



Examining the Influence of Technology Acceptance Model on Digital Financial Consumer Behavior in Pakistan: The Mediating Role of Trust

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ABSTRACT

Article History:

Received: May 21, 2024
Revised: Jul 12, 2024
Accepted: Aug 29, 2024
Available Online: Dec 30, 2024

Keywords: Technology Acceptance Model, Trust, Digital Financial Consumer Behavior

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

The banking sector is swiftly adapting to digital banking as an effective and suitable means of enhancing consumer satisfaction. With the rapid progress of financial technological developments, financial institutions have increasingly utilized digital and mobile banking to attract consumers and facilitate transactions. The present research aims to identify the factors within the technology acceptance model that influence digital financial consumer behavior and to examine the mediating role of customer trust in facilitating the adoption of digital banking. This study employs a quantitative methodology, utilizing survey-based data collection from digital banking users, with Structural Equation Modeling (SEM) applied for analysis. The findings confirm that perceived usefulness, ease of use, and intention to use significantly influence consumer behavior. Moreover, trust plays a crucial role in strengthening these effects. The insights highlight the importance of user-friendly platforms and fostering trust to enhance digital adoption. These findings offer actionable strategies for banking institutions and policymakers to drive consumer engagement in digital finance. It also offers a novel perspective on enhancing consumer engagement by emphasizing trust alongside perceived usefulness and ease of use.

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DOI: <https://doi.org/10.61503/ciissmp.v3i3.270>

Citation: Jamshaid, M. A., & Saleem, K. (2024). Examining the Influence of Technology Acceptance Model on Digital Financial Consumer Behavior in Pakistan: The Mediating Role of Trust. *Contemporary Issues in Social Sciences and Management Practices*, 3(4), 291-307.

1.0 Introduction

Digital banking has transformed financial services globally, reshaping how consumers engage with financial products and services. In Pakistan, this shift towards digital financial platforms is accelerating as technological advancements make banking more accessible, efficient, and convenient. Moreover, this rapid adoption of digital banking in Pakistan faces challenges due to varying consumer perceptions of trust, usability, and risk (F. Ahmed et al., 2024). Understanding how these factors influence digital financial consumer behavior is crucial for fostering widespread acceptance and engagement with digital financial services (Nnaomah, Aderemi, Olutimehin, Orieno, & Ogundipe, 2024). An awareness of the factors that relate to consumers behavior in the framework of digital banking is crucial for academic research and practice for, it helps bankers and financial services providers to improve users' involvement and satisfaction. Despite extensive research on the Technology Acceptance Model (TAM), limited studies explore the mediating role of trust in the relationship between TAM factors and digital financial consumer behavior, particularly in Pakistan's banking sector (Yadav & Shanmugam, 2024). This study addresses this gap by examining trust as the mediating variable connecting these variables and consumer behavior in the case of digital banking in Pakistan. The perceived usefulness in the context of the TAM model is the extent to which a user will find utility in using the services, for the purpose of improving efficiency of the financial tasks (Nurahmasari, Silfiyah, & Pangaribuan, 2023). This means that the likelihood of consumers and the consumers becoming actively involved with digital banking will be high once they find the banking services useful.

Likewise, perceived ease of use is another key determinant that helps determine customer's attitude to digital banking. Stated as the level of perceived conviction by users that using the digital banking platform will be easy, perceived ease of use lowers the level of cognitive effort hence promoting a favorable attitude towards usage (Zaki, Halim, & Hebrard, 2023). For digital banking, customers require integration and friendly interactions as well as interface. Intention to use on the other hand is the degree of planning or readiness of a user to use digital banking services in the future (Al-Laheebi 2022). Intention to use is deemed crucial in digital banking because it measures the consumer's willingness to embrace electronic methods when undertaking transactions in future. Trust intervenes the TAM factors that have an influence on consumer behavior in the context of digital banking (Diana, Radisa, Widyasari, Wahyuni, & Muna, 2024). This study is significant as it highlights the critical role of trust in mediating the impact of perceived usefulness, ease of use, and intention to use on digital financial consumer behavior. Its findings offer valuable insights for banking institutions to enhance digital adoption by developing user-friendly platforms and fostering consumer trust.

2.0 Literature Review

2.1 Technology Acceptance Model

Davis (1989) established the Technology Acceptance Model, which is based on the Theory of Reasoned Action given by Ajzen and Fishbein (1967). This paradigm has achieved significant prominence in literature. The Technology Acceptance Model posited that perceived usefulness along with perceived ease of use can predict attitudes toward the adoption of new

technology, subsequently influencing the behavioral intent to utilize the actual system directly. It consists of three components/variables, which includes perceived ease of use, intention to use and perceived usefulness. Perceived usefulness states to the extent to which a person feels that a certain technology or system would improve their performance (Nurahmasari et al., 2023). Perceived ease of use denotes the effort necessary for a user to comprehend and effectively use the technology (Luo et al., 2024). The intention to use refers to an individual's decision and method of integrating a certain technology into their tasks or organizational responsibilities (Handarkho, 2024).

The Literature Review showed that the Technology Acceptance Model (TAM) has a great impact on how digital financial consumer behavior is examined, there providing the theoretical framework that defines the main drivers of digital financial services acceptance. The TAM assumes that usefulness (the extent to which a technology makes work more effective) and ease of use (the ease with which a technology can be employed) are influential factors for acceptance. These constructs apply in the digital finance industry, where customers need convenient, effective, and reliable systems for performing transactions. The model notes how these perceptions affect the actual usage under consideration and define consumer behavior in the process. Such an integration enables financial institutions to provide user-centered digital financial platforms with functional solutions, accompanied by trust, confidence, and other determinants that contribute to sustained use of digital financial platforms.

2.2 Perceived Usefulness and Digital Financial Consumer Behavior

In the TAM model perceived usefulness can be defined as the belief of individuals that using online banking can improve their performance while using online banking services. It includes the assumption that with the use of banking applications, it can already enhance productivity, quality, time in handling monetary operations (Nurahmasari et al., 2023). A study by Hasan, Ashfaq, and Shao (2024) also identified perceived usefulness as the primary determinant influencing the adoption of mobile payments. Furthermore, A. Saleem, Aslam, Kim, Nauman, and Khan (2022) have determined that perceived usefulness in buying influences online purchase intentions using a technology acceptance model. The findings indicated that perceived usefulness has a favorable and substantial impact on customer intentions and behaviors regarding online shopping. Moreover, Khan and Abideen (2023) investigated the influence of perceived usefulness on the efficacy of online banking. It indicates that consumers' perceptions of the usefulness of online banking offerings affect their behavior and willingness to use online banking services. The study of Setiawan et al. (2024) revealed that perceived usefulness has significant positive relationship with user's behavioral intention to adopt Fintech in Indonesian women.

A similar study also confirmed the hypothesis that Perceived usefulness has a direct positive effect on BI to use digital banking platforms (Baliawan, Putranti, & Herdiany, 2024). Altogether, these studies provide evidence for the importance of perceived usefulness with respect to consumer behavior. Perceived usefulness is central to digital financial consumer behavior since it covers the satisfaction that can be acquired from the use of digital financial services for

improving the efficiency of financial transactions. When consumers view these services as valuable, meaning that they provide a more convenient, less time-consuming and ways to better manage their money, consumers are likely to take them up and use the services continuously. It is especially true in the competitive markets, where users require visible improvements and additional options beneficial to enhance efficiency and accuracy, such as higher processing rates, personalized elements, and compatibility with other applications. Since consumers are more likely to trust services that impart tangible benefits and can be utilized in day-to-day activities, platforms offering digital financial services stand to benefit from heightened consumer loyalty, contribution, and engagement. Thus, based on above review of literature, following hypothesis is developed:

H1a: Perceived Usefulness has significant impact on digital financial consumer behavior.

2.3 Perceived Ease of Use and Digital Financial Consumer Behavior

Perceived Ease of Use or PEOU affects consumers' behavioral intention on financial service technology by considering its impact on the readiness of the users to embrace digital banking services. It is a customer's perception about the ease with which knowledge and new technologies for purchasing over the Internet can be obtained (Luo et al., 2024). The Technology Acceptance Model (TAM) employs PEOU as the extent to which a given individual perceives using a particular technology as effort free (Zaki et al., 2023). Hence, when designed as interfaces easy for understanding by the clients, the customers' perception of digital financial platforms is initially configured with positive variables of efficiency and easy accessibility leading to more frequency in usage. This ease help to decrease the thinking skills that is needed to learn and use the technologies owned, which in turn helps to instill confidence and positive attitude towards the technology (R. Hasan et al., 2024). When the industry's consumers feel that digital banking services are easy for use, they will more likely to adopt the services and use them to the fullest such as in transactional events, investments, and applying for loans (S. Ahmed & Sur, 2023).

Moreover, the proposed PEOU has a direct effect on trust in digital banking and thus influences consumers' behavior. Another reason employed in this study to derive user satisfaction from ease of use is security, which arises because users are not likely to make errors in a plat-form they find easy to use (Hammood et al., 2023). This leads to trust in the technology and in the financial institution providing it as customers do not directly engage in a physical interaction in digital financial scenarios. Consequently, PEOU influences consumers' digital financial behavior and encourages them not only to adopt the digital services but also perform their financial activities in the digital environment enhancing their overall commitment to digital financial services (Abbes, Julien, Hao, & Touzani, 2024).

Altogether, these studies show that perceived ease of use has a strong impact on consumer behavior in online banking. Perceived ease of use was also strongly significant and positively related to the behavioral intention to adopt Fintech among Indonesian women as revealed by the study conducted by Setiawan et al., 2024. Perceived ease of use has been consistently found to

have a significant positive impact on behavioral intention to use digital banking and payment platforms (Baliawan et al., 2024). A main determinant of consumer behavior with regards to financial services in the digital space is Ease of Use which captures the ease with which consumers connect with the services. Consumers benefit from the interfaces, processes, and navigation patterns when they are easy to understand, and their confidence to accept and engage with the platforms likewise improves significantly. User flows that lack disruptions like frustration and confusion create an environment that makes users engage and employ various aspects. By following simple design and ease of use in the financial institutions' interfaces of their online channels, customer satisfaction, trust and loyalty would be achieved hence becoming sustainable.

Therefore, Hypothesis H2a proposed that “Perceived Ease of Use has significant impact on digital financial consumer behavior”.

2.4 Intention to Use and Digital Financial Consumer Behavior

In the banking sector, the intention to use indicates people's willingness and preparedness to switch from traditional physical banking methods to online channels for their financial requirements. As more consumers realize the advantages of online banking services, this movement is being driven by convenience and personal preferences. This favorable experience may encourage individuals to promote digital banking to others, emphasizing its efficiency along with ease of use (Handarkho, 2024). Additionally, Al-Laheebi (2022) assessed the factors affecting the sustained intention to use mobile banking applications by combining the Technology Acceptance Model (TAM) with the trust variable, concluding that trust directly impacts the ongoing desire to use mobile banking apps.

In a separate study, M. Saleem, Kamarudin, Shoaib, and Nasar (2022) discovered that augmented reality applications directly affect perceived usefulness and perceived ease of use, while also exerting an indirect impact on attitudes toward use and behavioral intentions to utilize the technology. Numerous studies propose that the Technology Acceptance Model (TAM) may be integrated with other theories and models, asserting that TAM is a significant and useful framework for assessing the adoption of emerging technologies inside organizations (Nambiar & Bolar, 2023; Tian, Chan, Suki, & Kasim, 2023). Similarly, Setiawan et al. (2024) also found that intention to use significantly positively impact behavioral intention to adopt Fintech among Indonesian women. Intention to use has been consistently found to have a significant positive impact on behavioral intention to use digital banking and payment platforms (A. Hasan et al., 2024).

Intention to use is a predictor of the digital financial consumer behavior that capture motivational aspect of using the technology to engage in financial services. It is an indication of the readiness of consumers to move from conventional forms of banking to technological based services. Such decision-making is based on beliefs about relevance or utility of a system, its ease of use and reliability, and influentially, norms and promotions. When defined as a positive and

strong intention to use shows that more consumers are willing to actively seek for their financial needs in digital platforms. Therefore, understanding and enabling this intention can help financial institutions seek to develop effective strategies that will effectively promote adoption and offer potentially appealing applications that may meet consumer needs and desires and enhance customer satisfaction and loyalty in the newly created online financial service environment.

The following hypothesis has been developed based on insights from the literature.

H3a: Intention to Use has significant impact on digital financial consumer behavior.

2.5 Trust as Mediator between Perceived Usefulness and Digital Financial Consumer Behavior

The concept of trust has been defined and used in many ways within the literature. Haider, Khan, Khoja, Alharthi, and Minhaj (2024) established that trust acts as a mediator between perceived usefulness and consumers' intentions to adopt online banking services. Prior research has shown that trust significantly impacts customer behavior regarding digital financial services. Trust serves as an intermediary between consumers' acceptance of technology and their actual use of digital financial goods and services (Simatele, 2023). Whereas, PU measures the extent to which a consumer perceives that a specific digital financial service increases the utility of an accompanying financial task, trust fills the gap between an individual acknowledging that usefulness and then behaving accordingly (Gazi, Al Masud, Hossain, & bin S Senathirajah, 2024). Customers are more inclined to use digital financial products in case they believe that these technologies are safe, effective and will ensure the safety of their data. Trust reduces perceived risk when it pertains to the offerings that are in digital form and it also brings out the aspect that the benefits of the service in doubt overshadow the risks (Adnan, 2024).

In a further research, Berakon, Wibowo, Nurdany, and Aji (2023) shown that trust mediated the link between perceived usefulness and individual intentions, whereas halal knowledge had a positive and substantial influence on individual intentions. Catacutan and Mabesa (2024) also found that trust positively mediates the impact of perceived usefulness on intention to adopt mobile wallets application in social health insurance. Trust is found to mediate the relationship between perceived usefulness and consumer behavior in mobile banking (Van Deventer, 2024) and digital wallets (Khoury, Doumit, & Alam, 2024). Based on the above literature, Trust is another key mediator in influencing the relationship between perceived usefulness and consumers' financial behavior to use digital financial services. Trust intervenes between awareness of the value of digital services and actual consumption, minimizes perceived risk, and improves consumer confidence. Literature reviews have revealed that trust plays an important role in the consumer behavior within different contexts such as internet banking, mobile commerce, and social health insurance application. The following hypothesis has been developed based on insights from the literature.

H4a: Trust mediates the relationship between Perceived Usefulness and digital financial consumer behavior.

2.6 Trust as Mediator between Perceived Ease of Use and Digital Financial Consumer Behavior

The role of trust is seen as a mediator that influences the relationship between PEOU and the consumption of technological services with regard to financial services. This work posits that ease of use leads to perceived control and perceived ease of use by consumers, meaning that consumers will find platform features easy to use and explore (Simatele, 2024). As a result, trust enhances the link between PEOU and usage behavior where consumers not only adopt the digital services offered but engage with them more frequently and in a more numerous way (Siagian, Tarigan, Basana, & Basuki, 2022). Whenever buyers are assured that a basic and easy to use interface is also secure and reliable, it becomes easier for people to adopt digital banking in their day to day processes hence increasing both the amount and extent to which they engage digital financial services (Dekkal, Arcand, Prom Tep, Rajaobelina, & Ricard, 2024).

Moreover, Weningtyas, Marsudi, and Juliati (2024) defined trust as the mediator between perceived ease of use as well as loyalty when examining the satisfaction and loyalty of banking consumers in Indonesia. In another research, Berakon et al. (2023) shown that halal knowledge had a favorable and significant impact on individual intentions, trust mediated the relationship between perceived ease of use along with individual intentions to use. Catacutan and Mabesa (2024) also found that trust positively mediates the impact of perceived ease of use on intention to adopt mobile wallets application in social health insurance. Perceived ease of use has shown complementary mediation relationships with trust, amplifying its impact on mobile financial service use (Simatele, 2023). Trust is found to mediate the relationship between perceived ease of use and consumer behavior in digital banking (Fitria, Dairobi, & Anisah, 2024). It is evident from above literature that trust plays a mediating role between PEOU and consumer behavior in the digital financial services, increasing user confidence and involvement. When platforms are easy to use, secured and reliable, trust enhances the uptake and heavy use of such services. Specifically, the systematic literature review evident trust mediating the relationship between PEOU and intention & behavioral outcomes in the digital banking and mobile wallet context.

The following hypothesis has been developed based on insights from the literature.

H5a: Trust mediates the relationship between Perceived Ease of Use and digital financial consumer behavior.

2.7 Trust as Mediator between Intention Use and Digital Financial Consumer Behavior

Trust serves as the bridge between consumers Intention to Use and their actual use of digital financial services by converting the consumers' initial desire to engage in digital financial services into a repeat, long term involvement with the service (Kaur, Ali, Hassan, & Al-Emran, 2021).

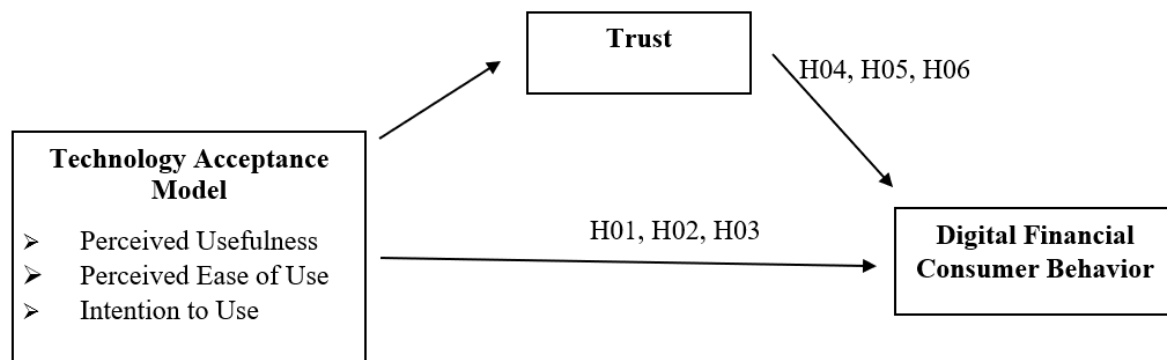
While Intention to Use captures the preparedness or willingness of a consumer to embrace a particular digital financial platform, trust helps lock-in such Intention through the reduction of risks or uncertainties associated with particular digital financial platform (Yan, Siddik, Akter, & Dong, 2021). Trust rebuilds consumer confidence that assures the reliability and security of the platform being used. Almaiah et al. (2023) revealed that customers' perceptions of ease of use and trust strongly impact their intention to use mobile banking services.

Moreover, Qurban (2023) identified a robust positive and substantial correlation between trust and intention to use Islamic Fintech. Catacutan and Mabesa (2024) also found that trust positively mediates the impact of intention to use mobile wallets application in social health insurance. Trust is found to mediate the relationship between intention to use and consumer behavior in digital banking (Kim & Yum, 2024). Thus, by paying more attention to trust-building mechanisms, financial institutions can help connect the gap between consumers' attitude and behavior in using a certain platform more effectively, encouraging them to stay longer and use the particular service more actively, while gradually adapting to the pervasiveness of digital banking services (Han, Ulhøi, & Song, 2024).

The following hypothesis has been developed based on insights from the literature.

H6a: Trust mediates the relationship between Intention to Use and digital financial consumer behavior.

2.8 Theoretical Framework



3.0 Methodology

The research tool for this particular study is structured quantitative survey, hence the data was collected from digital banking consumer in Punjab, Pakistan. The survey will incorporate validated scales from prior research to measure each variable: Thus, perceived usefulness, perceived ease of use, trust, intention to use and digital financial consumer behavior were found. Since the type of data for consumer psychology is more interconnected, a Likert scale will be used

to collect responses since it measures consumer attitudes and behaviors closely. The target population includes digital banking users generated from convenience sampling so that the respondents are versatile and are participants of the digital banking services. The information will be sought through an online questionnaire where possible with a sufficiently large population sufficient enough to establish the necessary degree of confidence and validity within the field of digital banking within Pakistan.

Furthermore, data will be analyzed through structural equation modeling to determine direct as well as mediated relations among the pertinent factors. This method enables the assessment of the proposed relationships described in the TAM model as well as the mediating role of trust between perceived usefulness, perceived ease of use, intentions to use, and consumers' digital financial behaviors. By using mediation analysis, the study will also seek to establish the total effect of perceived usefulness, perceived ease of use and intention to use on consumer behavior through trust. This approach of analysis is appropriate when there are interconnections between different variables and it will enable the generation of reliable hypothesis on relationship between TAM factors and trust that may determine consumers' behavior in digital banking in Pakistan.

4.0 Findings and Results

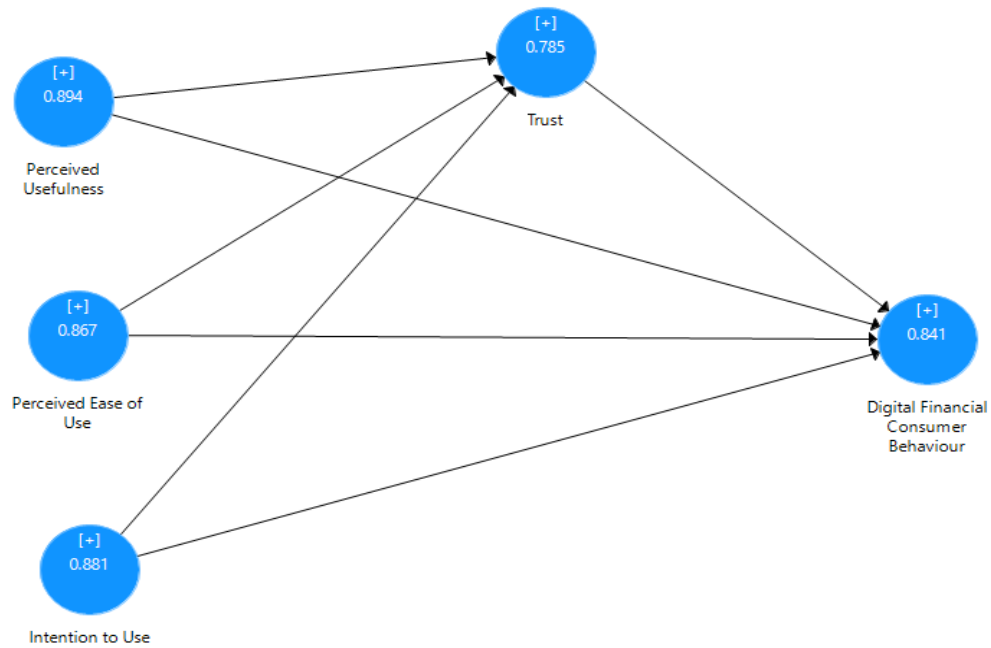
4.1 Reliability Analysis

The reliability analysis suggests that all proposed constructs satisfy the standard of reliability and validity. Cronbach Alpha coefficient values lie between 0.707 and 0.855, representing acceptable reliability; Trust is at the acceptable limit (0.707) while Perceived Usefulness has the highest value (0.855). The rho_A and Composite Reliability (CR) coefficients are higher than the standard 0.7 for all the constructs proving reliability. All construct Average Variance Extracted (AVEs) are above 0.5, signifying each construct convergent validity adequately. In sum, the results indicate that the measures used in the study are both, reliable and valid.

Table 1: Reliability Analysis

	Cronbach's Alpha	rho_A	CR	AVE
DFCB	0.787	0.785	0.841	0.503
I to U	0.841	0.848	0.881	0.554
PeoU	0.809	0.808	0.867	0.568
PU	0.855	0.859	0.894	0.587
Trust	0.707	0.709	0.785	0.508

Figure 1: Reliability Analysis



4.2 Validity Analysis

The validity table provides information on the correlations between the constructs and proves discriminant validity. For acceptable discriminant validity, diagonal values (which are not calculated here though they are usually the square root of AVE) should be higher than the off-diagonal correlation. The coefficients of construct correlations range from 0.244 (Trust and Intention to Use) to 0.518 (Digital Financial Consumer Behavior and Intention to Use) indicating that, while the different constructs are related to each other, they are not identical. These findings evidence construct validity to this study evidencing that all the constructs under measure distinct aspects of the theoretical model.

Table 2: Validity Analysis

	DFCB	I to U	PeoU	PU	Trust
DFCB					
I to U	0.518				
PeoU	0.451	0.312			
PU	0.512	0.321	0.279		
Trust	0.454	0.244	0.375	0.362	

4.3 Direct Effect

The findings, in fact, show that there are positive and strong correlations between the variables in the model. Regarding Digital Financial Consumer Behavior, Intention to Use indicates strong positive effects with a path coefficient (O) of 0.302 supported by T-statistics greater than 1.96 and $p < 0.05$; Perceived Ease of Use has a significance level of 0.207; Perceived Usefulness with a significance level of 0.241; and Trust is positively significant with a path coefficient (O) of 0. Likewise, Intention to Use, Perceived Ease of Use and Perceived Usefulness exert a positive influence on Trust: coefficients are respectively equal to 0.078, 0.219, and 0.211; for the T-statistic and p-values higher than 1.96 and less than 0.05 respectively. These findings support the hypothesized relationship and highlight such predictors as effective in shaping Trust and Digital Financial Consumer Behavior.

Table 3: Direct Effect

	Original (O)	Mean (M)	STDEV	T Statistics	P Values
I to U -> DFCB	0.302	0.311	0.012	24.645	0
I to U -> Trust	0.078	0.08	0.024	3.289	0.008
PEoU -> DFCB	0.207	0.181	0.035	5.85	0
PEoU -> Trust	0.219	0.219	0.065	3.36	0.007
PU -> DFCB	0.241	0.241	0.043	5.628	0
PU -> Trust	0.211	0.198	0.062	3.388	0.007
Trust -> DFCB	0.161	0.167	0.028	5.743	0

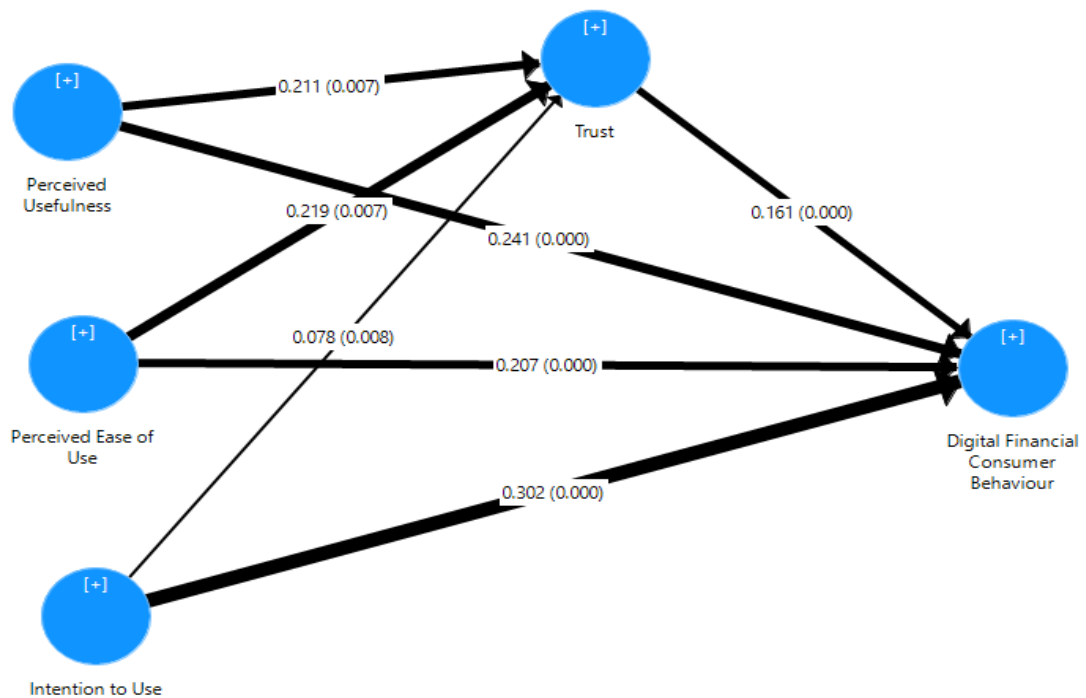
4.4 Mediation Effect

The findings of the mediation analysis show that Trust has a substantial mediation role in the relationships between Intention to Use, Perceived Ease of Use, and Perceived Usefulness with Digital Financial Consumer Behavior. The mediated effects are all significant with T-statistics greater than the cut-off value of 1.96 and p - values less than or equal to 0.05 for all the paths. Further, the coefficients of indirect effects of Intention to Use, Perceived Ease of Use and Perceived Usefulness via Trust are 0.013, 0.035, and 0.034 respectively which indicates that Trust is the most important mediator to mediate the influence of these factors on the Digital Financial Consumer Behavior. These findings suggest that Trust plays a crucial role in mediating the use of digital financial services as indicated by the following proposition.

Table 4: Mediation Effect

	Original (O)	Mean (M)	Standard Deviation	T Statistics	P Values
I to U -> Trust -> DFCB	0.013	0.014	0.005	2.368	0.039
PEoU -> Trust -> DFCB	0.035	0.037	0.014	2.471	0.033
PU -> Trust -> DFCB	0.034	0.033	0.012	2.924	0.015

PLS SEM Results



5.0 Discussion and Conclusion

The findings support all proposed hypotheses beyond reasonable doubt. H1a of this research study is confirmed whereby Perceived Usefulness has a meaningful and statistically significant influence over Digital Financial Consumer Behavior (O = 0.241, T = 5.628, p = 0). Consistent with this is H2a which is supported as seen in the following results of the regression analysis Perceived Ease of Use = O = 0.207 T = 5.85, p = 0. H3a is also approved where hardly any significant relationship between Intention to Use and Digital Financial Consumer Behavior is observed (O = 0.302, T = 24.645, P = 0). The mediating role of Trust is significant in all the hypothesized relationships thereby validating H4a, H5a and H6a. More precisely, Trust partially mediates the impact of Perceived Usefulness where Trust (O = 0.034, t=2.924, p =0.015),

Perceived Ease of Use where Trust ($O = 0.035$, $t = 2.471$, $p = 0.033$) and Intention to use where Trust ($O = 0.013$, $t = 2.368$, $p = 0$) These results support the postulated main and mediating links between user perceptions, ease of use, and intention to use services for digital finance and stress the role of Trust as a mediator in strengthening these impacts on consumer behavior.

This study found that perceived usefulness significantly impacts consumer behavior, aligning with prior research showing that consumers favor digital platforms that add value to their daily financial transactions like Butarbutar, Bakri, Rahmi, Hasti, and Santoso (2023), Alqudah et al. (2023), A. Saleem, Aslam, Kim, Nauman, and Khan (2022). Consequently, Hypothesis (H1a) suggests that perceived usefulness positively affects digital financial consumer behavior. Furthermore, it also found that when digital banking platforms are perceived as easy to use, consumers are more likely to engage consistently with these platforms (Hypothesis H2a) like Windasari, Kusumawati, Larasati, and Amelia (2022), Ghani, Ali, Musa, and Omonov (2022), Astuti, (2023).

This study concludes that a strong intention to use digital banking services directly influences consumer behavior, as posited in Hypothesis (H3a), which proposes that intention to use has a positive effect on digital financial consumer behavior, this result is aligned with previous studies as well like M. Saleem, Kamarudin, Shoaib, and Nasar (2022), Al-Laheebi (2022). This study explored that trust mediates the relationships between perceived usefulness, perceived ease of use, and intention to use with consumer behavior. These results are supported by previous researches like, results of H4a hypothesis are supported by Catacutan and Mabesa (2024), (Van Deventer, 2024), H5a by Catacutan and Mabesa (2024), (Fitria et al., 2024), and H6a by (Catacutan & Mabesa, 2024), (Kim & Yum, 2024). Study proposed that trust served as a mediator, strengthening the relationships between these variables and digital financial consumer behavior, making trust an indispensable element in digital financial engagement in Pakistan.

Lastly, the discussion indicated that the all-developed hypotheses had been supported. The findings also revealed that perceived usefulness, perceived ease of use, and intention to use all have a direct impact to the consumers' digital financial behavior. Evidence is provided that trust partially mediates these relationships, thereby enhancing their effect on consumer engagement. These results are consistent with previous studies and stress the environmental nature of the use of digital technologies and financial applications by focusing on the role revealed by the obtained results: users' perceptions, ease of use, and trust. According to the findings, trust can be considered as an essential component that can improve the effectiveness of digital financial services This indicates that it plays a relevant role for the banking institutions, which are targeted to establish long-term user engagement to the digital banking environment of Pakistan.

5.1 Conclusion

This study concludes that perceived usefulness, perceived ease of use, and intention to use significantly impact digital financial consumer behavior in Pakistan's banking sector, with trust serving as a partial mediator in these relationships. The findings confirm that digital banking consumers are more likely to engage with digital financial services when they perceive them as beneficial, easy to use, and have a strong intention to adopt them, all of which are further

strengthened by a sense of trust. The partial mediation of trust suggests that while trust enhances the effects of these factors on consumer behavior, perceived usefulness, ease of use, and intention still exert direct influences. These insights emphasize the importance of building both user-friendly digital platforms and fostering trust to promote sustained consumer engagement in digital banking, offering valuable implications for banking institutions aiming to increase digital adoption.

Moreover, this study, it reinforces the need for banking institutions to adopt technologies and strategies that have user experience and trust-building measures. Also, intuitive interfaces and seamless functionality enhance usability, thus directly impacting perceived ease of use, while providing listed benefits and value-added services strengthens perceived usefulness. At the same time, by ensuring security in their operations and adopting a transparent approach to consumers, they can build that trust that can further encourage consumers to start using digital financial services.

Muhammad Ahmar Jamshaid: Problem Identification and Theoretical Framework

Kashif Saleem: Data Analysis, Supervision and Drafting

Conflict of Interests/Disclosures

The authors declared no potential conflicts of interest in this article's research, authorship, and publication.

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