ABSTRACT
FinTech is a newly emerged service that combines innovative financial services and latest mobile technology. Since this service is new, there is a lack of study that investigates consumer behavior in adopting the service. Founded on Regulatory Focus Theory, our study aims to explain two different factors that motivate the adoption of FinTech in China. We plan to collect data from university students who used Alipay and Tenpay (two of the leading FinTech companies in China). The findings from our study will be valuable to FinTech companies in strategizing and promoting usage of their services.

CCS Concepts
• Information systems→World Wide Web→Electronic commerce→Digital Cash

Keywords
FinTech; Alipay; Tenpay; Regulation Focus Theory; Use and Gratification; Security Control.

1. INTRODUCTION
The advent of information technology (IT), especially the rapid and wide diffusion of smartphones and mobile technology brings many new services to the consumer market. One of the newly emerged services is FinTech. FinTech refers to “the segment that is at the intersection of the financial services and technology sectors where technology-focused start-ups and new market entrants innovate the products and services currently provided by the traditional financial services industry” [1]. With FinTech, consumers can perform mobile services on-the-go such as making payments, requesting for loans, purchasing insurance, and performing investments.

The FinTech market is growing rapidly and the momentum is very strong. Globally, more than 12 billion dollars has been invested in FinTech sector [2]. According to a PwC report, the transaction amount of the US FinTech market has passed 7 trillion dollars while in China, the FinTech market has reached 4 trillion dollars [1]. In China, there are two leading FinTech services: Alipay and Tenpay. Alipay is an e-commerce based company while Tenpay is a mobile messenger based company.

Since FinTech is new, there is a lack of study that investigates consumer adoption of the technology. Compared to other services, financial related services require high level of risk control and motivation to ensure continue usage because these services are directly linked to personal wealth and well-being [3]. Therefore, there is the urgency to understand the factors that motivate consumer adoption of this high risk yet newly emerged technology that is predicted to bring high value to consumers.

In this paper, we adopt the Regulatory Focus Theory (RFT) as the overarching theory to explain the factors motivating consumers to adopt FinTech [3]. Following the current trend in the literature that explains consumer behavior from a dualistic perspective, we investigate the motivational factors from the aspects of both costs and benefits. The understanding achieved in this study will be valuable to FinTech companies in strategizing and promoting usage of their services. The findings will also add value to the body of knowledge in new technology adoption in general and FinTech adoption in particular.

2. Literature Review
2.1 Regulatory Focus Theory
Regulatory focus theory (RFT) explains people's perceptions in the decision making process when pursuing their goals. Specifically, it examines the relationship between the motivation of a person and the process in which they pursue their goal. RFT posits that through motivation, we will be able to understand how one approaches a task or a goal. People adopts two different and independent self-regulatory orientations in their pursuit of goals: prevention and promotion [3].

People who are promotion-focused and prevention-focused differ in three forms. First, they differ in their motivation to satisfy. Second, they differ in their goals and standards related to achievement. Third, they differ with regard to the types of outcome that are important to them. Promotion-focused individuals concentrate on hopes, accomplishments, and gains and thus go after positive outcomes. They pursue personal growth to realize their 'ideal self'. Prevention-focused individuals concentrate on safety, responsibilities, and non-losses and thus trying to avoid potential losses or negative outcomes. They pursue security and safety by following the guidelines and the rules to realize their 'ought self'.
Previous studies have used RFT to explain consumer behavior and organizational behavior [4][5][6]. RFT helps to understand why consumers look for pleasure and want to avoid risk in their actions. We argue that FinTech consumers can also be classified into those who are promotion-focused and those who are prevention-focused because it is a natural consumer instinct to want to maximize pleasure and minimize risk.

2.2 Promotion-Focused – Benefit Theory
Promotion-focused process reflects the pleasure part of the RFT. When consumers use FinTech, it is likely that they are highly motivated when they experience the benefits from the services received. In the information systems field, benefit belief has been applied to measure one’s cognitive use experience of IT systems, media and e-commerce. Since FinTech has some similar characteristics as IT systems, media and e-commerce, we argue that benefit belief provides valuable insights and constructs that can fit into the component of promotion-focused process.

In the Information Systems field, perceived benefit has been found to influence consumer attitude and behavioral intention. Hrischman and Holbrook [7] categorized benefits into utilitarian benefit and hedonic benefit. Utilitarian benefit relates to functional value such as convenience, performance, and cost advantages. Hedonic benefit is non-functional benefits such as enjoyment and happiness. In this study, we only examine utilitarian benefits because FinTech is a payment service that adds functional value to its users.

Utilitarian benefits in this study consist of convenience, performance, cost advantages, and network benefits consist of referent network size and perceived complementary.

H1: Convenience positively affects satisfaction
H2: Performance positively affects satisfaction
H3: Cost Advantages positively affects satisfaction
H4: Referent network size positively affects satisfaction
H5: Perceived Complementary positively affects satisfaction.

2.3 Prevention-Focused - Security Control
Prevention-focused process explains one’s behavior to avoid pain or risk. In FinTech, a critical challenge is to ensure security. Without good security, consumers are not going to use the service. Since FinTech resembles a small bank where monetary transactions are being performed, it is essential to establish good and reliable security systems along with trustable internal privacy policy. In this study, we adopt the concept of security control from Suh & Han [9]. Security control has five categories: authentication, non-repudiation, confidentiality, privacy protection, and data integrity.

H6: Authentication positively affects trust
H7: Nonrepudiation positively affects trust
H8: Confidentiality positively affects trust
H9: Privacy protection positively affects trust
H10: Data integrity positively affects trust

2.4 Trust, Satisfaction & Continuance Use Intention
In the fields of information security and e-commerce, trust reflects one’s basic attitude toward certain technology [9]. Mayer et al. [10] define trust as “the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustee, irrespective of the ability to monitor or control that other party.” We argue that in the prevention-focused process, trust mediates the relationship between the five elements of security control and satisfaction as well as the relationship between the five elements of security control and continuance use intention. Susanto et al. [11] show that trust exerts significant impact on satisfaction and continuance intention to use smartphone banking services.

Satisfaction is formed after consuming a product or service. According to the Expectation-Confirmation Theory, consumers will feel satisfy when a product or service meets their expectation. Satisfaction is an important antecedent of continuance intention. We argue that in the promotion-focused process, satisfaction mediates the relationship between gratification-obtained/gratification opportunity and continuance use intention. Continuance use intention is defined as the decision of consumers that they are going to continuously use a product or service in the post purchase or post-consumption period [12].

H11: Trust positively affects satisfaction
H12: Satisfaction positively affects continuance use intention
H13: Trust positively affects continuance use intention.

Figure 1. Research Model

3. Methodology
3.1 Measurement Items
We adapted all measurement items from the literature to fit our research context. The items for utilitarian, hedonic, integrative, and mobile convenience came from Ha et al. [13]. The items for network externality were from Lin and Lu [14] while items for security control came from Suh and Han [9]. Trust, satisfaction, and continuance use intention were adapted from Susanto et al. [11]. All measurement items used seven-point Likert scales.
3.2 Data Collection
We will collect survey data from current users of Alipay and Tenpay in a university in China. Incentives will be given to respondents who complete a 15-minute survey questionnaire.

4. Expected Results
Nowadays, China sees an increasing number of FinTech users. However, there is a dearth of relevant research in the area. This paper addresses the gap by shedding lights on consumer behavior of FinTech. We expect the findings to explain consumers’ self-regulation process and behavioral intention to use Fintech.

5. REFERENCES