

The role of Fintech in managing personal finance in Georgia

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Abstract

The focus of this thesis is to foresee the effect of fintech on personal finance management in Georgia. Despite Fintech being globally acknowledged for having a potential to enhance financial inclusion and financial decision-making, its usage as well as effectiveness varies across different groups in the socio-demographic sphere. Through a formal quantitative survey with 104 respondents, the research aims to explore the nature of relationship between fintech adoption and financial literacy, trust and the role of traditional banks. Findings of the study reveal that more and more consumers are adopting tools such as mobile banking and budgeting apps to manage their finances. But their use does not indicate deep adoption of advanced fintech tools. Moreover, trust in such tools is moderate, low digital and financial literacy levels exist. According to regression analysis, trust in digital platforms is the strongest predictor of fintech use while financial literacy seems to have no strong impact contrary to expectations. The study finds that traditional Georgian banks integrate fintech features independently from fintech companies, which impacts fintech adoption and contribute to user dependency. These findings emphasize the need for targeted educational programs, improved digital infrastructure and clear regulations in order to foster greater fintech adoption and financial inclusion. The thesis contributes to ongoing discussions on the digitalization of finance in Georgia and gives practical recommendations for policy makers, banks and fintech developers to create more inclusive and trusted financial ecosystems.