

Independent study title	FACTORS AFFECTING THE BEHAVIORAL INTENTION TO USE MOBILE FINTECH PAYMENT CHANNEL IN BANGKOK
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ABSTRACT

This study explores the level of intention to use mobile banking in Bangkok and those factors that affect intention behaviour. The behavioural intention to use mobile FinTech payments is compared across customers of different age groups and education levels. Perceived ease of use, perceived usefulness, attitude, perceived behavioural control, perceived security and intention behaviour emerge as factors that significantly affect intention to use mobile banking, whereas subjective norm and perceived COVID-19 risk emerge as insignificant factors.

Keywords: Mobile Payment, Consumer Behaviour, Technology Acceptance Model (TAM), Structure Equation Modelling (SEM).