



FinTech adoption among Gen Z: Investigating the moderating role of Social Media Marketing

Manisha Verma¹

Prof. Shuchi Srivastava²

Dr. Nenavath Sreenu³

Dr. Gyaneshwar Singh Kushwaha⁴

Abstract

The rapid expansion of FinTech (Financial Technology) services in India has revolutionized how individuals manage finances, especially among the youth demographic. With increased smartphone penetration, digital literacy, and active online engagement, young Indians are emerging as significant adopters of FinTech platforms. However, the role of social media marketing in shaping this adoption behaviour remains underexplored. This study investigates the adoption of FinTech services among Indian Gen Z using the Technology Acceptance Model (TAM), incorporating social media marketing as a moderating variable. Data was collected through a structured questionnaire, generating 267 valid responses from Indian Gen Z. The study employed Structural Equation Modeling (SEM) to analyse the relationship between key TAM constructs—Perceived Usefulness, Perceived Ease of Use, Attitude Toward Use, and Behavioural Intention to Use—and the moderating impact of social media marketing. The results confirm that social media marketing significantly enhances the effect of Perceived Usefulness and Attitude Toward Use on Behavioural Intention to adopt FinTech. This suggests that social media not only informs and influences youth financial behaviour but also fosters trust and positive perceptions toward emerging FinTech solutions. This research contributes to literature by integrating TAM with a marketing perspective and provides managerial insights for FinTech companies targeting Indian youth.

Keywords: FinTech adoption, Technology Acceptance Model, Gen Z, social media marketing, structural equation modeling

¹ Sr. Research Scholar, Department of Management Studies, MANIT, Bhopal, India

² Professor, Department of Management Studies, MANIT, Bhopal, India

³ Associate Professor, Department of Management Studies, MANIT, Bhopal, India

⁴ Associate Professor, Department of Management Studies, MANIT, Bhopal, India