

**INTERNATIONAL BUSINESS AND THE NECESSITY TO  
LEARN LANGUAGE AND CULTURE**

**BY**

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## LIST OF ABBREVIATION

TAM	Technology Acceptance Model
PU	Perceived Usefulness
PEOU	Perceived Ease of Use
SME	Small and Medium Size Enterprise
AI	Artificial Intelligence
PS	Perceived Security
PLC	Perceived Low Cost
FL	Financial Literacy
UTAUT	Unified Theory of Acceptance and Use of Technology
UA	User Acceptance
SPSS	Statistical Package for the Social Sciences
ANOVA	Analysis of Variance

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## PREFACE

This research project is submitted in partial fulfillment of the requirements for the degree of Bachelor of International Business (Honours). This research project is made up of the effort done from Oct 2023 until May 2024. This research project was supervised by Ms. Loh Yin Xia and written by Ms.Tang Sze Jun.

## ABSTRACT

This research is aimed to investigate the factors that influence user acceptance of Neobanks in Malaysia. This research uses five variables (perceived usefulness, perceived ease of use, perceived security, perceived low cost, and financial literacy) to determine the correlation with the user acceptance of Neobanks by referring TAM model and financial literacy framework. This study involved 200 Malaysian young adults (18-31 years old) as target respondents who were enough age to open Neobanks account. Data collection will be done via questionnaires on Google Forms for an easier, faster, and more contactless method to collect data during the pandemic. The collected data will be analysed by SPSS software. SPSS software is applied to conduct Cronbach's Alpha, and Multiple Regression Analysis. The results concluded that perceived usefulness, perceived ease of use, and perceived security have a significant relationship towards the user acceptance of Neobanks. However, perceived low cost and financial literacy are insignificant to the user acceptance of Neobanks. Furthermore, this research provides some implications for Neobanks service providers to enhance the current Neobanks app . Lastly, this research also presents several limitations of this study and offers some recommendations to provide more accurate and realistic research for future researchers.

## **CHAPTER 1: INTRODUCTION**

### **1.0 Introduction**

This research evaluates the user acceptance of Neobanks in Malaysia. It comprised five main determinants, which included perceived ease of use, perceived usefulness, perceived security, perceived low cost, and financial literacy.

The subject is divided into various portions in this chapter as well. The research background is covered in the first section, which also covers the history of Neobanks. The problem statement, which explains the significance and the basis of the study, is in the second section. Thirdly, the research questions for this study are clear. The study's goals for research are presented in the next section. These inquiries reveal the factors that affect Neobank's user acceptance in Malaysia. The study's scope is then discussed to conclude this chapter.

### **1.1 Background Research**

This is an ideal time for new financial enterprises due to the expansion of mobile technology and the public's mistrust of established banks in the wake of the economic crisis. Neobanks, one of the most significant sectors for financial technology development, first appeared in the early 2010s, and people have experienced various levels of success. While traditional banks attempt to compete with the Neobanks by developing stand-alone brands, the picture is changing today as some Neobanks operate increasingly like regular banks (Silvanovich, A. ,2022). However, Neobanks is an organization that offers a variety of checking, savings, and debit card services through digital channels, especially mobile, without using actual bank branches. Aside from that, Neobanks apps frequently have a simple,

clean style that strives to improve our spending and saving practises. A Neobank is an online bank that offers checking, prepaid debit cards, and savings accounts. Neobanking elements including peer-to-peer payments, mobile budgeting tools, mobile deposits, and real-time digital receipts are also often included in this. Simply put, a “Neobank” is a bank that operates entirely online and through mobile devices. Yet, a “Neobank” is more than just a digital version of a traditional one. After that, Neobanks offers quick and simple account opening processes with excellent (24/7) customer service and robust digital support. Thus, the infrastructure of legacy banks has been replaced by innovative technology in Neobanks, which are entirely digital banks (Минарченко, И. М., & Сайко, И. Л.,2018). In contrast, the top three nations in the global financial market for the growth of Neobanking are the United States (6 non-banks), France (5 non-banks), and the United Kingdom (14 non- banks). The reason Neobank is positioned as a challenger bank in the UK is that its original goal was to dominate the financial market segment where consumers' expectations for banking services were not being met by the quality of service (Минарченко, И. М., & Сайко, И. Л.,2018).

Nonetheless, The whole list of Malaysia's digital banks, mobile-only banks, and neobanks as of April 2024. Neobanks for teens (Teens) and Neobanks for enterprises (Biz) which are BigPay, Go Solo, Neat, Wise, and World Remit.

## **1.2 Problem Statement**

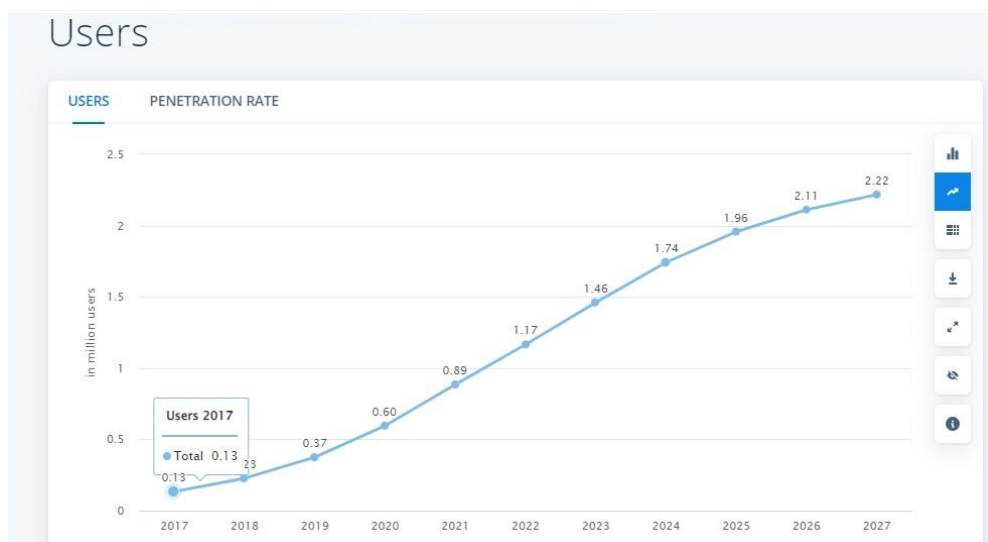
In this era of booming technology, the Neobanks make traditional banks no longer the only ones providing financial services. Nowadays, people are more likely to use smartphones for shopping, ordering food, making payments, and so on due to the Covid-19 pandemic. However, it makes them safe and brings more convenience to them. The COVID-19 pandemic hastened the adoption and expansion of Neobanks across many countries, contributing to the sector's overall growth. Customers began adopting the products and services provided by digital-only banks as a result of the credit restrictions imposed by traditional banks. From 2017 to 2023, the number of



Neobanks users increased from 0.13m to 1.46m in Malaysia. Besides that, it will continuously increase to 2.22m by 2027 (Figure 1.1). Besides that, the transaction value in the Neobanks segment is also projected to reach USD 18.03bn in 2023 (Figure 1.2).

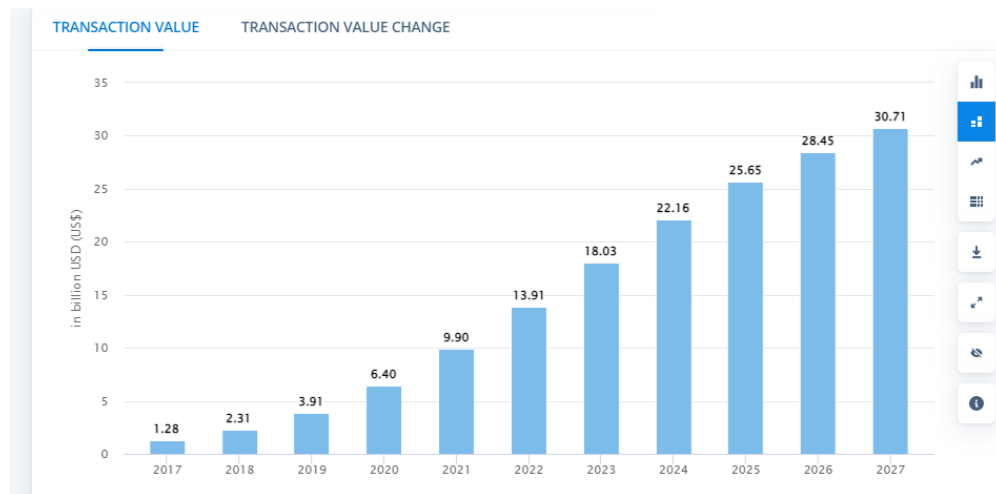
Neobanks were much more likely to experience hacking than a regular consumer bank would, making them much more vulnerable. Neobanks and traditional banks have different back-end security policies. because traditional banks have significantly greater cash and resources available to support a high-quality back-end security architecture. Security experts have also criticized Neobanks for its consumer-centric business model, arguing that the company overemphasizes the functionality of its mobile applications and releases products quickly without making sure its platforms are adequately secure against cybercrime (Redrup, 2019). Additionally, a data breach at the British Neobanks Monzo in 2019 resulted in the need for 480,000 clients to modify their PINs for their debit cards. Actually, improper PIN code storage by internal processes contributed to this incident (Sky News, 2019). This serves as an example of how FinTech start-ups lacking a 100-year pedigree is more prone to make mistakes and be vulnerable to cybercrime. The American-based Neobanks “Dave” is another such. Personal information about the consumers, such as social security numbers, phone numbers, and addresses, was included in this data. It is interesting that a third-party partner was the source of this data breach. Prior research examined how Neobanks might benefit from open banking and expand their product offerings by installing.

Figure 1.1 - The number of Neobank users from 2017 to 2027



Source: Statista (n.d.)

Figure 1.2: The transaction value in the Neobanks segment from 2017 to 2027



Source: Statista (n.d.)

### 1.3 Research Questions

The aim of this research is to analyze and identify user acceptance of Neobank in Malaysia. The research questions in this business research are as below:

1. Does Neobanks acceptance improve the digital financial inclusion of Malaysians?
2. What are the factors that influence the acceptance of Neobanks in Malaysia?

### 1.4 Research Objectives

The main objective of this research is to describe the user acceptance of Neobank in Malaysia.

The specific objectives are:

1. To examine the factors that influence the acceptance of Neobanks in Malaysia.

2. To exact the criteria that influence the acceptance of Neobanks in Malaysia.

## **1.5 Research Significance**

This research aims to examine the user acceptance of Neobanks in Malaysia. This research only covers five independent variables which are perceived ease of use, perceived usefulness, perceived security, perceived low cost, and financial literacy as other variables will be not included in this research.

This study will be conducted using primary data, which collects data from the target respondents by sending them a set of questionnaires. The questionnaire survey will be conducted among two hundred respondents. Besides, this research will also study previous studies such as journals and articles to obtain more information about this research.

## **1.6 Summary**

To put it briefly, a number of reasons, including government incentives and ease, lead many Malaysians to select Neobanks. Neobanks, which are available anywhere and at any time, gained popularity as a result. The research background, problem statement, research question, research objectives, and research importance in this study were briefly discussed in this chapter. The literature review of the factors influencing user acceptability of Neobanks will be covered in Chapter 2, which will be the next chapter.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

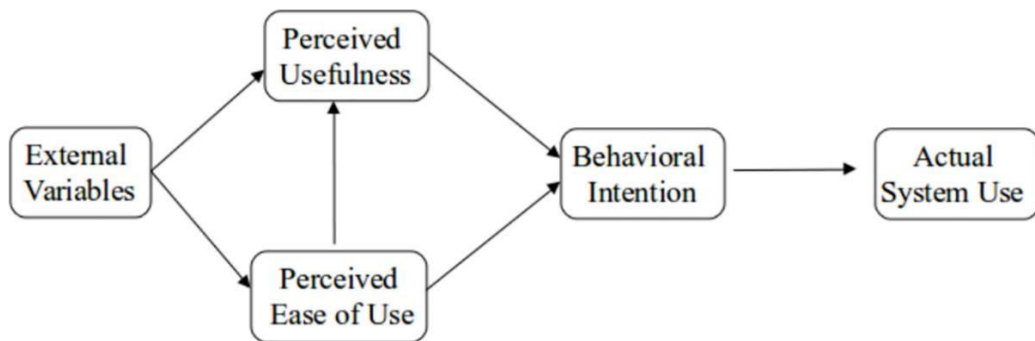
An overview of previous studies related to this topic is given in Chapter 2. The theoretical framework that is pertinent to this study will be the main topic of this chapter and its development. The dependent and independent variables of this study are covered in this chapter. The dependent variable in this study is user acceptance of Neobanks in Malaysia; the independent factors are perceived security, perceived utility, perceived ease of use, perceived low cost, and financial literacy.

### **2.1 Underlying Theory**

#### **2.1.1 Technology Acceptance Model (TAM)**

Davis (1989) created the Technology adoption Model (TAM) to examine the components and procedures involved in people's adoption and adaptation of new technology. The TAM approach model is the most popular one for analysing the intention of usage and adoption of new technologies. People's views and behaviours towards adopting new technology when they use it are influenced by two key factors: perceived usefulness (PU) and perceived ease of use (PEOU).

Figure 2.1: Technology Acceptance Model



Source: Diop et al. (2019)

According to Davis (1989), PU and PEOU represent the extent to which individuals believe a particular technology would enhance their lives and be easy for everyone to use. According to earlier analyses by Cha et al. (2021) and Mun et al. (2017), PU and PEOU were important variables and the main motivators behind the acceptance of Neobanks. Studies' findings also demonstrate that the TAM is the best one to focus on in the investigation.

### 2.1.2 Financial Literacy Framework

The financial literacy framework was created by Bank Negara Malaysia in order to study people's financial literacy. According to Human Verification, n.d.-b, financial literacy is a set of behaviours, attitudes, and knowledge about money that are essential for addressing financial issues and making wise decisions. Understanding financial products and concepts, such as compound interest, inflation, and hazards, is referred to as financial knowledge. Consequently, one's perspective on long-term financial planning is referred to as one's financial attitude. Subsequently, responsible spending practises including budgeting, saving money, and making on-time bill payments are considered financial behaviour. The components to gauge a person's financial literacy are three. Financial literacy is one of the key elements that might enhance financial behaviour, which in turn influences financial well-being, according to a number of earlier research.

Figure 2.2: Malaysia's Financial Literacy Standing

Malaysia's financial literacy standing			
	Malaysia	Average <sup>1</sup>	OECD <sup>1</sup>
Financial Behaviour <sup>2</sup>	68.1	59.2	59.2
Financial Knowledge <sup>3</sup>	52.3	62.8	65.8
Financial Attitude <sup>4</sup>	54.9	59.2	61.6
Financial Literacy Score	59.7	60.5	62.0

<sup>1</sup> Survey covers 26 countries, of which 12 are OECD members.  
<sup>2</sup> Refers to prudent habits such as saving money, budgeting expenditure, paying bills on time.  
<sup>3</sup> Refers to understanding on products and concepts such as inflation, interest, compounding and risks.  
<sup>4</sup> Refers to mindset towards long-term financial planning.

Source: *Human Verification* (n.d.-b)

## 2.2 Review of Variables

### 2.2.1 User Acceptance for Neobanks

According to Tosun, P. (2020) brand trust is described as “the consumers’ belief regarding the integrity, good intentions, and high quality of a brand”. More attention is being paid to FinTech start-ups, but this does not necessarily translate into increased customer trust. Even after regulators have given conventional banks the all-clear, consumers still see them as safer than start-ups (Arslanian & Fisher, 2019b). Tosun, P. (2020) adds support to this idea by pointing out that the financial services sector views digital platforms as being riskier. According to Valero et al. (2020), if a Neobank is not supported by a conventional bank, it must build trust from scratch. Furthermore, only a small percentage of consumers choose Neobanks as their primary bank, despite the fact that doing so may be challenging for them. Incumbents can profit from this because they are

often already well-known brands, so long as they can quickly adapt to changing market demands. Traditional banks can also concentrate on being trustworthy advisors for clients with complex demands if market conditions change (Boot et al., 2020). For incumbents, the benefits of brand trust will diminish with time (Arslanian & Fischer, 2019a). Our redesigned technological acceptance model will be given a dimension for trust based on these findings, and its impact on consumers' behavioral intention to use Neobanks will be examined.

Furthermore, SMEs also worry about using the Neobanks due to the lack of access to financing, the need to keep up with technology trends, and no business consulting services. The majority of Neobanks simply provide straightforward checking and savings business accounts, albeit this lack of access to finance is gradually improving. However, many small firms frequently require loans for operating capital and other types of funding. If your company needs such loans, you will probably need to approach a conventional financial institution. After that, SMEs and their financial personnel may find using a Neobanks frustrating in the long run if they are uneasy using technology or have an aging workforce that is not very tech-savvy. Besides that, Employees of traditional banks frequently give new business owners who open accounts their business counseling and advice. Neobanks do not offer this high-touch, customer-focused support, therefore company owners will need to look elsewhere for assistance (*Should You Open a Business Account with a Neobank?* / *Sprout Asia*, n.d.). Hence, this will influence the SMEs to embrace the Neobanks. In this study, user acceptance of Neobanks is a dependent variable based on the TAM model.

### **2.2.2 Perceived Ease of Use (PEOU)**

In a traditional bank, opening an account is a laborious and time-consuming process. There are waiting periods and paperwork to finish. In addition to

requiring the customer to visit the actual place, some banks will even visit the customer's home to verify their address. On the other hand, users see a system as perceived ease of use when they think it will make it easier for them to complete a task. Customers who are tech-savvy can access and use Neobanks pretty easily. Through smartphone applications, Neobanks provides all its services such as setting up an account, processing cheques, applying for loans, and so on. Because everything a customer would require from a Neobanks is available at the push of a button, this immediately boosts the product's efficiency. Then, neobanks are fully digital, open around the clock, and offer services that are accessible from any location in the world at any time. Besides that, this translates into client service as well. Neobanks have created chatbots with artificial intelligence (AI) to give customers immediate feedback on any problems they may be experiencing (Gundaniya, 2021).

### **2.2.3 Perceived Usefulness (PU)**

Traditional banks are constrained by these sophisticated legacy systems with complicated data structures, thus younger companies like Neobanks gain from not having them. Neobanks offers the option to open an account even for people with a credit history that isn't exactly stellar. Those with poorer credit scores or those in greater need of resources may find this accessibility helpful as it allows them to open a new account that fits their requirements and advances their financial objectives. Another distinguishing feature of fintech organizations is their efficient organizational structure. Neobanks are therefore better able to innovate than incumbents because they can respond quickly and adaptably to shifting consumer demands (Vives, 2019). Neobanks can quickly embrace new technologies, which gives them a significant advantage over traditional banks. After that, Neobanks specializes in FinTech, thus the services they offer are highly practical at various points in the customer experience and visually appealing to users.



Revolut demonstrated creativity in how it assisted its clients in making financial savings. After a transaction, Revolut developed a feature that would gather any extra change and save it in a savings "vault," giving consumers complete discretion over how much money they save. This was unique for the industry and greatly increased the overall convenience of the service (Revolut, n.d.).

#### **2.2.4 Perceived Security (PS)**

Perceived security (PS) can refer to people perceiving low risk or risk-free when utilizing new technologies. Neobanks have installed market-leading security mechanisms to safeguard the assets of their customers by utilizing their expertise in FinTech and innovation. Neobanks instantly inform their clients after a transaction has been approved and validated. Next, Neobanks provided enhanced debit card security features. These featured location-based security, which instantaneously compared the user's present location with the transaction location, and instantaneous debit card freeze/unfreeze (WIRED UK, 2019). The purchase would be canceled if these were not in agreement. These qualities also apply to purchasing products online. Apart from single-use debit cards, Neobanks also provide virtual cards that are limited to internet transactions. After a single transaction, one-time-use debit cards are seized to prevent any card information from being disclosed in the case of a potential data breach. Enhanced security features help the retail banking sector by giving customers more control over their bank accounts and the certainty that their digital assets are safe and secure. The best trust scores are still held by traditional banks, despite these security measures. Neobanks continue to lose the trust of consumers who use traditional banks as their main banking institution (Finextra, 2021).

### **2.2.5 Perceived Low Cost (PLC)**

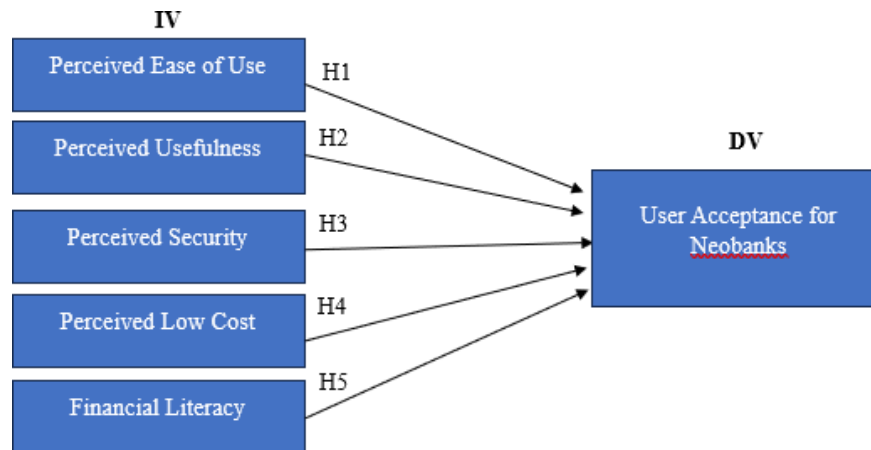
Perceived costs consist of labour, money, and time. The customer's perceived value is high, and they are likely to buy the good or service if there is a favourable gap between perceived benefit and perceived cost. Banks previously relied on actual branch locations, which were linked to success, according to Arslanian and Fisher (2019a). According to Boot et al. (2020), the rapid reduction of bank branches is clear proof that traditional brick-and-mortar banking is mostly defunct. Arslanian and Fisher (2019a) assert that customers are gravitating toward digital platforms instead of bank locations. By 2022, the average British customer will visit a branch four times a year, compared to just two trips by British millennials, based on their forecasts. These traditional banks still incur significant fixed costs due to their physical branches and personnel. About 1,700 branches closed in the US in the 12 months before June 2017 (Arslanian & Fischer, 2019a). As of 2020, the majority of transactions will still be paid for in cash, according to Wewege et al. (2020). Neobanks don't need to have physical facilities because consumers can withdraw cash using ATMs. Cash usage may vary in the upcoming years. Neobanks only offers their products and services online; they do not have any physical branch locations. Because fewer employees and branches are required, Neobanks have lower fixed costs than incumbents (Vives, 2019). Additionally, Neobanks goods are typically inexpensive, and opening an account may not require paying a monthly charge. Besides, Neobanks also function as leaner organizations and use more effective IT procedures, resulting in overall cost savings, according to Boot et al. (2020), and Vives (2019).

### **2.2.6 Financial Literacy (FL)**

Financial literacy is the ability to understand and apply a variety of financial skills. Developing financial literacy can help people steer clear of making poor financial decisions. It can help them become self-sufficient and stable financially. However, the secret to making wise judgements and resolving financial issues is financial literacy, which is a confluence of financial knowledge, attitudes, and behaviours. In addition, people with a high degree of financial literacy typically have the proper mindset and choose wisely when it comes to debt management, investing, and savings. Additionally, a financial attitude can also be defined as a condition of judgment, opinion, and cognition around finances (Arifin, 2018). Then, a person's financial attitude is their inclination to behave in a particular way as a result of a variety of economic and non-economic ideas that they have as a result of their actions. People who have a strong financial mindset typically see financial planning favourably. A person with a strong financial mindset also tends to save money and make retirement plans rather than spend it. Financial attitude is measured in financial literacy to determine how it affects future financial planning and financial decision-making, and savings. Furthermore, the way a person approaches everyday financial issues is referred to as their financial behaviour. Financial behaviour, according to Falahati and Sabri (2012) refers to a person's capacity for money management in order to lead a prosperous life. Positive financial behaviour is defined by Robb and Woodyard in Saurabh & Nandan as a number of financial practises, including creating an emergency fund, saving for the long and short term, and creating a cost budget (K. Saurabh and T. Nandan, 2018).

## 2.3 Proposed Theoretical / Conceptual Framework

Figure 2.3: Proposed Conceptual Framework of this study.



Perceived security, perceived cheap cost, perceived utility, perceived simplicity of use, and financial literacy are the five independent factors in this study. The two factors from the Technology Acceptance Model are, however, perceived usefulness and perceived ease of use. In addition, we have extended two more variables to the Technology Acceptance Model: perceived security and perceived low cost, which act as external variables influencing user acceptance of Neobanks. Furthermore, one of the factors in the financial literacy framework that influences user acceptance of Neobanks is financial literacy.

## 2.4 Hypothesis Development

### 2.4.1 Perceived Ease of Use and User Acceptance

A key element is perceived ease of use (PEOU), which is one of the TAM model's factors. PEOU was described by Davis (1989) as the extent to which people perceive new technology to be simple and labor-free. PEOU can also

demonstrate that if consumers believe Neobanks are user-friendly, they will be more inclined to utilize them for payments than they would regular banks. Conversely, consumers are hesitant to use intricate Neobanks that require a lot of steps. Therefore, in order to encourage people to adopt new technologies, they should be simple and straightforward to use. Therefore, PEOU plays a crucial role in figuring out Neobanks' acceptance relationships.

A study by Ramayah, T., Ma'ruf, J. J., Jantan, M., & Osman, M. (2002) offered an explanation for the positive relationship between perceived ease of use and intention to utilise internet technology. Furthermore, Perwitasari (2022) came to the conclusion that MSMEs' behavioural intention to utilise fintech is influenced by their perception of its ease of use. Furthermore, the beneficial impact of PEOU on the behavioural intention to embrace fintech is further supported by Tun-Pin, C., Keng-Soon, W. C., Yen-San, Y., Pui-Yee, C., Hong-Leong, J. T., & Shwu-Shing, N. (2019). Thus, the following is how the first theory was developed.

H1: There is a positive relationship between perceived ease of use and user acceptance of Neobanks.

### **2.4.2 Perceived Usefulness and User Acceptance**

Perceived usefulness (PU) is one of the key elements of the TAM model, according to Davis (1989). The degree to which people think implementing new and particular technology would enhance their convenience, experience, and productivity at work is known as perceived usefulness. According to Amin (2009), the study's findings demonstrated a strong relationship between PU and the behavioural goal of new technology. If Neobanks are usable, people will be more likely to use them in their daily lives. Therefore, PU is an essential independent variable that researchers frequently use to

demonstrate the efficacy of particular techniques on particular patients (Kavitha & Kannan, 2020).

In previous studies, perceived usefulness was discovered as an important element that affects behavioral intentions to accept Neobanks. Perwitasari (2022) pointed out that there is an effect of perceived usefulness on behavioral intention to use fintech by MSMEs. Furthermore, according to Khayati and Zouaoui (2013), PU positively affects the adoption of new technologies that are helpful for carrying out daily chores. The perceived utility has also been noted by Pikkarainen et al. (2004) as a major determinant of intention to use and, consequently, adoption of Internet banking. Furthermore, Qu et al. (2022) also support that PU of e-cash significantly positively affects users' attitudes toward e-cash. Hence, the second hypothesis of this study is as follows:

H2: There is a positive relationship between perceived usefulness and user acceptance of Neobanks.

### **2.4.3 Perceived Security and User Acceptance**

Perceived security (PS) can refer to people perceiving low risk or risk-free when utilizing new technologies. In this era, people are more concerned about their security and privacy, especially related personal information. Chawla & Joshi (2020) define PS as people perceiving that their information has not been stolen, viewed, or manipulated by third parties when making online payments. When people believe that financial transactions through Neobanks are risk-free, they can reduce their security concerns when making Neobanks payments. Therefore, PS is an important variable affecting the user acceptance of the Neobanks, and PS is included as a variable based on the TAM model.

According to Bhattacharjee (2001), users' emotional and behavioural goals are influenced by their cognitive impression of security protection.

According to Nguyen, D. D., Nguyen, T. D., Nguyen, & Nguyen, H. V. (2021), users' continuing intention to use Fintech services is favourably connected with their perception of security protection. According to Won-jun, L. (2018), individuals prefer to utilise fintech with high security because perceived security will positively influence their inclination to use Bitcoin. Furthermore, Khalilzadeh et al. (2017) offered convincing proof of the influence that security and trust have on customers' plans to use mobile payment technology. Hence, the third hypothesis was developed as below:

H3: There is a positive relationship between perceived security and user acceptance of Neobanks.

#### **2.4.4 Perceived Low Cost and User Acceptance**

According to Luarn and Lin (2005), the perceived financial cost is the extent to which a person believes that using technology would be costly. People these days want things to be inexpensive but traditional banks have so many expenses, so their costs are excessive. Since Neobanks don't have physical locations, they also don't incur any fees, which is why customers pick them despite their low prices. Therefore, PLC is an important variable affecting the user acceptance of Neobanks, and PLC is included as a variable based on the TAM model.

From several previous studies, perceived low cost was discovered as a considerable factor in the user acceptance of Neobanks. Fathima, Y. A., & Muthumani, S. (2015) stated that Perceived cost positively influences the intention to use Internet banking. Perceived costs were considered common elements in the prior study (Karrar et al. 2019) that extended the UTAUT model to investigate the adoption of M-payments. According to Qu et al. (2022), the costs associated with using e-cash have a major impact on its utilization. PLC is a crucial element that positively influences the user

acceptance of Neobanks, as people will feel more cost-effective. Hence, the fourth hypothesis was developed as below:

H4: There is a positive relationship between perceived low cost and user acceptance of Neobanks.

### **2.4.5 Financial Literacy and User Acceptance**

The capacity to comprehend and use a range of financial knowledge, financial attitude, and financial behaviour is known as financial literacy. Understanding the fundamentals of finance is referred to as having financial knowledge. After examining 71 research, Huston (2010) determined the financial knowledge component to comprise the following: fundamental ideas about money, purchasing power, concepts related to personal financial accounting, and the transfer of resources between time periods, including saves, investments, and loans (Huston, 2010). Numerous previous studies have shown that financial literacy is one of the essential components that may improve financial behaviour, which in turn improves financial well-being (K. Saurabh and T. Nandan, 2018). Therefore, FL is an important variable affecting the user acceptance of the Neobanks, and FL is included as a variable based on the Financial Literacy Framework.

Based on an empirical study, Grillitsch et al. (2019) discovered that using a variety of estimating techniques, there is a very strong correlation between the growth of SME enterprises and their knowledge base. According to Mien, N. T., & Thao, T. P. (2015), there is a strong and positive correlation between financial attitudes and actions related to money management. This can be taken to mean that better financial management practises will result from better financial attitudes. Besides that, according to the findings of Arifin, A. Z. (2017), financial knowledge positively affects financial behaviour; that is, the more financial knowledge, the more prudent financial behaviour. Thus, the fifth hypothesis was developed as below:



H4: There is a positive relationship between financial literacy and user acceptance of Neobanks.

## **2.5 Summary**

Chapter 2 has discussed the theoretical framework and literature reviews related to the acceptance of the Neobanks. This Chapter also reviewed the literature on the relationship and significance of the dependent variable (user acceptance of the Neobanks), and five independent variables (perceived ease of use, perceived usefulness, perceived security, perceived low cost, and financial literacy). This research paper reviews past studies as evidence and further supports this research thesis. Now, will be moving on to Chapter 3 Methodology.

## **CHAPTER 3: METHODOLOGY**

### **3.0 Introduction**

The gathering of methodologies and the methodical execution of this study's implementation will be covered in Chapter 3. This chapter covers the following topics: ethical considerations; research instrument; demographics; sample and sampling procedures; pilot test; data collection method; validity and reliability of the instrument; and data analysis methodologies.

### **3.1 Research Design**

Research design is used to guarantee that research questions are successfully addressed, and that research data are properly examined (McCombes, 2019). Furthermore, the study design serves as the framework within which the researcher can employ a variety of research techniques (Leverage Edu, 2022).

Then, qualitative research and quantitative research are the two categories of research designs. This study used a quantitative research design to conduct its investigation. Target respondents receive questionnaires as part of a quantitative research design. After data collecting measurements are made, mathematical and statistical analyses are performed to determine the correlations between the variables. Pie charts, tables, graphs, and figures can all be used to display the analysis's findings (Leverage Edu, 2022).

This research used descriptive research to investigate the relationship between variables (McCombes, 2019). The primary goal of the descriptive research method is to characterise the traits of a group under study. It is also referred to as observational research and is used to identify populations, trends, and phenomena.

Gaining a deeper comprehension of the correlation between independent and dependent variables is beneficial (Voxco, 2021).

## **3.2 Sampling Design**

Sampling design is the process of selecting the sample. Sampling designs come in a wide variety and are used as a reference when choosing survey samples. Ensuring that the chosen sample allows results to be generalised to the full targeted population is the aim of the sampling design (Types of Sampling Design | SurveyMonkey, n.d.).

### **3.2.1 Target Population**

The population is the parent group from which a sample must be drawn in order to fully understand the mass of observations (Pandey, P., & Pandey, M. M., 2021). Then, researchers must guarantee the eligibility of respondents for effective data collection and the production of legitimate and trustworthy insights. The objective of this study is to understand the acceptance of Neobank among Malaysians. However, this study targeted Malaysians who have enough age to open an account on Neobank as the target population.

### **3.2.2 Sampling Techniques**

A sample is a subset of a population that is chosen to reflect the total population, according to Acharya et al. (2013). By selecting a representative sample, it is possible to lower expenses, the time required to complete the research, and the number of employees required to carry it out. The two main subcategories of sampling are probability sampling and non-probability sampling.

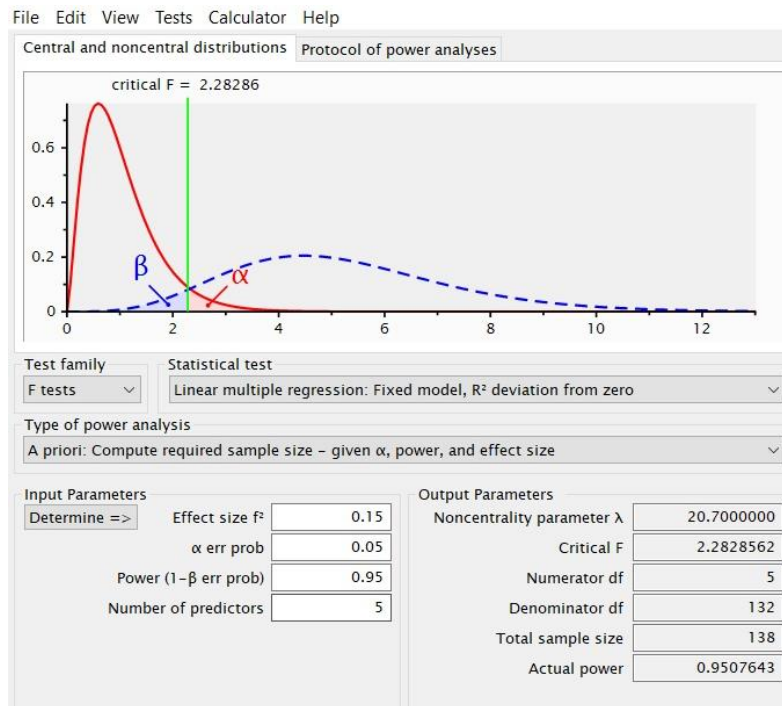
Snowball sampling and convenience sampling are two non-probability sampling methods that will be used to distribute questionnaires to study participants. Convenience sampling is used to collect samples from populations that are close to the researcher and hence easily accessible. Convenience sampling was chosen because it is affordable, widely available, and facilitates quicker and more straightforward data gathering (Nikolopoulou, 2022). In addition, the technique known as "snowball sampling" involves beginning a survey with one or more respondents, having those respondents refer other people to it, and continuing this procedure until the required sample size or saturation threshold is reached. A quick and simple way to conduct a survey and collect primary data at a lesser expense is by snowball sampling (Bhat, n.d.).

### **3.2.3 Sampling Size**

The Malaysians who were old enough to open Neobanks were the study's target respondents. The sample size required for this investigation was calculated using G-Power software in order to establish the minimum sample size that was required. Effect size conventions, alpha error probability, desired power value, and predictor count are the four input parameters of the G-Power model (Kang, 2021). There were five predictors (independent variables of the user approval of Neobanks) in this study; the

alpha error probability was set at 0.05, the effect size convention was set at medium (0.15), and the target power value was set at standard (0.95) because 0.95 was the generally accepted threshold. Consequently, a larger sample size than 138 would be required overall.

Figure 3.1: Result from G\*power calculator



Source: G-power

## 3.3 Data Collection Method

### 3.3.1 Primary Data

The process of gathering information to investigate the research hypothesis is known as data collection. In order to investigate the factors, this study gathered sample data and primary data through a series of questionnaires. As a result, Google Forms survey questionnaires were used for the data collection process. Researchers can build survey questionnaires using

Google Forms, a free web tool, and distribute them to others by sharing links (Demarest, 2021). The Google Forms link will be sent by email, Facebook, WhatsApp, and other social media platforms in order to reach a wider geographical audience of responses. Since the data was gathered directly from respondents, it will be regarded as primary data. Figures, tables, and graphs will be used to analyse the gathered data.

## **3.4 Research Instrument**

### **3.4.1 Questionnaire Design**

The online questionnaire used in this study is made available via Google Forms. In an effort to entice respondents to finish the survey, the first page of the document included the name of the researcher, contact information, the respondent's qualifications, and a statement about the protection of their data.

The survey form consists of two sections, Section A and Section B, with a total of twenty-five questions. The demographic profile and general question are all found in Section A. The respondent's gender, age, ethnicity, and level of education were all inquired about in the demographic profile inquiry. Section A comprises broad inquiries designed to ascertain the number of Malaysians who have accepted, comprehended, and utilized Neobanks.

On the other hand, concerns about the dependent variable (UA) and independent variables (PEOU, PU, PS, PLC, FL) for Neobanks' acceptance are included in Section B. Three questions for PEOU, three questions for PU, three questions for PS, three questions for PLC, three for questions FL, and five questions for UA are included in total. The items have been modified to fit the 5-point Likert scale, on which respondents are asked to

select on a range of 1 to 5, with 1 denoting "strongly disagree" and 5 denoting "strongly agree."

The full data collection process for this structured questionnaire takes about one month (February 2024 to March 2024). The form is sent to the researcher's connections via social media and online communication platforms like Teams and WhatsApp.

### 3.4.2 Questionnaire Development

In order to formulate appropriate research questions and obtain meaningful data, the construct items were derived from a review of relevant literature on relevant subjects. The literature that has been uncovered is appropriate for the context of acceptance on Neobank, as the authors have updated and integrated several concepts from earlier studies. The proper author(s) of the altered questionnaire were identified based on the tabulation of the modified items.

Table 3.1: Construct measurements from adapted resources

User Acceptance (UA)		Source
UA1	Assuming I have access to a Neobanks, I intend to use it.	Meijer, K. P. (2021).
UA2	I will frequently use the savings services provided by Neobanks.	
UA3	I will set my monthly budgeting through Neobanks.	
UA4	I will frequently transfer the money to others by Neobanks	
UA5	I will use Neobanks to make the personal loan.	

<b>Perceived Ease of Use (PEOU)</b>		<b>Source</b>
PEOU1	I think using Neobanks is easy to learn due to the mobile application is more integrated.	Perwitasari, A. W. (2022)
PEOU2	I think Neobanks are straightforward and easy to understand how to save money.	
PEOU3	I think Neobanks is easy to use for transactions.	
<b>Perceived Usefulness (PU)</b>		<b>Source</b>
PU1	I believe Neobanks can let me make the loan easily.	Davis, F. D. (1989), Cha et al., (2021)
PU2	I think Neobanks can let me save more money.	
PU3	I think the transfer of Neobanks is more time-saving.	
<b>Perceived Security (PS)</b>		<b>Source</b>
PS1	Payment service security is guaranteed in the use of the Neobanks service.	Nguyen, D. D., Nguyen, T. D., Nguyen, T. D., & Nguyen, H. V. (2021)
PS2	In using the Neobanks service, the saving function is secure.	
PS3	When I use the Neobanks service, the fund transfer process is secured because it needs face recognition and a password.	
<b>Perceived Low Cost (PLC)</b>		<b>Source</b>
PLC1	I think using Neobanks is affordable because mobile applications no more charge money.	Karrar et al. (2019)
PLC2	I believe using Neobanks will save a lot of money.	



PLC3	I believe it is inexpensive to use Neobanks.	
<b>Financial Literacy (FL)</b>		<b>Source</b>
FL1	I know the concept of calculating sales profit, which is the result of the reduction between sales turnover and operating costs.	Wati, C. R., Sumiati, S., & Andarwati, A. (2021)
FL2	I calculate my daily expenditure so that I know the need for cash monthly.	
FL3	I like to make loans to Neobanks other than traditional banks because the requirements are easier.	

### 3.4.3 Pilot Test Analysis

Another distinctive design feature is that pilot research is conducted on a lower scale than the primary or full-scale investigation, according to In (2017). Put another way, the goal of the pilot study is to improve the standard and efficacy of the main inquiry. In addition, the study intends to assess potential recruit safety, evaluate treatments or interventions, look into blinding and randomization processes, increase the researchers' knowledge of study techniques, drugs, and interventions, and provide estimates for sample size computation. According to Browne (1995), some study recommends evaluating the reliability of the questionnaire using more than 30 samples per group. The reliability test results are shown in the table below, along with the Cronbach's alpha for each of the thirty responses that were selected for the pilot test.

Table 3.2 Reliability test for the pilot study

Variables	Items	Cronbach's Alpha
User Acceptance (UA)	5	0.976
Perceived Ease of Use (PEOU)	3	0.960
Perceived Usefulness (PU)	3	0.934
Perceived Security (PS)	3	0.916
Perceived Low Cost (PLC)	3	0.970
Financial Literacy (FL)	3	0.924

Source: Developed for the study (SPSS)

Table 3.2 shows the number of items tested for the reliability test and the coefficient of Cronbach's alpha for each construct. The Cronbach's alpha for the dependent variable -User Acceptance (UA) is calculated at 0.976 and the independent variables - perceived ease of use (PEOU) is at 0.960; perceived usefulness (PU) is calculated at 0.934; perceived security (PS) is at 0.916; perceived low cost (PLC) is at 0.970; and financial literacy (FL) is at 0.924. All of the constructs have possessed good reliability and consistency as their value falls more than and equal to 0.9 which could refer to the rule of thumb for Cronbach's alpha in table 3.5.

### 3.5 Scale Measurement

Variables are defined and categorised using scales of measurement. The four conventional scales of measurement—nominal, ordinal, interval, and ratio—were created by psychologist Stanley Stevens. The characteristics of each scale of measurement determine how the data should be analysed (Unsw, 2023).

Table 3.3: Measurement of Demographic and General Questions

Section		Questions	Measurement Scales
A	Demographic Questions	Gender	Nominal
		Age	Ordinal
		Ethnicity	Nominal
		Education Level	Ordinal
	General Question	Knowledge in Neobanks	Nominal

Source: Developed for study

Table 3.4: Measurement of independent and dependent variable

Section		Questions	Measurement Scales	Type of rating scale used.
B	Perceived Ease of Use (PEOU)	3	Interval	5-Point Likert Scale
	Perceived Usefulness (PU)	3		
	Perceived Security (PS)	3		
	Perceived Low Cost (PLC)	3		
	Financial Literacy (FL)	3		
	User Acceptance (UA)	5		

Source: Developed for study

### **3.5.1 Ordinal Scale**

Scales with ordinals rank or order objects. Students may be asked to score ten different categories of classroom activities, for example, from most to least engaging (from 1 through 10). As ordinal scales are most frequently expressed as ordinal numbers, the most interesting activity would be the first one, followed by the second, third, etc. On such a scale, the ordering is evident, but the distances along the ordering are not. As a result, the first task may be far more fascinating than the second, but the second task may just marginally be more fascinating than the third, and so on. To put it briefly, ordinal scales display the rankings in order but not the separations between them. Ranker scales are another term for these ordinal scales (Brown, J. D., 2011).

### **3.5.2 Nominal Scale**

According to Brown, J. D. (2011), Nominal scales classify things. A nominal scale may be constructed using artificial categories such as competency (elementary, intermediate, or advanced competence groups) or natural categories such as gender (male or female). When there are only two categories, nominal scales are sometimes referred to as dichotomous or categorical scales.

### **3.5.3 Likert Scale**

A rating instrument called a Likert scale, which usually has five points, is used to indicate how much a respondent agrees or disagrees with a statement (McLeod, 2008). When respondents select the response that most closely

aligns with their feelings regarding the subject, the Likert scale is an effective tool for measuring agreement levels (Nikolopoulou & Bhandari, 2020).

### **3.6 Data Analysis Technique**

Selecting the right data analysis method is crucial for the study since it affects the plan to guarantee the precision and dependability of the findings, boosting the study's credibility by optimising the use of resources and data (Ringle, C., Da Silva, D., & Bido, D., 2015). In this research, the Statistical Package for the Social Sciences (SPSS) is used to test the hypothesis proposed.

#### **3.6.1. Data Analytical Software**

Many researchers use the Statistical Package for the Social Sciences (SPSS) to examine the data they have gathered. SPSS is a very effective analytical tool utilised by a wide range of researchers, including those in the fields of education, marketing, health, and government agencies because of its user-friendly interface and an extensive collection of sophisticated statistical data analysis features (Alchemer, 2021). For this reason, SPSS might be the best software to use in this study to look at the relationship between the independent and dependent variables.

### 3.6.2 Descriptive Analysis

For statistical data analysis, descriptive analytics is an essential method since it distils raw data into a comprehensible summary and manipulates data to produce insightful information (Rawat, 2021). Descriptive analysis breaks down and condenses large volumes of data, presents it as tables, charts, or graphs, and makes the information easily understood in order to identify the relationship between variables (Cote, 2021). To put it briefly, the descriptive analysis solely presents the primary variables from the data analysis displayed in the figures and graphs. Furthermore, it derives the variance, interval scale, or Likert scale maximum, mean, minimum, and standard deviation of the association between the variables (Narkhede, 2018). The study's five independent variables and one dependent variable were shown to have the following variance, maximum, mean, minimum, and standard deviations utilizing descriptive statistics.

### 3.6.3 Reliability Test

To determine how trustworthy the facts are in this study, a reliability test will be employed. Researchers can assess the dependability of each survey variable by using reliability tests. Reliability tests make sure that each variable yields results that are constant over time. If an item's measurements remain consistent, it is deemed dependable (Keengwe & Wachira, 2019). Cronbach's alpha is a dependable indicator that is used to evaluate each variable's degree of correlation with the others. More than 0.7 is usually regarded as a respectable score. However, some authors suggest higher figures in the range of 0.90 to 0.95 (*Cronbach's Alpha: Definition, Interpretation, SPSS - Statistics How To*, 2024).

Table 3.5 Table of Cronbach's Alpha

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Source: *Cronbach's Alpha: Definition, Interpretation, SPSS - Statistics How To* (2024)

### 3.6.4 Multiple Linear Regression Analysis

One dependent variable and two or more independent variables make up the multiple linear regression model. A statistical method called multiple linear regression is used to look at the relationship between a dependent variable and multiple independent factors. The most important independent variable will be ranked in respect to the dependent variable using this model. The study then used multiple linear regression to determine which of the independent variables—Convenience, Service Quality, Security & Privacy, and Customer Loyalty—has the biggest influence on Malaysian clients' happiness with online banking. Additionally, as the coefficient shows the average value change in the dependent variable when there is a unit change in the independent variable, this model may help explain the relationship between each independent variable and the dependent variable (Hair et al., 2007). The percentage of the variation in the dependent variable that can be accounted for by the variation in the independent variables is the R-squared, sometimes referred to as the coefficient of determination. The updated R-squared comes next. Even if the adjusted R-squared and the R-squared are similar, the adjusted R-squared accounts for the degree of freedom, whereas

the R-squared does not. The F-test will be used to determine whether the regression model is significant overall. According to Hair et al. (2007), if the p-value of the F-test is less than the alpha value of 0.05, the entire model can be considered valid.

The following is the multiple regression equation used in this study:

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + e$$

where **Y** indicates users' acceptance of Neobanks,

**X1** indicates Perceived Ease of Use,

**X2** indicates Perceived Usefulness,

**X3** indicates Perceived Security,

**X4** indicates Perceived Low Cost,

**X5** indicates Financial Literacy,

**b 0** = intercept,

**b 1, b 2, b 3, b 4, b 5**= slope of coefficient,

**e** = error term.

### **3.6.5 Analysis of Variance (ANOVA) Test**

ANOVA, or analysis of variance, is used to find the difference between group means. To perform the ANOVA test, three presumptions must be met. First and foremost, the samples ought to be independent, which implies they shouldn't be connected. Second, there needs to be a regular distribution of the population. Thirdly, according to Chalmer (1986), the population variance must be the same.



### **3.7 Summary**

The research approach is the primary emphasis of this chapter. An effective research methodology is essential to the field of study since it may have an impact on the validity of the study's conclusions. The following chapter discusses the findings from the questionnaire-based data analysis.

## **CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

The data analysis and conclusions from the survey for this study will be covered in Chapter 4. The first section of this chapter will cover frequency analysis using demographic information. The descriptive analysis based on mean analysis and standard deviation for each variable will then be covered in this chapter. This chapter also highlights the investigation of each variable's reliability. An description of inferential analysis, which includes multiple regression analysis and is used to look at correlations between variables and test hypotheses, is provided at the end of this chapter.

### **4.1 Frequency Analysis**

A descriptive statistics technique called frequency analysis can be used to find the frequency of each response that the respondents have chosen. In addition to evaluating other statistical measures, such as mean, median, percentiles, and others, to help with data analysis and conclusion drafting, frequency analysis can answer the demographic question (Turney, 2022).

#### **4.1.1 Demographic Data**

Furthermore, 200 individuals were surveyed to gather five characteristic demographic data: gender, age, ethnicity, greatest level of education attained,

and availability of a Neobank account. All of these demographic traits are examined and given as frequencies and percentages using frequency analysis.

Table 4.1 Gender data of 200 respondents

		Frequency	Percent
Valid	Male	98	49
	Female	102	51
	Total	200	100.0

Source: Developed for the study (SPSS)

The table shows that 200 respondents were participating in this survey. There were 98 male respondents (49%) in this research while female respondents were 102 respondents (51%).

Table 4.2 Age data of 200 respondents

		Age	
		Frequency	Percent
Valid	18-22 years old	87	43.50
	23-27 years old	89	44.50
	28-32 years old	24	12
	Total	200	100.0

Source: Developed for the study (SPSS)

According to Table 4.2, 87 respondents (43.50%) fell within the age group of 23 to 27, making up the majority of respondents (89, or 44.50%). Nonetheless, just 24 respondents, or 12% of the total, were between the ages of 28 and 32. This was the lowest number of respondents.

Table 4.3 Ethnicity data of 200 respondents

		<b>Ethnicity</b>	
		Frequency	Percent
Valid	Chinese	151	75.50
	Malay	16	8.00
	India	33	16.50
	Total	200	100.0

Source: Developed for the study (SPSS)

As indicated by Table 4.3, the majority of respondents (151, or 75.50%) were from China, with 33 respondents (16.50%) coming from India. However, the lowest number of respondents came from Malay, with only 16 respondents with a result of (8.00%).

Table 4.4 Education level data of 200 respondents

		<b>Education level</b>	
		Frequency	Percent
Valid	Diploma	50	25
	Undergraduate	128	64
	Master	17	8.50
	Doctoral	5	2.50
	Total	199	100.0

Source: Developed for the study (SPSS)

Table 4.4 shows the highest education level of the majority of respondents were undergraduates 128 respondents (64%), followed by diploma 50 respondents (25%), and Master 17 respondents (8.50%). The lowest number of respondents fell into the category of Doctoral, with only 5 respondents (2.50%).

Table 4.5 Neobank account data of 200 respondents

		<b>Availability of Neobank account</b>	
		Frequency	Percent
Valid	Yes	56	28
	No	144	72

Total	200	100.0
-------	-----	-------

Source: Developed for the study (SPSS)

Table 4.5 demonstrates that just 56 respondents (28%) have a Neobank account, whereas the majority of respondents, 144 respondents (72%) do not.

## 4.2 Descriptive Analysis

The descriptive analysis gave clear information about the primary features of the study's questionnaires. Demographic information as well as the dependent and independent variables' Likert scale levels were subjected to the descriptive analysis. For further analysis, the data were summarised in tables. To offer a more in-depth understanding, all data are completed in tabular form.

### 4.2.1 User Acceptance

The standard deviation and mean of each question from the User Acceptance section of the questionnaire, which was completed by 200 participants, are displayed in the table below.

Table 4.6: Mean and Standard Deviation of User Acceptance

		Mean	Std. Deviation
UA1	Assuming I have access to a Neobanks, I intend to use it.	4.05	.794
UA2	I will frequently use the savings services provided by Neobanks.	3.99	.817
UA3	I will set my monthly budgeting through Neobanks.	4.04	.823
UA4	I will frequently transfer the money to others by Neobanks	4.05	.843
UA5	I will use Neobanks to make the personal loan.	4.00	.894

Source: Developed for the study (SPSS)

Based on the responses, the dependent variable User Acceptance of Neobanks has an overall mean value of roughly 4, with most respondents choosing Agree or Neutral. The highest mean value in Table 4.6 is 4.05, and the largest standard deviations are 0.794 and 0.843 for Items 1 and 4, respectively. The third item is evaluated, exhibiting a mean score of 4.04 and a standard deviation of 0.823. With a mean value of 4.00 and a standard deviation of 0.894, item 5 is ranked fourth. With a mean value of 3.99 and a standard deviation of 0.817, item 2 is also ranked lowest.

#### 4.2.2 Perceived Ease of Use

The table below shows the standard deviation and mean of each question from the 200 participants' completed Perceived Ease of Use section of the questionnaire.

Table 4.7: Mean and Standard Deviation of Perceived Ease of Use

		Mean	Std. Deviation
PEOU1	I think using Neobanks is easy to learn due to the mobile application is more integrated.	3.90	1.012
PEOU2	I think Neobanks are straightforward and easy to understand how to save money.	3.87	.963
PEOU3	I think Neobanks is easy to use for transactions.	3.98	.990

Source: Developed for the study (SPSS)

Depend on the outcome, the dependent variable, perceived ease of use, has an overall mean value of roughly 3 to 4, with most respondents choosing Agree or Neutral. Item 3, which has a mean value of 3.98 and a standard deviation of 0.990, is ranked highest, as shown in Table 4.7. The first item

has a standard deviation of 1.012 and a mean value of 3.90. With a mean value of 3.87 and a standard deviation of 0.963, item 2 is rated lowest.

### 4.2.3 Perceived Usefulness

Table 4.8: Mean and Standard Deviation of Perceived Usefulness

The mean and standard deviation of each question from the Perceived Usefulness section of the questionnaire, which was completed by 200 participants, are displayed in the table below.

		Mean	Std. Deviation
PU1	I believe Neobanks can let me make the loan easily.	4.08	.808
PU2	I think Neobanks can let me save more money.	3.95	.852
PU3	I think the transfer of Neobanks is more time-saving.	4.01	.902

Source: Developed for the study (SPSS)

The respondents' primary selections were Agree and Neutral, resulting in an overall mean value of roughly 3 to 4 for the independent variable (perceived usefulness). With a mean value of 4.08 and a standard deviation of 0.808, item 1 in Table 4.8 has the highest rating of all the items. The following item is item 3, with a mean value of 4.01 and a standard deviation of 0.902. Item 2 is ranked lowest, with a mean value of 3.95 and a standard deviation of 0.852.

### 4.2.4 Perceived Security

Table 4.9: Standard Deviation and Mean of Perceived Security

The standard deviation and the mean of each item from the 200 participants who completed the questionnaire's Perceived Security section are displayed in the table below.

		Mean	Std. Deviation
PS1	Payment service security is guaranteed in the use of the Neobanks service.	3.96	.893
PS2	In using the Neobanks service, the saving function is secure.	3.88	.874
PS3	When I use the Neobanks service, the fund transfer process is secured because it needs face recognition and a password.	3.99	.908

Source: Developed for the study (SPSS)

The respondents' primary selections were Agree and Neutral, resulting in an overall mean value of roughly 3 to 4 for the independent variable (perceived security). Item 3 has the highest ranking, as indicated by Table 4.9, with a mean value of 3.99 and a standard deviation of 0.908. The first item is valued at 3.96 on average with a standard deviation of 0.893. Item 2 is ranked lowest, with a mean value of 3.88 and a standard deviation of 0.874.

#### 4.2.5 Perceived Low Cost

Table 4.10: Standard deviation and Mean of Perceived Low Cost

The standard deviation and mean of each question from the 200 participants who completed the questionnaire's Perceived Low-Cost section are displayed in the following table.

		Mean	Std. Deviation
PLC1	I think using Neobanks is affordable because mobile applications no more charge money.	4.04	.890
PLC2	I believe using Neobanks will save a lot of money.	3.95	.843
PLC3	I believe it is inexpensive to use Neobanks.	4.07	.905



Source: Developed for the study (SPSS)

The majority of respondents chose Agree and Neutral, resulting in an overall mean value of roughly 4 for the independent variable (perceived low cost). Item 3 in Table 4.10 would be ranked top since it has the highest mean value of 4.07 and the highest standard deviation of 0.905. The following item is item 1, with a mean value of 4.04 and a standard deviation of 0.89. Item 2 is ranked lowest, with a mean value of 3.95 and a standard deviation of 0.843.

#### 4.2.6 Financial Literacy

Table 4.11: Mean and Standard Deviation of Financial Literacy

The mean and standard deviation of each question from the Financial Literacy section of the questionnaire, which was completed by 200 participants, are displayed in the table below.

		Mean	Std. Deviation
FL1	I know the concept of calculating sales profit, which is the result of the reduction between sales turnover and operating costs.	4.00	.954
FL2	I calculate my daily expenditure so that I know the need for cash monthly.	3.85	.821
FL3	I like to make loans to Neobanks other than traditional banks because the requirements are easier.	4.00	.938

Source: Developed for the study (SPSS)

The majority of respondents selected Agree or Neutral, giving the independent variable of financial literacy an overall mean value of about 3 to 4. Items 1 and 3 are ranked top in Table 4.11 due to their largest mean values of 4.00 and standard deviations (0.954 and 0.938). Item 1 is ranked lowest, with a mean value of 3.85 and a standard deviation of 0.821.

### 4.3 Reliability Test

The Cronbach's Alpha for the independent and dependent variables in this study is displayed in Table 4.12. This reliability test examined a total of eighteen items.

**Table 4.12 Table of Reliability Test**

<b>Variables</b>	<b>Cronbach's Alpha</b>	<b>Number of Items</b>	<b>Internal Consistency</b>
<b>Dependent Variable</b>			
User Acceptance of Neobank (UA)	0.904	5	Excellent
<b>Independent Variables</b>			
Perceived Ease of Use (PEOU)	0.907	3	Excellent
Perceived Usefulness (PU)	0.820	3	Good
Perceived Security (PS)	0.873	3	Good
Perceived Low Cost (PLC)	0.870	3	Good
Financial Literacy (FL)	0.882	3	Good

Source: Developed for the study (SPSS)

The following measures have Cronbach's Alphas: 0.904 for User Acceptance (UA), 0.907 for Perceived Ease of Use (PEOU), 0.820 for Perceived Usefulness (PU), 0.873 for Perceived Security (PS), 0.870 for Perceived Low Cost (PLC), and 0.882 for Financial Literacy (FL). Every item in the study's questionnaire is considered reliable because both the dependent and independent variables have reliability indices of at least 0.6, which is considered a high and acceptable index. Perceived Ease of Use (PEOU) has the highest Cronbach's Alpha (0.907) according to the test results, while Perceived Low Cost (PLC) has the lowest (0.870).

## 4.4 Multiple Regression

The data in this section will offer a succinct synopsis of the hypothesis's conclusions. The relationship between the significance level and each variable is shown in this section.

### 4.4.1 Relationship between User Acceptance, Perceived Ease of Use, Perceived Usefulness, Perceived Security, Perceived Low Cost and Financial Literacy.

Table 4.13 Model Summary of Multiple Linear Regression

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.873 <sup>a</sup>	.763	.756	.35066

a. Predictors: (Constant), PEOU, PU, PS, PL, FL

b. Dependent Variable: UA

Source: Developed for the study (SPSS)

The Multiple Regression Analysis findings are shown in Table 4.13. 0.763 (76.30%) is the R-square value, and 0.873 (87.30%) is the R-value. The result provided an explanation of how the dependent and predictor variables were related. This suggests that all five independent factors (PEOU, PU, PS, PLC, and FL) account for 76.30% of the variance in the dependent variable (UA).

Table 4.14: Multiple Regression ANOVA-Test

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.609	5	15.322	124.608	<.001 <sup>b</sup>
	Residual	23.854	194	.123		
	Total	100.43	199			

a. Dependent Variable: UA

b. Predictors: (Constant), PU, PEOU, FL, PLC, PS

Source: Developed for the study (SPSS)

The F value is 124.608 and the significance value is less than 0.001, according to the table above. A significant value of less than 0.05 suggests that this study's model is reliable and suitable for use in future investigations.

Table 4.15: Multiple Regression Coefficients

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.740	.143		5.185	<.001
	PEOU	.246	.051	.314	4.777	<.001
	PS	.254	.063	.285	4.051	<.001
	PLC	-.026	.062	-.029	-.422	.674
	FL	.077	.060	.089	1.295	.197
	PU	.279	.075	.288	3.709	<.001

a. Dependent Variable: UA

Source: Developed for the study (SPSS)

The dependent variable's degree of influence is shown by the beta value of the independent variables. According to Table 4.15, perceived ease of use

has the highest beta value (0.314), meaning it has the biggest impact on user acceptance of Neobanks. Perceived usefulness ranks second, respectively, with a beta value of 0.288. However, perceived security ranks third with a beta value of 0.285. Financial literacy comes next, with beta values of 0.089, in that order. The beta value of 0.48 is the lowest for perceived low cost.

Additionally, a correlation between the independent and dependent variables is considered significant if the significance threshold is less than 0.05, and not significant if it is greater than 0.05. The significance levels of PU, PEOU, and PS are less than 0.001, and two independent variables do not surpass the upper bound necessary for significance, as indicated by the above table. PLC (0.674) and FL (0.197), two independent variables, however, showed a negligible correlation with the dependent variable and were above the upper bound necessary for significance.

## 4.5 Hypotheses Testing

Table 4.16 Table of Hypotheses Testing

Hypotheses	Outcome	Determination
There is a positive relationship between perceived ease of use and user acceptance of Neobanks.	Standardized $\beta$ : 0.246  Significant value: 0.001, $p < 0.05$	Accepted
There is a positive relationship between perceived usefulness and user acceptance of Neobanks.	Standardized $\beta$ : 0.279  Significant value: 0.001, $p < 0.05$	Accepted
There is a positive relationship between	Standardized $\beta$ : 0.254	Accepted

perceived security and user acceptance of Neobanks.	Significant value: 0.001, $p < 0.05$	
There is a positive relationship between perceived low cost and user acceptance of Neobanks.	Standardized $\beta$ : -0.026  Significant value: 0.674, $p > 0.05$	Rejected
There is a positive relationship between financial literacy and user acceptance of Neobanks.	Standardized $\beta$ : 0.077  Significant value: 0.197, $p > 0.05$	Rejected

## 4.6 Conclusion

Chapter 4 covered the data analysis based on the survey with 200 respondents. Google Forms was used to gather all of the data, which was then moved to an Excel workbook and examined with SPSS. Frequency, descriptive, and reliability analyses were done through the use of SPSS. Multiple regression coefficients do not support the relationship between two independent factors and the dependent variable, while it is not statistically significant. The research's main conclusions will be covered in the following chapter, Chapter 5.

## **CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS**

### **5.0 Introduction**

The research's final chapter, Chapter 5, mostly discusses the findings and conclusions of the study. This chapter commences with an overview of the hypotheses. The main conclusions of this study are then discussed. Both the managerial and theoretical ramifications come next. Additionally, this chapter addresses the limits of this research and, as a result, offers some suggestions for additional study. Lastly, a conclusion to this research will be provided.

### **5.1 Summary of Statistical Analysis**

Table 5.1: Summary of Hypothesis

<b>Hypotheses</b>	<b>Outcome</b>	<b>Determination</b>
There is a positive relationship between perceived ease of use and user acceptance of Neobanks.	Standardized $\beta$ : 0.246  Significant value: 0.001, $p < 0.05$	Accepted
There is a positive relationship between perceived usefulness and user acceptance of Neobanks.	Standardized $\beta$ : 0.279  Significant value: 0.001, $p < 0.05$	Accepted

There is a positive relationship between perceived security and user acceptance of Neobanks.	Standardized $\beta$ : 0.254  Significant value: 0.001, $p < 0.05$	Accepted
There is a positive relationship between perceived low cost and user acceptance of Neobanks.	Standardized $\beta$ : -0.026  Significant value: 0.674, $p > 0.05$	Rejected
There is a positive relationship between financial literacy and user acceptance of Neobanks.	Standardized $\beta$ : 0.077  Significant value: 0.197, $p > 0.05$	Rejected

## 5.1.1 Descriptive Analysis

### 5.1.1.1 Demographics of Respondents

Chapter 4's findings indicate that 51% of respondents are female. Then, 44.50% of those surveyed fall between the ages of 23 and 27. Furthermore, approximately 75.50% of the participants are of Chinese descent. Nonetheless, 64% of the responders had an undergraduate degree or less. Neobank is used by 72% of the respondents.



## **5.2 Discussion of Major Findings**

### **5.2.1 Relationship between PEOU and UA**

According to the results, Hypothesis 1 was accepted with a significance value of  $<0.001$  below 0.05, a beta value of 0.246, and a t-value of 4.777. The findings demonstrate that perceived ease of use and user acceptance of Neobanks have a statistically significant positive association.

This finding is consistent with research by Ramayah, T., Ma'ruf, J. J., Jantan, M., & Osman, M. (2002), which found that people will embrace online technologies if they believe they are more practical, simple to use, and don't require complicated procedures. Additionally, Perwitasari, A. W. (2022) found the same thing, showing that MSMEs' behavioural desire to utilise fintech is positively correlated with PEOU. Results indicated that PEOU also significantly affects behavioural intention to embrace fintech (Tun-Pin, C., Keng-Soon, W. C., Yen-San, Y., Pui-Yee, C., Hong-Leong, J. T., & Shwu-Shing, N., 2019). Furthermore, Davis (1989) noted that PEOU is a powerful predictor of users' acceptance of information technology, according to the Technology Acceptance Model (TAM) paradigm. To put it succinctly, PEOU is a significant factor impacting the use of Neobanks. Neobanks will likely be adopted by users since they offer benefits. Users are more likely to adopt Neobanks when they believe them to be easier to use.

### **5.2.2 Relationship between PU and UA**

Based on the results, Hypothesis 2 was accepted with a significance value of  $<0.001$ , below 0.05, a beta value of 0.279, and a t-value of 3.709. The results demonstrate a strong correlation between perceived usefulness and user acceptance of Neobanks.

This outcome is consistent with that of Perwitasari, A. W. (2022), which shows that a practical fintech will gain traction and displace conventional banks. Furthermore, Khayati and Zouaoui (2013) found that PU affects the adoption of new technologies that are helpful in carrying out daily chores. A similar finding was reported by Pikkarainen et al. (2004), who found a substantial correlation between PU and the intention to use and, consequently, the adoption of Internet banking. The findings corroborate the Technology Acceptance Model (TAM) theory, which defines PU as the degree to which individuals think implementing new and particular technology will enhance their convenience, experience, and productivity at work by Davis (1989). To put it briefly, PU has a significant influence on PEOU, which has a big impact on users' adoption of new technology. Users are more likely to switch to Neobanks when they are easier to use and more convenient than traditional banks.

### **5.2.3 Relationship between PS and UA**

The research result demonstrated that Hypothesis 3 was accepted with a significance value being  $<0.001$  below 0.05, a beta value is 0.254, and a t-value is 4.051. The results indicate that perceived security is significantly positively correlated with user acceptance of Neobanks.

This conclusion is consistent with that of Nguyen, D. D., Nguyen, T. D., Nguyen, & Nguyen, H. V. (2021), which shows that consumers' continuing intention to use Fintech services is significantly positively correlated with their perceived security, given their concerns over security. Furthermore, Won-jun, L. (2018) found the same thing, showing that although individuals will use Bitcoin, they prefer to utilise fintech which is highly secure. Furthermore, Khalilzadeh et al. (2017) said that there is strong evidence that Neobanks are secured by passwords, face authentication, and fingerprint authorization to use the app, supporting the claim that mobile payment technologies are reliable and safe.

#### **5.2.4 Relationship between PLC and UA**

According to the results, Hypothesis 4 was unaccepted or rejected as the significance value was above 0.05 at 0.674, the beta value was -0.026, and the t-value was -0.422. These results suggest that government support is not significantly positively correlated with user acceptance of Neobanks.

The findings ran counter to the research conducted by Vives (2019) and Boot et al. (2020). According to earlier studies, user acceptability of Neobanks is strongly correlated with perceived low cost. According to their research, PLC has a major impact on how well-liked Neobank products are by customers because Neobanks are leaner businesses that employ more efficient IT practices. As a result, creating an account may not require a monthly fee. Furthermore, Arslanian and Fisher (2019a) reported that consumers are increasingly choosing digital channels over physical bank facilities.

Furthermore, Li, C., Khaliq, N., Chinove, L., Khaliq, U., Ullah, M., Lakner, Z., & Popp, J. (2023) research had a similar outcome as this study, in which PLC has an insignificant correlation between perceived low cost and intention to use Fintech. Some people choose not to use fintech for online purchases or payments because it takes more time for them to monitor websites or applications to make sure their orders or transactions are completed. Because of this, a lot of consumers think that using fintech for transactions or online purchasing comes with a greater fee. Therefore, PLC is not a significant variable consistently affecting user acceptance of Neobanks.

### **5.2.5 Relationship between PLC and UA**

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## **5.3 Theoretical Implications**

The research findings are significant to the field of study's theory, as indicated by their theoretical implications. This supports the research theory or verifies the study findings. The purpose of this study is to ascertain user acceptance of Neobanks

using the financial literacy framework and the technology acceptance model (TAM) theory. Thus, a more comprehensive understanding of user acceptability of Neobanks is made possible by the TAM theory and financial literacy framework, which offers a solid basis for this study. Perceived usefulness, ease of use, and security—three independent variables—showed strong positive associations with user acceptance of Neobanks during the result. As a result, these variables ought to be investigated further with a variety of target respondents. Neobank-related subjects have become more and more popular in Malaysia; therefore, it appears that this study reviews the literature before going deeper into the subject in subsequent studies.

## **5.4 Managerial Implications**

The research findings have contributed to the body of knowledge by offering insights into the elements influencing users' acceptance of Neobanks. Neobank's user base is growing at an incredible rate, thus digital channel providers, governments, and connected businesses in Malaysia should be constantly improving Neobank's services to meet and even beyond customer expectations. This is due to the fact that, in contrast to traditional banks, Neobanks are a more convenient and user-friendly channel. The data in this study might offer guidance for future research to gain a deeper comprehension of Neobank's issues.

According to this research, the most important factors influencing users' acceptance of Neobanks are perceived usefulness and ease of use. In order to improve the issues and keep a competitive edge, Neobanks providers need to focus more on these factors. In order to improve the Neobanks system, researchers and service providers might work together to offer more helpful and practical features along with unambiguous instructions. In order to offer users a better understanding of how Neobanks operate and to increase the level of familiarity that each generation has with Neobanks, Neobanks service providers may also employ video presentations to illustrate how to use Neobanks.

Additionally, another key factor influencing users' acceptance of Neobanks is perceived security. In order to increase the dependability of each Neobanks system

and guarantee that there is no financial fraud within the Neobanks system, banks, governments, and service providers for Neobanks must take preventative action. This is so that a dependable Neobanks system may gain the trust and faith of users. These characteristics are crucial in improving the financial stability and dependability of Neobanks. Increased user adoption of Neobanks will result from banks, governments, and service providers having a greater understanding of what users need from Neobanks.

## **5.5 Limitation**

There are several restrictions on this study. The research only included young adults, mostly students, between the ages of 18 and 27, which is a limited demographic range. This study did not take into account the opinions of older age groups, such as those between 32 and 80. This is due to the fact that all generations, not only the younger ones, use Neobanks. Users' opinions of Neobanks vary depending on their age group. The elderly may believe that Neobanks are more difficult to use than they are for younger people since they are not as accustomed to online lending, saving, and spending. Consequently, the accuracy of the study's findings may be impacted by this aspect.

Furthermore, an online questionnaire survey was used to conduct this study. Compared to a paper-based questionnaire survey, this data collection approach is more convenient, contactless, and time-saving. All of the surveys, however, were designed with closed-ended questions that used Likert scales, offering respondents choices between very agree and extremely disagree. Respondents are not permitted to share their thoughts outside of the questionnaire while using this kind of closed-ended question. This constrains the study's findings and debate as a result.

## **5.6 Recommendation for Future Research**

The recommendations below should be taken into account by future researchers. First and foremost, the research should widen its participant population to include middle-aged and older persons. This is because the young adult is not representative of all Neobanks users, as people of different age groups will have different perceptions of acceptance of Neobanks. Future studies should look into the perspective of the elderly in order to produce more accurate results. Moreover, this demographic might be hesitant to use Neobanks since the older population can find the bank's procedures difficult to navigate. Furthermore, the majority of participants in this study were students, which may have influenced the findings. Therefore, for a somewhat equitable result, future studies advise striking a balance between worker and student participation.

Future researchers also recommend conducting a survey that facilitates discussion with participants. To record the various viewpoints expressed by respondents, future researchers may use qualitative research methods like interviews or offer a comments section where respondents can engage with one another. In addition to gathering information on the respondents, this enables the collection of responses to questions that are not closed-ended. In order to gain a deeper understanding of the user acceptance of Neobanks in Malaysia, this approach will allow the research to collect more precise and dependable data as well as the viewpoints of the respondents.

## **5.7 Summary**

In summary, the goal of this study is investigate the aspects influencing users' acceptance of Neobanks. The findings support the acceptance of the hypotheses H1, H2, and H3, while rejecting the hypotheses H4 and H5. Stated differently, the user acceptance of Neobanks was significantly and positively correlated with perceived

security, simplicity of use, and utility, but the dependent variable was not significantly correlated with perceived cheap cost or financial literacy. These conclusions and their ramifications are all laid out and thoroughly examined. This study also addresses its shortcomings and offers suggestions for further investigations. In summary, this study offers a number of significant conclusions for future research on users' adoption of Neobanks.



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## APPENDICES

Appendix 3.1 Questionnaire

第 1 节, 共 3 节

## User Acceptance of Neobanks in Malaysia

**B** *I* U ↻ ✕

Dear respondent, My name is Tang Sze Jun, a postgraduate student from Universiti Tunku Abdul Rahman (UTAR) Sungai Long Campus, Faculty of Accountancy and Management (FAM), pursuing a degree in Bachelor of International Business (HONS). I would like to investigate the user's acceptance of the Neobanks in Malaysia. The research focuses on Malaysians who have enough age to open an account. Thus, you are identified as Malaysians who have enough age to open an account, you are voluntarily invited to participate in this research by completing this questionnaire.

The following questionnaire will require not more than 15 minutes to complete. Kindly provide your responses and answer all the questions to the best of your knowledge. There are no wrong responses to any of these statements. All responses are collected for academic research purposes and will be kept strictly confidential. Your participation is very much appreciated to assist me in my academic research endeavors. Should you have any questions, kindly contact me at 016-7866100 or szejun1026@utar.my.

Yours faithfully, Tang Sze Jun

**Acknowledgement Notice \***

I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

I disagree, my personal data will not be processed.

第 2 节, 共 3 节

Section A: Demographic Profile



Please reach each question carefully and specify your appropriate answer by placing a TICK in the boxes given. Each question should have one answer.

1. Gender \*

- Female
- Male

2. Age \*

- 18-22 years old
- 23-27 years old
- 28-32 years old
- Above 33 years old

4. Respondent's education level \*

- High School
- Diploma
- Undergraduate
- Master
- Doctoral

5. Do you have an account in Neobanks?

- Yes
- No

### Section B: The Dimension of Neobanks Intentions

Section B questions are 5 answer scale measurement questions. Please choose the best answer based on a scale of 1 to 5. (1) = Strongly disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly agree. This section seeks the respondent's opinion on the dimension of Neobanks intention.

Dependent variable: Neobanks Intentions \*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Assuming I have access to a Neobanks, I intend to use it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will frequently use the savings services provided by Neobanks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will set my monthly budgeting through Neobanks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will frequently transfer the money to others by Neobanks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will use Neobanks to make the personal loan.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Independent variable: Perceived Ease of Use \*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think using Neobanks is easy to learn due to the mobile application is more integrated.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think Neobanks are straightforward and easy to understand how to save money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think Neobanks is easy to use for transactions.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Independent variable: Perceived Usefulness \*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I believe Neobanks can let me make the loan easily.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think Neobanks can let me save more money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the transfer of Neobanks is more time-saving.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Independent variable: Perceived Security \*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Payment service security is guaranteed in the use of the Neobanks service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In using the Neobanks service, the saving function is secure.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
When I use the Neobanks service, the fund transfer process is secured because it needs face recognition and a password.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Independent variable: Perceived Low Cost \*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I think using Neobanks is affordable because mobile applications no more charge money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe using Neobanks will save a lot of money.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I believe it is inexpensive to use Neobanks.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Independent variable: Financial Literacy \*

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I know the concept of calculating sales profit, which is the result of the reduction between sales turnover and operating costs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I calculate my daily expenditure so that I know the need for cash monthly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to make loans to Neobanks other than traditional banks because the requirements are easier.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>