# A Study on the Adoption of Fintech Services (UPI, BNPL, Digital Wallets) Among Salaried Individuals and Its Effect on Their Savings Pattern.

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**Abstract**

The increasing access and usage of smartphones and digital infrastructure is quickly changing the way salaried people use and consume financial services. The Unified Payments Interface (UPI), digital wallets, and Buy Now Pay Later (BNPL) are some of the FinTech tools that have become major tools of transforming the daily financial behaviour of working professionals. The paper analyzes the use of such FinTech services by people with salaries and their impact on consumer spending and savings. The structured questionnaire was used to make data out of 100 respondents and then analysed with the help of Independent Samples T-Test and One-Way Welchs ANOVA. The results verify that gender fails to play a significant role in FinTech adoption, spending behaviour, and saving behaviour, which means that digital financial services have demonstrated high demographic inclusivity. Nevertheless, the aspect of monthly income has a statistically significant impact on FinTech adoption, whereby people with lower income and salaried are more inclined to adopt FinTech due to its affordability and accessibility of digital platforms. Income level, though, is not a major influence in spending or saving behaviour and it is indicated that such outcomes are influenced more by psychological and financial literacy-based factors than income levels. The above-presented study indicates that policymakers and financial service providers ought to intensify FinTech infrastructure and enhance digital financial literacy to encourage inclusive and responsible use of FinTechs amongst salaried professionals.

**Keywords:** Adoption of FinTech, UPI, BNPL, digital wallets, savings behaviour, spending behaviour, salaried individuals.

## Introduction

Financial technology FinTech or financial technology FinTech (also called fintech or fintech technology) is financial technology services enabled by technology utilizing digital innovations to make financial services more efficient, more accessible, and easier to use. As a result of the rapid development of information and communication technologies and the current Fourth Industrial Revolution (4IR), fintech has become a disruptive element that transforms the conventional financial practices by incorporating digital payment options, artificial intelligence, mobile apps, and data-based financial services into daily financial practices (Mahmud et al., 2023; Vasishta et al., 2025). Examples of customer-facing fintech services today encompass the Unified Payments Interface (UPI), digital wallets, mobile banking applications, peer-to-peer lending, and Buy Now Pay Later (BNPL) systems, all of which can take the place of or add to the traditional banking infrastructure.

The advancement of fintech solutions has been enhanced by technological innovations that have resulted due to the high rate of smartphone use, high internet speeds, and digital revolution across the globe. The advances have changed the way people conduct financial transactions, savings, and investments considerably as they have enabled real-time financial accessibility, greater transparency of transactions, and increased convenience (Himani et al., 2025). Fintechs are also becoming known as a potential way to facilitate financial inclusion by allowing underserved groups of people to gain access to financial services previously out of reach because of geographical, economic, or institutional factors (Mahmud et al., 2023). Additionally, financial technologies have provided automated budgeting systems, expense management software, and customised finance management systems that have the potential to affect the financial behaviour and

decisions of users.

Even though the utilisation of fintech has a lot of positive aspects, the sudden increase in the number of digital payments has caused alarm over the shifting consumption pattern and financial discipline. The psychological dispensability of cashless payments and credit-based products and services in fintech, specifically BNPL platforms, is made possible by the frictionless nature of such products and services, physical contact with money is not required to make any transaction, which can potentially alleviate any psychological barriers to spending and lead to impulsive buying behavior (Abed and Alkadi, 2024; Hidayat et al., 2025). Although the fintech tools have shown the potential to transform financial management practices through improved expense management monitoring and automation, their effect on savings behaviour is complicated and depends on multiple variables like financial literacy, user awareness, and technological engagement (Irdawati et al., 2022; Dewi, 2025).

The current literature notes that the adoption of fintech is conditioned by various behavioural, technological, and socio-economic issues, such as the perceived usefulness, ease of use, trust, performance expectancy, and facilitating conditions, which are discussed and explained on the basis of such models as the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) (Azhar et al., 2023; Saputra et al., 2024). Also, there are demographic and psychological factors, including financial literacy, risk perception, and digital readiness, that can influence the level of adoption and successful use of fintech services (Abu Daqar et al., 2020). It is also proposed that fintech-driven financial tools may affect financial performance by promoting structured savings behaviour with automation capabilities and better financial transparency (Becker, 2017).

Even though the issue of fintech adoption by Generation Z and general digital shoppers has been thoroughly investigated in previous studies, there is a lack of research on the specific population of salaried individuals, which is a separate financial group with regular income, organized financial responsibilities, and long-term financial plan tasks. The growing use of fintech services in daily financial practices has cast rather serious doubts on the question of whether digital payment platforms facilitate responsible saving patterns or add to the consumption rates due to the increased convenience and availability. This relationship should be understood especially in the emerging digital economies where usage of fintech is rapidly growing.

Hence, the purpose of the research is to evaluate the use of fintech services, namely, UPI, BNPL, and digital wallets, among salaried people and discuss their effect on saving behaviour. Exploring the connection between the use of fintech and the financial decision-making behaviour, the given research aims to contribute to the existing literature on financial technologies by determining whether digital financial technologies increase financial well- being or change consumption habits in such a way that they impact long-term financial stability.

## 2. Literature Review and Proposed Hypotheses

### 2.1. FinTech and the Revolution of Financial Services.

The term FinTech is defined as the use of technology to enhance efficiency, accessibility and convenience of financial services. The last ten years have seen a tremendous revolution in the financial industry as a result of the creation of digital technology like mobile banking, digital wallets, peer-to-peer lending websites, as well as online payment gateways. Such technological advancements have helped individuals and companies to save on time and financial resources by undertaking financial transactions faster and more efficiently without necessarily depending on the conventional banking network.

FinTech developments have in addition enhanced financial inclusion as they are able to offer financial services to people who had minimal access to formal banking systems in the past. Digital financial platforms enable users to transact financial transactions as well as transfer funds, paying bills, investing and tracking financial transactions using smartphones and applications over the internet. Research proposes that technological innovation is a significant factor in the formation of the modern financial ecosystem and affects the use of digital financial services (Vasishta et al., 2024).

Moreover, adoption of FinTech services is conditional on a number of external conditions such as government backing,

digital financial literacy, and technological preparedness. It has been shown that government intervention and support should be used to a substantial extent to promote the use of digital financial services by enhancing accessibility and motivating users to learn new financial technologies (Igamo et al., 2024).

### 2.2. Financial Behaviour and Digital Payment Systems.

One of the most popular uses of FinTech is digital payment systems. Through these systems, people are able to transfer money, pay and get money as well as carry out financial transactions via mobile apps and e-platforms. This trend has been promoted by the rising application of electronic payments prompting a transition of the traditional cash-based transactions to cashless financial systems.

It has been found that more financially literate people tend to use digital financial solutions like mobile payments and electronic money systems (Yoshino et al., 2020). The services enable the users track their financial dealings more efficiently and manage their finances in a better- organized way. Digital financial technologies have thus emerged as a valuable instrument of enhancing the best financial management practices.

Besides, the perceived convenience and financial advantages of online financial services prompt users to use and sustain FinTech services. It has been demonstrated that financial gain, transaction ease, and technological feasibility play a key role in the intentions of users to persist with FinTech use (Ali et al., 2022).

### 2.3. FinTech Usage and Customer Purchase Pattern.

The use of FinTech applications has impacted consumer spending behaviour to a great extent. The ease offered by online financial systems enables people to do transactions with the least amount of effort which can make spending activities more common. Cashback rewards, promotional discounts and easy payment processes are some of the features that attract consumers to carry out transactions more often.

The other force that affects spending behaviour is the psychological distinction between digital payments and cash payments. When people spend using cash, they become more attentive to their spending since they can physically see the money being spent. Digital payments, on the contrary, minimize this mental obstacle and make people easier to spend money without necessarily knowing the financial consequences.

Economic studies also reveal that saving and consumption are two components of disposable income of an individual that are closely related to each other. Savings are the amount of money that was not spent on consumption and are a key factor in the financial stability and long-term financial planning (Syed, 2017; Babiarz and Robb, 2014).

### 2.4. Demographic Factors That have an impact on financial Behaviour.

Age, gender, level of income, education and occupation are the demographic features which are significant in influencing the financial behaviour. The aspects have an impact on how individuals spend their money, financial management, and the adoption of financial technologies.

The studies on consumer segmentation indicate that demographic factors can be applied to group people on the basis of their expenditures and financial behaviour. Knowledge of these demographic trends assists researchers to determine disparities between financial choices of various categories of customers (Kamande et al., 2018).

On the same note, there is the socio-economic factor like household income, level of education or family structure that may have a huge impact on saving and spending behaviour. Household factors and economic situations influence the capacity of people to save and invest their earnings in a productive manner (Agizan et al., 2026).

### 2.5. Perceived Ease of Use, Trust and Adoption of FinTech.

The perception of the users is a very important factor in adoption of FinTech services. Perceived ease of use is one of the most critical aspects that affects FinTech adoption. Users are likely to embrace and keep using a financial technology platform when they feel that the platform is convenient and user-friendly.

A study by Nangin, Barus, and Wahyoedi (2020) revealed that the perceived ease of use positively influences customer trust in the FinTech services. Users will gain more confidence in technology and will be more willing to use them when the digital platforms are easy to use and the process is simplified.

Another important determinant of FinTech adoption is trust. Digital financial platforms consist of financial operations and personal information and the user must be convinced that the system is safe and trustworthy before using. Research also indicates that perceived benefits enhance trust and perceived risks could decrease users intention to adopt FinTech services (Ali et al., 2022).

### 2.6. Financial Literacy and FinTech Accountable Usage.

Financial literacy is the knowledge and the comprehension of the financial concepts of saving, budgeting, investing and financial risk management. More financially literate people can make more informed financial choices and actively use financial technologies.

According to studies, financial literacy has a strong impact on the uptaking of digital financial services. The more financially literate a person is, the more they will resort to the use of FinTech platforms when conducting financial transactions and engaging in financial management (Yoshino et al., 2020).

Furthermore, responsible financial behaviour is also linked with financial literacy such as saving and investment decision making. The researches indicate that people who have more financial literacy can better control their income and savings (Agizan et al., 2026).

### 2.7. Financial Behaviour Gender Differences.

A number of researches have been conducted to understand the differences between the genders in terms of financial behaviour and decision-making in financial aspects. Studies show that men and women might exhibit varied financial behaviour in terms of their attitudes, saving and spending behaviour, based on socio-economic factors and financial enlightenment.

Bashir et al. (2013) discovered that saving behaviours are quite different in both male and female. Women have a higher propensity to save on short-term requirements as compared to men who tend to save towards medium and long term financial objectives.

On the same note, a study by Andriani and Nugraha (2018) indicates that female employees tend to display more restrained expenditures behaviour and more robust financial planning behaviour than male employees.

These results indicate the need to adopt gender differences when examining financial behaviour and the adoption of financial technology.

### 2.8. Research Gap

Despite the fact that prior literature has already analyzed the adoption of FinTech, financial literacy, and consumer spending behaviour, a significant number of them discuss general consumer groups or distinct groups like students and small business owners. There is little literature that particularly investigates the effect of FinTech services on saving behaviour of salaried people.

More so, as a number of studies examine the determinants of FinTech adoption, a smaller number of studies examine

the connection between digital financial technologies and long- term financial management behaviour including saving behaviour. Thus, the current research will explore the connection between the use of FinTech and saving behaviour in salaried people to have a more realistic perspective on how online financial technology could affect individual financial management.

**Hypothesis:**

**$H_1$:** The difference between the level of adoption of FinTech by male and female salaried people is statistically significant.

**$H_{10}$ (Null):** The difference between the level of men and women salaried people in their FinTech adoption is not statistically significant.

**$H_2$:** The difference between the spending behaviour of male and female salaried individuals with regard to the use of FinTechs is statistically significant.

**$H_{20}$ (Null):** The difference between the expenditure behaviour of male and female salaried individuals regarding the usage of FinTechs is statistically significant.

**$H_3$:** The difference between male and female salaried people in their saving behaviour related to the use of FinTech is statistically significant.

**$H_{30}$ (Null):** Male and female salaried individuals do not differ in their saving behaviour related to the use of FinTechs significantly.

**$H_4$:** Monthly income level is a statistically significant factor that can affect the level of FinTech adoption among the salaried people.

**$H_{40}$ (Null):** The level of the monthly income does not have statistically significant impacts on the extent of FinTech adoption among salaried persons.

**$H_5$:** The level of monthly income is a statistically significant variable that determines the spending behaviour of salaried individuals when it comes to the FinTech usage.

**$H_{50}$ (Null):** The level of monthly income does not have statistically significant effects on the spending behaviour of salaried people when it comes to the use of FinTechs.

**$H_6$:** There is a statistically significant role of month income level in determining the saving behaviour of salaried people in FinTech usage.

**$H_{60}$ (Null):** The level of monthly income is not statistically significant in affecting the saving behaviour of salaried individuals in FinTech usage situation.

**Objectives:**

To examine the attitude of salaried people to the use of FinTech and its determinants related to the choice of usage.

To investigate the difference in FinTech adoption and the wealth difference that affects how salaried people in various income levels and age groups save money.

## Research Methodology

### 4.1 Research Design

The research design used in this study is the descriptive research design to examine the adoption of Financial Technology (FinTech) services and subsequently its effect on the savings pattern of the salaried people. Descriptive approach will be suitable because it will enable the logical observation and description of user behaviour, opinion and financial habits without altering the environment. Its attention is in the practical implementation of services like Unified Payments Interface (UPI), digital wallets (e.g. Paytm, PhonePe, Google Pay), and Buy Now Pay Later (BNPL) services.

### 4.2 Population and Sampling

The sample that will be targeted in this study is the population of salaried professionals who use personal transactions in digital financial platforms regularly.

Sampling Technique: The sampling technique was convenience sampling because of the limited time and the nature of the target group, and because of the fact that it was possible to access only the available working professionals.

Sample Size: 100 salaried persons were surveyed. Although it was a small sample, it was carefully selected to represent a wide variety of age brackets and income levels to represent a wide range of financial behaviours and digital readiness.

### 4.3 Data Sources

This research is based on a two-data methodology:

Primary Data: Gathered personally on the respondents to enable the findings to be anchored on the current use trends and the true saving behaviour.

### 4.4 Data Collection Instrument

The information was gathered through a questionnaire through a structured questionnaire online (Google Forms), which was shared through online platforms including WhatsApp and Email. The approach guaranteed the ability to respond quickly and reduce the number of errors in manual data entry. The instrument was subdivided into a few thematic parts:

Demographics: Age and monthly income levels.

Patterns of use: Kinds of FinTech services and frequency of use. Adoption Drivers:
Inconvenience, speed, security, and rewards.
Behavioural Effect:Impulse buying perception, expense monitoring, and saving discipline perceptions.

In order to capture the perceptions in a way that can be quantified and therefore the attitudes of the respondents may be quantitatively assessed, the questionnaire employed five point Likert scale (Strongly Agree to Strongly Disagree), which provides the chance to study the attitudes of the respondents with great precision.

### 4.5 Data Analysis Tools and Techniques.

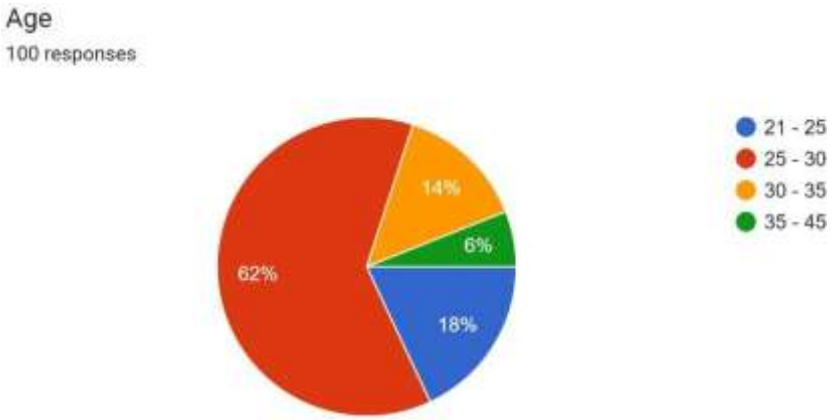
The data obtained was analysed through quantitative analysis method so as to come up with trends and correlations. The particular tools that are used are:

Frequency Distribution and Percentage Analysis: To classify the level of FinTech adoption and frequency of use.

Tabular and Graphical Representation: To synthesise data in terms of expenditure changes and saving behaviour changes in a visual manner.

Such methods bring out a clear, empirical foundation on the explanation of the impacts of the digital financial tools on the long-term financial soundness of the salaried group.

**Interpretation of Data**



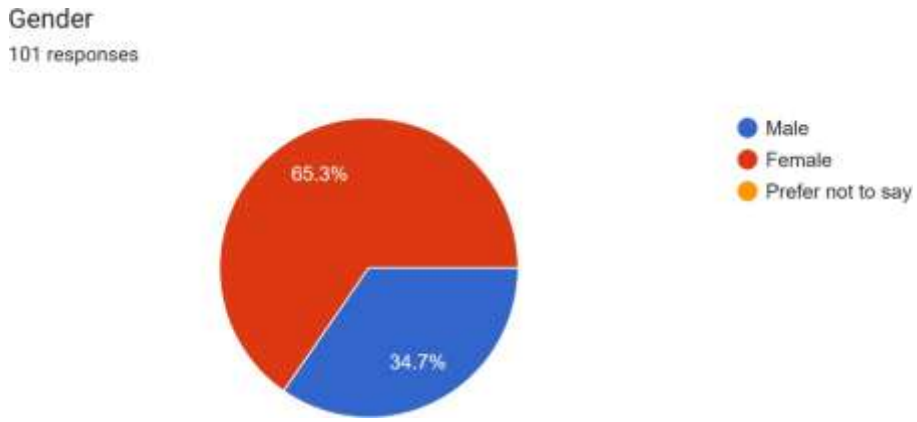

Age-wise Distribution

| **Age Group** | **Number of Respondents (%)** |
|---|---|
| 21–25 | 18% |
| 25–30 | 62% |
| 30–35 | 14% |
| 35–45 | 6% |
| **Total** | **100%** |

**Interpretation**

The statistics show that most of the respondents (62 percent) are aged between 25- 30 years with 18 percent aged 21-25 years. This is a clear indication that the sample used is mostly filled with young adults who are still in the first phase of their work life. Younger people fall within this age group are more technologically inclined and willing to take up digital financial services like UPI and mobile wallets.

The less representation of respondents older than 30 years indicates that the study does not contribute much of respondents who are more mature and could be conservative in financial behavior. Thus, the results will probably mirror the expenditure behavior and money attitude of young professionals, who tend to be more convenient and immediate. This population structure promotes a high uptake level of FinTech services followed in the research.




Gender Distribution

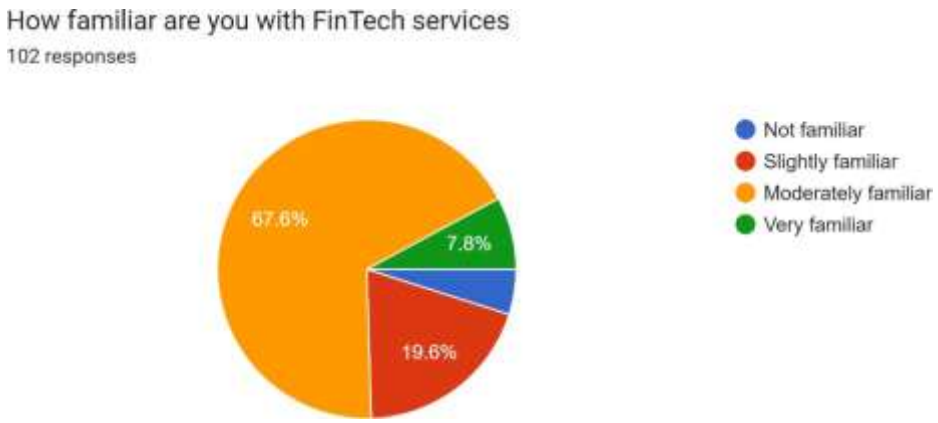
| Gender | Percentage |
|---|---|
| Male | 34.7% |
| Female | 65.3% |
| **Total** | **100%** |

**Interpretation**

The statistics show that 65.3% of participants are women, and 34.7% are male, which points to the existence of a distinct gender imbalance in the sample. Since the females are the largest group, the general results are probably to be more representative of female financial behavioural patterns and preferences than giving a complete balanced picture of the whole population.

This imbalance may affect how the results may be viewed because the attitudes towards finances and patterns on how these decisions are made usually vary among the genders. Women users are usually viewed as being more reserved when it comes to financial matters and are more of a budgeting and cost-tracking user. Simultaneously, they can be more susceptible to such promotional activities as discounts, cashback deals, and rewards offered by FinTech applications. This phenomenon of careful planning and sensitivity to incentives could be one of the reasons as to why a good number of respondents are keen on their expenditures but still record a rise in general expenditure.

In addition, the fact that the number of male respondents is lower limits the possibility of generalization. Because male financial behavior can vary in the degree of risk-taking, expenditure patterns or uptake of financial instruments, they are underrepresented; hence, these views are not exhaustively represented. Consequently, although the findings are informative, they cannot be taken entirely in implementing them to a broader and more diverse population.



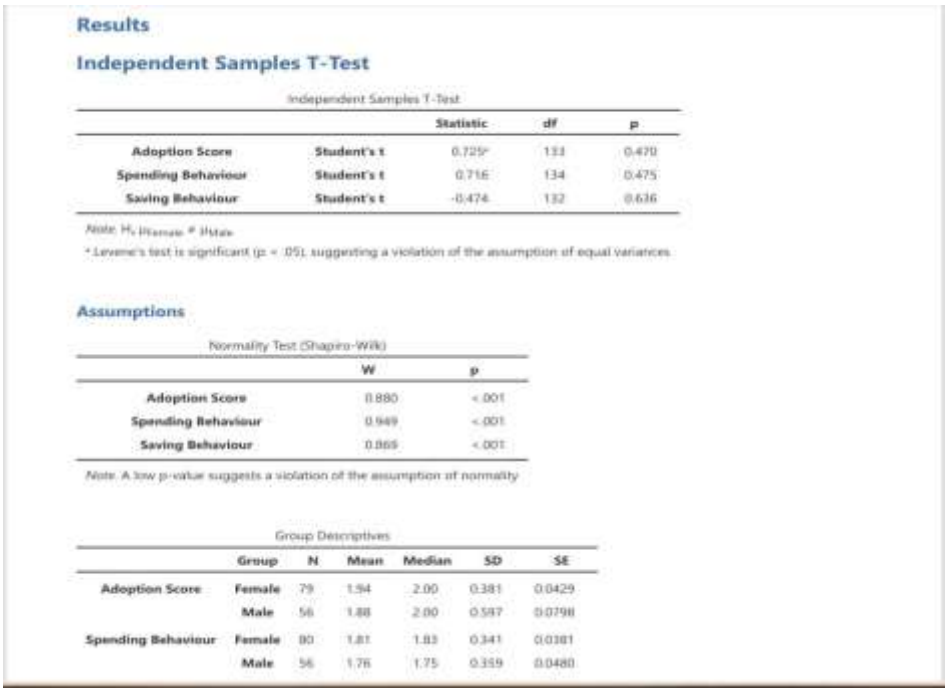

**Level of Familiarity**

| Level | Percentage |
|---|---|
| **Not familiar** | **~5%** |
| **Slightly familiar** | **19.6%** |
| **Moderately familiar** | **67.6%** |
| **Very familiar** | **7.8%** |
| **Total** | **100%** |

**Interpretation**

Most of the respondents (67.6) indicated that they were moderately familiar with FinTech services, which indicates that although these services are very common; the respondents might be familiar with the services at a basic or surface level. This familiarity can frequently imply that people can easily handle more basic transactions, e.g. payments, transfers etc, but they are not necessarily aware of what more advanced functions are available, or what the underlying costs and risks might be. Since this is the case, users can become so dependent on the convenience and the rapidity of these services and fail to incorporate them into a formal financial strategy.

This partial consciousness may also result in impulsive financial behavior, in which convenience is more important than thoughtful decision-making. As an example, such features as one- click payments or Buy Now Pay Later can be used to facilitate spending that has not been evaluated properly regarding the long-term financial consequences. Moreover, the comparatively low percentage of well-informed users also reflects a lack of financial literacy, which means that a significant number of people can be taught specific issues related to budgeting, online security, and proper actions with FinTech apps. This would enhance the knowledge base, which would not only boost the confidence of the users but also make them more informed and sustainable in their financial behaviors.



Results

Independent Samples T-Test

Independent Samples T-Test

| | | Statistic | df | p |
|---|---|---|---|---|
| Adoption Score | Student's t | 0.725* | 133 | 0.470 |
| Spending Behaviour | Student's t | 0.716 | 134 | 0.475 |
| Saving Behaviour | Student's t | -0.474 | 132 | 0.636 |

Note. $H_0$ Female ≠ Male

* Levene's test is significant (p < .05), suggesting a violation of the assumption of equal variances

Assumptions

Normality Test (Shapiro-Wilk)

| | W | p |
|---|---|---|
| Adoption Score | 0.880 | < .001 |
| Spending Behaviour | 0.949 | < .001 |
| Saving Behaviour | 0.865 | < .001 |

Note. A low p-value suggests a violation of the assumption of normality

Group Descriptives

| | Group | N | Mean | Median | SD | SE |
|---|---|---|---|---|---|---|
| Adoption Score | Female | 79 | 1.94 | 2.00 | 0.381 | 0.0429 |
| | Male | 56 | 1.88 | 2.00 | 0.597 | 0.0798 |
| Spending Behaviour | Female | 80 | 1.81 | 1.83 | 0.341 | 0.0381 |
| | Male | 56 | 1.76 | 1.75 | 0.359 | 0.0480 |

### 5.1. Female and Male FinTech Adoption, Spending Behaviour, and saving behaviour.

To look into whether male and female respondents differ significantly in FinTech adoption, spending behaviour and saving behaviour, the independent samples t-test was followed.

The findings established that males and females did not have statistically significant difference in FinTech adoption score ($t = 0.725$, $p = 0.470$). The mean adoption score of females ($M = 1.94$, $SD = 0.381$) was a little bit higher compared to that of males ($M = 1.88$, $SD = 0.597$), but it is not statistically significant.

Equally, the spending behaviour between the two genders was not significantly different ( $t = 0.716$, $p = 0.475$). Women respondents were 1.81 ($M = 1.81$, $SD = 0.341$) and the male respondents were 1.76 ($M = 1.76$, $SD = 0.359$). This indicates that there is no significant difference in the spending behaviour of FinTech services between genders.

In saving behaviour, there was also no significant difference between males and females ( $t = - 0.474$, $p = 0.636$). The mean saving behaviour score ($M = 2.84$, $SD = 0.599$) of male respondents was slightly higher than the mean saving behaviour score ($M = 2.79$, $SD = 0.413$) of female respondents; the difference was however not statistically significant.

In general, these results suggest that gender does not play a significant role in the FinTech adoption among the respondents, spending behaviour, or saving behaviour

### 5.2. Current Effects of Monthly Earnings on FinTech Use.

The one-way ANOVA test was applied to find out whether the levels of monthly income have a significant impact on the adoption of FinTech, the behaviour of spending, and saving.

The findings indicate that FinTech adoption is statistically significant due to its monthly income ($F = 3.577$, $p = 0.021$). It means that there is a discrepancy in the adoption of FinTech between respondents with various income levels.

The descriptive statistics indicate that respondents in Income Group 1 had the highest adoption score ($M = 2.21$), then Income Group 2 ($M = 1.92$), Income Group 3 ($M = 1.89$), and Income Group 4 ($M = 1.63$) had the lowest scores. Such findings indicate that adoption of FinTech differs according to income levels.

A Games-Howell posthoc test was done in order to determine the location of the differences. The findings that the significant difference between Income Group 1 and Income Group 4 exists ($p = 0.019$). This would mean that the lowest income group and the highest income group as a respondent group are very different in terms of how they adopt FinTech.

## One-Way ANOVA

One-Way ANOVA (Welch's)

| | F | df1 | df2 | p |
|---|---|---|---|---|
| Adoption Score | 3.577 | 3 | 44.3 | 0.021 |
| Spending Behaviour | 1.568 | 3 | 47.5 | 0.210 |
| Saving Behaviour | 0.287 | 3 | 41.7 | 0.834 |

Group Descriptives

| | Monthly Income (Salary) | N | Mean | SD | SE |
|---|---|---|---|---|---|
| Adoption Score | 1 | 18 | 2.21 | 0.652 | 0.1537 |
| | 2 | 63 | 1.92 | 0.410 | 0.0517 |
| | 3 | 35 | 1.89 | 0.439 | 0.0741 |
| | 4 | 19 | 1.63 | 0.453 | 0.1040 |
| Spending Behaviour | 1 | 19 | 1.78 | 0.329 | 0.0755 |
| | 2 | 63 | 1.81 | 0.326 | 0.0411 |
| | 3 | 35 | 1.85 | 0.365 | 0.0616 |
| | 4 | 19 | 1.62 | 0.380 | 0.0872 |
| Saving Behaviour | 1 | 17 | 2.82 | 0.647 | 0.1569 |
| | 2 | 63 | 2.85 | 0.430 | 0.0542 |
| | 3 | 35 | 2.77 | 0.448 | 0.0758 |
| | 4 | 19 | 2.75 | 0.656 | 0.1505 |

### 5.3. Monthly Income Feigned on Spending Behaviour.

The outcomes of ANOVA indicate that the monthly income does not significantly affect spending behaviour ($F = 1.568$, $p = 0.210$).

There was a similarity in the mean scores of spending behaviour among the categories of income earners, meaning that people who are of various income brackets show similar spending behaviour when utilising FinTech services.

The post hoc test also supported the finding that all the pair-wise tests indicating that income group had no significant effects on spending behaviour.

### 5.4. Monthly Income and Saving Behaviour The influencing factor of monthly income on saving behaviour is shown in Figure 1.

It is also shown that monthly income does not play any significant role in saving behaviour ($F = 0.287$, $p = 0.834$).

The average savings behaviour scores in the income brackets were almost similar indicating that members of the various income levels hold on to the same saving behaviour when using financial technologies.

The Games-Howell post hoc test also supported the fact that there are no significant differences between any groups of income with regard to saving behaviour

**Overall Interpretation**

The study results imply that gender does not play a major role in FinTech adoption, spending behaviour, and saving behaviour among the respondents. Nevertheless, monthly income is a major factor that influences the adoption of

FinTech, especially in the lowest and the highest income groups.

Conversely, the level of income does not have a notable impact on spending and saving behaviour regarding the use of FinTech. Such findings support the claim that although such demographic variables as gender might not be very crucial in determining the use of financial technologies, there can be certain economic variables like the level of income which can determine the use of FinTech services.

**Recommendations**

Suggestions for Further Studies :

For different classes (self-employed, students etc), the rural population performs cross- sectional comparisons (urban/rural, age categories, income brackets). Conduct longitudinal studies to assess long-term contributions to savings. Everything up until then is known as like study a fintech service [UPI, BNPL, wallets separately. Add in psychological components such as spending tendencies and impulse buying. Employ complex statistical methods (e.g. correlations, regressions). Investigate the influence of financial literacy on fintech adoption. Add qualitative methods, such as interviews or case studies. Explore the effect of trust, security, and privacy concerns.

**Conclusion**

The current research paper has investigated how salaried people use FinTech services (UI, digital wallets and BNPL platforms) and their effects on spending and saving behaviour. The study was conducted in terms of gender and monthly income, which are significant factors that distinguish FinTech-related financial behaviour in the sampled population using a quantitative analytical research design.

The Independent Samples T-Test confirmed that gender is not a statistically significant predictor of FinTech adoption, spending behaviour and saving behaviour, and all three null hypotheses based on gender were confirmed. This result indicates that FinTech services have attained a high level of demographic neutrality, where male and female professional employees earn salaries display quite similar trends of digital financial behaviour.

Conversely, ANOVA of the One-Way Welch has shown that monthly income is a crucial factor that affects the adoption of FinTech ($F = 3.577$, $p = .021$). The Games-Howell post-hoc analysis revealed a significant difference between lowest and highest income groups (Mean Difference
$= 0.583$, $p = .019$) which showed an inverse relationship, where people with lower income and salaried by digital platforms have a relatively higher FinTech adoption, which is, probably, due to the cost-effectiveness and ease of access that digital platforms have.

Nevertheless, the level of income was determined to have a statistically insignificant impact on the spending behaviour ($p = .210$) or saving behaviour ($p = .834$), which implies that the FinTech mediated financial behaviours are influenced by psychological, habitual and financially literacy based factors rather than by income alone.

The research has noted certain weaknesses such as the convenience sampling method and a small sample size which can limit the generalisability. Future studies ought to include not just financial literacy and digital readiness as variables but also risk perception and longitudinal designs in order to better explore how the relationship between the adoption of FinTechs and financial well-being of individuals on a salaried basis changes over time.

Conclusively, this paper provides empirical data to affirm that the level of income affects the extent to which a person adopts FinTechs, but the resulting behavioural implication as regards spending and saving are largely homogenous across the demographic groups of the salaried population.

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