



Moderating Role Of Fintech Adoption On Relationship Between Financial Literacy And Financial Well-Being

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ABSTRACT

Purpose- The purpose of this paper is to understand the relationship between financial literacy and financial well-being. Further, this relationship has been studied with the presence of fintech adoption as one of the significant moderator.

Design/Methodology: A descriptive research design was used to conduct an empirical examination, which involved reaching 265 respondents from India and gathering information using both paper and internet survey forms. After doing a literature analysis, the research instrument's five-point Likert-type scale was used to design the items for the study's components. For data analysis and hypothesis testing, the statistical programmes SPSS 22.0, AMOS 24.0, Process (Prof. A. Hayes), and "Interaction" for moderation graph were used by Daniel Soper.

Findings: It was found that there exist a significant association between financial literacy and financial well-being. Our findings also demonstrate that adoption of fintech significantly moderates the relationship between financial literacy and financial well-being.

Originality/Value- The study offers new insights into the relationship between financial literacy and financial well-being in the age of fintech.

Keywords: Financial Literacy, Financial Well-being, and Financial Technology

Background of the Study

Financial well-being has received increasing attention from researchers in recent years. It refers to the individual perception of their current and future financial condition (Bruggen et al., 2017). Financial literacy is allegedly one of the main factors influencing financial well-being, as per the growing body of research. (Bhushan 2014; Carlin, Olafsson & Pagen 2019; Heo, Lee & Rabbani 2021; Kumar et al. 2023). Financial literacy can be defined as the ability of a person to analyze economic facts and make well-informed decisions on debt, pensions, financial planning, wealth accumulation and acquisition (Lusardi and Mitchell 2014). Financial literacy is multi-dimensional, reflecting not only knowledge but also skills, attitudes, and actual behavior. It has been proven that financial literacy helps people to become more financially stable (Xiao et al. 2014, Ali et al. 2014) because individuals with lower financial literacy tend to make poor financial choices regarding equity investments, debt financing, and long-term retirement planning, which may result in decrease in financial well-being. Additionally, the literature supports that those with poor financial literacy are less inclined towards trading in stock market (Kimball and Shumway 2006; Yoong 2011). Higher financial literacy not only increases the financial well-being but also reduces the financial concerns (Taft et al. 2013). Therefore, there is a need to increase financial literacy because it is directly correlated with financial well-being (Lee et al. 2020; Limbu and Sato 2019).

The rapid advancement of fintech also serves as a reminder of the need to improve financial literacy in order to take advantage of new financial services and products because higher financial literacy has significant and advantageous effects on a person's awareness of fintech products (Morgan and Trinh, 2019). According to recent research, fintech, particularly mobile money, has aided in boosting financial inclusion in emerging nations where the traditional bank-based financial system is underdeveloped. Because of the volatility of the

world's markets, the informational imbalance that exists on those markets, the growing complexity of financial products, and the explosive rise of financial technology, financial literacy has become a necessary skill (**Philippas & Avdoulas, 2020**). It has also been found that individuals with greater financial literacy tend to use fintech services more frequently especially electronic money (**Yoshino et al. 2020; Morgan and Trinh 2020**). Faster development of fintech services has drawn the attention of researchers to find a link between fintech with financial stability, quality of life, and financial well-being (**Elsinger et al. 2018; Kakinuma 2022; Carlin, Olafsson & Pagen 2019**).

Amongst Indian studies, empirical evidences (**Shetty & Thomas (2012); Bhushan, 2014; Agarwala et al., 2003; Gupta & Kaur, 2014; Agarwalla et al., 2012; Engstrom and McKelvie 2017; Ali et al., 2018., Anshika et al., 2021; Nguyen., 2022**) tried to measure financial literacy for specific sections, like, student, female, entrepreneur, manufacturing concern etc., while some studies (**Gupta & Negi, 2014; Bhushan & Medury, 2013; Thilakam, 2012; Ravikumar, 2013**) support larger sections. Other studies have identified elements that influence the adoption of financial services that are accessible via mobile devices and the Internet (**Jack, Ray & Suri 2013; Suri 2017**). However, studies found the need to investigate the role of financial literacy on financial well-being using financial technology as a moderator. According to Grant's knowledge-based view theory (**1996**), one must master their own knowledge in order to perform better than their competitors and gain a competitive edge. Thus, fintech is a fresh, innovative approach to the financial sector that combines innovation and ICT to create new financial operations. This paper attempts to analyze the moderating role of fintech in association with financial literacy and financial well-being to identify technological benefits in attaining financial stability. The paper is organized as follows: The review of literature, theoretical context, and elaboration of the hypotheses are presented in Section 2, which is followed by the data and methodology in Section 3. Section 4 comprises of the data analysis is followed by results and discussion in Section 5. Conclusion of the study is provided in Section 6, and the Limitations, consequences, and suggestions for additional research are in Section 7.

Review of Literature: Empirical Evidences

Lusardi, Mitchell & Curto, (2010) analysed financial literacy among young people using the 1997 National Longitudinal Survey of Youth's most recent wave. As demonstrated by their research, less than one-third of young individuals have basic understanding of inflation, risk diversification, and interest rates. Socio-demographic traits and financial well-being were both significantly correlated with financial literacy. In particular, a male with a college degree whose parents had stocks and retirement funds was around 45 percentage points more likely to be familiar with risk diversification than a female with less than a high school diploma whose parents were not well-off.

Lusardi & Mitchell (2011), in their study on financial literacy and planning: Implications for retirement wellbeing found that older Americans, especially women, and those with lower levels of education, frequently lack financial literacy. They also discover that those who are financially literate are more likely to plan and be successful in their planning, and they rely on formal techniques like retirement calculators, retirement seminars, instead of friends, family, coworkers, or financial experts.

Taft et al. (2013), used a questionnaire approach to collect data for their study on the association between financial literacy, financial concerns, and financial well-being. The t test, regression, and correlation tests were used to analyse the data. They found that age and education are positively correlated with financial literacy and financial well-being. Men and married persons have higher financial literacy levels. Financial well-being increases with higher financial literacy and reduces financial concerns.

Financial literacy and financial well-being among Greek university students were the subjects of **Philippas & Avdoulas's (2019)** study. A questionnaire was used to acquire a sample of 456 students. Marginal effect analysis, chi-square tests, logistic regressions, and cross-tabulations were used to analyze the data. They came to the conclusion that students who are financially educated are more capable of coping with an unanticipated financial shock.

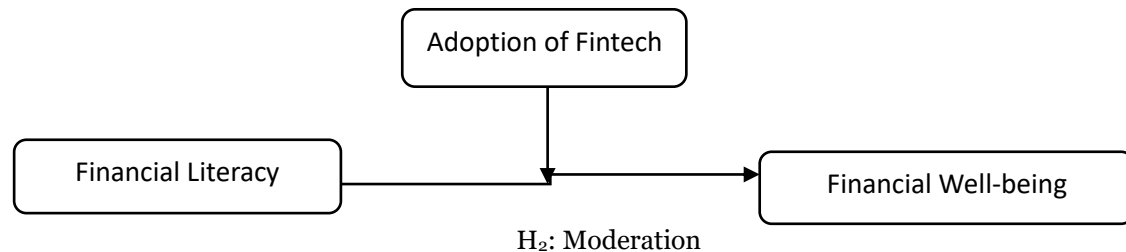
Liao & Chen, (2020) used survey data from the National Financial Capability Study (NFCS) to look at the relationship between financial literacy and the usage of electronic/mobile payments in the US. The findings demonstrate a substantial negative relationship between financial literacy and mobile payment usage, showing that those with higher financial literacy are less likely to use mobile payments since these services are viewed as a kind of high-cost borrowing. They also found that the key variables that may have an impact on mobile payment services include gender, age, and income level.

Setiawan et. al. (2021), in their study on the adoption of fintech in Indonesia, stated that contrary to common assumption, using financial technology requires less financial literacy and has the ability to reach the unbanked population and people with low financial literacy. Financial literacy is the least relevant criterion to predict Fintech adoption. Their findings also indicate that user innovativeness is a significant predictor that influences Indonesia's adoption of fintech both directly and indirectly, with user attitude being identified as the most crucial element. **Taufiq, Chung & Chrisniyanti (2023)**, conducted a study on impact of financial literacy on the adoption of Fintech among Malaysians. Their research aims to find the factors influencing consumer's desire to use FinTech in the Klang Valley, with an emphasis on the implications of consumers' financial and digital literacy on the Technology Acceptance Model (TAM)-based

willingness to adopt FinTech. Their research's findings demonstrated that attitudes, perceived value, perceived ease of usage, and financial literacy all had a positive impact on customers' motivation to adopt and use fintech.

Conceptual Framework

Based on the literature evaluation, the conceptual model (shown in fig 1) gives a systematic representation of the researchers' supposed views of the relationship between the variables of the study. The model shows the moderating effect of financial technology on the relationship between financial literacy and financial well being.



H₁: Association

Figure 1: Proposed Model- Moderating role of fintech on financial literacy and financial well-being

Financial Literacy and Financial well being

Researchers emphasised the significance of educating consumers about money matters at the beginning of the twenty-first century in order to help them to improve their ability to manage their finances (**Johnson and Sherraden, 2007**). Numerous researches have been done to date to examine financial literacy in different countries (**Pahlevan Sharif et al. 2020; Xiao and Neil, 2020; Lee et al., 2020**). **Kumar et al. (2023)**, in their study regarding the direct and indirect effects of DFL on PFWB, no statistically significant correlation could be found. However, the outcomes between DFL and FDM are favourable and statistically significant. When viewed as a direct or only mediating factor, DFL does not exhibit a significant connection with PFWB. But when it comes to financial competence, DFL as a mediator has a markedly favourable association with PFWB, demonstrating that DFL improves a person's financial capability in money management and other related tasks, ultimately enhancing PFWB. **Xue et al. (2019)** concluded that financial well-being can be statistically significant and favorably influenced by financial literacy alone. Their findings offer concrete proof that strengthening the financial well-being of retired households requires bettering their financial literacy. However, among young individuals, there is no significant relationship between financial literacy and financial well-being (**Utkarsh et al. 2020**). Financial literacy is followed by a better level of financial well-being. Less financial anxiety is associated with greater financial literacy. Finally, more financial security lessens financial worries (**Taft et al. 2013**).

Younas, et al. (2019) found that financial behavior is influenced by self-control, financial knowledge, and financial well-being. The direct influence of self-control on financial well-being is negligible compared to the considerable direct impact of financial knowledge. **Zhang & Chatterjee, (2023)** found that financial well-being and financial literacy were positively correlated. The study also discovered that people's perceived financial stress was a mediator of the relationship between financial literacy and financial well-being. The results of the moderated mediation model also revealed that although financial stress mediated the relationship between financial literacy and financial well-being, financial literacy also moderated the relationship between financial stress and financial well-being.

H₁: There is a significant relationship between financial literacy and financial well-being.

Financial Literacy, Fintech and Financial Well-being

Financial literacy is positively correlated with the likelihood of being aware of fintech products (**Morgan and Trinh, 2019**). Consumer financial decision-making is improved by the adoption of fintech and people use their bank accounts and transaction information more frequently, which significantly reduces high-interest unsecured loans and bank fees resulting in better financial stability (**Carlin, Olafsson, & Pagel, 2019**). From mobile payments to Robo-advice and app-based investing platforms to online banking solutions, FinTech technologies have had an impact on financial planning, financial well-being, and economic inequality (**Frame, Wall, & White, 2019**). However, **Setiawan et al. 2021**, found that the adoption of fintech is least impacted by an individual's financial literacy. They concluded that the use of fintech has the ability to reach unbanked people and people with low financial literacy because it requires less financial knowledge. **Morgan and Trinh (2020)**, survey result depicts that higher financial literacy has significant and advantageous effects on one's awareness of and use of fintech products. FinTech usage has a significant impact on financial well-being as well as other factors including internal locus of control, savings, and

positive net worth (**Magli et al. 2022**). e-Payment service adoption is also favourably correlated with having a higher level of financial literacy (**Long, Morgan, & Yoshino, 2023**).

On the other hand, **Li et al (2020)**, used fintech penetration as a threshold variable and revealed that if the penetration is higher than the threshold, the impact of financial literacy on financial decision-making is stronger. **Taufiq, Chung, & Chrisniyanti (2022)**, found a significant relationship between financial literacy and people's intention to use fintech. **Widyastuti & Hermanto (2022)** posits that there is a positive and significant direct effect of financial literacy on FinTech. **Hasan et al (2023)**, indicates that knowledge of many factors has a major impact on access to financial technology services. **Kakinuma, (2023)** their findings indicate that using fintech is associated with greater financial literacy.

H₂: Fintech moderates the association between financial literacy and financial well-being

Methodology

Survey Design: The survey research approach is useful for determining opinions and trends by collecting quantitative data for social science analysis. Empirical research predicts people's conduct and explores the relationships between constructs, which is why survey methodology is used. For the purpose of the current study, we gathered data via questionnaire using simple random sampling method. The study is basically descriptive in nature.

Data Collection: Data was collected from individuals. We used Google form to design the questionnaire and responses were collected through online mode i.e., via Whatsapp, email, etc. 265 responses were collected which is further used for data analysis and results. Following were the constructs of the study.

Research Instruments

Measuring Financial Literacy

Financial literacy is multifaceted and encompasses not only knowledge but also abilities, perspectives, and actual behaviour. Information on financial literacy helps identify groups that most necessitate financial education or other supportive policies. This study defines financial literacy as having a working knowledge of risk management, inflation, and compound interest (**Lusardi, 2019**). The study uses five dimensions of financial literacy which were adopted from (**Tahir, Ahmed & Richards, 2021**).

Measuring Financial Well Being

A person is in a condition of financial well-being when they are able to fully satisfy their immediate and long-term financial commitments, feel comfortable about their financial future, and have the freedom to make decisions that allow them to enjoy life (**CFPB, 2020**). The financial well-being scale was developed by CFPB and used in NFWBS, 2016 survey report (**Lee, Lee & Kim, 2019**) and the same was adapted for the particular study. The measure is based on four factors: 1) control over weekly and monthly spending, 2) resilience to financial shocks, 3) progress towards financial goals, and 4) the financial freedom to make decisions that promote the enjoyment of life (**Consumer Financial Protection Bureau, 2017**). A person who has a high level of financial well-being believes they can fulfill their present and future financial commitments, have a secure financial future, and have the freedom to make decisions that allow them to enjoy life. The responses were measured on seven points Likert scale. Positive questions responses were coded as 1= Strongly Agree to 7=Strongly Disagree and negative question responses were coded as 1= Strongly Disagree to 7=Strongly Agree.

Measuring Financial Technology

We used a questionnaire from the survey report **NFCS 2018**, where data was collected by FINRA Investors Education Foundation which was further used by **Heo, Lee & Rabbani (2020)**, and many other researchers. The questionnaire consists of seven questions which were majorly focussed on online banking, mobile banking, mobile payment at the store, mobile transfer via computer/phone, mobile banking management, online service order experience, and comfort level in asking questions at the physical branch. The responses were measured on 5 points Likert scale stated from 1=Always to 5=Never. We added one more question which is related to financial education requirement measured on (Yes/No/Maybe).

Control Variables

The study included the following characteristics variables of financial well-being: Age (Below 20; 21-35; 36-50 and above 50); Education (Undergraduate; Postgraduate; Research Scholar; Ph.D.; Others); Household income (less than 2,50,000; 2,50,000-5,00,000; 5,00,000-7,50,000; 7,50,000-10,00,000; above 10,00,000); employment status (Salaried; Business; Student; Agriculturist; Other).

Analysis and Discussion

To assess and validate the conceptual framework for the current study, a SEM was used. For descriptive statistics, SPSS was utilized, while AMOS was used to evaluate the proposed model. AMOS is a multivariate data analysis method that is frequently employed in the social sciences. We perform CFA and evaluate the model's goodness of fit before calculating Composite Reliability (CR) and Average Variance Extracted (AVE). A few of the measurement models needed to be re-specified in order to attain model fitness, as per the preliminary results of the CFA analysis. Using factor loadings and modification indices, it was possible to determine which items should be eliminated in order to increase the validity and goodness of fit. After the elements were deleted, CR and AVE significantly improved. First order CFA was performed, and the outcomes showed that the overall measurement model had attained the convergent and discriminant validity along with the GOF indices and was therefore regarded reliable for the next step of SEM i.e Structural model (Path Analysis). The results of first order measurement model were discussed below:

First order Measurement Model

The component of CFA known as the measurement model links measured variables to latent/unobserved variables. CFA is a measurement model for SEM that shows the pattern of variables that have been observed for those latent constructs in the hypothetical model. The production of two tables is part of the CFA process. The first table contains data on the goodness of fit indicators for each factor model, and the second table has data on reliability and validity. To determine how well the observed variables are related to a collection of latent variables, measurement models of the independent variable, moderator, and dependent variable were used in this study (Choi, 2002).

Validity and Reliability

A first order CFA was conducted in order to establish the validity of the construct, table below represents the validity criteria for further analysis of the model.

Table-1: Represents validity criteria

Validity	Criteria
Convergent validity	CR>0.7, AVE>0.5, CR is greater than AVE
Discriminant validity	AVE must be greater than MSV

Table 2: Representing Measurement Model of Constructs

Construct	Item	Factor Loading	Cronbach's alpha	CR (Above 0.7)	AVE (Above 0.5)	p-value*
Financial Literacy	FL_2	.65	.808	.857	.674	.000
	FL_3	.97				.000
	FL_4	.75				.000
Financial Well-being	FWB_2	.98	.804	.839	.656	.000
	FWB_3	.85				.000
	FWB_4	.44				.000
Fintech	FT_3	.70	.724	.730	.49	.000
	FT_4	.73				.000
	FT_5	.62				.000

*p-value<.001

Table 3: Representing convergent validity and discriminant validity

	CR	AVE	MSV	ASV	FWB	Fintech	FL
FWB	0.839	0.656	0.031	0.026	0.810		
Fintech	0.730	0.49	0.052	0.042	0.177	0.690	
FL	0.857	0.674	0.052	0.036	-0.141	-0.229	0.821

Table 4: Model fit summary: CMIN/df

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	21	123.797	24	.000	5.158
Saturated model	45	.000	0		
Independence model	9	1129.484	36	.000	31.375

Table 5: Model fit summary: CFI, RFI, NFI, TLI, IFI

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.890	.836	.910	.863	.909
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

Table 6: Model fit summary: RMR, GFI, AGFI, PGFI

Model	RMR	GFI	AGFI	PGFI
Default model	.126	.911	.833	.486
Saturated model	.000	1.000		
Independence model	.528	.553	.441	.443

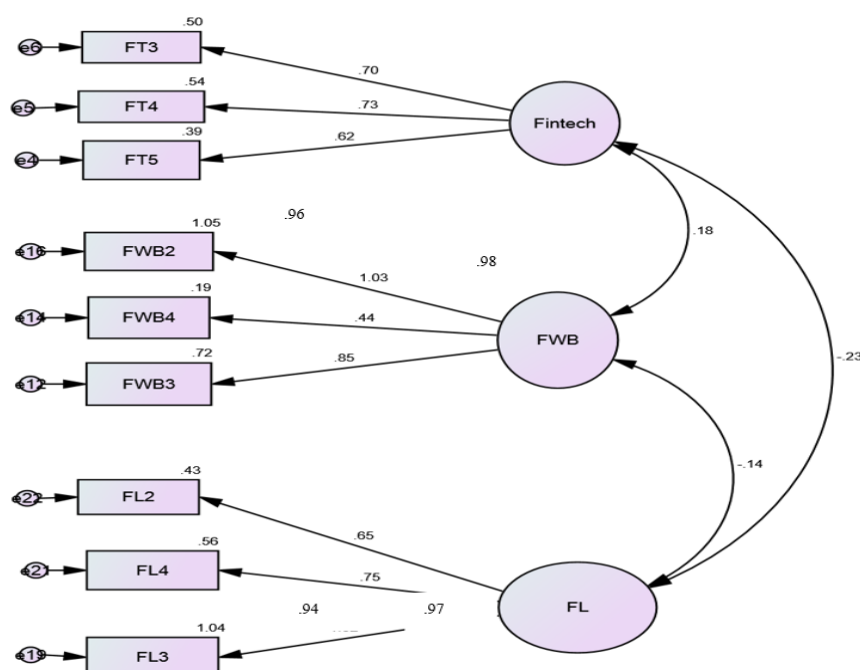
Table 7: Model fit summary: RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.126	.104	.148	.000
Independence model	.339	.322	.356	.000

Table 8: Comparing default model with threshold limit

	Cmin/df	CFI	RMSEA	RMR
Threshold limit	<3 Good <5acceptable	>.95 Great; traditional; permissible	>.90 >.80 <.05 Good; .05-.10 moderate; >.10 bad	Smaller the better
Default model	5.158	.909	.126	.126

In this study, the researcher intends to validate the main constructs i.e., financial literacy, financial well-being, and use of fintech each comprising total of 22 items. Individual factor model of all three constructs revealed good factor loading and convergent validity ($CR > 0.7$, $AVE > 0.5$, CR is greater than AVE) except some of the items which were below the acceptable limit and hence decided to be deleted. Items such as FT1, FT2, FWB1, FWB5, FL1, FL5, etc. were deleted due to low factor loadings and to achieve a better fit to the data. Deletion of 13 items out of initial 22 items improved factor loadings and convergent validity. Composite reliability (CR) values are more than 0.70, which indicates the presence of construct reliability. The average variance extracted for all the constructs is greater than 0.50 except fintech i.e., .49 which is very close to the acceptable limit. All item loadings are greater than 0.7 (Hair et al. 2019) and cronbach alpha of all the variables are also above .07.

**Figure 2: First Order Measurement Model**

The resulting measurement model, which was backed by CR and AVE, demonstrated good convergent validity for all three variables, namely financial literacy, financial well-being, and fintech. All study variables had met their criteria for discriminant validity in terms of that aspect as well. The model displayed a satisfactory model fit with acceptable fit indices such as **CMIN/df= 5.158**, **IFI=.910**, **TLI=.863**, **CFI=.90**, **RMSEA=.126** shown in above table.

Path Analysis and hypothesis testing

Path analysis is a methodological tool that helps researchers in separating the numerous processes underlying a specific outcome when they are working with quantitative data. It can be used to evaluate if two or more causal models match the data as the researcher has hypothesized (Lleras, 2005). Rectangles denoting observed variables are used to represent all variables in the path analysis (Grapentine, 2000). The direct effects of financial literacy on financial well-being have been tested by conducting simple regression in AMOS graphics. Structural relationship between constructs presented in Fig. 3. Imputed score of variables have been used to assess the significance of hypothesized direct effects in the proposed structural model. The result of the model indicates that financial literacy has a positive and significant impact on financial well-being ($\beta=.64$, $p=.001$). Hence the first hypothesis H_1 (alternate hypothesis) is accepted.

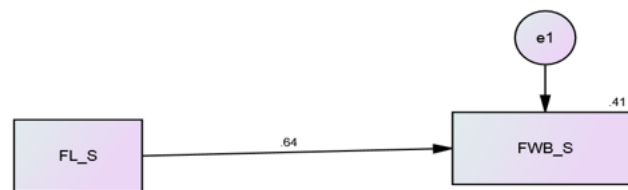
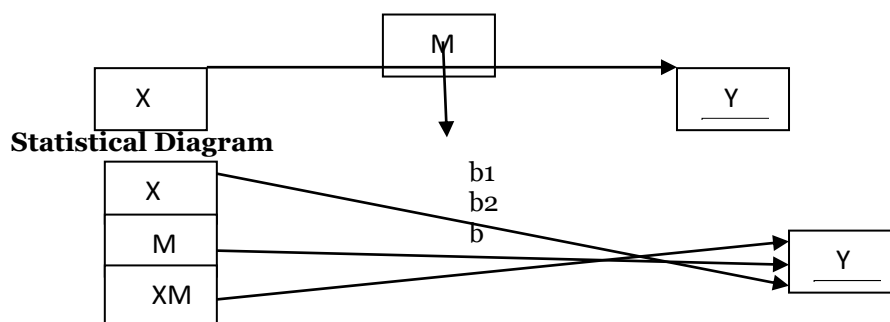


Figure 3: Representing Structural relationship between Constructs

Moderation effect between financial literacy and financial well being

Conditional process model is used to describe how M's influence on the link between X and Y is moderated. The direct influence of X is dependent on Y through moderator M, as shown in (Andrew Hayes Process Model No. 1). The equation illustrating the link between X and Y is represented by the statistical model. The following equations show how X, Y, and M are related:

Effect of X, conditionally, on $Y = b_1 + b_3M$



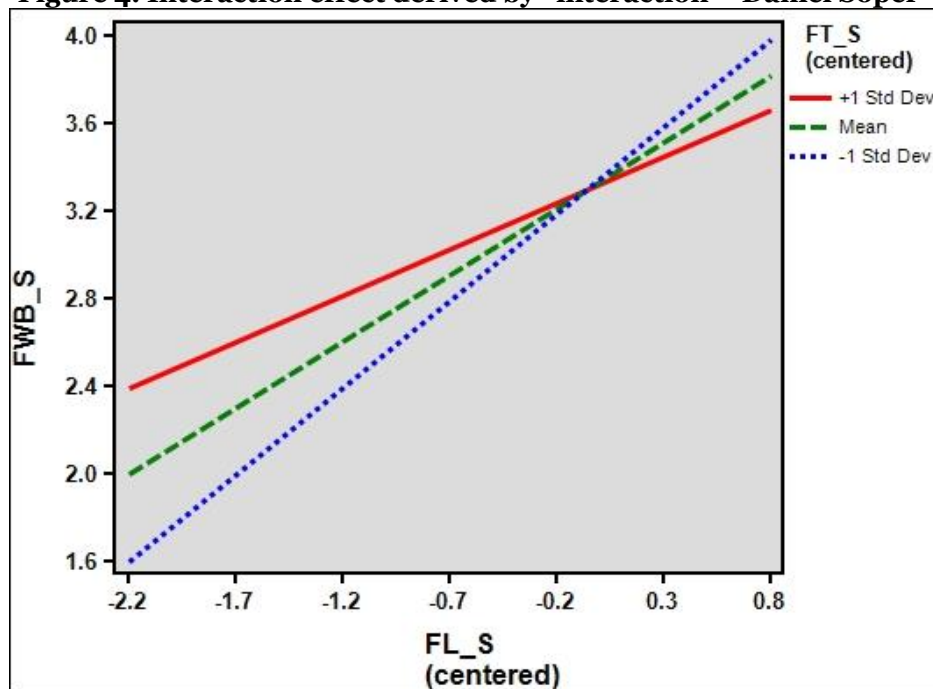
Model 1 of PROCESS software was used to check the moderation between X on Y. Table 9 explains the moderation effect of financial technology on the relationship between Financial literacy and Financial Well being. The interaction effect of financial literacy and fintech on financial well-being is having significant impact ($R^2 = 0.439$, $p < 0.01$) and the coefficient of interaction effect is significant with standard error 0.525. Figure 4 was designed with the help of Daniel Soper's instrument called "Interaction" which gives more clear view of interaction effect. The values for quantitative moderators, plus and minus 1 SD from mean shows that interaction exist throughout the data as shown in fig. for better explanation of this indirect effect.

Table 9: Moderation Effect of Fintech

	R	R-sq	MSE	F	df1	df2	p
	.6630	.4395	.2759	68.2209	3.0000	261.00	.0000
Variable	coeff	se	t	P	LICI	ULCI	
Constant	-.6516	.5145	-1.2665	.2065	-1.6646	.3615	

FL_S	1.2582	.1556	8.0877	.0000	.9519	1.5645	
FT_S	.6992	.1839	3.8018	.0002	.3370	1.0613	
int_1	.2226	.0559	3.9811	.0001	.3327	.1125	
int_ (FL*FT)	R2-change	F	df1	df2	p		
	.034	15.8492	1.0000	261.000	.0001		

Figure 4. Interaction effect derived by “interaction – Daniel Soper”



The difference in dependent variable between the two conditions of the independent variable is shown on the X-axis and Y-axis, which states the effect of these two conditions on this dependent variable. As per the graph, the red line, green dotted line, and blue dotted line are interacting with each other; which means there is an interaction effect developed by the moderator fintech on the relationship between financial literacy and financial well-being. Hence, we also accepted H_2 which states that there is a moderation effect of fintech on the association between financial literacy and financial well-being. It implies that the moderation effect exists, which states that the impact of financial literacy on financial well-being is higher when it operates through fintech as a moderator. It may therefore be concluded that financial literacy with the use of financial technology increases the financial well-being of an individual rather than the direct relationship between financial literacy and financial well-being.

Conclusion and Implications

Financial well-being improves overall well-being of an individual (Netemeyer *et al.*, 2018). Higher levels of financial well-being are more likely to be attained if a person has strong financial literacy abilities and exhibits positive, non-impulsive behaviour. Hence, the quality of consumers' financial decisions can be improved by developing their financial literacy and planning abilities, which will also increase their level of financial satisfaction (Tahir, Ahmed & Richards, 2021). Literature has not yet explored whether fintech strengthens the association between financial literacy and financial well-being. Our results emphasize the significance of raising financial literacy and financial technology usage to raise individual's level of financial well-being. The result conveyed that adoption of fintech is highly positively associated with financial literacy which strengthens the relationship between financial literacy and financial well-being. Our findings indicated that there is a significant positive association between financial literacy and financial well-being. Furthermore, our findings showed that adding the interaction effect of adoption of financial technology with financial literacy to the model significantly improved the model's explanatory power. These results are in line with the prior literature showing a positive association between financial literacy and financial well-being (Lee *et al.* 2020; Limbu and Sato, 2019; Bourova *et al.*, 2018, Lusardi and Mitchell, 2014; Pahlevan Sharif *et al.*, 2020).

The findings of this study have numerous of implications for academics, policymakers, financial institutions, and their managers, as well as professional financial advisors. Financial institution and educational organisation may develop training programmes that not only increase financial literacy but also show people how to use fintech tools efficiently. Better financial decision-making and improved financial wellbeing may result from this strategy. The influence of fintech in influencing the link between financial literacy and

financial well-being should be acknowledged by policymakers. The creation of user-friendly fintech solutions that support openness, security, and simplicity should be encouraged through regulatory frameworks and rules. To maximise the benefits of fintech adoption and financial literacy efforts working together, policies can also assist these activities. The precise ways that fintech interacts with various aspects of financial literacy to affect financial well-being can be studied in greater detail by researchers. Investigating the best fintech tools for various populations and literacy levels as well as the long-term effects of fintech adoption on financial behaviours and outcomes could be part of this.

Limitations and future research

The focus of this study is on the association between financial literacy and financial well-being using fintech as a moderator variable, without going into detail about any other constructs like financial competence, financial knowledge, financial decision-making, etc. As well, thorough qualitative research might be taken into account for more in-depth research in this field. The mediating role of financial capability and financial decision-making may be considered for further research. Longitudinal research can be undertaken to investigate the causal relationship between financial decision-making and financial well-being. We have performed an impartial assessment of financial literacy. Other aspects of financial literacy of like financial knowledge, financial behaviour, financial attitude could be taken into consideration.

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