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DRIVERS OF THE CONSUMERS ADOPTION OF FINTECH SERVICES

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ABSTRACT

Aim/Purpose	This study aimed to explore the impact of environmental drivers and trust on consumers' adoption of Fintech services in the Jordanian context. It had also evaluated the mediating role of trust on the relation between environmental drivers and consumers adoption of Fintech services.
Background	The reviewed studies on Fintech adoption demonstrated a lack of focus on the role of external or environmental drivers on consumers' intentions to use and continue to use of Fintech services. Amongst the analyzed studies, the majority had examined the role of consumers perception of services usefulness and ease of use while few had included some environmental variables within the investigated variables such as social influence and government support. Furthermore, shortage of Fintech adoption related research in the developing countries, especially the Jordanian context was noted.
Methodology	The study conceptual model was derived from Social Cognitive Theory (SCT) and Technological Personal Environmental (TPE) framework. This study was a quantitative one that employed survey method to empirically address its research questions and test the proposed hypotheses. Jordanian residents over the age of 18 who are familiar with Fintech were targeted, and convenience sampling was applied to get representative sample. Data was assembled from 323 respondents using an online questionnaire. Partial Least Squares Structure Equation Modeling (PLS-SEM) was applied to analyze the gathered data through SMART-PLS software.
Contribution	This article adds to the existing literature on multiple stands, as it adds to literature related to Fintech adoption, as well as the interaction between consumer environment and their level of adoption. It also enriches the limited literature on the influence of COVID-19 to drive consumer usage of innovative services.

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	Moreover, it supplements the scarce literature on Fintech adoption in the Jordanian settings.
Findings	The main findings revealed the positive influence of both environmental drivers and trust as predictors of consumer intention to use Fintech services. It had also asserted the positive mediating effect of trust on the relationship amongst environmental drivers and consumer usage intent.
Recommendations for Practitioners	By understanding the importance of consumer environment and trust on encouraging consumer to adopt Fintech services, governments, policy makers and practitioners can utilize this knowledge to adopt their offered services. They need to work on enhancing the technological infrastructure, as well as establishing general technological knowledge. They also need to highlight the role of Fintech service in fighting Covid-19, by adhering to the social distancing rules. Moreover, they need to guarantee the security and reliability of the developed services to increase their level of trust in the offered services.
Recommendations for Researchers	This research has confirmed the positive influence of consumer environment represented by social influence, government support, technological readiness, and COVID-19 on their adoption of Fintech services. It has also established the mediating influence of consumer trust on the relation between environmental drivers and consumer intent to use Fintech services. This area is unexplored and needs more validation.
Impact on Society	By understanding the factors affecting the Jordanian society in adopting Fintech services, this research provides set of recommendation to the Jordanian government and policy makers that can lead for more adoption of the developed Fintech services, which in turn would lead to better services provided to the society as well as increasing the financial inclusion level in the Jordanian society.
Future Research	Future research can explore other environmental variables that were not included in the current research. Future research can also investigate the moderating effect of personal attributes such as consumer's demographics, or more personal attributes such as self-efficacy, inherit innovativeness or risk aversion. It can also examine the moderating effect of financial literacy and/ or technological background.

Keywords	environmental drivers, Fintech, adoption, Jordan, COVID-19

INTRODUCTION

The continuous and rapid advancement in information technology (IT) spur the appearance of new innovative services on many aspects of life, such as financial services which often called financial technology or Fintech (Ryu, 2018). The term Fintech is coined from blending the two words "financial" and "technology". Ernst and Young's (EY) global Fintech index used the term "Fintech" to characterize institutions that combine creative business models with technology to empower, improve, and disrupt financial services (Ernst & Young, 2017). Many Fintech startups worldwide used top notch technology to modernize traditional financial functions, while other startups sought new methods in order reach new consumers, some of which were inaccessible before (Statista, 2018).

Fintech directly connected consumers to the digital world to provide the financial services, and by doing so, it enhanced the consumers experience by creating more economical, effective, and frictionless experience (Ernst & Young, 2019). Fintech has also empowered consumers by enhancing accessibility to information, increasing transparency, and cutting the middlemen (Ryu, 2018). Fintech has enabled users to easily perform their tasks on the go using mobile services, like applying for loans,

making investments, paying their bills and other types of payments (Chang et al., 2016). Fintech provides many products to the consumers, some of the most common are crowdfunding, peer to peer lending, crypto-currency, and e-wallets (Jin et al., 2019).

Over the period from 2010 to 2019, the universal investment in Fintech startups and firms surged by more than 15 times, as it reached about 135.7 billion U.S. dollars in 2019 while it was about 9 billion U.S. dollars in 2010 (Statista, 2020a). By February 2020, the United States had 8,775 Fintech startups, Europe, Africa, and the Middle East had 7,385 Fintech businesses, and Asia Pacific had 4,765 Fintech startups (Statista, 2020b). As for Middle East and North African (MENA) region, between the years 2013 and 2015 number of startups doubled from 46 to 105 firm (FinTechNews Middle East, 2019). Many regional factors cause the adoption rate of Fintech to be geographically different, some of which are users trust in technology and in financial services as well as internet penetration rate (Statista, 2020b). Jordan is considered an attractive environment for Fintech innovation due to its youthful population with 70% of its population under the age of 35 (Department of Statistics, 2019), high internet usage, and large number of people that don't have bank account (FinTechNews Middle East, 2019).

According to the EY 2019 global Fintech index, global Fintech adoption has progressively grown from 16 percent in 2015 to 33 percent in 2017, and 64 percent in 2019. Even for non-adopter users, the awareness level of at least one Fintech service is very high (Ernst & Young, 2019). All of which highlight the need to investigate possible drivers of Fintech adoption (Gerlach & Lutz, 2019).

Thus, this research paper investigated the potential drivers of Fintech adoption in the Jordanian context. With special attention to the influence of consumer environment and investigating it as predictor of consumer level of adoption. PESTEL analysis is one of the most widely used tools to analyze the business environment and its impact on organizations and new ventures (Bush, 2019). The abbreviation stands for Political, Economic, Social, Technological, Environmental, or natural, and Legal aspects of the business environment. Inspired by this framework, literature was scanned to find variables that are most representative of the six aspects of the environment on the consumer level. Accordingly, the most appropriate variables found and employed for the scope of this research were social influence, government support, and technological readiness. As for the natural aspect of consumer environment, taking into consideration the ongoing pandemic, COVID-19 was selected as a natural environmental indicator.

This research is organized into four parts. The first one is an introduction of the current research, representing the research topic. The second part is the literature review, in which the examined materials from past studies that were considered relevant to the research topic were summarized to establish the necessary theoretical background that led to the studied research model. The research methodology is then thoroughly detailed in the third part, as well as the analysis and discussion of results. The final part is the study conclusion where the research findings are summarized, and future recommendations are suggested.

LITERATURE REVIEW

The reviewed literature on Fintech adoption can be sorted into two main lines or directions. The first line of research studied Fintech adoption on an organizational level (Hua et al., 2019). For example, Christian et al. (2020) employed Technology-Organization-Environment (TOE) framework to understand the impact of environmental indicators on small and medium enterprises (SMEs) adoption of Fintech. As for the second line of research it assessed adoption on the consumer level and studied the factors affecting their decisions to accept and use Fintech services (Hua et al., 2019). Most of these studies had relied on technology adoption literature to build their research models (Krishna & Krishnan, 2020), such as Technology Acceptance Model (TAM) (Davis, 1985; Davis et al., 1989). Additional variables such as social influence, responsiveness, security (Singh et al., 2021), government

support, perceived risk, brand image, and user innovativeness (Hu et al., 2019), were added to increase the predictivity power of the tested models (Singh et al., 2021).

Fintech

Fintech as a term is coined from blending the words "financial" or "finance" and "technology". Although there is a common agreement on what the term stands for in existing literature, there isn't a single universal definition of what Fintech represents (Gerlach & Lutz, 2019; Gomber et al., 2017; Kim et al., 2016; Ryu, 2018). Fintech was used to describe how new technologies like cloud computing, internet of things, big data and mobile technology are employed in creating innovative financial solutions (Hu et al., 2019). Fintech was also used to describe not only the applications or products but also the processes and the business models in the industry of financial solutions that deliver one or more service to end users over the internet (Christian et al., 2020; Ryu, 2018). In the scope of this research, Fintech is used to refer to the innovative financial services which employ technology to build disruptive new services or reshape basic financial services and make them more convenient, affordable, and secure to users.

Fintech has positive impact on both consumers and economy. For consumers, Fintech provided better and more efficient user experience, user friendly designs, and the ability to acquire information in real time and transparent way (Singh et al., 2020). It has also supplied consumers with variety of products to choose from (Christian et al., 2020), and built solutions that addressed consumers' needs that were not met by traditional financial services (Gomber et al., 2017). As for economy, Fintech contributed to the prosperity of economies by creating employment opportunities and increasing nation's Gross Domestic Product (GDP) (Christian et al., 2020). It was estimated that digital finance would boost the GDP in emerging economies by six percent increase by the year 2025, which would result in generating 95 million jobs across all areas of economy (Manyika et al., 2016).

Fintech Adoption

In the recent years the awareness and adoption of Fintech has continuously increased to prove that Fintech is not a hype, and it has reshaped the industry of financial services. In its' 2019 global Fintech index, EY has surveyed more than 27 thousand consumers from 27 different country and found that 64 percent of the consumers has adopted Fintech. It has also found that awareness level is even higher, with about 96 percent of the interviewed consumers replied that there were aware of at least on Fintech service that can perform payments or transfer money (Ernst & Young, 2019). Deloitte performed a similar study that is specific to the Middle East region, where it had gathered insights from more than 50 digital leaders and 1500 banking customers from 9 different countries which were Qatar, Saudi Arabia, Kuwait, United Arab Emirates, Bahrain, Oman, Lebanon, Egypt, and Jordan. Out of the surveyed consumers 22 percent have adopted Fintech services, and 82 percent are willing to use Fintech services to address their banking needs. 11 percent of the surveyed consumers were from Jordan, out of which 14 percent has adopted Fintech and 83 percent are ready to use Fintech solutions (Deloitte Digital, 2020).

Although the overall global adoption of Fintech has remarkably increased over the past years, the cross-country variation in the adoption rate is obvious. For instance, within the 27 countries surveyed by EY 2019 global Fintech index, China and India showed the highest rate of adoption with value of 87 percent, on the other hand France and Japan showed the least rate of adoption with value of 35 percent and 34 percent respectively (Ernst & Young, 2019). The uneven level of adoption could be ascribed to many factors. In some cases, it can be led by the unmet financial demands and needs. In countries like Latin America, Southeast Asia and India, the lack of basic banking service, money transfer services, and methods of payment, might be the leading factor of the rapid growth in mobile payment services (Frost, 2020). In other cases, the high cost of existing regular financial services, or

an encouraging regulation, have important role driving the adoption of innovative Fintech. Even demographics have a part in the adoption of Fintech services, as younger people tend to have more trust in technology and, as a result, embrace Fintech services more quickly (Frost, 2020).

Fintech Adoption In Jordan

Fintech is of high importance to developing and emerging economies due to its expected role in increasing its level financial inclusion (Tidjani, 2021). Financial inclusion is vital in fighting poverty and encouraging prosperity. Jordan is one of the countries that has adopted a national strategy to improve and boost its financial inclusion, which has witnessed an increase from 24.6 percent in 2014, to 33.1 percent of population in 2017. Fintech is one of Jordan focus areas on its national financial inclusion strategy (FinTechNews Middle East, 2019). The central bank of Jordan has fostered multiple plans to enhance the financial inclusion in the country, like introducing Jordan Mobile Payment (JoMoPay) which is a digitized payment system, that target the unbanked and underbanked in Jordan (FinTechNews Middle East, 2019). Till March 2021, JoMoPay has enabled 1.56 million transactions with value of 127 million (JOPACC, 2021). As for the private sector multiple banks has started their Fintech incubators to encourage Fintech innovation, such as Ahli Fintech which provide an ecosystem to support Fintech innovation in the region, and AB accelerator which is managed by Arab bank to integrate latest technologies within the bank services.

There are also other evident Fintech players in the Jordanian market outside the banking industry, such as MadfooatCom which is real-time online bill presentment and payment system, Liwwa which is a lending platform, and POSRocket which provide small business with a cloud-based point of sale systems to monitors all its financial operations (FinTechNews Middle East, 2018).

The Study's Contributions

The analysis of the literature revealed a shortage of research that assessed the impact of the environment on the consumer decision to use Fintech services. Some studies have observed one or two environmental elements, such as government support, social influence, and technological circumstances, but none have looked at the combined impact of these components as a single construct. Hence, the current study adds to the limited research on the relation between consumer environment and their adoption of new technologies such as Fintech services.

It was also noted from the reviewed literature, that limited studies had examined the adoption of Fintech in MENA region, and more specifically in Jordan. Within the revised literature only one study was performed in Jordan, in which Nawayseh (2020), assessed the role of perceived benefits, social influence, risk, and trust on customer's choice to use Fintech solutions. Which indicates that the Jordanian context is unexplored, and more studies are needed to explain consumers behavior towards Fintech applications in Jordan. Furthermore, to the best of researcher knowledge, none of the evaluated studies have investigated the direct influence of COVID-19 as an independent predictor of consumers' intention to use Fintech services. As a result, this research makes influential contributions to the Fintech adoption literature in general and Jordanian settings.

Theoretical Framework

Multiple theories and frameworks have been developed and applied within the existing literature to understand the individual acceptance and adoption of innovative technologies. These frameworks identified elements that might affect person acceptance and usage of innovative technology. Some of the main established models in literature are, Theory of Planned Behavior (TPB), Theory of Reasoned Action (TRA), Technology Acceptance Model (TAM), SCT, Diffusion of Innovation (DOI), Unified Theory of Acceptance and Usage of Technology (UTAUT) (Taherdoost, 2018). As for technology adoption on the organization or firm level, past studies have employed TOE framework. By integrating factors from the three aspects of technology, organization, and environment, compared

to other models TOE is more holistic and provide more coverage (Jiang et al., 2010). TOE was altered by Jiang et al. (2010) to be more suited for adoption on individual level by introducing TPE framework.

After reviewing the above-mentioned models and frameworks, the most related models to the scope of this research are TPE and SCT, since both consider the relation between environment and individual behavior and adoption of new technology. TPE provide a model to understand the influence of technology, personal and environment contexts on individual attitude and later intention to use technology. All three contexts of TPE should include variables that are suitable for individual level. TPE can be modified to include different set of variables to represent it contexts based on researchers needs (Jiang et al., 2010). As for SCT model, it covers three main facets to predict individual and group behavior which are personal, behavioral, and environmental. Therefore, this research conceptual model was anchored on TPE and SCT to explain the environment interaction with consumer adoption of Fintech. Both theoretical frameworks didn't impose the usage of certain variables to represent the consumer environment and left it to the researchers to select the variables that suits the conducted research needs and requirements. Hence, literature was revised to collect variables that were considered as an environmental indicator and match the context of the current study. Figure 1 depicts the conceptual model for this research.

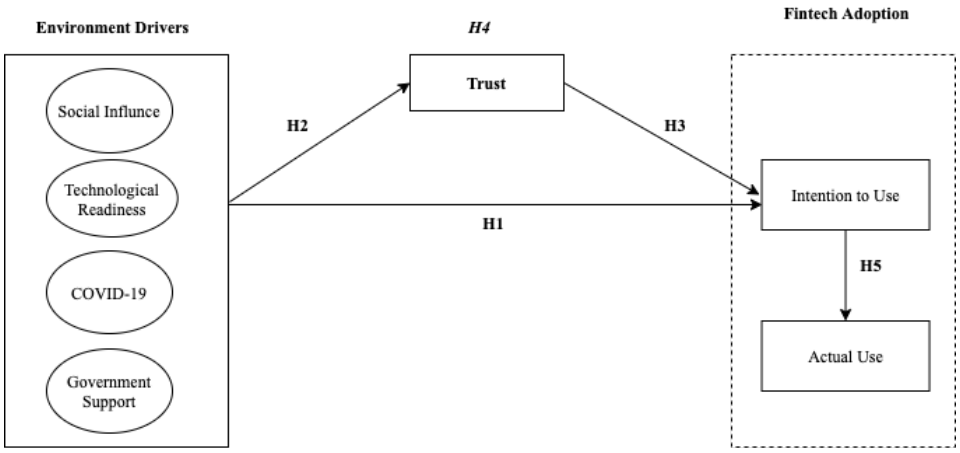

Figure 1: Research Conceptual Model

Environmental Drivers and Fintech Adoption

Both intrinsic and extrinsic factors play important role in human behavior and their decision-making process to adopt innovation. Many of the human behavior and motivation is controlled by the socio-cultural environment where human find themselves (Deci & Ryan, 2008). According to Sahu and Singh (2018) environmental factors were found to be a critical predictors of consumer adoption level of mobile payments. The tested factors were infrastructure, compatibility, government policy and cultural factors. Putri et al. (2020) have also confirmed that environmental drivers affect individual decisions to adopt mobile payment solutions, the proven drivers were payment culture, lifestyle compatibility, facilitating conditions, and additional value.

This paper examined multiple environmental factors and their influence on consumer adoption of Fintech. After reviewing past studies, the selected environmental drivers for the scope of the current research were social influence, technological readiness, and government support. Covid-19 was also investigated as an environmental driver, given the continuing Covid-19 pandemic that is affecting the entire world. Hence the below hypothesis was tested:

H1: Environmental drivers have significant positive impact on consumer intention to use Fintech services.

Social influence (SI)

Social influence is defined as the extent of which a person judgment to use a certain technology is affected by the surrounding social circle from family, friends, and colleagues (Singh et al., 2020; Venkatesh et al., 2012). The influence of the social circle is more evident for disruptive new technologies, since people tend to give more weight to the opinions of others in the absence of their own experiences with the technology or innovation (Singh et al., 2020). Existing literature has established the significant role of social norms in predicting consumer adoption of new technology, as it is one of the most hypothesized and tested constructs of UTUAT (Alalwan et al., 2017; Rahi et al., 2019; Singh et al., 2020). Hence the following hypothesis was established to be verified:

H1a: Social influence has significant positive impact on consumer intention to use Fintech services.

Technological readiness (TR)

Technological readiness is used to refer to consumer belief on the available resources and support to complete behavior, such as the availability of needed technical infrastructure and facilities as well as the availability of the support to make the process of using a service fast and easy (Venkatesh et al., 2012). Literature supported that people adoption of innovation was impacted by nation technological environment (Archibugi & Coco, 2004; Bhatt & Bhatt, 2016; Frimpong et al., 2020). Past studies demonstrated that technical conditions positively impact adoption of new technology (Gerlach & Lutz, 2019; Oliveira & Martins, 2010). It's only natural that the availability of needed infrastructure, such as internet connectivity, will encourage individuals to try out new technology. Which led to the next hypothesis:

H1b: Technological readiness has significant positive impact on consumer intention to use Fintech services.

COVID-19

Since December 2019 the world has been fighting against the outbreak of COVID-19 pandemic (World Health Organization, 2021), forcing many countries to take exceptional arrangements to stop the virus from spreading and preserve their populations' health, including lockdowns (World Trade Organization, 2020). Fu and Mishra (2020) assessed the influence of COVID-19 on the acceptance and usage of Fintech, the study outcome demonstrated that the virus spread accompanied by government policies caused significant increase in the download of applications that offer financial services. They pulled data on mobile applications downloads from 71 countries over the spread of Covid-19 and noticed an increase between 33.1 and 36.6 percent in the download rate of financial mobile applications, especially in banking and payments apps, though government assistance applications and personal loans had relatively higher downloads in developing countries. Which justify the following hypothesis:

H1c: The COVID-19 pandemic has significant positive impact on consumer intention to use Fintech services.

Government support (GS)

Government plays vital role in encouraging the adoption of new technologies including Fintech services. Government can employ its creditability to support Fintech by enhancing the publicity of the innovative financial applications. It can also invest in the creation of a dependable communication network to create a robust technology infrastructure. In addition to that, it can encourage customers to adopt Fintech services by enacting suitable laws and policies (Hu et al., 2019). Existing research has prevailed the significance of government support on driving consumers to accept and use Fintech services. Hu et al. (2019) have confirmed that government support significantly impacted consumers' adoption of Fintech, both directly and indirectly by influencing bank users' trust in the

provided services, which in turn had positively influenced their adoption of Fintech. Thus, this research investigated the below hypothesis:

H1d: The government support has significant positive impact on consumer intention to use Fintech services.

Trust

Trust is crucial issue in every context that involves people and technology (Boateng et al., 2016). In the realm of information technology trust used to reflect the person attitude regarding specific technology (Chang et al., 2016; Suh & Han, 2003). The role of trust is more prominent in the context of Fintech adoption due to importance and vulnerability of data involved in the service (Hu et al, 2019). Consumer trust in Fintech services has been shown to have a substantial impact on Fintech adoption in the past research. (Hu et al, 2019; Nangin et al., 2020). Prior studies have also exhibited the mediating power of trust on the relation between consumer perceived risks and their willingness to adopt Fintech services and products (Hu et al, 2019; Nawayseh, 2020).

The below hypotheses were introduced to further explain trust influence on consumer's adoption:

H2: Environmental drivers have significant positive impact on consumer trust of Fintech services.

H3: Consumer trust of Fintech services has significant positive impact on their intention to use Fintech services.

H4: Consumer trust of Fintech services positively mediate the relationship between environmental drivers and their intention to use Fintech services.

Attributes of adoption

In the current study, consumer's adoption of Fintech services was modeled using both their intention to use the services, along with their actual usage of the services. TAM, TRA, UTAUT, and TPB are common technology adoption models and frameworks that have established the correlation amongst behavior intention and actual behavior to seize consumers' level of adoption of novel technology (Lai, 2017). Since the research on the relation between consumers' intention to use Fintech service and their actual usage of the innovative services is notably limited, this study aspired to examine this relation, thus the next hypothesis was proposed:

H5: Consumer Intention to use Fintech services has significant positive impact on their actual use of the services.

METHODOLOGY

SAMPLE AND DATA COLLECTION PROCEDURE

Considering the study's goal of determining the drivers that influence Jordanians' acceptance and usage of new Fintech services. The study's target population were Jordanian residents over the age of 18 who were at least aware of Fintech services. This age group was selected as they are expected to be financially active and technologically literate. To ensure that participants meet the chosen criteria, the disseminated questionnaire included two exit questions, the first question verified that respondents age were above 18 years old and that they were resident of Jordan, and the second one verified that they were familiar with or used Fintech services.

Since it is difficult to obtain a sampling frame that contains a full list of potential Fintech consumers in Jordan, convenience sampling was found to be the best sampling design that fit the purpose of this study. Even though nonprobability convenience samples are known of their poor generalizability compared to probability samples, they have been utilized by social science studies because they are affordable, simple to implement, and efficient (Jager et al., 2017).

Only 309 replies were valid for analysis out of a total of 323 received (percentage of valid responses was approximately 95.6%).

Data Analysis Procedure

Multiple software applications were used to process the data, including Microsoft Excel 2016, SPSS 24, and Smart PLS 3.3.3. Microsoft Excel was used to code and filter the data. SPSS was used to apply descriptive analysis on the data. As for SmartPLS it was used to perform partial least squares structural equation modelling (PLS-SEM).

Structure equation modeling (SEM) was chosen as the statistical tool for analyzing the research model. It is a multivariate statistical analysis approach that combine qualities of factor analysis and multiple regression analysis (Lowry & Gaskin, 2014).

This study primary focus on explaining and predicating the drivers of consumer's adoption of Fintech services. As well as PLS-SEM flexibility regards sample size, normality of data, and it is ability to handle complex models such as this study research model. Accordingly, SmartPLS was picked to execute the PLS-SEM analysis, as it is one of the most popular software packages for this type of analysis (Ong & Puteh, 2017).

Measurements and Scale

A seven-point Likert scale was used to assess respondents' degree of agreement with each of the measurement items. Participants were asked to rate how strongly they agreed with each statement on a scale of strongly disagree (1) to strongly agree (7) with a middle point representing neutral level of agreement. Revised items are stated in Table 1. Items used to measure drivers of the Consumer Adoption of Innovative Fintech Services (social influence, technological readiness, government support, COVID-19, trust, intention to use, and actual use).

Table 1: Measurements Revised Items

Variable	Items	Adopted from
Environment Drivers		
Social Influence (SI)		
	People who influence my behavior use Fintech services.	Gerlach and Lutz (2019).
	In my private surrounding, I know many people who use Fintech services.	
	In my professional surrounding, I know many people who use Fintech services.	
Technological Readiness (TR)		
	I have the resources and technological infrastructure to use Fintech services.	Gerlach and Lutz (2019), Venkatesh et al. (2012).
	The whole process of using Fintech services is (might be) simple for me.	
	I have the technological knowledge to use Fintech services.	
Government support (GS)		
	The government supports and improves the use of Fintech services.	

Variable	Items	Adopted from
	The government has introduced favorable legislation and regulations for Fintech services.	Hu et al. (2019), Marakarkandy et al. (2017)
	The government is active in setting up facilities that have a positive role in promoting Fintech services, such as adequate telecommunication facilities.	
COVID-19		
	Using Fintech services reduces my anxiety about COVID-19 associated complications.	Zhang et al. (2019).
	Using Fintech services reduces the spread of the COVID-19 virus.	Walrave et al. (2020).
	Thanks to Fintech services, I can take more precautions not to spread the COVID-19 virus myself. (Maintain distance from others [social distancing], limit my outside movements).	
	Fintech services help public authorities to combat the COVID-19 virus.	
	Fintech services allow me to protect myself from being infected by COVID-19 virus.	
Trust		
	Fintech services are reliable.	Nawayseh (2020).
	Fintech services are secure.	
	Fintech services are trustworthy.	
	Overall I trust Fintech services.	
Adoption		
Intention To Use		
	I intend to use or continue to use Fintech services in the future.	Anouze and Alamro (2019).
	I will recommend others to use Fintech services.	
	I would always prefer using Fintech services.	
	I am satisfied with advantages that Fintech services usage brings.	
Actual Use		
	I use Fintech services often.	Anouze and Alamro (2019).
	I use Fintech services more frequently than classic financial services.	
	I use Fintech services as a main way of using financial services.	

Respondents Demographic Profile

In Table 2 the demographics details of the analyzed sample are listed. The demographics data revealed that most of the responders were female, females were approximately 54 percent of the responders, and the remaining 46 percent were male. Almost 88.6 of the respondents were between the ages of 20 and 40. Nearly 94.5 percent of the respondents had bachelor's degree or higher. 187 respondents believed they had high technology level representing about 60 percent of the surveyed sample. 51 of the respondents preferred not to reveal their income level making approximately 16.5 percent of total responses, and 28.5 percent had a low income below 10K JOD yearly, while 6.1 percent had a high income above 40K JOD yearly, and about 48 percent had a moderate income between 10K - 40K JOD yearly.

Table 2: Demographics

		Frequency	**Percent**
Gender	Female	166	53.7
	Male	142	46.0
	Total	**308**	**99.7**
Age	Less than 20	4	1.3
	20 – 30	145	46.9
	31-40	129	41.7
	41-50	21	6.8
	More than 50	10	3.2
	Total	**309**	**100.0**
Education Level	High school or less	4	1.3
	College degree	13	4.2
	Bachelor's degree	191	61.8
	Master's degree	86	27.8
	Ph. D or higher	15	4.9
	Total	**309**	**100.0**
Technology Level	High	187	60.5
	Moderate	112	36.2
	Low	9	2.9
	Total	**308**	**99.7**
Income per annum JD	Under 10,000	88	28.5
	10,000 - 20,000	74	23.9
	20,001 - 30,000	43	13.9
	30,001 - 40,000	32	10.4
	40,001 - 50,000	9	2.9
	Above 50,000	10	3.2
	Prefer not to answer	51	16.5
	Total	**307**	**99.4**

DESCRIPTIVE ANALYSIS

Lower order constructs reliability and validity

The analysis of the measurement model included checking the indicators factor loadings. The first indicator (SI1) for social influence construct was removed since it had low factor loading (< .7) (Hair et al., 2017). After removing it, as displayed in Table 3, factor loadings values for all indicators were above the threshold value (> .70).

To verify the reliability of the measurement used, the internal consistency of indicators was confirmed through checking both Cronbach's alpha and CR values. All constructs in the model had an acceptable CR value that exceeded the threshold of .70 (Wasko & Faraj, 2005). Cronbach's alpha for each construct was also higher than the recommended level of.70. (Tavakol & Dennick, 2011). As for convergent validity, considering that each construct AVE result was above .50, it was established (Hair et al., 2017). Reliability and validity results are documented in Table 3.

Discriminant validity for each construct was assessed. Three metrics were employed to measure constructs discriminant validity. First metric applied was cross-loadings, the loadings of each construct's indicators surpassed its cross-loadings, as seen in Table 4. Second, Fornell-Larcker criterion was checked, as exhibited in Table 5, discriminant validity using Fornell-Larcker was proved. Third, Heterotrait-Monotrait ratio (HTMT) of correlations was evaluated. As shown in Table 6 the HTMT value for all constructs are below the required threshold (.85) confirming the discriminant validity (Henseler et al., 2015). Hence from the outcome of the three mentioned tests, it can be concluded that discriminant validity of constructs has been proven.

Table 3: Loadings, Reliability and Validity Results

	Factor Loadings	Cronbach's Alpha	CR	AVE
Social Influence		0.755	0.890	0.802
SI2	0.877			
SI3	0.914			
Technological Readiness		0.870	0.920	0.792
TR1	0.855			
TR2	0.905			
TR3	0.910			
COVID-19		0.934	0.950	0.791
C1	0.855			
C2	0.900			
C3	0.898			
C4	0.865			
C5	0.928			
Government Support		0.852	0.909	0.770
GS1	0.883			
GS2	0.892			
GS3	0.857			

	Factor Loadings	Cronbach's Alpha	CR	AVE
Trust		0.944	0.960	0.857
T1	0.910			
T2	0.903			
T3	0.954			
T4	0.935			
Intention To Use		0.924	0.946	0.816
IU1	0.925			
IU2	0.944			
IU3	0.911			
IU4	0.829			
Actual Use		0.940	0.962	0.893
AU1	0.929			
AU2	0.960			
AU3	0.946			

Table 4: Discriminant Validity Results - Cross Loadings

	Social Influence	Technological Readiness	COVID – 19	Government Support	Trust	Intention To Use	Actual Use
SI2	**0.877**	0.359	0.343	0.309	0.318	0.370	0.347
SI3	**0.914**	0.460	0.292	0.260	0.412	0.406	0.386
TR1	0.438	**0.855**	0.309	0.279	0.390	0.516	0.514
TR2	0.329	**0.905**	0.288	0.306	0.442	0.560	0.622
TR3	0.462	**0.910**	0.353	0.309	0.568	0.632	0.571
C1	0.345	0.385	**0.855**	0.331	0.439	0.513	0.440
C2	0.323	0.353	**0.900**	0.374	0.407	0.450	0.360
C3	0.307	0.340	**0.898**	0.297	0.407	0.441	0.362
C4	0.256	0.230	**0.865**	0.341	0.386	0.420	0.250
C5	0.325	0.267	**0.928**	0.330	0.391	0.442	0.305
GS1	0.283	0.355	0.313	**0.883**	0.359	0.271	0.261
GS2	0.282	0.276	0.354	**0.892**	0.433	0.317	0.259
GS3	0.264	0.251	0.321	**0.857**	0.324	0.233	0.302
T1	0.394	0.533	0.437	0.393	**0.910**	0.634	0.528
T2	0.403	0.470	0.388	0.384	**0.903**	0.550	0.482
T3	0.377	0.486	0.444	0.391	**0.954**	0.654	0.517
T4	0.353	0.482	0.424	0.421	**0.935**	0.693	0.548

	Social Influence	Technological Readiness	COVID – 19	Government Support	Trust	Intention To Use	Actual Use
IU1	0.430	0.617	0.475	0.259	0.612	**0.925**	0.672
IU2	0.414	0.583	0.508	0.342	0.653	**0.944**	0.627
IU3	0.385	0.571	0.460	0.296	0.634	**0.911**	0.721
IU4	0.334	0.556	0.401	0.243	0.574	**0.829**	0.607
AU1	0.406	0.680	0.385	0.282	0.541	0.697	**0.929**
AU2	0.380	0.575	0.345	0.294	0.540	0.686	**0.960**
AU3	0.376	0.556	0.376	0.301	0.510	0.681	**0.946**

Table 5: Discriminant Validity Results – Fornell-Larcker Criterion

	SI	TR	COVID-19	GS	Trust	IU	AU
Social Influence (SI)	**0.896**						
Technological Readiness (TR)	0.462	**0.890**					
COVID-19	0.352	0.358	**0.890**				
Government Support (GS)	0.315	0.335	0.377	**0.877**			
Trust	0.412	0.533	0.458	0.429	**0.926**		
Intention To Use (IU)	0.434	0.644	0.512	0.316	0.685	**0.903**	
Actual Use (AU)	0.410	0.640	0.390	0.309	0.561	0.728	**0.945**

Table 6: Discriminant Validity Results - HTMT

	SI	TR	COVID - 19	GS	Trust	IU	AU
Social Influence (SI)							
Technological Readiness (TR)	0.562						
COVID - 19	0.420	0.390					
Government Support (GS)	0.395	0.388	0.420				
Trust	0.484	0.578	0.485	0.472			
Intention To Use (IU)	0.517	0.714	0.547	0.351	0.732		
Actual Use (AU)	0.485	0.706	0.412	0.348	0.595	0.781	

Higher order constructs reliability and validity

The assessments of the measurement model also included the validation of HOC reliability and validity. As shown in Table 7 the reliability and convergent validity of HOC was proven. As reliability values were above of .70 (Tavakol & Dennick, 2011; Wasko & Faraj, 2005), and the AVE value was above .50 (Hair et al., 2017). The HOC's discriminant validity with the other constructs in the model was also examined; the results of the Fornell-Larcker Criterion and the HTMT, respectively, are provided in Tables 8 and 9. The Fornell-Larcker results showed that the square root of AVE was more

than the HOC correlations with all other constructs in the model. As for the HTMT values were below the recommended limit of .85 (Henseler et al., 2015). Consequently, discriminant validity of the HOC was established.

Table 7: HOC Reliability and Validity Results

	Cronbach's Alpha	CR	AVE
Environmental Drivers	0.70	0.81	0.52

Table 8: HOC Discriminant Validity Results - Fornell-Larcker Criterion

	Environmental Drivers	Trust	Intention To Use	Actual Use
Environmental Drivers	**0.723**			
Trust	0.638	**0.926**		
Intention To Use	0.681	0.686	**0.903**	
Actual Use	0.627	0.562	0.729	**0.945**

Structure model analysis

After establishing the validity and reliability of the measurement model, the structure model was examined to evaluate the given hypotheses. Which entails studying the predictive power of the model as well as the constructs relationships with each other.

Table 9: HOC Discriminant Validity Results - HTMT

	Environmental Drivers	Trust	Intention To Use	Actual Use
Environmental Drivers				
Trust	0.779			
Intention To Use	0.819	0.732		
Actual Use	0.745	0.595	0.781	

The coefficient of determination (R2) was calculated for all dependent constructs to assess the structural model's predictive potential. R^2 values are reported in Table 10, the values showed that the research model had a good predictive power. Furthermore, the model's predictive significance was also evaluated using Stone-Q2 Geisser's value. As seen in Table 10 the predictive relevance was confirmed with values greater than zero. Table 10 reported R^2 values and Q^2 values for the research model with and without environmental drivers as HOC. It is noticed that R^2 and Q^2 values for Intention to Use and Trust constructs were slightly lower in HCM model compared to the LOCs model. As explained by Dr. Cheah Jun Hwa, this is understandable since the dependent constructs (Intention to Use and Trust) in the HCM model had fewer independent variables as predicting factors pointing to them, instead of having four independent variables affecting them, they only had one independent variable in the HCM model which is the environmental drivers (Research Beast, 2019).

Table 10: R^2 and Q^2 Values

	R^2	R^2 Adjusted	Q^2
LOCs model (Without Environmental Drivers)			
Actual Use	0.531	0.530	0.471
Intention To Use	0.615	0.609	0.492
Trust	0.412	0.405	0.347
HCM model (With Environmental Drivers)			
Actual Use	0.531	0.530	0.471
Intention To Use	0.571	0.568	0.459
Trust	0.407	0.405	0.344

A complete bootstrapping procedure with 5000 samples was performed through SMART-PLS to calculate the path coefficients and analyze it statistical significance. To verify all proposed hypotheses, the bootstrapping was executed twice. First on the model with only LOCs to validate the sub hypotheses of H1 and analyze the impact of each driver (social influence H1a, technological readiness H1b, COVID-19 H1c, and government assistance H1d on consumers intention to adopt Fintech services. Figure 2 exhibit the result of the analysis of LOCs only structure model. The second run of bootstrapping procedure was on the HCM model with environmental drivers as HOC to validate H1, H2, H3 and H4 hypotheses. The analysis outcome on the model with HOC disclosed in Figure 3.

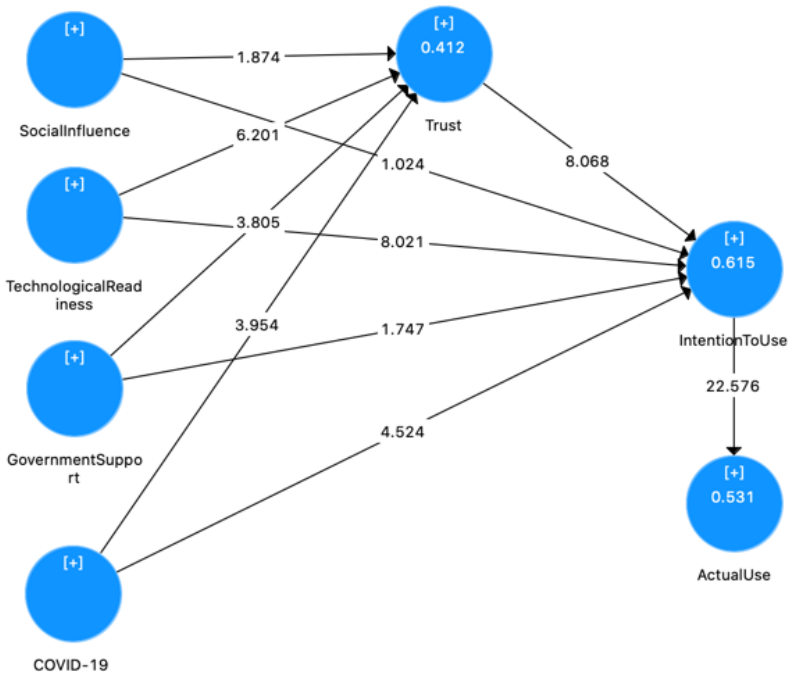

Figure 2: LOCs Model Structure Model Analysis Result (Without Environmental Drivers)

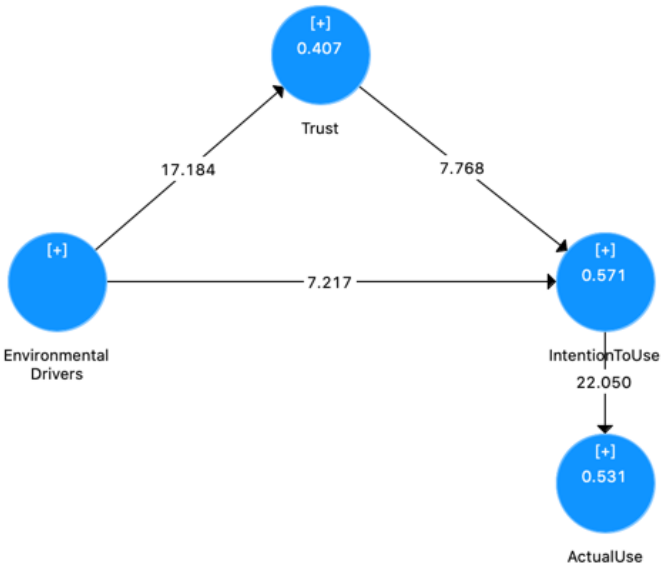

Figure 3: HCM Structure Model Analysis Result (With Environmental Drivers)

Tables 11 and 12 show the values of path coefficients for the hypothesized relationships in the structural model. The path coefficients for the model sub hypotheses are demonstrated in Table 11. While Table 12 represents the values for the main hypotheses. As shown in Table 11 both technological readiness and COVID-19 had significant positive relationships with intention to use Fintech services with ($\beta = 0.351$, $t = 8.021$, $p < .001$) and ($\beta = 0.205$, $t = 4.524$, $p < .001$) respectively, hence both H1b and H1c were confirmed. In the other hand neither social influence nor government support had significant relationships with consumers intention to use Fintech services, with ($\beta = 0.052$, $t = 1.024$, $p > .05$) and ($\beta = -0.074$, $t = 1.747$, $p > .005$) respectively, consequently both H1a and H1d were rejected.

As illustrated in Table 12 all main hypotheses were found true. Consumers environmental drivers had significant positive impact on their intention to use Fintech services ($\beta = 0.411$, $t = 7.217$, $p < .001$), hence H1 was supported. Environmental drivers had also significant influence on consumers trust in Fintech services ($\beta = 0.638$, $t = 17.184$, $p < .001$) which support H2 as well. As for trust and consumers intention, a significant relationship was found with ($\beta = 0.424$, $t = 7.768$, $p < .001$) proving H3. H4 was also confirmed, which mean consumer intention to use Fintech service positively affected their actual use the services with ($\beta = 0.729$, $t = 22.050$, $p < .001$)

Table 11: Sub Hypotheses Path Coefficients Result

Hypothesis	Hypothesized path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Values
H1a	Social Influence -> Intention to Use	0.052	0.051	1.024	0.306
H1b	Technological Readiness -> Intention to Use	0.351	0.044	8.021	0.000
H1c	COVID-19 -> Intention to Use	0.205	0.045	4.524	0.000
H1d	Government Support -> Intention to Use	-0.074	0.042	1.747	0.081

Table 12: Main Hypotheses Path Coefficients Result

Hypothesis	Hypothesized path	Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Values
H1	Environmental Drivers -> Intention to Use	0.411	0.057	7.217	0.000
H2	Environmental Drivers -> Trust	0.638	0.037	17.184	0.000
H3	Trust -> Intention to Use	0.424	0.055	7.768	0.000
H4	Intention to Use -> Actual Use	0.729	0.033	22.050	0.000

To assess the mediating role of trust on the relationship between the consumer environmental drivers represented by social influence, government support, technological readiness, and COVID-19 and consumer intention to use Fintech services, mediation analysis was executed. The mediation analysis result is displayed in Table 13. The result revealed that the relationship between environmental drivers and intention to use was partially mediated through trust with (H5: $\beta = 0.27$, $p < 0.001$). Therefore, H5 was supported.

Table 13: Mediation Analysis Result

	Total Effect	P Values	Direct Effect	P Values			Indirect Effect	P Values
Environmental Drivers -> Intention to Use	0.681	0.000	0.411	0.000	H5	Environmental Drivers -> Trust -> Intention to Use	0.27	0.000

Discussion

Fintech services interact with consumers in multiple aspects of their lives, from paying their bills, checking their bank accounts, making investments, purchasing goods on the go, transferring money, and much more. This increases the need to analyze the interaction between consumers and supplied Fintech services, and to comprehend what are the factors that promote them to adopt Fintech services. Recognizing this, came this research to explore this area with a prime objective to investigate the drivers of Fintech adoption. Environmental drivers and trust were the selected factors to be tested by this study.

In the reviewed literature, there was not a set of dimensions defined to measure consumer environment. Theories that deal with the environment leave it up to the researcher to choose the dimensions that best fit the scope and interest of the study (Jiang et al., 2010). For the scope of this study, government support, technological readiness as a facilitating condition, and social influence were picked to evaluate the environment. Due to the ongoing pandemic, many countries have implemented measures to slow down the virus's spread, including some movement restrictions. As a result, people began looking for ways to conduct their activities without having to be physically present, as evidenced by an increase in Fintech app downloads (Fu & Mishra, 2020). Therefore, this study had also included COVID-19 as an environmental driver.

The result of this research has confirmed the proposed hypotheses regarding the positive impact of environmental drivers on both consumer intention to adopt Fintech services (H1) and one their trust

in Fintech services (H2). It had also proven the direct positive influence of consumer trust on their intention to use Fintech (H3), and the mediating influence of trust on the relationship between environmental drivers and intention to use Fintech services (H4). The impact of consumer intention on consumer actual use of Fintech services was also confirmed. In terms of the specific impact of each of the tested environmental drivers on intention to use Fintech services, the findings confirmed the hypotheses about technological readiness (H1b) and COVID-19's (H1c) positive impact on intention to use, while rejecting the hypotheses about social influence (H1a) and government support (H1d).

Environmental drivers construct was explored as a direct predictor of consumer adoption, and according to the researcher knowledge in and reviewed literature, no previous study has investigated environment as an independent variable to explain adoption. Environmental drivers were investigated as a single construct in attempt to provide a holistic view on how a person's surroundings can encourage or discourage him or her from using innovative Fintech services. Although literature is lacking in term of studying environment as a predictor, there are studies that gave attention to the influence of environment (Frimpong et al., 2020, Putri et al., 2020). Putri et al. (2020), for example, investigated the impact of environmental factors on the continuing usage of mobile payment services, which are a sort of Fintech service. This study laid a groundwork for future research on the direct predictive power of environment on technology adoption.

Looking deeper into the impact of each of the selected environmental drivers, research findings have asserted the positive impact of technological readiness on consumers' usage intention of Fintech services, which is aligned with the published literature. In their review of literature related to forces impacting the adoption of digital payments solutions in India, Sahu and Singh (2018) have established the critical role of infrastructure as a driving power of adoption. Also, Gerlach and Lutz (2019), have found that technical conditions are a success factor that make consumer use Fintech services, since consumers are more willing to try and use a service if they are familiar with the process and have faith that the available resources will function appropriately (Zhou et al., 2010).

This study examined how peoples' perceptions of Fintech services and their role in fighting the spread of the virus, as well as its benefits in preventing them from contracting the infection, influenced their decision to utilize the services. Based on the research results COVID-19 had proven it positive role in impacting consumers' intent to use Fintech services. This study findings on the COVID-19 are consistent with similar study conducted by Sreelakshmi and Prathap (2020). In which they applied some constructs from health belief model namely perceived severity and perceived susceptibility to measure COVID-19 influence on consumers continuous adoption of mobile based payments and asserted their positive influence.

As for the role of social influence in affecting consumer intent to utilize Fintech products and services, this study dismissed the relation, finding no evidence of a significant effect of social influence on consumers' adoption. Previous research has produced inconsistent results in terms of the influence of social norms. The significant role of social influence in driving consumers behavior intention was established in several studies (Koenig-Lewis et al., 2015; Martins et al., 2014; Narteh et al., 2017; Rahi et al., 2019; Zhao & Bacao, 2020). There have been studies that demonstrated that social influence negatively impacted behavior intention. While investigating the factors of Fintech adoption, Singh et al., (2020, 2021) figured that social influence was a substantial negative antecedent of adoption intention to actual use. Among Jordanians, Nawayseh (2020) has confirmed the consumers intent to utilize Fintech services is in a positively driven by social norms. On the other hand, Alalwan et al. (2017) findings were aligned with this research findings, and social influence hadn't statistically explained any variance in consumers' adoption intention. It is noteworthy that the majority of the studied sample had a higher education (more than 98% had college degree and higher) and above 60 percent evaluated themselves to have high technological background, which could explain why the investigated sample were not affected by their surroundings, as they have the knowledge and experience to judge the provided services and form their stands towards it without interference from others.

Interestingly the research output showed no significant weight of government support on consumer's intention to adopt Fintech services. Looking back at the related literature, it is noted that some studies opposed this research findings and proved the significant role of government support on consumers' decisions to adopt technology (Chong et al., 2010; Hu et al., 2019). Nonetheless, the study performed by Marakarkandy et al. (2017) to understand the enablers of internet banking adoption displayed similar results and stated that government support had no direct influence on consumers' adoption behavior, though it had indirect influence through trust as a mediator. The current findings imply that Jordanian's consumers of Fintech services are not sensing the support of the government of Fintech activities and therefore it is not affecting their decision to use Fintech services.

Due the importance of consumer trust in Fintech services on their level of adoption, this study has investigated it direct impact on consumer intent to use Fintech products and service as well as its mediating impact on the influence on environmental driver and consumer usage intent. Previous research on technology adoption has established the importance of trust as an enabler of adoption (Akhlaq & Ahmed, 2013; Hu et al, 2019; Nawayseh, 2020; Singh & Srivastava, 2018; Slazus & Bick, 2022). This study has confirmed the previously observed effect. The result had also revealed the positive significant role of environment drivers as a predictor of consumer's trust. Moreover, prior research has investigated the mediating role of trust, Hu et al. (2019) have asserted that government support, brand image, and user innovation had significant indirect positive effect on the adoption of Fintech solutions amongst bank clients through trust. Nawayseh (2020) stated that trust fully mediated the connection between intention to use and perceived risks. The output of this study confirmed the mediating power of trust between environmental drivers and consumers use intent. As a result, to enhance the consumer's positive attitudes towards the usage of Fintech services, measures and actions can be implemented to elevate their level of trust in the supplied services and eliminate any associated concerns to the usage of Fintech. Trust can be enhanced by influencing different aspect of consumer environment. Governments can issue regulations to protect consumer's data and guarantee the protection of their privacy which in turn would increase their level of assurance and trust in the Fintech services, in addition to that governments can work on building a reliable and proper infrastructure. Public authorities can also advertise the benefits of using Fintech applications and services in avoiding being infected with the COVID-19 virus as well as its importance in containing the virus's propagation, the perceived benefits of using Fintech services to avoid COVID-19 can exceeds consumers concerns and worries against Fintech application and increase their trust in using it.

Although some previous studies have declined the influence of intention to use on consumers actual usage of Fintech services (Singh, et al., 2020; Singh, et al., 2021), the findings of this study are harmonious with prevalent theories, such as the TAM model (Davis et al., 1989), that have established that actual use is indeed predicted by intention to use. From the proven hypotheses, it can be deduced that environmental drivers and trust have an impact on consumers' actual use of developed Fintech services, since they have been demonstrated to be effective indicators of consumer's intention to use. Which mean to drive people actual and continuous use of the promoted innovative Fintech services, practitioners and policymaker need to first focus on the factors affecting people's willingness to try and use those services.

Theoretical Implications

This study adds to the body of literature and has various theoretical ramifications. For a start, this study contributes to existing literature on innovative technology adoption in general and Fintech adoption in particular by observing the factors that affect consumer's decision to utilize Fintech services. In addition, it complements the small body of research about the impact of environmental factors on consumers' readiness to embrace and employ new technologies, such as Fintech solutions. To the researcher knowledge this study is one of the first that investigated the combined predicting

power of the examined environmental drivers, which implies it had a valuable contribution to related literature.

In addition, it reinforced existing literature on the impact of trust as an enabler of consumers' adoption of offered tech services. It also adds to literature on factors that increase consumers trust by proving the positive influence of environmental drivers on trust.

It's worth noting that the study took place during the outbreak of COVID-19 pandemic, therefore, it provides substantial addition to the literature on technology adoption in emergency situations, particularly pandemics. Not only that, but it had also included the effect of COVID-19 as a direct power influencing consumers intention to use Fintech services, thereby adding to the very limited literature on COVID-19.

Moreover, this research enhances the literature on Fintech adoption in developing counties, since it was executed in Jordan.

Practical Implications

To sum it up, this research has established that consumer environment and consumer trust play important role on their decision to use Fintech services. Among the environmental factors investigated, technological readiness and COVID-19 proved their effect in driving consumers' adoption. This generated knowledge can be utilized by governments, policy makers and practitioners to achieve their goals of prospering the Fintech industry and encouraging consumers' usage of the supplied services.

Due to the importance of consumers' perception of the technological readiness on their intent to use Fintech services, governments need to invest in building strong technological infrastructure. Consumers need to believe they have reliable, affordable, and accessible facilities that can help them utilize Fintech solutions. Not only that, governments and policy makers need to prioritize establishing general technological knowledge, that would make consumers more confident in trying and using innovative Fintech services, this can be achieved through training courses, and simple tutorials on how to use the created services. Fintech service providers, on the other hand, can work to ensure that consumers have a complete understanding of the process of using the offered services. For example, they can employ the different social media channels to explain the functionalities of the offered Fintech services to the target consumers.

According to the result, consumers' conviction that using Fintech services would help them defend themselves and contain the COVID-19 virus drove them to use the services. Fintech service providers can utilize this information to create advertising campaigns that highlight the projected benefits of utilizing their products in terms of preserving their consumers' health from being infected with the virus. Governments can also use this information to help contain the virus by encouraging consumers to finish their financial transactions via Fintech services.

The study's findings revealed that trust has a significant power impacting consumers' use of Fintech services. As a result, Fintech service providers should use this insight to develop plans and strategies to increase consumers trust in their services, encouraging them to use the products and services offered. They also need to ensure that their developed Fintech solutions enable consumers to perform their financial operations efficiently, and in a secure and timely manner, as it would positively affect consumers' perception of the trustworthiness of the provided services (Alalwan et al., 2017; Simintiras et al., 2014).

The absence of influence of government support indicate that governments need to work on improving the public perception of the government role in supporting Fintech services.

CONCLUSION

In conclusion, this study has explored the drivers that affect consumers' adoption of innovative Fintech services in the Jordanian context. It investigated the impact of consumer environment and consumer trust on their level of adoption of Fintech services. Social influence, technological readiness, COVID-19, and government support were the examined environmental drivers. Past research on technology adoption was reviewed to collect related theories and conceptualize the research model. This research present multiple significant additions to existing literature on Fintech adoption, and on the interactions between consumer environment, trust, and their intention to use innovative technology.

This study used a survey method to acquire information on the participants and their behavior. A well-structured online questionnaire was created and distributed across several social media platforms. The data was processed using the SMART-PLS application. The measurement model demonstrated sufficient convergent and discriminant validity, as well as acceptable construct reliability. The structure analysis results of this research concluded that both environmental drivers and consumer trust were significant predictors of consumer intention to use Fintech services. It also confirmed the mediating role of trust on the relationship between environmental drivers and consumer intent to use. The findings also stated the significant power of user intent in explaining consumer actual use of Fintech services. Out of the four environmental drivers tested, only technological readiness and COVID-19 significantly impacted consumer intent to utilize Fintech services. While the statistical results showed no significant role of government support and social influence in predicting consumer level of adoption.

LIMITATIONS AND FUTURE RECOMMENDATIONS

This research has some limitations, which present opportunity for further investigation in the future. To begin with, the current study is considered a cross sectional one, as it only provides a short-term reflection on consumers intention to adopt Fintech services. Therefore, future study can use longitudinal and experimental methodologies to investigate consumers' perceptions in diverse contexts, investigate causation over time, and draw comparisons for a more comprehensive explanation of consumers' continuous technology usage intentions. Furthermore, at the time of investigation vaccination for COVID-19 was still in progress, and government restrictions were still in place, but this is expected to change. COVID-19's assessed influence on customers' inclination to use Fintech products and services and their trust in the available services may vary after the perceived threat of COVID-19 is reduced. As a result, it is advised that the long-term influence of COVID-19 on consumer behavior be measured, and that another study be conducted once the restrictions are lifted.

Secondly, this study applied convenience sampling which mean that the research findings is not generalizable. This study aimed to gauge factors influencing adoption of Fintech services for the Jordanian consumers in general therefore it was hard to obtain descriptive sampling frame for all possible users and convenience sampling was utilized. Future research can focus on sub-groups of the Jordanian society as an attempt to obtain sampling frame to apply probability sampling for which results can be generalized.

Lastly this study investigated the influence of environment as a driver of Fintech adoption on individual level, future studies can explore the influence of environment on organization or institutional level in the Jordanian context. It can also explore the adoption of Fintech by SMEs and startups and how it can be utilized in driving the SMEs growth.

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