COUSTOMER'S ATTITUDE TOWARDS FINTECH IN ISLAMIC BANKS IN DISTRICT PESHAWAR

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ABSTRACT

Financial technology innovations aim is to compete with traditional procedures in the delivery of financial services. In Pakistan Islamic banking sector is progressing rapidly and Islamic banks are in intense competition with the conventional banking sector. The customers of Islamic banks want the best financial products. Keeping in view the customer's attitude of Islamic banks and profitability of Islamic banks this research tried to explore the customer's attitude towards fintech in terms of usefulness, easiness, and risk in Islamic banks along with demographic and socio-economic factors like age, education, family income and employment status. Using the convenient sampling technique, 245 questionnaires were filled from different customers of Islamic banks. The descriptive statistic, cross-tabulation and regression analysis were used to analyze the data. The calculated results identified that easiness, risk and usefulness effect the use of financial technology. The results showed that financial technology is useful in making Islamic banks profitable. The results also highlighted important guidelines and information for Islamic banks, to formulate better policies and strategies to improve products and services to attract the potential ones in future.

1. INTRODUCTION

Financial technology is now growing quickly all over the world. Fintech is "Financial Technology" that explore to improve and automat the use of financial services. The term fintech includes a large number of techniques, which include data security to financial & service deliveries. Both academics and professionals have an urgent demand for an accurate and up to date awareness of Fintech. Fintech is beneficial to carry out financial activities, process and lives by using particular operating system which are used progressively on mobile phones and computers to help companies, business owners and consumers . Banking sector is enabled by digitization to apply in a more up to date way recent business models. Also the banks digitization is coming with new changes to enlarge their customer's communication, and better their making of decisions. Fintech are contemplate to be speedy and attentive than traditional banks, as banks services are expensive so fintech enable banks to take part in cost decreasing policies. Further, in developing economies access to formal finance is still a challenge, in less developed part of

the world these benefits of fintech are considered to be greater . In developed countries fintech is providing highly reachable and smooth path to customers for their wants and needs. In developed countries fintech is successful. However in developing countries the result is different because in developing countries the fintech products and services designers do not pay attention to customer's needs. The designers should visit villages and talk to the people about their needs and difficulties and they should not rely on sanitized survey. Designers should ask people about how technology could aid them in overcoming their difficulties. Fintech describes different departments and business such as education, consumer banking, fundraising, nonprofits and investment organizing to name a few. Banking is done in convenience through the channel provided by it, thereby bringing down customers lines in banking halls, management expenses and difficulties related with traditional banks (Perry, 2018). The global banking sector today has been in the phase of significant transformation. This

transformation is due to the force of innovation in financial technologies. The e-banking concept came in the mid of 1990's. These new services started in the banking sector since mid-1980. Three point two (3.2) million People out of seven billion people are having bank accounts. The need of E-banking is increasing day by day because of the quick access of its users to different banking services. Financial technology has always been related with digital revolution and financial technology products e.g., automatic teller machine and mobile banking etc that provide a continue energy to the banking sector to better its performance in terms of customer's satisfaction, expectation, profitability, staff service quality, work efficiency and encourage financial activities. M-Banking is a type of internet banking which offer facilities to consumers. Through M-banking we can access immediately to any location. M-banking services can also work without internet connection while internet banking services need a connection to internet. M-banking is more convenient than other self-services because in m-banking there is no restriction on time and place. Therefore, m-banking increased efficiency and also improved banks and clients relationship. Artificial Intelligence (AI) and Machine Learning Technology (ML) in fintech, offering the energy to play an even greater role in the finance industry as progress continue. Fintech applications of Artificial Intelligence (AL) and Machine learning technology (ML) include fraud observation, credit scoring, wealth business etc. Robotic Process Automation (RPA) is the process of assigning repetitive, manual tasks to robots instead of humans in order to well organized work flows in financial institutions. Mobile payment applications are some of the most prevalent uses of fintech without physically visiting a bank such applications allow users to carry out banking activities (Corporate Finance Institute, 2015). Automatic and online bill pay help in payment of bills. Anyone who struggles with time management missing payment due to dates has always been a problem for them. E-banking services include mobile banking, bank cards facilities, and automatic teller machine and automated alert, online banking, fund transfer facilities (Perry, 2018). ATM is one of the most initial and common service provided by e-banking with which not only you can draw out cash as and when required but

also look over your account position (Corporate Finance Institute, 2015).Banking allows digital payment, which promotes transparency. It allows 24/7 access to the bank account and send alerts and notifications to get informed with banking transactions cost. It makes it convenient and easy, as they are not required to visit bank branch every time. Pakistan is a populous country. Twenty one percent of the adult population in the past decade accepted the concept of fintech due to effort of government. Moreover, financial companies also showed their interest in increasing this ratio in the coming years. In Pakistan fintech industry is relatively in dawning stage and gradually sustaining its position According to the prediction of the Director General of Karandaaz. In Islamic finance researchers have recently started paying attention to the area of financial technology . Islamic finance and fintech web well. With good technological policies, services and products fintech can lower the banking price for ordinary people and can decrease the credit gaps which are existing in many Muslim countries. To be a competitor Islamic banks are making use of numerous contemporary technological policies to obtain more benefits. The assuming of Islamic mobile banking was slow due to many hurdles such as low priced handsets, bad service aspects and technological limitation during the early phase. Since then Mobile technologies have progressed quickly, and these hurdles have been greatly decreased. (Amin et al, 2008). The business activities become more difficult now days. There is much competition in banking industry, so to be successful and efficient the Islamic financing industry should better their services in terms of facilities and customer trust. Furthermore, fintech can remove risk which is in many products in the banking industry. Through financial technology customers and banks save time, money and attempts. The use of block chain technology helps to overcome risks. . To sum up this study investigated Islamic banks operated in metropolitan city Peshawar. Further, this study examined the customer's attitude towards fintech in these Islamic banks and investigated the customer's attitude in terms of usefulness, easiness and risk of fintech in Islamic banks along with demographic and and socio-economic factors like age, education, family income and employment status. The objectives of the study is to estimate the

impact of usefulness, easiness of use and risk on the financial technology adoption attitude of Islamic bank customers and to assess the demographic and socio-economic factors effect on the adoption attitude of customers in Islamic banks Siam (2006) looked over the impact of e-banking on bank profitability. The data were gathered from twenty banks of Jordan. Questionnaires were distributed among more than twenty banks in Jordan. The results specified that the effect of e-banking on Jordanian banks profitability is positive in long term. Mensah (2016) studied the impact of Information Communication Technology (ICT) in Ghana on the banks performance in rural areas. Researcher selected twenty banks and collected the data for the time period of 2011 to 2014. The results highlighted that ICT has a great effect on the bank performance in the rural areas and the investment has little impact on bank performance in ICT in rural areas. So the rural banks are suggested to use their existing technology and changing the financial products and services to customers and this will be more effective. Khrawish & Saadi (2011) studied the effect of e-banking services on the banks profitability. The studied data were taken from 2000-2009. They used three groups of banks the banks which do not provide internet services, Banks which adopt the service early, and banks which recently adopt the service in Jordan domestic banks for their sample. They used financial data and operational data which were in the annual reports. The findings of the study revealed that there is no positive impact of e-banking services of the profitability of early adopters of the service and recent adopters of the service and e-banking effect positively margins.

Al-Samadi (2012) studied factors influencing the use of electronic banking in Jordan. To achieve the objectives the researcher gained primary data through 387 questionnaires from the customers of banks in Jordan. Multiple regression analysis was used to test the hypothesis. The results of this study highlighted that uncertainty and avoidance has strong and positive impact on the ease of use but risk is the hurdle for customers to use E-banking services. Khalousi (2013) investigated the relationship between electronic banking and the profitability of banks. The researcher collected the data from nine banks of Tehran. The data were collected from stock exchange from 2006-2010 using financial reports and Rahavard-Novin

software. The result showed that e-banking services growth has a significant impact on increasing profitability of banks. This impact has the highest value in (Return on Assets) ROA and the lowest value in (Non Profit Making Organizations) NPM. So the banks should update the e-banking services. Farah et, al. (2018) examined mobile banking adoption in banking sector in Pakistan. The objective of this research is to study the key factors which affect the behavior and intention of the consumer to use mobile banking. This research is quantitative and qualitative study was conducted to find that how the behavioral factors affect consumer's adoption behavior and usage intention regarding m-banking. The data collected from 490 respondents through questionnaires of five point Likert scale through convenience sampling technique. This study explored that UTAUT is a good framework that can positively make better the understanding of an important phenomenon such as m-banking adoption behavior.

Juneju et, al. (2019) studied the influence of fintech on customers' satisfaction from Allied Bank of Pakistan. This research is specially related to customer satisfaction particularly focusing on the fintech usage/digital banking system in allied bank. The data were collected from 183 respondents of through questionnaires designed by Likert scale and factor analysis, regression analysis, factor analysis and multiple regression analysis were used. This study identified that there is significant effect of service security reliability and safety on customers 'satisfaction. The researchers recommended that, in this age of high competition at the technology platform should be evaluated with current technological advancement for great customers' satisfaction. Naz et, al. (2020) studied the effect of awareness, understanding and usage of Islamic banking products and services on satisfaction of customers in Islamic banks of Pakistan. This study is helpful for investing, making policies and strategies for bank managers, stakeholders and directors. The results of this study are valuable in making better strategies for producing more for customers. This is descriptive survey research. The purposive sampling technique was applied. The sample target areas were Lahore and Faisalabad. The data were gathered from customers through two hundred questionnaires. The results showed that awareness

and understanding have positive effect on the customers' satisfaction level and also shows the variable important for the progress of Islamic banking system.

Ali et, al. (2021) looked over that how risk, trust and benefit fix user financial technology adoption. This research tries to explore the factors of benefit and risk of Islamic financial technology and the effect of benefit, risk and trust on the customers' adoption behavior of Islamic financial technology. This research is survey based.Quantitative research and purposive sampling technique were used. The data were collected through three fifty questionnaires from respondents. The perceived benefits revealed positive effect on trust and perceived risk showed negative effect on trust and the result also revealed the positive and important relationship between customers and adoption behavior of financial technology. Mustafa et, al. (2021) analyzed the customers of bank attitude towards fintech in Pakistan. This research tried to find the acceptance behavior of financial technology in Pakistan. In this research a peer-to-peer model was studied which were based on the collaboration between financial technology companies and the banks in Indonesia. In this research the TAM working principle is used to find the impact of different variables on customer's attitude and behavior. The findings of this research revealed that banks and financial institutions must provide security so the risk should be reduced. The consumers cannot pay more for using fintech confirmed that usefulness is the main factor to change the consumers' behavior to use fintech

2. Methods and Materials

To see the customer's attitude towards fintech in Islamic banking the lickert scale questionnaires were used. The primary data were gathered through questionnaires. The convenient sampling technique was used and the data were gathered from 245 available customers of the Islamic banks.

The population of the study consists of Islamic banks in Peshawar area and the sample size included two Islamic banks Faisal Bank and Muslim Commercial Bank Saddar branches. The model consist of dependent variable as customer's attitude and independent variables were age, gender, employment status, monthly income, literacy rate, risk, usefulness and easiness of use. The descriptive statistics and cross tabulation were carried out and the regression analysis was run to investigate the customer's attitude towards fintech in term of usefulness, risk and easiness along with demographic and socio economic factors like age, gender, education, monthly income and employment status.

2.1   Modeling:

Costumer's attitude = $\alpha + \beta_0$ age+ β_1 education + β_2 gender + β_3 income +β_4 employment status $_+ \beta_5$ Fintech (risk, usefulness, Easiness) + μ

Dependent Variable: Customer's Attitude
Independent Variables: Age, Education, Gender, Income, Employment status, Risk related to fintech, Usefulness of fintech, Easiness of fintech

Discussions and Results

Descriptive statistic was used to analyze the data for gender of the respondents, age of the respondents, monthly income of the respondents, employment status of the respondents, literacy rate of the respondents, distance from ATM of the respondents, knowledge of the respondent about online banking, knowledge of the respondents about crypto currency, knowledge about mobile applications, use of fintech in financial industry , risk process of fintech in financial industry etc,along with cross tabulation and chi-square tests, regression analysis and ANOVA test' to analyze the data.

Regression analysis
Table 4.4.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
ssss1	.285ᵃ	.081	.050	1.49701

A. Predictors: (Constant), Usefulness, Literacy rate of the respondent, Risk, Employment status of the respondents, monthly income of the respondent, Gender of Respondent, Age of respondent, Easiness

Table 4.4.2 ANOVAᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	46.852	8	5.857	2.613	.009ᵇ
Residual	528.887	236	2.241		
Total	575.739	244			

a. Dependent Variable: customer's attitude
b. Predictors: (Constant), Usefulness, Literacy rate of the respondent, Risk, Employment status of the respondents, monthly income of the respondent, Gender of Respondent, Age of respondent, Easiness
The table shows the Sig value .009 shows the overall result is significant.

Table 4.4.3 Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	7.622	1.497		5.090	.000
Gender of Respondent	.074	.230	.021	.322	.748
Age of respondent	.644	.219	.190	2.940	.004
Employment status of the respondents	0.224	.097	.081	2.309	0.014
Literacy rate of the respondent	.150	0.037	.070	4.054	0.000
monthly income of the respondent	-.050	.169	-.019	-.296	.767
Risk_Fintech	-.002	.057	-.002	-.789	0.041
Eas_Fintech	0.133	0.061	.026	2.180	0.016
Usef_Fintech	.245	.078	.203	3.143	.002

Source :AUTHOR'S CREATION

4.1   Gender of Respondents
The result shows that majority of the respondents are male which constitute about 75% of the total respondents. While 25 % were female. Majority of the respondents were male because in our society mostly males visit banks and the majority of men are holding accounts in banks than women.

4.2   Age of the respondent
The result shows that majority of the respondents who are having bank accounts are above the age of 25, and are 72% of the total respondents. The respondents whose age is below 25, and are having bank accounts constitutes 27% of the total population. Those respondents who are above the age of 50 add up to 4% of the total population being interviewed. The number of the respondents above the age of 25 are in majority because they are mostly working and professional people. So having a bank account is one of their unavoidable need, and respondents below the age of 25 are mostly youth, students or unemployed, so they do not have any bank account. It has been observed that respondents above the age of 50 mostly do not visit banks by their own.

4.3   Monthly Income of the respondent
The findings show that the respondents having income less than two (2) Lac, constitute 88.2% of the total population interviewed. The respondents having income between 2-4 Lac are 7.8%. Above 4-6 Lac is 1.6% and above 6 Lac is 2.4%. It was observed that majority of the respondents, who were having salary less than two Lacs, are government servants and young generation. Few government servants and private business holders, who have income up to 4Lac, 6Lac and above it, do not visit bank by themselves and sent their peons and servants. People who have high income from their businesses and jobs mostly do not use ATM and draw their money through cheques that's why they constitute a small percentage of the total respondents using fintech.

4.4   Employment Status of the Respondent

The result shows that majority of the respondents' visit banks are government servants which are 42% of the total respondents. Those respondents who have high income from their private business mostly do not draw their money by their own and are 12% of the total respondents. The unemployed respondents are 4.5% of the total respondents because unemployed people mostly are having not any account or if they are having they do not visit banks regularly. Most of the respondents who are doing contractual jobs visit banks and they are 41% of the total respondents. Because banks are in commitment with their organization so they are bound to provide services to their employees and employees of these organizations are bound to take services from only these committed banks.

4.5   Literacy Rate of the respondent

The result shows that the respondents who are having bank accounts in majority are graduate level which are 49% of the total respondents and below graduates are 20%. The respondents with literacy level of post-graduation having bank accounts are 29% of the total respondents, because the respondents who are below graduate level mostly do not use fintech. The major reason of not using fintech is that they are unemployed and they do not have any permanent source of income, or low monthly income, or usually do not understand the use of fintech. Due to poverty most people are unable to get education up to post-graduate level so majority of respondents are graduated only.

4.6   Distance from ATM of the respondent

The result shows that the respondents which are far from the distance of 1km or less than 1km distance from ATM are majority in number and they constitute 73% of the total respondents. Most of the respondents are living in Peshawar and they visit bank regularly. Mostly people try to open account in the bank branch which are nearer to them so that can easily visit the bank whenever they want. Some of the respondents are 2km or less than 2km distance apart from ATM and they are 15% of the total population being interviewed. The respondents who are above 2km distance apart from the ATM are 9% of the total respondents, because it was the demand of some respondents job organization to open account in the specific bank, some respondent are living in the areas where there is no other bank and some are highly satisfy from their bank services.

4.7   Knowledge of the respondents about online banking software and models

The result shows that majority of the respondents are unaware about online banking software and models and they constitute 34% of the total population. Less aware respondents are 20%. The more aware respondents are 7%. While most aware constitute 15% because mostly educated respondents fields are unrelated to banking software and model. The respondents whose fields are unrelated to banking software's and models but still they are having interest in online banking software knows less or moderate or more about it. Some respondents are related to this field so they are more and most aware of the online banking software and models.

4.8   Knowledge of the respondent about crypto currency

The result shows that majority of the respondents are unaware about crypto currency which create 51% of the total respondents. Few respondents are most aware about crypto currency which is 7% of the total population being interviewed. More aware respondents are 8%. The respondents who have moderate knowledge about the crypto currency are 14% of the total respondents. The reason for the less knowledge about crypto currency is that crypto currency is still officially not regulated in Pakistan but it is not illegal or banned, according to Islamic scholar crypto currency is forbidden in Islam

4.9   Knowledge about mobile applications

The result shows that the respondents who are most aware about mobile applications are 35% of the total and they are majority in number. The unaware respondents are 6%. More aware respondents who are having bank accounts are 27% of the total population being interviewed. The respondents who are having moderate knowledge about mobile application are 15% of the total respondents, because in our society nowadays everyone including youth and old people have smartphones and internet facilities. Majority of people are taking advantages of mobile applications for their pay of bills, online transaction etc. even the uneducated people use mobile application for their convenience.

4.10   Use of Fintech in Financial Industry

The result shows that the mean value of the cost effectiveness of fintech is 3.9714 which is almost equal to four. This shows that majority of the respondents are agreed that use of fintech in financial transactions is cost effective. The result shows that mean value of that fintech has huge impact on financial activities is 4.0041, which shows that majority of the respondents are agreed that financial activities has huge impact on financial activities. It is indicated from the result that the mean value of fintech impact on transaction is 4.0408. This indicates that majority of the respondents believe that fintech has great impact on transaction. It is specified from the findings that the mean value of fintech impact on investments is 3.9592. which is almost equal to 4, this shows that large number of the respondents are agreed that fintech has huge impact on investments. It is confirmed from the findings that the mean value of fintech impact on risk management is 3.8653. This value is almost equal to 3 and indicates that majority of the respondents believe that fintech has huge impact on risk management. The result specified that the mean value of fintech impact on insurance is 3.5878. Which is approximately equal to 4 and which shows that majority of the respondents are agreed that fintech has had great impact on the insurance. The result shows that the mean value of fintech effect on financing and budget applications is 3.8041, which is almost equal to 4. This value shows that the respondents who believe that fintech has great impact on financing and budget applications constitute a large number of the total respondents being interviewed. It is confirmed from the result that the mean value of fintech impact on regulation and compliance process is 3.4082, which is almost equal to 4. This value shows that majority of the respondents think that fintech has huge impact on regulation and compliance process.

4.11   Risk Process of Fintech in Financial Industry

The result shows that the mean value of that fintech make the verification process more reliable with less human error is 4.1184. This value shows that large number of the respondents are agreed that due to fintech verification process is more reliable with less human error. The result indicated that the mean value of that fintech can boost the bank's transaction volume and save time is 4.0857. This value indicates that majority of the respondents believe that fintech can boost transaction and save time. It is specified from the findings that the mean value of that fintech can transform the traditional Islamic banking legal system in Peshawar in to a profitable era is 3.8245, which is almost equal to 4. This value shows that majority of the respondents think that fintech can take the traditional banking system into a profitable era. It is confirmed from the result that the mean value of that fintech companies must ensure compliance with data protection laws is 4.3143, which is almost equal to 5. This value shows that most of the respondents are strongly agree that fintech companies must ensure compliance with data protection laws. The result shows that the mean value of that fintech can make the financial institution competitive is 3.8735, which is almost equal to 4. This value shows that most of the respondents believe that fintech can make the financial institution competitive.It is specified from the result that the mean value of that fintech is helpful in service delivery and responding to changing customer needs is 3.7469, which is almost equal to 4. This value indicates the most of the respondents are agreed that fintech is helpful in improving service delivery and responding to changing customer needs.

4.12   Perceived usefulness of fintech with customer's attitude

The result shows that majority of those respondents who think that Fintech is a useful technology in saving time and cost, their attitude changes accordingly i.e. they adopt use of fintech. The Chi-square test shows that the relation between perceived usefulness and customer behavior is significant. Only 2 respondents out of 245 who think that Fintech is useful however, they still not using the fintech.

4.13   Easiness of fintech with customer's attitude

The result shows the value of probability from the relationship between customer behavior and easiness of use is .013 which is highly significant. This shows that majority of the respondents think that, fintech is easy, understandable and that they adopt use of fintech. Two out of 245 respondents do not use fintech but believe that it is easy to use fintech services.

4.14 Trust and customer's attitude

The result shows the .528 value of probability which indicates that the relationship between customers trust and customer's attitude is significant. Which mean that majority of the respondents trust on fintech services, their behavior changes accordingly and they adopt the use of fintech. Very few respondents out of 245 do not use fintech services but they trust on it.

4.15 Brand image and customer's attitude

The result shows .038 value of probability which shows that the relationship between brand image and customer behavior is significant. This indicates that majority of the respondents are satisfy from their banks services and prefer to accept the services provided by familiar brands. The number of respondents who are satisfied from the services but do not use these services are few.

4.16 Perceived risk and customer's attitude

The result shows that the probability value of the relationship between risk and customer's attitude is .225 which means that the relationship is significant. The majority of those respondents who believe that fintech services are not risky their attitude changes accordingly and adopt the use of fintech. Few respondents think that fintech are not risky but they do not use it.

4.17 Government support and customer's attitude

The result shows .109 value of probability. The probability value indicated that the relationship between Government support and customer's attitude is significant. The majority of the respondents think that government showed support fintech services and adopt the use of fintech.

4.18 User innovation and customer's attitude

The result indicates that the relationship between user's innovativeness and customer's attitude is highly significant because the probability value is .015. Majority of the respondents when hear about new products they try to use it and adopt the use of fintech.

4.19 Intention and customer's attitude

The result highlighted that the relationship of customer's intention and customer's attitude is significant because the probability value is .442. Majority of the respondents who have good intentions about fintech adopt the use of fintech. Two out of 245 respondents who have good intentions about fintech but they do not use it.

4.20 Regression analysis

Dependent Variable: customer's attitude

The result shows that the relation of the gender of the respondents with customer's attitude' sig value is .748 which is highly insignificant. The relation is positive which shows that males are involve in the use of fintech more than females in Pakistan. The result is insignificant because in other region technology is more advance and there is no difference in the use of technology.The result indicates that the relation of age of the respondents with customer's attitude sig value is .004, which is highly significant. The relationship is positive because as the age increases the use of technology also increases but up to some limit. When age increase beyond 50 or 60 then people usually do not use technology because of weak memory and not understanding properly the modern updates of technology. It is significant because the age related matters are same approximately everywhere.The result specifies that the relation of customer's attitude with employment status of the respondents' sig value is 0.014 which is significant. The result is positive because the employed people are more involve in the use of technology and are having bank accounts as in every office and work place the use of mobile applications are mandatory. The result is significant because in every part of the world employment status effect the use of technology. It is confirmed from the findings that the relation of customer's attitude with the literacy rate of the respondents' sig value is 0.000 which is highly significant. The result is positive because the literate people can understand better the use of fintech than illiterate people. The result is significant as in all developed, under develop and least develop countries financial technology is greatly affect by literacy rate of the people. From the result it is confirmed that the relation of: customer's attitude with the monthly income of the respondents' sig value is .767 which is insignificant. The relation is negative because through ATM limited money can be withdrawn in a day. Some people do not feel safe in using fintech applications. The result is insignificant because in

most of areas technology is highly advance due to which the people feel safe and can they withdraw more money in a day how much they want. The result shows that the relation of risk in using fintech with the customer's attitude sig value is 0.041 which is highly significant. The relation is negative. The relation is negative because people prefer products and services which are risk free. The result is significant because in all countries ease of risk affect the use of financial technology. The result shows that the relation of easiness of fintech services with customer's attitude sig value is 0.016 which is significant. The relation is positive as people like easy and understandable products and services. The result is significant because easiness and understandability hugely affect the use of financial technology. The result shows that the relation of usefulness of fintech with customer's attitude sig value is .002 which is highly significant. The relation is positive. The result is positive because human nature is to use that products and services which are useful for them. The result is significant because all human beings nature is to use useful things

Recommendations, Future directions
Recommendations
The Islamic banks have stable growth and aid in strengthening the economy of a country. Islamic banks can make economy to grow. The financial technology is effective in making Islamic banks profitable Fintech has provided people with greater convenience and better access to information. Therefore, the financial technology should be made easy and understandable so that both males and females can use and understand it easily. During the data collection it was identified that fintech is expensive for some people therefore banks must need to make it more cost effective and useful so that everyone can afford them and use it. The products and services of fintech need reliability and the risk must be reduced. The easiness of fintech must need to increase so that consumers of every education level and age can use it. The new features must be launch regarding fintech in which there are facilities for every level of income holding customers. The more advance financial technology should be adopted with new features and more facilitative applications. With more mobile applications and internet banking people of every employment status both employed and unemployed people will use it. The processes related to financial technology need to make secure and reliable. Some laws are existing and other protection laws should be implemented so that people do not feel any risk and trust on fintech products and services. Sometime the ATM machine do not work and become hurdle for customer in emergency. The line of people in front of ATM machine become very large which is time consuming and same as drawing money through cheque book for customers. Therefore, the companies should improve their products so that it could not become hurdle for consumer during emergency. The number of ATM machines must need to increase to facilitate the people and save their precious time. The learning experiences of fintech must be developed. For the better performance of bank the teamwork should be encouraged. These devices which are multi-functional need to adopt. The computers and data saving system and software's must be faster and with increasing power. The more advance feature of the fintech need to be adopted and advance technology should be adopted as technology made our lives better, faster and facilitative.

Future directions
There are many other different angles on which the future studies can be done in different areas. The suggestions to other researchers are to carry research on other activities in Islamic banks regarding Fintech like Salam, Takkaful, Musharika, Ijarah and many other contracts and activities. The researchers can also make studies on profitability, opportunities and quality related to single services and products provide by Islamic banks like credit cards, loan service, ATM cards, purchasing things through bank service and debit cards etc or the researcher can take them in comparison with conventional banks.

Conclusion
This is the age of modern and advance technology. People have peak level of expectations from bank services. Digital lending, blockchian, digital wealth management and payment are the main areas of fintech. Mobile banking gives solutions to many situations. Internet banking prevail different sectors. Fintech products and services are more reliable and error free. Fintech made the life easy by saving precious time. At first people were not

using fintech but now Pakistan is a known market for financial technology. The objectives of the study is to estimate the impact of usefulness, easiness of use and risk on the financial technology adoption attitude of Islamic bank customers and to assess the demographic and socio-economic factors effect on the adoption attitude of customers in Islamic banks. The significance of this study is that there is difference between conventional and Islamic banks activities still what is the attitude of Islamic bank customers. The sampling technique used is convenient sampling. The area of the study was Peshawar. The Islamic banks of Peshawar area. The population of the study were the customers who were having accounts in Islamic banks in Peshawar. The sample of the study consist of two Islamic banks, Faisal bank and Muslim commercial bank Saddar branches. The sample size is find out by Cochran formula. From the descriptive statistic, chi-square test and cross tabulation of the variables it is obvious that gender, age, monthly income, employment status, education, risk, usefulness, and ease of use effect the use of technology. The numbers of males are more than females. It the consumer fined the technology friendly, understandable, ease of risk and useful they will use it more. Fintech save time and boost bank transaction. The regression analysis revealed that the relationship of fintech with age, gender, education, employment status, easiness and usefulness is positive. It is obvious from the regression analysis that the relation of risk and employment status with fintech is negative.

The overall result of the study is significant. The results of the study shows that fintech is useful in making Islamic banks profitable if the banks improve their products and services as during data collection most of the respondents were complaining about problems related to products and services and different socio-economic and demographic factors effect customers' behavior to adopt the use of fintech

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