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Factors Influencing the Adoption of Digital Lending: A Comprehensive Literature Review

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Abstract:

Introduction: Digital lending refers to the process of providing loans or credit to individuals and organisations through online platforms, leveraging technical breakthroughs and digital networks. The increase in the method's popularity can be ascribed to its inherent benefits in terms of simplicity, efficiency, and accessibility in comparison to traditional lending practises.

Objectives of the study: The primary aim of this study is to perform an exhaustive review of the academic literature concerning the factors that impact consumer acceptance or usage of digital lending services. The research will concentrate primarily on individuals, with less emphasis on financial institutions or small businesses.

Methodology: This systematic literature review (SLR) on digital lending adoption or acceptance uses multiple academic databases. A comprehensive examination was performed on ten scholarly works from different countries and theoretical views. Select materials were screened using several inclusion criteria. Databases with scholarly publications maintain strict standards and high-quality academic research. This paper is projected to be novel using the above criterion. The paper examines how financial technology experts' theoretical viewpoints are shaped.

Findings: Scholars widely use theoretical frameworks like the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT). Previous study has identified trust, financial knowledge, and safety as key factors in digital lending uptake. The results of this study also imply that future research should give a real conceptual framework for studying financial technology adoption. As financial technology (fintech) advances and client behaviour changes, this is necessary.

Keywords: Digital lending, Systematic Literature Review(SLR), TAM, UTATUT,PRISMA

JEL Codes: C02, O31, O33

Introduction:

Digital lending refers to the process of facilitating loan transactions through digital platforms and electronic channels, hence eliminating the need for traditional face-to-face interactions between borrowers and lenders. Technology is utilised to enhance the efficiency of the lending process, including many stages such as loan application, underwriting, disbursement, and repayment. The facilitation of this process is often achieved through the utilisation of algorithms and automated systems, which assist in the assessment of borrowers' creditworthiness and the efficient management of the complete lending cycle. The concept involves the utilisation of digital technology to streamline the beginning, evaluation, and management of loan transactions.

The utilisation of online platforms, mobile applications, and various digital technologies has led to enhancements in the efficiency and accessibility of the loan process. The popularity of digital lending has experienced a steady increase due to its ability to offer enhanced convenience, efficiency, and transparency for both borrowers and lenders.

Due to advancements in smartphone technology, around two-thirds of the global population now possess the capability to utilise mobile services. The advent of this technology has provided individuals with a wide range of economic prospects. In tandem with the surge in user numbers, advancements in mobile internet technology are likewise aligning with this upward trend. The aforementioned rise has also engendered a substantial amount of data that is presently accessible to enterprises.

In contemporary society, consumers have increasingly embraced the convenience and efficiency of online platforms for a wide range of activities, including but not limited to making meal orders, conducting grocery shopping, and organising travel arrangements. The necessity of physical interaction between buyers and sellers has diminished as a result of changes in buyer behaviour. In the context of consumer behaviour, it is observed that individuals are progressively relying on digital platforms such as websites, social media, videos, and online reviews for the purpose of making purchases.

The proliferation of digital platforms has given rise to a number of noteworthy trends. The financial sector has documented instances of transactions being conducted outside of regular business hours. For example, Yu'eBao, which is recognised as the largest money market fund globally, has disclosed that approximately half of its trades occur outside of regular business hours.

The proliferation of smartwatches, automobiles, and other interconnected devices has contributed to the broadening accessibility of existing internet data. The businesses within the financial sector have been able to generate substantial value because to the accessibility of extensive datasets. The Visa serves as a prime example of this phenomenon. The organisation has effectively decreased the average duration for identifying instances of card theft from one month to a mere 13 days through the optimal utilisation of big data.

Furthermore, the banking sector is experiencing significant advantages from the progress made in mobile internet technology. Additionally, digital lending is being considerably facilitated by advancements in biometric technology, including iris and thumbprint recognition, as well as the integration of internet of things, rapid payments, face recognition, and blockchain technology, among others.

Currently, the predominant digital lending models encompass:

- Online and mobile lending platforms provide comprehensive digital lending solutions only through mobile or web-based platforms. The entirety of the lending process, encompassing client acquisition, loan distribution, and customer engagement, is conducted through digital means.
- The primary value proposition of e-commerce and social networks does not revolve around lending activities. Instead, they utilise it as a tactic to enhance customer retention and increase sales.
- Marketplace platforms are commonly utilised as a means of facilitating transactions between borrowers and lenders through the implementation of specialised algorithms. Lenders typically impose an initiation or subscription fee.
- Peer-to-peer (P2P) platforms employ profiles and data to facilitate the matching process between borrowers and lenders, whether they be institutional entities or individual investors. Frequently, they incorporate provisions that facilitate the repayment and collection procedures.
- Supply chain lenders offer short-term and digital working capital loans to small and medium-sized enterprises (SMEs) for a range of purposes, including acquiring goods from distributors and accessing pay-as-you-go finance.
- Tech-enabled Lenders: Conventional lenders who have included digital lending procedures, encompassing digital channels for customer acquisition as well as repayment alternatives.

The phenomenon of digital funding has become a persistent and enduring trend. Currently, both customers and lenders perceive the financing process as far more streamlined. Banks are rapidly embracing the new technology, which enables them to modernise their obsolete methods. The lending sector is seeing rapid modernization due to the emergence of online lenders, who are disrupting traditional practises.Recent years have seen a shift in emphasis towards placing a greater emphasis on the role that technology plays in the formulation of new business models. The expansion and development of the digital lending ecosystem has been sped up as a result of this, which has made it possible for fintech companies and financial institutions (FIs) to issue credit online. This was made possible because of the speed with which the ecosystem has been able to adapt to this change.

Upon delving into the transformations occurring within the financial industry, one may discern four key variables that are propelling the process of consumer financing digitization.

- Consumer behaviours have undergone significant changes, particularly as a result of the COVID-19 pandemic.
- The rapid pace of technical advancements
- The evolution of adherence and regulatory frameworks
- There are ongoing advancements in the field of streamlining operational frameworks.

The necessity for digital lending arose due to the arduous nature of the old loan procedure, which failed to enhance operational effectiveness. The endeavour proved to be costly and required a significant investment of time. The widespread adoption of smartphones and the affordability of internet connectivity have facilitated the inclusion of socioeconomically disadvantaged populations in accessing the advantages of convenient credit.The adoption of digital lending by customers has been facilitated by the notable advantages it offers compared to traditional lending methods.

- The digital lending platform, is characterised by its user-friendly interface and straightforward operational procedures. The platform is a unified system that is bolstered by application programming interfaces (APIs), facilitating the seamless acquisition of loans with utmost convenience and providing consumers with a very satisfactory user experience. The consumer is required to provide the necessary product information and submit the required identity document. The intelligent form is automatically populated and the authentication of identification documents is conducted discreetly. The rule engines assess the loan prerequisites and ascertain their feasibility while providing the most favourable interest rate. The absence of paperwork and limited human interaction renders the service more convenient for customers.
- The interface of the system is highly user-friendly, characterised by its ease of use and intuitive navigation. After the loan product has been chosen and the Know Your Customer (KYC) documents have been uploaded, the system automatically populates the form by utilising Optical Character Recognition (OCR) technology, which relies on the information provided in the supplied identification document. This procedure guarantees the completion of the form without any human errors and expedites the processing time. Mobile applications that are user-friendly and seamlessly accessible contribute to a high level of comfort for customers. The convenience of digital lending has led users to favour personal loans over credit cards for significant expenditures due to their cost-effectiveness.
- The automated decision engine is established with intricate algorithms in order to ensure that the lending choice is made after comprehensive consideration of all associated risk variables. The utilisation of rule engines serves to mitigate human bias and guarantee that customers are provided with the most suitable loan product at the most favourable interest rates accessible. This situation presents a mutually beneficial outcome for all involved parties.
- The payout process for traditional loans historically required approximately one week, whereas digital lending platforms have significantly decreased this timeframe to a matter of minutes. If the requisite documentation is in proper order and the credit score meets a satisfactory threshold, it is possible for a customer to obtain a personal loan within a matter of minutes, without encountering any undue complications. KreditBee provides personal loans that can be processed and disbursed within a span of 15 minutes. The expeditious allocation of digital loans has positioned it as the preferred financial tool among the younger demographic.
- The conventional loan was associated with a substantial amount of documentation. Numerous documents necessitated completion, and a multitude of photocopies were required. The previous process was very burdensome for consumers and frequently necessitated many visits to the bank. Digital lending has

effectively eradicated the need for physical documentation in the context of unsecured loans, such as personal loans. Customers are required to complete an online form and submit several papers. This development is highly advantageous for consumers, particularly those who would often avoid taking out loans due to the extensive documentation procedures associated with them.

The convergence of these four elements has engendered a period in which customer perceptions are integrated with product advancements, resulting in a significantly more inclusive landscape for consumer financing in the fintech industry. Furthermore, the future of financial services is currently being enhanced to encompass customer sectors with limited credit history, such as low-income households, students, freelancers, and others.

The objective of this research is to conduct a comprehensive examination of the scholarly literature pertaining to the determinants influencing the acceptance or utilisation of digital lending services by consumers, focusing mostly on individuals rather than financial institutions or small enterprises.

In the existing body of academic literature, the notions of adoption intention and actual usage are often seen as comparable due to their ability to reflect an individual's level of knowledge with adoption. The current study undertakes a thorough examination of the existing literature, mostly comprising published papers obtained from diverse sources that have been indexed in many databases. The methodology section outlines the approach used to obtain a set of ten definitive papers, specifically journal articles, that had the terms 'Digital lending' and 'adoption' in their individual titles. The aforementioned publications were later categorised based on their respective subject areas, namely business and economics. The aforementioned materials are pertinent to the objective of this research, which is to examine the factors that impact the adoption or utilisation of digital lending services among users or consumers in different nations. The major objective of this study pertains to academic resources that have undergone rigorous evaluation by experts in the field, with a specific emphasis on scholarly articles published in reputable journals. As a result, this study excludes literary works such as novels, editorials, and book chapters. Additionally, the screening process systematically excluded conference proceedings as they did not contain any articles falling inside this category.

Several academic studies have been conducted to examine different facets of digital credit at micro-data levels (Calebe de Roure, 2016; Seth Freedman, 2017; Berg, 2019). However, other cross-country studies have been undertaken (Claessens, 2018; Cornelli, 2023). Our ongoing project aims to analyse the determinants of digital credit by employing aggregated data from many levels. The extant literature in this specific domain has predominantly focused on investigating the effects of financial development and financial literacy (Oh, 2020), economic circumstances, and technological frameworks (Bazarbash, 2020), (Cornelli, 2023) (Stijn Claessens, 2018), along with the effectiveness of the global banking system (Le et al., 2021).

Additionally, this study undertakes additional filtering for two specific reasons. The decision to revoke the recognition of grey papers as valid supporting documents was primarily motivated by their inadequate examination of consumer adoption, notwithstanding their mention of the concepts of adoption and fintech. A set of five papers has been identified as falling inside this specific category.

The study's inclusion criteria encompass the continuation of journals in well-known databases, setting it apart from previous systematic literature studies conducted in business contexts. Previous research in this field has predominantly neglected the inclusion of journal continuity as a specification requirement. Hence, the incorporation of this criterion is expected to bring a unique element to this research by offering new perspectives within the business context.

The main objective of this study is to perform a systematic literature review (SLR) on the use of financial technology (fintech), employing many academic sources. This purpose is drawn from the explanations provided above.

Research Question 1: What are the determinants influencing individuals' utilisation or adoption of digital lending applications, as evidenced by scholarly literature documented in various academic databases?

Research Question 2: What categorizations can be utilised to identify the factors mentioned in Research Question 1?

The structure of this article can be summarised as follows. Section 1 functions as the initial component of this research, wherein the objectives, rationale, and added value to the current body of knowledge are introduced. The next section presents a comprehensive assessment of the relevant literature, which is subsequently followed by a detailed description of the materials and processes utilised in the investigation. The subsequent section of the paper is devoted to the presentation and analysis of the results, which is then followed by the subsequent discussion. The final portion of the article is dedicated to providing a concise overview and concluding observations.

Literature Review:

The current study used a systematic literature review (SLR) methodology to analyse the materials. The Systematic Literature Review (SLR) is a commonly utilised approach utilised by both practitioners and researchers to get a full and organised understanding of the available literature generated within a specific period. The research methodology adopted in this study is the systematic literature review (SLR) technique, which follows the PRISMA framework. The PRISMA framework has been previously utilised in a comparable study. The Simple Linear Regression (SLR) model is a widely accepted and robust method employed for the analysis and assessment of scholarly articles across several academic disciplines. Researchers have employed it in diverse fields, including as financial technology (fintech), the management of warehouses, accounting blockchain, open innovation, the implementation of innovation, the administration of working capital, and digital leadership. When performing a systematic literature review (SLR), researchers may choose to employ either a single database or multiple databases simultaneously, depending on the unique research objectives and the scope of the study. The Scopus database is employed in this study because of its extensive coverage and prevalent utilisation in systematic literature review (SLR) investigations in academic settings. Scopus is widely acknowledged as a prominent database that offers a substantial amount of information for the purpose of analysis.

The present study used the Systematic Literature Review (SLR) methodology, a theoretically grounded strategy. The systematic literature review (SLR) is widely acknowledged as one of the four commonly utilised methodologies for performing comprehensive reviews. The remaining three techniques encompass domain-based reviews, method-based reviews, and meta-analytical-based reviews. This study employs a theoretical framework to categorise the selected documents based on their theoretical foundations, focusing particularly on the elements that influence customers' adoption of digital lending.

Methodology:

This study utilises reputable scholarly resources that are widely acknowledged as dependable and renowned platforms for academic indexing. These databases include EBSCO, Index Islamicus, Econ-Lit, Google Scholar, ProQuest, Index Copernicus, Scopus, and Clarivate. The search technique did not have a specified time limit placed on the length provided. In order to satisfy the eligibility criteria, papers were mandated to meet the following conditions: they needed to be published in the English language, appear in a peer-reviewed journal, present novel research pertaining to the sharing of data in the context of digital lending, and could employ either qualitative or quantitative methodologies, as well as any study design. Figure 1 depicts the methodology utilised in the paper selection process for the current study.

A comprehensive examination was conducted on the ten ultimate articles in order to get the pertinent literature pertaining to the aspects that influence the adoption or acceptance of fintech. At the outset, a set of 23 papers was acquired, indicating their relevance to the subject under investigation. Nevertheless, a total of eight publications were eliminated due to two unique issues. It has been ascertained that there is a dearth of research literature that explores the various aspects that exert effect on the lending behaviour of clients in the digital realm. Additionally, two materials have been omitted from our analysis due to their classification as book chapters.

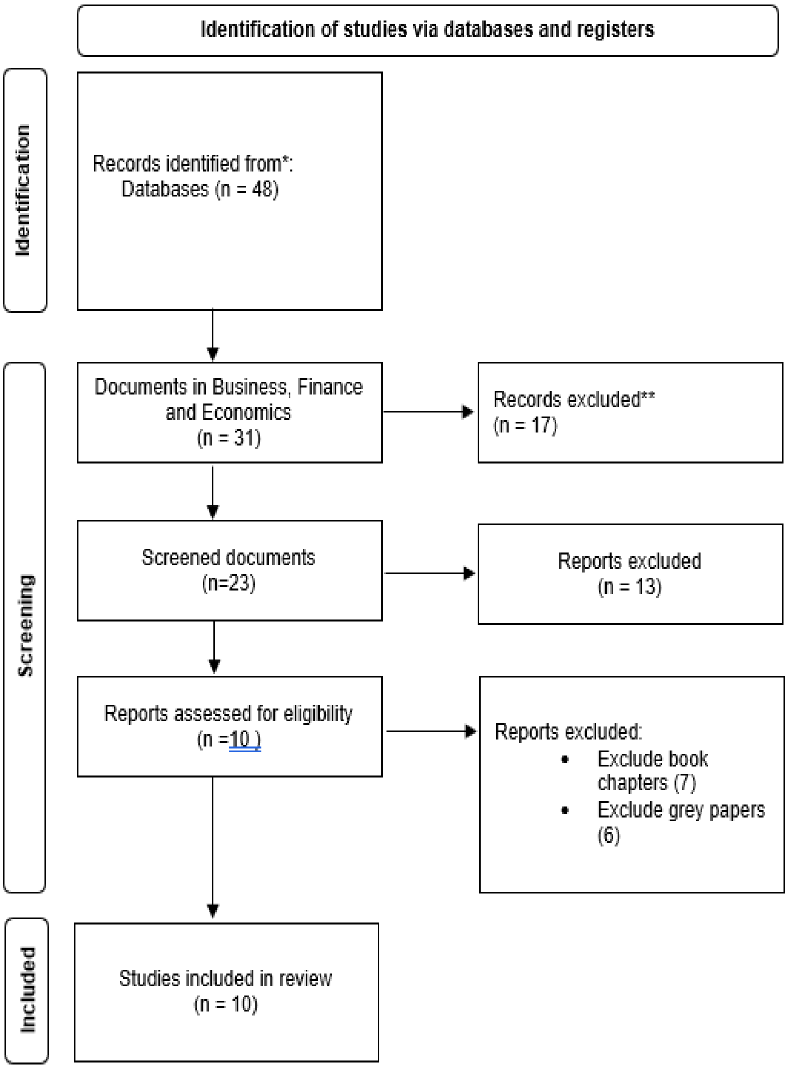

Figure: 1 Document selection

Results and Discussion:

The dataset utilised in this study consists of 10 relevant final documents, which were produced using different methodologies and applied in diverse contexts across many countries. The results of the content analysis conducted on the dataset indicate that all papers reviewed in the study exhibited an empirical orientation and exclusively utilised quantitative research approaches. This implies that the aforementioned documents contain the results of a scholarly inquiry. The dataset used for this analysis lacks conceptual or qualitative articles, suggesting that the theoretical basis of digital lending acceptability has already been adequately established.The present study extensively employs the TAM (technology acceptance model) and UTAUT (unified theory of acceptance and use of technology), which are widely acknowledged as the "unified theory of acceptance and use of technology," in its dataset. In addition, our compilation consists of eleven publications that cover a diverse range of country settings, spanning several geographies including Asia, Europe, China, and Africa. The proposition suggests the widespread adoption of digital lending practises in both developed and developing countries. Moreover, the implementation of cross-national research enriches the examination of variables that impact the integration of financial technology (fintech) by including the unique attributes inherent to individual countries.

There are multiple elements that significantly impact persons' propensity to adopt or indicate a desire to use digital lending services. This phenomena is well recognised as the determinants of acceptance in the context of digital lending. The dataset we currently possess contains numerous research findings that include a diverse spectrum of factors, each of which has the potential to impact the adoption of these elements. Moreover, we have discovered noteworthy variables that demonstrate both positive and negative impacts, with the positive drivers emerging as the most illuminating elements. The following section provides an analysis of the findings obtained from a research study done on the widespread use of digital lending.

Year of publication:

The corpus of our investigation comprises scholarly works that have been published over the past ten years, with the most recent being from the year 2023. The findings suggest that the study on the adoption of digital lending is relatively recent, given the field of financial technology has undergone significant expansion just in recent years. Moreover, as depicted in Figure 2, there is a noticeable upward trajectory in the field of fintech adoption research, with the majority of scholarly publications (n = 6) being published in the year 2023. It is highly probable that the quantity of studies conducted in the year 2023 will surpass the figures depicted in Figure 2, as the data collection for this particular study was carried out solely in July 2023.

Selected documents:

The dataset included in this study consists of 16 finalised documents that have been published using diverse methodologies and have been utilised in multiple country contexts. The findings of the content analysis performed on the dataset reveal that all of the articles examined in the study possess an empirical nature and utilise a quantitative research approach. This suggests that the primary emphasis of these articles is on presenting research findings. The dataset employed in this research does not encompass conceptual or qualitative writings, indicating that the implementation of digital lending is underpinned by a strong theoretical basis. The dataset of this study predominantly use the Technology Acceptance Model (TAM) and the Unified Theory of Acceptance and Use of Technology (UTAUT) as its theoretical foundations. Additionally, it incorporates the Push-Pull Mooring Framework (PPM) and other pertinent frameworks. Furthermore, the compilation consists of ten publications that represent a diverse range of country contexts throughout the continents of Asia, Europe, America, and Africa. This observation indicates the presence of a pervasive phenomenon characterised by the integration of digital technologies, which is seen in both developed and developing countries. Moreover, the incorporation of several nations in the study enriches the comprehension of the determinants that impact the adoption of fintech by integrating country-specific characteristics.

Multiple variables play a crucial part in ascertaining the adoption or inclination to employ financial technology (fintech) services within the domain of digital lending. Numerous studies conducted using our dataset investigate various aspects that impact the acceptance of this phenomena. Furthermore, our research has successfully found a range of drivers that have demonstrated statistical significance, encompassing both positive and negative factors. Notably, the positive determinants have emerged as notably remarkable in our study. The following part presents a summary of the analytical findings related to the implementation of digital lending.

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S.No	Citation	Theory	Country	Significant Independent Variables
1	(Jacek Adamek, 2023)	Technology acceptance model (TAM)	Central and Eastern Europe	▪ Perceived ease of use ▪ Perceived risk ▪ Perceived trust ▪ perceived innovation ▪ Perceived financial health
2	(Kyari, 2020)	Technology acceptance model (TAM)	Nigeria	▪ Perceived Usefulness ▪ Perceived Ease of Use ▪ Service Trust ▪ Social Influence ▪ Attitudes towards using Fintech
3	(Rudy SUNARDI, 2022)	Technology acceptance model (TAM)	Indonesia	▪ Perceived Usefulness ▪ Perceived Ease of Use ▪ Quality of Service ▪ Perceived Risk ▪ Relative Advantage ▪ Compatibility
4	(Lema, Factors influencing the adoption of mobile financial services in the unbanked population, 2018)	Technology acceptance model (TAM)	Tanzania	▪ Perceived usefulness ▪ Perceives ease of use ▪ Social influence ▪ Perceived cost ▪ Adoption behaviour ▪ Perceived trust
5	(Dongyu Chen, 2015)	Technology acceptance model (TAM)	China	▪ Perceived ease of use ▪ Perceived risk ▪ Perceived trust
6	(Josephat Nyongesa Palang'a, 2020)	Correlation and Regression	Kenya	▪ Economic dimension ▪ Technological dimension ▪ Social dimension
7	(Stanny Dias, 2022)	Unified theory of acceptance and use of technology (UTAUT)	India	▪ Behavioural Intention to Use ▪ Perceived Ease of Use ▪ Perceived Usefulness ▪ **Moderating variable**: Gender
8	(Xie, Latif, Jianqiu, & Waraa, 2019)	Probit regression analysis	China	▪ Perceived transaction cost and consumers' loan selection ▪ Perceived capital cost ▪ Perceived default cost
9	(Peng Wang, 2015)	Partial least squares (PLS) and Structural equation modeling (SEM)	China	▪ Information asymmetry ▪ Perceived reputation ▪ Trust ▪ Lending intention ▪ Information integrity
10	(Afandi, 2020)	PPM framework	Indonesia	▪ Push Effects ▪ Pricing Problem ▪ Processing Problem

				▪ Service Quality ▪ Pull Effects ▪ Easy process ▪ Ease of use ▪ Pricing Benefit ▪ Mooring Effects ▪ Inertia ▪ Security ▪ Service products ▪ Reputation

Table 1: Papers on digital lending adoption

Source: Author's own

The present study employs the Systematic Literature Review (SLR) methodology to examine the influence of theoretical and self-construct contexts on consumer acceptance of fintech. The findings of this research indicate a significant impact of these factors on the adoption of fintech by consumers. This study categorises these traits into four unique classifications.

Determinants Related to Technology Acceptance Model (TAM)

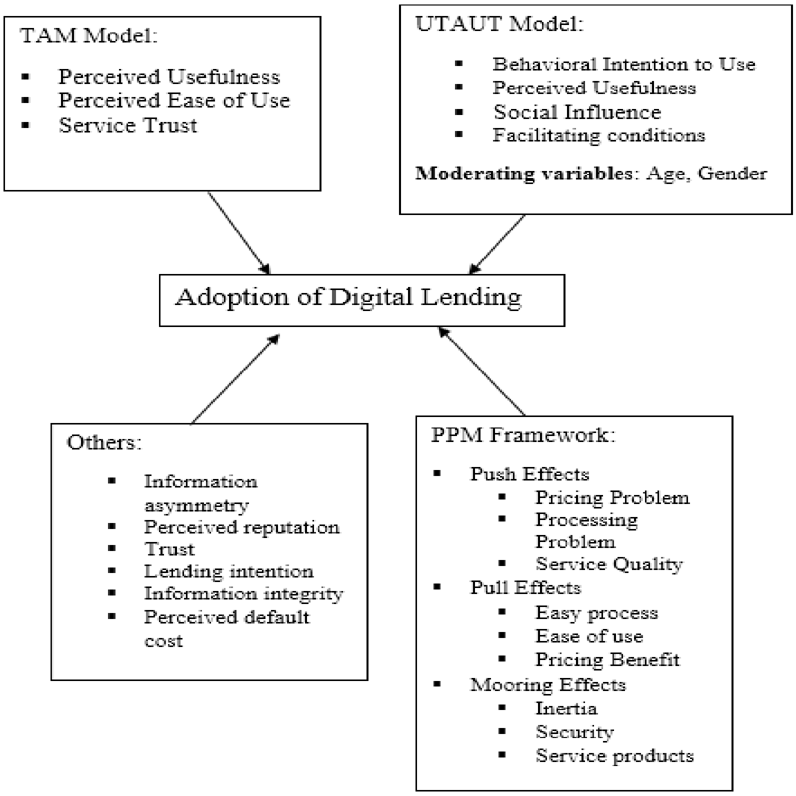
A considerable proportion of the papers incorporated in the compilation are based on the widely recognised theoretical framework referred to as the Technology Acceptance Model (TAM). This model serves as a valuable tool for understanding the various aspects that contribute to the adoption of digital lending practises. The Theory of Active Reasoning (TAR) can be comprehended as a conceptual extension of the Theory of Reasoned Action (TRA). The Technology Acceptance Model (TAM) was initially proposed by Davis in 1989 in order to provide a theoretical framework for understanding the process by which individuals adopt and employ novel technology. In our study, a significant correlation was observed between the adoption of digital lending and subjective interpersonal norms, mass media, and consumer attitudes. The factors that have been discovered as exhibiting a favourable correlation with digital lending are as follows. The research findings demonstrate that customers' inclination to embrace digital lending is contingent upon their evaluations of its usability and perceived advantages. Furthermore, the research results pertaining to the impact of user attitude and perceived utility on the adoption of digital lending.

Determinants Related to the Unified Theory of Acceptance and Use of Technology (UTAUT)

The UTAUT framework is commonly employed as the primary theoretical basis for the analysis in the majority of the sources included in this study. The UTAUT model has been developed through a synthesis of empirical research, which has identified four key aspects that influence the adoption and utilisation of technology. These components are performance expectancy, effort expectancy, social effect, and facilitating conditions. The development of the Unified Theory of Acceptance and Use of Technology (UTAUT) emerged as a direct outcome of the aforementioned research efforts. The documents contained in our dataset exhibit some inconsistencies in the reported results. The findings of an empirical study conducted on the growth of digital lending in India indicate that the implementation of open banking is influenced by three key factors: "behavioural intention to use," "perceived ease of use," and "perceived usefulness," along with the impact of social influence. Furthermore, when examining the role of social factors on the intention to use, it becomes apparent that this impact yields positive outcomes. The adoption intention of customers can be influenced by a variety of internal and external circumstances, which in turn might potentially affect the rationale behind their decision-making process.

Additional factors:

The dataset utilised in this investigation comprises a solitary article that only addresses one of the fundamental concerns that have been previously discussed. The conceptual framework utilised by the researchers in these works is referred to as Pull-Push-Mooring (PPM). The research utilised the Project Portfolio Management (PPM) framework and the Technology Acceptance Model (TAM) to examine the influence of several factors on the propensity of millennial banking clients to convert to Fintech lending services within the domain of Islamic banks. The findings of the analysis indicate that, when considering the push effects, the factors of pricing problem, processing difficulty, and service quality do not demonstrate a statistically significant impact on customers' intents to switch. The result described above was reached after analysing the customer base of Islamic financial institutions using the PPM framework and the Technology Acceptance Model (TAM). The predominant determinants impacting the propensity of millennial banking clientele to shift towards fintech loan services are the convenience of utilisation and the financial benefits. This excerpt is based on the premise that these two elements are of utmost significance in the assessment procedure. The decision of millennial banking users to migrate to Fintech loan financing services is mostly driven by the reputation of the service provider and the perceived quality of their offerings. This decision-making process may be understood through the lens of anchoring effects. This phenomena can be explained by the belief that reputation is the primary factor that greatly impacts the quality of service offerings and overall reputation.



The proposed framework of digital lending adoption determinants in literature

Source: Author's own

Determinants affecting Digital Lending Service Adoption:

Multiple factors that impact the availability of financial services have been acknowledged across different countries. There exist numerous widely recognised factors that impact persons' capacity to access financial services.

- Gender discrepancies in credit access are a common occurrence, especially among women who do not have ownership rights to assets like land and property. These women often have to depend on male endorsements to obtain loans.
- The age issue holds considerable importance within the financial services business, since providers tend to concentrate their efforts on the middle portion of the economically active population. Nevertheless, this particular strategy frequently fails to address the necessity for customised offerings that meet the distinct financial needs of both older and younger prospective customers.
- Previous studies have also demonstrated that various factors, including concerns about financial wrongdoing, protection of information, confidentiality of data, limited government supervision, and the shift towards a cashless economy, significantly impact the adoption and integration of digital lending. Differences were observed in the degrees of fear towards the use of financial technology (fintech) across individuals with diverse educational and employment backgrounds.
- The lack of adequate literacy skills, particularly in the domain of financial literacy, which comprises essential mathematical and corporate finance abilities, along with a deficiency in understanding, sometimes impedes the demand for financial services.
- The effectiveness of distance, in relation to the utilisation of digital lending services, is impacted by multiple factors beyond just physical proximity. These factors include transportation infrastructure, population density, the existence of rural and remote areas, the mobility patterns of individuals without a permanent or formal address, and the prevalence of insurgency in specific regions.

- The extent to which digital lending services are embraced is contingent upon the calibre of the services themselves and the efficacy of the techniques employed to enhance their accessibility.
- The perceived usefulness of digital lending services also plays a crucial role in their adoption, as it pertains to an individual's belief in the favourable outcomes that can be achieved through the use of a particular technology.
- Individuals in the majority of nations are disproportionately affected by the high interest rates imposed by digital lending companies.
- In nations where regulatory organisations monitoring digital lending platforms are absent, there is a tendency for the rate of service uptake to be relatively low.

The utilisation of the Systematic Literature Review (SLR) approach in this study elucidates that the data presented in Table 1 demonstrates a noteworthy impact of theoretical and self-construct settings on the adoption of fintech by customers. This study classifies these features into four distinct categories.

Conclusion:

The current investigation employs the systematic literature review (SLR) methodology to analyse the factors derived from prior scholarly works that influence the utilisation or acceptance of financial technology (fintech) services. A thorough and extensive search was performed across multiple databases, namely EBSCO, Index Islamicus, Econ-Lit, Google Scholar, ProQuest, Index Copernicus, Scopus, and Clarivate. This study further classifies the aforementioned criteria into four unique groups, which establish the conceptual basis for the customer's acceptance and usage of digital loan services. This research study presents empirical data that elucidate the identification of numerous factors, as documented in existing literature, that exert a significant impact on the adoption and usage of financial technology (fintech) services. The criteria presented in this study are derived from many theoretical frameworks, such as the Technology Acceptance Model (TAM), Unified Theory of Acceptance and Use of Technology (UTAUT), and Pull-Push-Mooring (PPM), among other relevant sources. The Technology Acceptance Model (TAM) is widely acknowledged as the best recognised among these theoretical frameworks, closely followed by the Unified Theory of Acceptance and Use of Technology (UTAUT). The Technology Acceptability Model (TAM) is widely recognised as a prominent theory or model in the field, mostly due to its emphasis on assessing the level of client acceptance towards novel technologies.

Moreover, this systematic literature review (SLR) reveals that certain studies employed conceptions that were developed by the researchers themselves. The aforementioned research have also unveiled other important attributes, such as trust and financial literacy, that exert an influence on the uptake of digital lending. One thesis asserts that trust is a crucial factor in the acceptance of fintech, as clients participate in virtual transactions with fintech companies, requiring a significant level of confidence in the digital lending platform. The establishment of client credibility is a pivotal element in cultivating long-lasting customer connections and is essential for the continued financial success of a digital lending organisation.

The implications of the study's findings have several practical ramifications. This study offers a theoretical examination of the methodologies utilised by researchers in the field of digital lending to comprehend the many factors that impact the widespread adoption of digital lending. These methodologies encompass the use of established ideas as well as the development of original constructs by the researchers themselves. Future scholars in the field of financial technology are invited to employ existing theories and formulate novel frameworks in their exploration of digital lending. This will contribute to the expanding corpus of literature in this domain. Moreover, the methodology proposed in this research can be efficiently utilised by digital lending organisations to improve client retention. Practitioners in the domain of digital lending are advised to take into account both theory-based and self-construct determinants, acknowledging that the latter may demonstrate a higher propensity for modification over the course of time.

There are several restrictions that are present within the scope of this inquiry. This study fails to differentiate between the concrete use and the mere intention to utilise in the context of adoption. The occurrence can be attributed to the diversity of theoretical foundations upon which the articles in our research are grounded. In order to improve the precision of the results, it may be crucial to separate the two distinct types of adoption exposure and conduct additional research. Moreover, additional research could utilise different databases, such as Web of Science or Google Scholar, to acquire perspectives from diverse data repositories. Google Scholar has the ability to generate a larger quantity of search outcomes from a wide range of sources, including publications with varied degrees of prestige, due to its extensive indexing coverage. The result of this is highly probable to result in the widespread adoption of digital lending.

Future Scope:

The current body of study on the topic of digital lending in India is notably lacking, as indicated by recent scholarly investigations. Given the inherent presence of conflicting factors within the realm of digital lending and the limited availability of empirical data derived from a restricted number of previously analysed digital lending services, it is crucial to advocate for additional research endeavours in order to attain a more comprehensive comprehension of the overall societal well-being implications associated with digital lending.

Abbreviations:

- UTAUT: Unified Theory of Acceptance and Use of Technology
- TAM: Technology Acceptance Model
- SLR: Systematic literature review

PPM: Pull-Push-Mooring

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