with the term fintech. Regardless of their answer, the survey then provided the Central Bank of Brazil's definition of the term, along with the logos of prominent Brazilian fintechs (e.g., Nubank, PicPay, GuiaBolso, Geru, Neon, Contabilizei, Toro Investimentos, Trigg, and Creditas), to ensure consistent understanding.

The research process consisted of two main stages. The first stage involved an extensive review of the literature to identify relevant theoretical constructs and to guide the development of the questionnaire. In the second stage, the finalized questionnaire was administered to fintech users to empirically test the proposed hypotheses. The questionnaire was constructed based on validated instruments from prior research, including the UTAUT3 model (Farooq et al., 2017), and constructs related to Brand Image, Trust, Data Security, Government Influence, and Brand Identity.

The decision to adopt UTAUT3 was based on its explanatory power in distinguishing between behavioural intention and actual use behaviour (King & He, 2006). As all source studies were originally published in English, the questionnaire items were translated and culturally adapted into Portuguese to retain conceptual equivalence. A two-phase pre-testing process was conducted to assess the reliability and validity of the translated scales.

In the first pre-test, 43 individuals were surveyed. Feedback revealed that some respondents completed the questionnaire despite never having used fintech services. Therefore, a filtering mechanism was introduced in the second pre-test (182 respondents) to disqualify those who selected the option "Never used" when asked about fintech usage. These respondents were redirected to demographic questions and excluded from the analytical sample.

Following refinement, the final questionnaire included 13 latent constructs: eight from the original UTAUT3 model and five external constructs. Each latent variable was measured using 3 to 9 observable indicators, resulting in a total of 55 items. All items were measured using a 5-point Likert scale ranging from "strongly disagree" to "strongly agree".

The Trust (T) construct initially used items adapted from Hu et al. (2019), as this scale showed the strongest empirical support. However, due to its

limited scope (only two items), items from Contreras Pinochet et al. (2019) were added, forming a composite scale that offered broader measurement validity.

To ensure appropriate targeting, the questionnaire was distributed via sponsored advertisements on Google and Facebook to individuals who had searched for the term “fintech.” A total of 1,710 responses were collected, of which 506 were deemed valid after applying the eligibility criteria.

Data analysis was conducted using the Partial Least Squares Structural Equation Modelling (PLS-SEM) approach, suitable for exploratory models and studies with relatively small samples (Hair, Risher, Sarstedt & Ringle, 2019; Hu et al., 2019). The SmartPLS 3.0 software was employed, utilizing bootstrapping procedures for hypothesis testing.

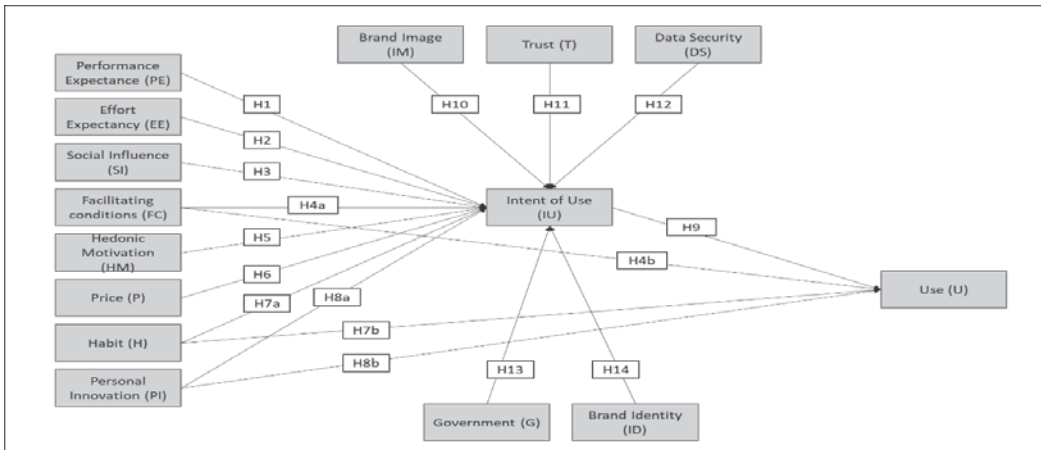
The proposed structural model (Figure 1) integrates the UTAUT3 constructs and the additional variables derived from studies by Hu et al. (2019), Ryu (2018), and Stewart & Jürjens (2018),

along with Brand Identity (ID). The model aims to identify which factors significantly influence the use of fintech services among Brazilian consumers.

Regarding gender distribution, over 70% of respondents identified as female, while none selected the “Other” category. In terms of age and income, the sample was predominantly composed of individuals aged 18 to 25 (53.4%), and 74.5% reported a monthly income of up to R\$2,200.00. Notably, 66.2% of respondents were initially unfamiliar with the term fintech; however, after being presented with its definition and examples of Brazilian fintech logos, they recognized themselves as users of such services.

When asked about usage frequency, 44.9% indicated they use fintechs “sometimes,” 27.3% reported using them “almost daily,” and 27.9% stated they use them “daily.” The sample included respondents from all Brazilian states except Amapá (AP). The largest shares of respondents were from São Paulo (SP) and Minas Gerais (MG), accounting for 20.4% and 15.4% of the sample, respectively.

FIGURE 1: Proposed research model



Source: the authors

TABLE 2: Measures of reliability and validity

Variable	α	CC	AVE
Performance Expectation (PE)	0.82	0.89	0.73
Effort Expectation (EE)	0.87	0.91	0.73
Social Influence (SI)	0.84	0>91	0.76
Facilitating Conditions (FC)	0.79	0>86	0.61
Hedonic Motivation (HM)	0.81	0>89	0.72
Price (P)	0.84	0.90	0.76
Habit (H)	0.84	0.90	0.76
Personal Innovation (PI)	0.78	0.87	0.69
Intent of Use (IU)	0.91	0.94	0.84
Brand Image (BI)	0.73	0.84	0.64
Trust (T)	0.94	0.95	0.69
Data Security (DS)	0.91	0.94	0.85
Government (G)	0.90	0.92	0.75
Brand Identity (ID)	0.92	0.94	0.68
Usage	1.00	1.00	1.00

α : Cronbach's alpha; CC: Composite reliability; AVE: Average variance extracted

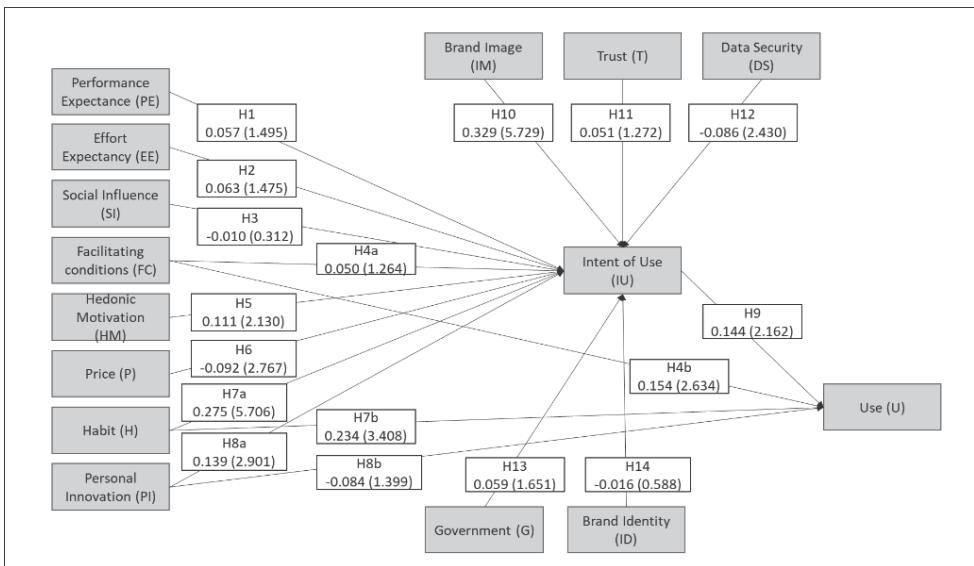
Source: Developed by the author

After validating the measurement model, the structural model was assessed to test the proposed hypotheses. The analysis employed Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS 3.0, with bootstrapping procedures to obtain standardized path coefficients (β), t-values, and p-values. According to Hair et al. (2019), coefficients were considered statistically significant at three conventional levels: $t > 1.96$ ($p < 0.05$), $t > 2.58$ ($p < 0.01$), and $t > 3.1$ ($p < 0.001$). Figure 2 shows the results of the hypothesis test.

The UTAUT3 model supported the constructs MH, P, H, and IP with the IU hypotheses. In the Usage hypotheses, CF, H, and IU variables were supported. Based on the other studies, the variables BI and SD were supported. The ID variable did not affect the intention to use fintechs by Brazilian consumers.

Given that only nine hypotheses were supported in the initial model, a second test was conducted to evaluate the performance of a reduced model including only these supported constructs. In this modified model, all variables exhibited t-values above 1.96, except IU ($\beta =$

FIGURE 2: Results of the proposed model



Source: Prepared by the author

0.109; $t = 1.671$; $p = 0.095$), which was excluded due to lack of significance.

Subsequently, a third model was tested, removing the IU construct and retaining only those variables with demonstrated significance. The results of this final model are summarized in Table 3.

that the model explained 72.7% of the variance. In the final reduced model, R^2 for actual Use was 0.171, with an adjusted R^2 of 0.168, reflecting a more modest explanatory power of 16.8%.

Figure 3 presents the final proposed model, based solely on supported variables, offering a

Table 3: New model feasibility analysis

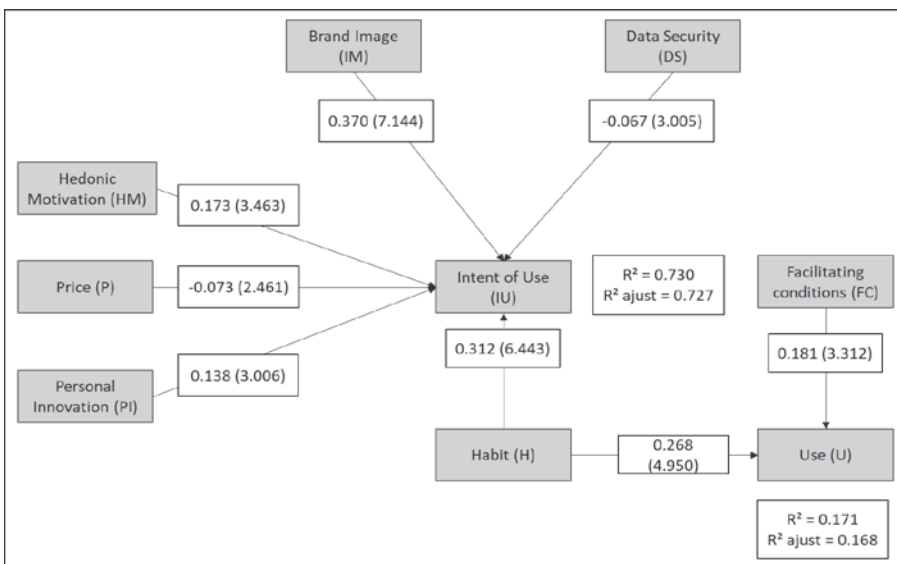
Variable	β	Value-t	Value-p	Analysis
Facilitating Conditions (FC)	0.181	3.312	0.001	Supported
Hedonic Motivation (HM)	0.173	3.463	0.001	Supported
Price (P)	-0.073	2.461	0.014	Supported
Habit (H)	0.312	6.443	0.000	Supported
	0.268	4.950	0.000	Supported
Personal Innovation (PI)	0.138	3.006	0.003	Supported
Brand Image (BI)	0.370	7.144	0.000	Supported
Data Security (DS)	-0.067	3.005	0.003	Supported

Source: Prepared by the author

The coefficient of determination (R^2) for the Intention to Use construct in the full model was 0.730, with an adjusted R^2 of 0.727, indicating

more parsimonious explanation of the factors influencing fintech adoption among Brazilian consumers.

FIGURE 3: New model proposal



Source: Prepared by the author

The UTAUT theory describes the Facilitating Conditions (FC) variable as the degree to which the individual believes that there is an organizational and technical infrastructure to support using new technologies (Venkatesh et al. 2003). Based on the UTAUT2 model, the variable started to simultaneously evaluate the hypotheses Intention to Use and Use. In the first hypothesis, the variable was not supported in the model, not having representation in the concerning the intention to use fintechs, but it proved to be a factor that influences the behaviour of consumer use.

Hedonic Motivation (HM)—defined by Venkatesh, Thong, and Xu (2012) as the pleasure or enjoyment derived from using technology—was found to be a relevant factor for the sample. This suggests that Brazilian fintech users associate their engagement with positive emotional experiences, and that interaction with these platforms has become enjoyable.

The results also confirmed that Price (P) is a relevant determinant of adoption intention. The cost and pricing structures offered by fintechs influenced participants' willingness to use these services, as users perceived the benefits to outweigh the monetary cost. As emphasized by Venkatesh et al. (2012), favourable cost-benefit perceptions can significantly impact the adoption of new technologies.

The Habit (H) construct, which captures the extent to which behaviour becomes automatic, demonstrated significant influence in both the Intention to Use and Use paths. This indicates that fintech usage has become habitual for many respondents, reducing the need for deliberate triggers or conscious decision-making.

In the case of Personal Innovation (PI), the construct significantly influenced intention to use but not actual use. This suggests that while individuals may express a willingness to adopt innovative technologies and take risks with new products and services, their actual behaviour may remain cautious and conservative—particularly in the financial domain.

The Brand Image (BI) variable reflects how users perceive the company's market positioning (Hu et al., 2019). The findings indicate that participants were satisfied with the reputation and positioning of the fintechs they used, suggesting that brand image plays a role in reinforcing consumer trust and loyalty.

Although Data Security (DS) and Trust (T) are conceptually linked, only DS showed a significant impact in this study. One possible explanation is that users already trust fintech platforms to safeguard their personal data and financial assets, thereby perceiving no additional need to assess institutional trustworthiness. As noted by Contreras Pinochet et al. (2019), perceived data security reduces psychological barriers to engagement and enhances user confidence in digital financial services.

4. DISCUSSION AND IMPLICATIONS

This study investigated the key factors influencing the adoption and usage of fintech services among Brazilian consumers, using the UTAUT3 model supplemented by additional constructs identified in international research. Of the 12 constructs analysed, 6 were supported in the final model, indicating that while the UTAUT3 framework offers substantial explanatory power, cultural and market-specific variables also play an important role.

Among the supported constructs, Habit emerged as the strongest predictor of actual fintech usage, reinforcing the notion that once consumers integrate fintech services into their routines, usage becomes automatic and less dependent on conscious deliberation. This finding aligns with Venkatesh et al. (2012), who argue that habit plays a crucial role in sustained technology use. In contrast, constructs such as Effort Expectancy, Social Influence, and Trust did not demonstrate significant effects in this study. These results may reflect the unique characteristics of Brazil's financial technology landscape,

where convenience and individual experience may outweigh social pressures or concerns about credibility.

The significance of Hedonic Motivation suggests that emotional engagement is a relevant driver in fintech adoption. When users derive enjoyment from the interface and functionality of digital platforms, their likelihood of continued use increases. Similarly, the impact of Price Value indicates that users perceive clear economic benefits from fintech services—an especially relevant factor in emerging markets with high price sensitivity.

While Facilitating Conditions influenced actual usage, they did not significantly predict intention to use. This implies that users may not consider infrastructure and support mechanisms as prerequisites for forming the intention to try fintech services, but once usage begins, these factors become critical in shaping ongoing behaviour.

The construct Personal Innovation was relevant only for intention, not actual use. This suggests that consumers may express openness to new technologies but adopt them cautiously, especially in financial contexts where risk aversion is common. Companies aiming to attract early adopters should consider strategies that reduce uncertainty and emphasize trustworthiness.

External variables contributed mixed results. Brand Image was confirmed as a significant predictor of usage intention, indicating that strong market positioning and positive associations with the brand enhance adoption. In contrast, Brand Identity was not supported, possibly due to a lack of clarity or differentiation in how fintechs communicate their internal brand values. Data Security had a modest but significant effect, highlighting its importance in reducing perceived risks—even if Trust as a standalone construct was not statistically supported.

Implications for practice include the need for fintech companies to strengthen customer engagement through intuitive and enjoyable interfaces, ensure transparent pricing structures,

and maintain high data security standards. Building brand image through clear market positioning and consistent messaging can further support user acquisition. Finally, for sustained user behaviour, companies should invest in features that foster habitual use, such as seamless navigation, personalization, and efficient customer support.

5. CONCLUSION

This study aimed to identify the factors influencing Brazilian consumers' adoption and use of fintech services, applying the UTAUT3 model in combination with additional constructs—Brand Image, Trust, Data Security, Government Influence, and Brand Identity—drawn from international research. A structured survey was administered to 506 participants across nearly all Brazilian states, ensuring a broad geographic and demographic representation.

The findings reveal that Habit, Hedonic Motivation, Price Value, Facilitating Conditions, Personal Innovation, Brand Image, and Data Security significantly influence either the intention to use or actual use of fintechs. These results reinforce the relevance of the UTAUT3 model while also demonstrating the value of incorporating external variables tailored to specific market contexts.

Importantly, several constructs commonly considered essential in technology adoption models—such as Trust, Effort Expectancy, and Social Influence—did not show statistical significance in this study. This may reflect evolving user attitudes toward financial technologies in Brazil, where individual experience, convenience, and emotional engagement are becoming more prominent decision factors than institutional trust or social validation.

From a managerial perspective, the results suggest that fintech companies should prioritize the development of intuitive, engaging user experiences and invest in strategies that foster habitual use. Emphasizing strong brand posi-

tioning, competitive pricing, and robust data security may further support customer acquisition and retention. Policymakers and regulators may also benefit from these insights, as understanding user motivations can inform frameworks that encourage responsible fintech growth.

Future research should consider longitudinal designs to capture behavioural changes over time, as well as qualitative approaches to explore deeper psychological and cultural factors. Expanding the model to include other emerging markets could also validate its broader applicability and enhance comparative insights.

References

1. Aaker, D. (2002). *Building Strong Brands London*. London: Simon & Shuster.
2. Banco Central Do Brasil (2020). *Fintech ecosystem*. https://www.bcb.gov.br/en/financialstability/fintechs_en (accessed on July 15, 2020)
3. Bansal, S. K., Bansal, A., & Blake, M. B. (2010). Trust-based dynamic web service composition using social network analysis. *2010 IEEE International Workshop on: Business Applications of Social Network Analysis (BASNA)*, 1-8.
4. Barros, G., Coelho, I., & Palomares, V. (2019). O impacto das fintechs no setor bancário nacional. *Iniciação-Revista de Iniciação Científica, Tecnológica e Artística, São Paulo*, 7(3), 82-111.
5. Carlin, B., Olafsson, A., & Pagel, M. (2017). *Fintech adoption across generations: Financial fitness in the information age* (No. w23798). *National Bureau of Economic Research*.
6. Chang, Y., Wong, S. F., Lee, H., & Jeong, S. P. (2016). What motivates Chinese consumers to adopt FinTech services: a regulatory focus theory. *Proceedings of the 18th annual international conference on electronic commerce: e-commerce in smart connected world*, 1-3.
7. Cheng, F. F., Wu, C. S., & Leiner, B. (2019). The influence of user interface design on consumer perceptions: A cross-cultural comparison. *Computers in Human Behaviour*, 101, 394-401.
8. Contreras Pinochet, L. H., Diogo, G. T., Lopes, E. L., Herrero, E., & Bueno, R. L. P. (2019). Propensity of contracting loans services from FinTech's in Brazil. *International Journal of Bank Marketing*, 37(5), 1190-1214.
9. Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3) 319-340.
10. Dobni, D., & Zinkhan, G. M. (1990). In search of brand image: A foundation analysis. *Advances for Consumer Research*, 17, 110-118.
11. Farooq, M. S., Salam, M., Jaafar, N., Fayolle, A., Ayupp, K., Radovic-Markovic, M., & Sajid, A. (2017). Acceptance and use of lecture capture system (LCS) in executive business studies: Extending UTAUT2. *Interactive Technology and Smart Education*, 14(4), 329-348.
12. Ghodeswar, B. M. (2008). Building brand identity in competitive markets: a conceptual model. *Journal of Product & Brand Management*, 17(1), 4-12.
13. Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European business review*, 31(1), 2-24.
14. Hu, Z., Ding, S., Li, S., Chen, L., & Yang, S. (2019). Adoption intention of fintech services for bank users: An empirical examination with an extended technology acceptance model. *Symmetry*, 11(3), 340.
15. Iglesias, O., Landgraf, P., Ind, N., Markovic, S., & Koporcic, N. (2020). Corporate brand identity co-creation in business-to-business contexts. *Industrial Marketing Management*, 85, 32-43.
16. Introna, L., D., & Wood, D. (2004). Picturing algorithmic surveillance: The politics of facial recognition systems. *Surveillance & Society*, 2, 177-198

17. Keller, K. L. (1993). Conceptualizing, measuring, and managing customer based brand equity. *Journal of Marketing*, 57(1), 1-22.
18. Kim, C., Mirusmonov, M., & Lee, I. (2010). An empirical examination of factors influencing the intention to use mobile payment. *Computers in human behaviour*, 26(3), 310-322.
19. King, W. R., & He, J. (2006). A meta-analysis of the technology acceptance model. *Information & Management*, 43(6), 740-755.
20. Lau, L. C., & Phau, I. (2007). Extending symbolic brands using their personality: examining antecedents and implications towards brand image fit and brand dilution. *Psychology and Marketing*, 24(5), 421-444.
21. Lee, I., & Shin, Y. J. (2018). Fintech: Ecosystem, business models, investment decisions, and challenges. *Business Horizons*, 61(1), 35-46.
22. Lee, M. C. (2009). Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit. *Electronic commerce research and applications*, 8(3), 130-141.
23. Leong, C., Tan, B., Xiao, X., Tan, F. T. C., & Sun, Y. (2017). Nurturing a FinTech ecosystem: The case of a youth microloan startup in China. *International Journal of Information Management*, 37(2), 92-97.
24. Leong, K., & Sung, A. (2018). FinTech (Financial Technology): what is it and how to use technologies to create business value in fintech way? *International Journal of Innovation, Management and Technology*, 9(2), 74-78.
25. Lewis, J. D., & Weigert, A. (1985). Trust as a social reality. *Social Forces*, 63(4), 967-985.
26. Maffezzoli, E. C. F., & Prado, P. H. M. (2013). Identificação com a marca: Proposição de um instrumento de medida. *REAd. Revista Eletrônica de Administração*, 19, 588-619.
27. Mello, S. C., & Fonsêca, F. R. B. (2008). Revisitando a identidade do relacionamento marca-consumidor: repensando as estruturas nessas relações comerciais. *Cadernos EBAPE*, 6, 1-19.
28. Nuyens, H. (2019). How disruptive are FinTech and digital for banks and regulators? *Journal of Risk Management in Financial Institutions*, 12(3), 217-222.
29. Puschmann, T. (2017). Fintech. *Business & Information Systems Engineering*, 59(1), 69-76.
30. Riquelme, H. E., & Rios, R. E. (2010). The moderating effect of gender in the adoption of mobile banking. *International Journal of bank marketing*, 28(5), 328-341.
31. Ryu, H. S. (2018). What makes users willing or hesitant to use Fintech?: the moderating effect of user type. *Industrial Management & Data Systems*, 118(3), 541-569.
32. Schierz, P. G., Schilke, O., & Wirtz, B. W. (2010). Understanding consumer acceptance of mobile payment services: An empirical analysis. *Electronic Commerce Research and Applications*, 9(3), 209-216.
33. Šerić, M., & Gil-Saura, I. (2012). ICT, IMC, and brand equity in high-quality hotels of Dalmatia: an analysis from guest perceptions. *Journal of Hospitality Marketing & Management*, 21(8), 821-851.
34. Stewart, H., & Jürjens, J. (2018). Data security and consumer trust in FinTech innovation in Germany. *Information & Computer Security*, 26(1), 109-128.
35. Taylor, S., & Todd, P. A. (1995). Understanding information technology usage: A test of competing models. *Information Systems Research*, 6(2), 144-176.
36. Vance, A., Elie-Dit-Cosaque, C., & Straub, D. W. (2008). Examining trust in information technology artifacts: the effects of system quality and culture. *Journal of Management Information Systems*, 24(4), 73-100.
37. Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences*, 39(2), 273-315.
38. Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46(2), 186-204.

39. Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 23(3), 425-478.
40. Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer acceptance and use of information technology: extending the unified theory of acceptance and use of technology. *MIS Quarterly*, 36(1), 157-178.
41. Videira, S. L. (2020). Fintechs: novos atores das finanças contemporâneas - um olhar geográfico. *Revista Entre-Lugar*, 11(21), 261-284.
42. Von Wallpach, S., Hemetsberger, A., & Espersen, P. (2017). Performing identities: Processes of brand and stakeholder identity co-construction. *Journal of Business Research*, 70, 443-452.
43. Zhang, Y., Lee, W., & Huang, Y. A. (2003). Intrusion detection techniques for mobile wireless networks. *Wireless Networks*, 9(5), 545-556.