



THE IMPACT OF THE UTAUT2 APPROACH TO NEW FINANCING TECHNOLOGIES AND ITS CHALLENGES IN LIGHT OF THE CORONA PANDEMIC ON THE BEHAVIOR OF INDIVIDUALS

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Article history:	Abstract:
<p>Received: 11th April 2024 Accepted: 10th May 2024</p>	<p>This research mainly sought to clarify the role and importance of the financial technology model for new financing techniques in banking, as it is one of the modern concepts in the financial arena, which seeks through banks, especially Iraqi ones, to benefit from their innovations in light of health crises, health ban restrictions, and the lack of access to banking services. In the traditional manner, this is what prompted banks to use these means to provide electronic services and to benefit from these innovations in providing electronic banking services characterized by high quality, which contributes to meeting the market need and keeping pace with the developments taking place today in the financial and business sector, and thus trying to influence the behavior of individuals in accepting these technologies. The research relied on the descriptive analytical approach in studying the various aspects of the new financing techniques model and individual behavior, and testing the research hypothesis by making a questionnaire of 51 items, which was analyzed according to the SPSS statistical program. The problem of the research lies in demonstrating the effect of using the new financing techniques model. According to financial technology in changing the behavior of individuals in light of the presence of health crises, especially the Corona crisis, on the basis of which the alternative hypothesis was accepted, the research reached the conclusion that there is a great acceptance by individuals towards new financing techniques and financial technology innovations in light of health crises and the inability to obtain... On services through banking branches, the research also reached a number of recommendations, the most important of which is that Iraqi banks employ financial technology innovations in providing banking services with distinctive specifications that enable individuals to obtain them without the need to access banking branches</p>

Keywords: UTAUT2, Financing Technologies and behavior of individuals

INTRODUCTION

With the tremendous developments in financial technology and new finance, and the economic transformations caused by the COVID-19 pandemic, the use of the UTAUT2 approach is of interest to researchers and practitioners alike. This introduction represents an attempt to understand more deeply the technological trends in new areas of finance and their challenges in light of the current conditions (Yan et al; 2021).

UTAUT2 approach, which stands for "Extended Technology Acceptance and End-Use Model," represents an important development in understanding users' behavior toward financial technology. This model

is based on a set of key factors that influence technology adoption, such as expected performance, effort of use, ease of use, and social support. Previous studies have shown the effectiveness of this approach in analyzing users' behavior and predicting technology adoption (Aggarwal et al; 2019).

The COVID-19 pandemic comes as an exceptional challenge to these technological trends, as imposed restrictions and economic shifts have led to significant changes in individuals' consumption habits and financial preferences. In this context, the UTAUT2 approach provides a useful framework for understanding how the pandemic has affected the adoption and use of new financial technologies, and identifying the factors that



influence their acceptance and use (Vinerean et al; 2022).

These shifts also reflect the urgent need to move towards digital and technological financial solutions, as the scope of online interactions expands and the demand for remote financing services increases. This period is characterized by increased reliance on financial applications and electronic payment platforms, which reinforces the importance of studying the impact of the pandemic on the use and adoption of these technologies (Al-Qudah et al; 2024)

1- Research Importance

The importance of the research topic stems from the importance of financial technology as one of the developments that have occurred in the banking arena as a strategic solution in confronting health crises, including the Corona virus, and what this epidemic has produced for a number of challenges and variables that faced the banking sector through the extent of the ability of Iraqi banks to adopt special strategies to adapt to these (Gomber et al; 2018). The changes and the attempt to employ financial technology innovations in providing banking services of a modern and innovative nature that meet the growing need of individuals dealing with the Iraqi banking sector, as it has created pandemic Covid -19 changes Radical in Habits the people And knock Their thinking in Use Technology Finance therefore Become from the necessary to understand how It will affect this The epidemic on Acceptance And accreditation Technology Finance in Banks Iraqi And from Possible that Helps conditioning model UTAUT2 in analysis This is amazing factors In a way comprehensive, Than constribte in development Strategies Effective To promote the growth And sustainability in sector Financial And improvement an experience Individuals (Nguyen & Borusiak, 2021).

2- Research problem

In light of the great restrictions imposed by Covid-19 on banks and the nature of their work, which was providing banking services directly to their users, it became necessary for these banks to search for other means to deliver these services to individuals. From here, the idea of Iraqi banks adopting the idea of applying financial technology in an attempt to adapt to... New variables However, banks are facing a kind of challenge represented by the extent to which individuals dealing with financial technology innovations and the nature of the services they provide can be accepted. Therefore, the research problem can be formulated with the following question, which is to what extent are Iraqi banks able to apply the UTAUT2 model in light of Covid-

19, so that individuals can access... The required service stems from this following question

- 2.1- How much influence pandemic corona on behavior and ready Individuals To accept and use Technology Finance in Banks Iraqi?
- 2.2- what extent of influence Challenges Main that Facing Banks Iraqi in Air conditioning with a model UTAUT2 To adopt Technology Finance in Shade The epidemic affects the behavior of individuals?

3- Research Hypotheses

- 3.1- There is no statistically significant correlation and impact between adopting the UTAUT2 model to apply financial technology and change individuals' behavior in light of the Corona pandemic
- 3.2- There is no statistically significant correlation and impact between the challenges facing Iraqi banks in adapting to the UTAUT2 model To adopt Technology Finance in Shade The epidemic and changing the behavior of individuals

4- Research objectives

- 4.1- Identify the role and effectiveness of financial technology in the banking sector as a model for confronting health crises.
- 4.2- Determine the level of efficiency of the UTAUT2 model and the extent to which it can be applied by the Iraqi banking sector.
- 4.3- Identify the interactive variables of the UTAUT2 model and the extent to which individuals' behavior changes to adapt to new variables.

LITERATURE REVIEW

Naturally, here are the historical developments of the UTAUT2 theory

Original UTAUT (2003): The theory began with the original UTAUT model in 2003, developed by Venkatesh and his research group. This model was aimed at understanding the factors that influence the acceptance of new technology in the work environment.

UTAUT2 (2012): The theory evolved into UTAUT2 in 2012, as studies expanded and modified the original model to include new factors that influence technology acceptance. These new factors include social and environmental aspects that influence technology use, such as social influence and trust.

Research and Applications (since 2012): Since the launch of UTAUT2 , the theory has seen numerous research and applications in various fields, including e-commerce, distance education, and e-health care. These studies have shown the effectiveness of the



model in analyzing user behavior and predicting technology adoption.

Continuous improvements and developments (since 2012): Over the years, UTAUT2 has seen several improvements and developments, as researchers conducted additional studies to improve the model and enhance its effectiveness in new areas. These developments include adding new factors or modifying existing factors based on new discoveries and changes in the technological and social environment.

UTAUT2 theory has not only remained in place, but has evolved and improved over time, enhancing its effectiveness as an analytical tool for understanding users' behavior toward new technology (Tamilmani et al; 2021).

UTAUT2 theory can be useful for understanding and changing consumer behavior especially after the spread of the Coronavirus (COVID-19), and can be used in several ways:

Understanding changes in consumer behavior: By applying UTAUT2 theory, researchers and practitioners can understand how consumer behavior changes in the face of a health crisis. For example, consumers being forced to stay at home may lead to increased use of technology for online shopping or financial transactions via smartphones (Di Crosta et al; 2021).

Designing digital consumer experiences: Using UTAUT2 theory, companies can improve digital consumer experiences to ensure they are effectively adopted and used by consumers (Dhiman et al; 2020). For example, the factors that influence the adoption of online shopping applications and provide user-friendly and exciting user experiences can be analyzed.

Encouraging social interaction and influence among consumers: The theory can be used to understand how social interactions and social networks can influence consumers' behavior (Nisar & Whitehead, 2016). For example, companies can encourage consumers to share their experiences via social media to increase acceptance and use of their products and services.

Guide government policies and regulatory actions: Governments and regulators can use theory to guide their policies and actions in areas such as e-commerce and digital finance, to promote technology adoption and improve consumer experience (Chen, R. 2019).

UTAUT2 theory can be used to effectively understand and change consumer behavior, especially in light of the challenges posed by the COVID-19 pandemic and digital technology developments.

The concept of consumer behavior

get up Concept the talk For marketing on consideration that Consumer he the ring the basic in the

operation marketing, As a point beginning And the end any activity Marketing And the determinant the main For strategies Marketing effective, He is Represent Party the second in the operation Marketing to side Her tip the first And the representative in Enterprise As General (Grönroos, 1990). And for this He was It is necessary on Institutions The willing in investigation Its objectives And represented in Stay And continue in market And achieve Profits that inauguration a lot from care from during Realization Disparity existing in His needs And his desires and satisfy it, And get to know on Dimensions Main For his behavior To analyze And interpretation Different His attitudes Consumerism that Different Differently factors that Control His actions And from then Forecasting With behaviors e current and futurism (Tronto, 2013). Through the above, we can present some concepts, including behavior, which is defined as a set of behaviors that a customer exhibits for a service or group of banking services, through which he seeks to satisfy his financial needs and desires (Park & Tran, 2018). It is also known as that Act that He highlights it the customer in searching for buying or Use the service or Services or Ideas or Of experience that I expect that it Satisfy His desires or His needs According to Potential Purchasing Available (Pansari & Kumar, 2017). It is also known as the activity issued by individuals, groups, and organizations related to choosing, purchasing, and using services, ideas, and experiences, and how to spend on them to satisfy their needs and desires (Edvardsson et al; 2005). In light of the above, we can define behavior. Individual is the feeling that an individual expresses towards the services provided, which he sees as satisfying his desires and financial needs. The importance of consumer behavior The importance of studying consumer behavior is highlighted through the following points: (Oliver, 2014).

1. help the consumer understands the process of purchasing and using the banking services provided.
2. Helping the consumer to understand the factors or influences that affect his purchasing and service behavior and that make him buy a particular service.
3. The actions shown by the service consumer towards the services provided reflect impacts on the success of the service
4. The decision maker feels what the individual needs in terms of financial services of a specific nature that satisfy the desires and needs of individuals on an ongoing basis.



**Table (1) Analyze the data and discuss the results
UTAUT2 financial technology model**

Relative weight	Coefficient of variation	standard deviation	Arithmetic mean	Paragraphs		T
85%	0.18	0.78	4.27	I expect that financial technology will achieve unique advantages in providing banking services that mimic financial modernity	The first axis/expected performance	1
85%	0.18	0.75	4.26	The financial technology model can provide banking services in light of health crises		2
85%	0.22	0.92	4.25	The financial technology model can increase the efficiency of banking services provided in the event of any emergency		3
87%	0.16	0.70	4.33	Financial technology and its used models enable the provision of banking services with ease, without effort or fatigue	The second axis/expected effort	4
81%	0.25	1.01	4.03	Financial technology enables access to banking services at any time and without direct contact		5
86%	0.18	0.76	4.30	In light of the application of the financial technology model, individuals do not need banking service providers in light of the Corona pandemic		6
86%	0.22	0.94	4.31	My use of financial technology in light of health crises reflects the degree of financial culture used	The third axis/social influence	7
86%	0.20	0.86	4.30	Financial technology allows all individuals to access banking services, regardless of gender and financial experience		8
88%	0.16	0.69	4.39	Financial technology enables individuals to enter the financial system and obtain the service directly and easily, without routine and complexity, and this achieves the idea of health isolation		9
85%	0.15	0.64	4.27	I believe that my banker is paying increasing attention to applying the financial technology model to arrive at strategies that enable him to provide high-quality services	Fourth axis/facilitating factors	10
87%	0.21	0.91	4.35	I believe that my bank provides technical and financial support to the technology department in the bank to provide the best services and overcome all technical challenges		11



85%	0.19	0.82	4.23	My bank provides a specialized staff in the field of technological work to address any technical defect that occurs at any time and thus address problems in the presence of quarantine.		12
84%	0.17	0.73	4.20	My education in financial technology applications allows me to obtain my financial services with ease in light of the Corona pandemic	The fifth axis/the value of learning	13
85%	0.14	0.59	4.25	The development taking place today in the world of financial technology forces us to learn and reach technological culture		14
84%	0.21	0.90	4.19	The value of what an individual obtains as a result of learning technology is considered of great value compared to the services he obtains		15
81%	0.16	0.65	4.04	I feel pleasure when using financial technology innovations to access my required services, especially in light of the Corona pandemic	Sixth axis/pleasant stimulation	16
83%	0.21	0.85	4.13	When I obtain the banking service, I feel a beautiful desire to use financial technology programs again		17
81%	0.16	0.65	4.05	I do not feel bored when using financial technology applications to access high-quality banking services, especially during quarantine		18
83%	0.22	0.91	4.15	Use financial technology applications periodically, continuously and on a daily basis to obtain banking services when any health emergency occurs	The seventh axis/habituation	19
80%	0.21	0.83	4.01	Most individuals are accustomed to using financial technology applications due to the ease of their work and the clarity of their tools		20
93%	0.16	0.73	4.63	Financial technology applications do not require an identification card when entering the programs only for the first time, and therefore I do not need intermediaries to introduce me to the bank for the purpose of obtaining the service.		21
79%	0.15	0.60	3.93	Society has a high culture in using technological means, enabling them to access financial technology applications, and this enhances the performance of banks technologically	The eighth axis/technological prowess	22
83%	0.22	0.90	4.14	The modernity of applications and electronic programs related to financial technology innovations develops the technical skills of individuals		23



80%	0.24	0.98	4.01	Through financial technology applications, I can suggest some features for the financial services provided to enhance their quality in light of the Corona pandemic		24
81%	0.23	0.93	4.03	The financial technology model provides options that develop the individual skills of individual users, facilitating the work of banks in delivering financial services in light of the Corona pandemic.	The ninth axis/model skills	25
81%	0.23	0.94	4.05	Financial technology applications enable me to manage all my accounts at any time and during quarantine		26
81%	0.26	1.04	4.07	The FinTech model allows me to modernize banking services automatically and without human intervention		27
80%	0.22	0.88	4.01	I seek to use the best and most modern technological means for the purpose of obtaining distinguished banking services		The tenth axis/keeping up with technology
81%	0.24	0.96	4.06	Modern devices allow me to access services faster and with less effort, at any time and place, and during health crises	29	
81%	0.19	0.79	4.06	Modern technological devices are well protected from hacking and any external influence	30	
80%	0.26	1.04	4.00	I prefer all my banking transactions to be according to the financial technology model, especially in light of the Corona crisis	Axis Eleven/Intention to use	
82%	0.22	0.88	4.09	The financial technology model is considered one of the best modern models that has helped the banking sector identify individuals' behavior toward modern services		32
84%	0.22	0.91	4.22	The financial technology model is considered a gateway to digital transformation towards fully digital performance by banks when any health emergency occurs		33
81%	0.19	0.78	4.04	The financial technology model allows me to access all the electronic services provided by the bank and learn about their characteristics and advantages		Axis Twelve/Using Moodle
80%	0.24	0.96	4.00	Financial technology programs allow me to dispense with the service after a short period, and this feature is not found in traditional services	35	



80%	0.26	1.04	4.01	Financial technology programs provide many functions for the services provided that I did not obtain in traditional services, especially during the period of health crises, including implementing the service directly without an intermediary.	36
%83	0.20	0.84	4.16	Renewal I Indicator	

UTAUT2 financial technology model, as we note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by Sample members for this model, and therefore, the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of urban health cases, the model achieves good performance according to the data above, in addition to the paragraphs obtaining an acceptable standard deviation, which means weak dispersion of the answers for individuals. The sample also achieved the first paragraph with the highest arithmetic mean, which indicates acceptance of all paragraphs of the axis.

The second axis/ indicates the statistical results for the second axis, represented by the effort expected from the UTAUT2 financial technology model , as we note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by Sample members for this model, and therefore the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of urban health cases, the model can be used with clear ease by all individuals, regardless of age and gender, according to the above data, in addition to the occurrence of the paragraphs It has an acceptable standard deviation, which means weak dispersion of the answers of the sample members. The first paragraph also achieved the highest arithmetic mean, which indicates acceptance of all the paragraphs of the axis.

axis / refers to the statistical results related to the third axis, represented by the social impact of the financial technology model UTAUT2, as we note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by Sample members for this model. Therefore, the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of health problems can encourage current and new customers to benefit from financial technology services and innovations according to the above data, in addition to the items obtaining a standard deviation. Acceptable, which means weak dispersion of the answers of the sample members. The third paragraph also achieved the highest arithmetic mean, which indicates acceptance of all the paragraphs of the axis.

UTAUT2 financial technology model, as we note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by Sample members for this model, and therefore, the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of health problems, which enjoys great support from the banks, and they see the need for services to be provided electronically instead of traditional, especially during abnormal times and can It should be used by all individuals, regardless of the level of knowledge, according to the data above, in addition to the items obtaining an acceptable standard deviation, which means weak dispersion of the answers of the sample members. The second paragraph also achieved the highest arithmetic mean, which indicates acceptance of all the paragraphs of the axis.

The fifth axis/ indicates the statistical results for the fifth axis, which is the value of learning from the financial technology model UTAUT2, as we note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by Sample members for this model, and therefore, the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of health problems is considered to be of great benefit compared to the services it provides, which are electronic services instead of traditional ones, especially during abnormal times, and it can be used by All individuals, regardless of the level of knowledge, according to the above data, in addition to the items obtaining an acceptable standard deviation, which means weak dispersion of the answers of



the sample members. The second paragraph also achieved the highest arithmetic mean, which indicates acceptance of all the axis items.

The sixth axis / refers to the statistical results of the sixth axis, represented by enjoyable motivation from the financial technology model UTAUT2, as we note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by Sample members for this model, and therefore, the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of urban health cases is considered enjoyable and easy to use and develops individual skills compared to traditional distribution outlets, especially during abnormal times, and it can be used by all Individuals, regardless of the level of knowledge, according to the above data, in addition to the items obtaining an acceptable standard deviation, which means weak dispersion of the answers of the sample members. The second paragraph also achieved the highest arithmetic mean, which indicates acceptance of all the axis paragraphs.

The seventh axis/ refers to the statistical results of the seventh axis, represented by the automaticity of the financial technology model UTAUT2, as we note that its paragraphs have achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by individuals. The sample for this model is that the individual respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of health problems can be carried out by the users automatically without the need for the presence of individuals to be an intermediary between the services and the use of the program and it can be used by all Individuals, regardless of the level of knowledge, according to the above data, in addition to the items obtaining an acceptable standard deviation, which means weak dispersion of the answers of the sample members. The third paragraph also achieved the highest arithmetic mean, which indicates acceptance of all the axis paragraphs.

The eighth axis/ refers to the statistical results of the eighth axis, which is technological prowess from the financial technology model UTAUT2, as we note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by Sample members for this model, and therefore, the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of urban health cases, as it can be used by all individuals, regardless of the level of knowledge, according to the above data, and it is available to everyone, in addition to obtaining the paragraphs On an acceptable standard deviation, which means weak dispersion of the answers of the sample members. The second paragraph also achieved the highest arithmetic mean, which indicates acceptance of all the paragraphs of the axis.

axis / indicates the statistical results for the ninth axis, represented by the skills of the financial technology model UTAUT2, as we note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by the sample members. According to this model, the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of urban health cases can achieve a very high efficiency capacity, as it is best stimulated by the bank and directed in a way that meets the needs of individuals, in addition to the paragraphs obtaining An acceptable standard deviation, which means weak dispersion of the answers of the sample members. The third paragraph also achieved the highest arithmetic mean, which indicates acceptance of all paragraphs of the axis.

The tenth axis/ indicates the statistical results for the tenth axis, which is keeping up with technology from the financial technology model UTAUT2, as we note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by Sample members for this model, and therefore, the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of urban health cases is possible because all individuals have the latest modern telephone devices through which individuals can obtain banking services and can be used by All individuals, regardless of the level of knowledge, according to the above data, in addition to the items obtaining an acceptable standard deviation, which means weak dispersion of the answers of the sample members. The second and third paragraphs also achieved the highest arithmetic mean, which indicates acceptance of all the axis paragraphs.

The eleventh axis/ indicates the statistical results for the sixth axis, which is the intention to use of the financial technology model UTAUT2, as we note that its paragraphs achieved acceptable statistical results, as the three



paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by The sample members accepted this model, and therefore the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of health problems can help the individual make conscious plans to perform his future behavior in determining the services that can be purchased, especially during abnormal times. It can be used by all individuals, regardless of the level of knowledge, according to the above data, in addition to the items obtaining an acceptable standard deviation, which means weak dispersion of the answers of the sample members. The third paragraph also achieved the highest arithmetic mean, which indicates acceptance of all paragraphs of the axis.

twelfth axis / refers to the statistical results of the sixth axis, represented by the use of the UTAUT2 financial technology model , as we note that its paragraphs have achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothetical mean of (3), which confirms that there is acceptance by individuals. The sample for this model is that the individual respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of urban health conditions allows individuals to use the basic functions in the programs with ease, without complexity or cost, and it can be used by all individuals regardless of their age. The level of knowledge according to the data above, in addition to the paragraphs obtaining an acceptable standard deviation, which means weak dispersion of the answers of the sample members. The first paragraph also achieved the highest arithmetic mean, which indicates acceptance of all the paragraphs of the axis.

Table No. (2) Analysis of the mediating variable items

Relative weight	Coefficient of variation	standard deviation	Arithmetic mean	Paragraphs	variable /challenges of applying the model
86.40 %	0.15	0.65	4.32	The transformation from traditional performance to technological performance in providing services is a fundamental challenge in the plans of the Iraqi banking sector	
89.20 %	0.14	0.61	4.46	Providing specialized cadres in technological work who are proficient in banking and technology is considered an essential task for Iraqi banks to shift towards financial technology	
92.60 %	0.14	0.65	4.63	Providing technical devices and equipment and special programs that protect individuals' data from hacking and theft is considered a very big task and a fundamental challenge in technological work.	
84.00 %	0.15	0.63	4.2	The lack of legislation that regulates digital work in Iraq constitutes another challenge facing Iraqi banks when entering the world of financial technology .	
87.20 %	0.14	0.61	4.36	The lack of widespread Internet networks covering all regions of the country is a major challenge that could hinder the application of financial technology as it is linked to external networks.	



94.40 %	0.14	0.67	4.72	The lack of startups in Iraq that specialize primarily in financial technology that can provide services and create a state of competition with banks for development.
97.20 %	0.14	0.70	4.86	Reforming the Iraqi banking sector is one of the most important challenges that prevent the shift towards digitization and technological performance in full. Rather, what exists is a gradual transformation
90.14 %	0.14	0.65	4.50	General i ndicator

The mediating variable/ refers to the statistical results of the mediating variable represented by the challenges faced by banks when applying the UTAUT2 financial technology model. We note that its paragraphs achieved acceptable statistical results, as the three paragraphs achieved an arithmetic mean that was greater than the hypothesized mean of (3), which confirms that there is Acceptance by the sample members for this model, and therefore the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of urban health cases can constitute a fundamental challenge as it is one of the new things in banking work. Banks usually practice traditional manual work and therefore the transformation for digital performance, there is no doubt that it imposes an additional challenge for banks, but it can be overcome through the banks' future plans. Providing electronic payment devices and digital programs on mobile phones are among the most prominent factors that help the success of the application of financial technology in Iraq, in addition to the paragraphs obtaining an acceptable standard deviation, which means weak the answers of the sample members were dispersed, and the seventh paragraph achieved the highest arithmetic mean, which indicates acceptance of all the paragraphs of the axis

Table No. (3): Items of the dependent variable: behavior of individuals

Relative weight	Coefficient of variation	standard deviation	Arithmetic mean	Paragraphs	T
89%	0.13	0.60	4.45	Adopting financial technology enhances individuals' culture towards technological thinking and digital transformation in light of health crises, including Covid-19.	variable /individual behavior
85%	0.19	0.80	4.25	I believe that technology contributes to developing individuals' capabilities towards technological thinking in financial services	
90%	0.14	0.61	4.51	The presence of health crises has made individuals prefer to obtain banking services without direct contact with the bank, especially during the health ban.	
89%	0.13	0.60	4.45	Financial technology has contributed to spreading the culture of banking and the necessity of dealing electronically with banks in order to obtain the service	
91%	0.13	0.58	4.53	The Corona and health crisis contributed to strengthening individuals' culture towards financial technology programs and the	



				necessity of providing the service electronically.	
89%	0.14	0.57	4.47	The continued development of financial technology programs reflects the desire of individuals and their changing behavior towards digital services instead of traditional ones	6
92%	0.11	0.52	4.59	The fact that individuals feel pleasure and desire to use financial technology programs confirms Slocum Financial's change in the direction of banking services	7
91%	0.12	0.55	4.53	Individuals' love for technology in general has made it easier for banks to offer financial technology programs and provide services electronically	8
89%	0.14	0.60	4.47	General indicator	

UTAUT2 financial technology model, as we note that its paragraphs have achieved acceptable statistical results, as all paragraphs of the variable achieved an arithmetic mean, which was greater than the hypothesized mean of (3), which confirms that there is acceptance by Sample members for this variable. Therefore, the respondents believe that the application of the financial technology program by Iraqi banks when there are health crises and the occurrence of urban health cases can affect the behavior of individuals in switching to technological services instead of traditional ones due to the difficulty of obtaining them in light of the quarantine operations, which prompted Individuals have to change their financial behaviors towards services and deal with electronic services as an alternative option to traditional work. The technological development in the financial sector has imposed this on the behavior of individuals to shift towards digitization and obtain banking services through financial technology, in addition to the items obtaining an acceptable standard deviation, which means a weakness. The answers of the sample members were dispersed, and the seventh paragraph achieved the highest arithmetic mean, which indicates acceptance of all the paragraphs of the axis Testing the research hypothesis

The first hypothesis: There is no statistically significant correlation and impact between adopting the UTAUT2 model To apply financial technology and change individuals' behavior in light of the Corona pandemic

Table No. (4) Analysis of the effect and correlation between the independent and dependent variables

T	Dependent variable /individual behavior (consumer)	R	R2	F	Sig
1	UTAUT2 approach to fintech adoption	88.45	78.23	105.01	0.000

It shows the results of the table above related to the presentation of statistical results with the independent variable represented by the UTAUT2 approach To adopt financial technology and the subsequent variable represented by the behavior of individuals towards the application of this model, the research used a significance level (0.05) and according to the results extracted according to the simple linear regression model , the correlation coefficient was (88.45) and the coefficient of determination (78.23). This means that the trend towards applying the UTAUT2 model for adopting technology Finance in providing banking services and converting them to electronic services away from administrative routine and errors in providing services directly affects changing the behavior of individuals towards shifting towards digital performance and moving away from the traditional mode of providing services, and this matter is according to what the sample members of these banks see and given that the correlation coefficient is positive. It can be concluded that the relationship has a significant statistical significance, since the value of (P) is less than the level of significance (0.05), in addition to the fact that the calculated value of (F) was greater than the tabulated value of (4.08), which confirms that there is a clear impact of financial technology on the behavior of individuals. Those dealing with Iraqi banks , therefore, we reject the null hypothesis.



The second hypothesis : There is no statistically significant correlation and impact between the challenges facing Iraqi banks to adapt to the UTAUT2 model. To adopt Technology Finance in Shade The epidemic and changing the behavior of individuals.

Table No. (5) Correlation and effect analysis between the mediator and dependent variables

T	Dependent variable /individual behavior (consumer)	R	R2	F	Sig
1	Challenges of implementing UTAUT2 for FinTech adoption	88.45	78.23	95.01	0.000

The results of the table above, related to the presentation of statistical results, show the intermediate variable represented by the challenges facing the application of the UTAUT2 model for adopting financial technology and the dependent variable the behavior of individuals. The research used a significance level of (0.05) and according to the results extracted according to the simple linear regression model , the correlation coefficient was (88.45) and the coefficient of determination (78.23) This means that the challenges facing the application of the UTAUT2 model for adopting financial technology can affect the behavior of individuals and the weak shift towards technological services, but the insistence of Iraqi banks on overcoming these challenges and placing them within the strategic plans is a contributing factor in satisfying individuals and making them prefer to deal with digital services. This matter is according to what the sample members see for these banks , and given that the correlation coefficient is positive, it can be concluded that the relationship is statistically significant, since the value of (P) is less than the level of significance (0.05), in addition to that the calculated value of (F) was greater than the tabulated value. (4.08), which confirms that there is an impact of the challenges faced by the UTAUT2 model for adopting financial technology on the behavior of individuals. Therefore, we reject the null hypothesis.

CONCLUSIONS AND RECOMMENDATIONS

The emergence of various crises from time to time constitutes an important source for creating innovations and ideas that address and harmonize with the new reality, the presence of technology in reality and its use by the banking sector has made it an important means of addressing the quarantine situation in light of health crises, including the Corona crisis, as it provided the opportunity to obtain banking services without going out and being exposed to health risks. The weak presence of electronic means and devices in Iraqi banks, which constitute the infrastructure for applying

financial technology, constitutes a fundamental and major challenge for Iraqi banks to make this project a success. Building the mall for the theory of financial technology focuses on using skills, keeping up with modernity, and how to use technological means, which in turn reflects the nature of individuals' behavior to accept modern technologies. Changing the behavior of individuals towards a new type of services provided or new innovations requires the existence of reasons or a change in the natural reality. Therefore, individuals' acceptance of new electronic services was due to the emergence of health crises and the ease of avoiding them. The statistical results demonstrated that there is clear acceptance by the sample members for all the questions presented regarding the following variables and for all axes, through achieving arithmetic means that exceeded the hypothesized mean, as well as a decrease in standard deviations, which indicates weak dispersion in the answers. The statistical results demonstrated that there is a strong relationship of influence and correlation between the research variables. This means rejecting all null hypotheses and accepting existence hypotheses. For that the recommendation will be the necessity of adapting to the health crises that cause urban health operations in order to enable the bank to deliver banking services to all individuals dealing with it. This is done by employing financial technology innovations in the banking service. Continuously seeking to open new markets by taking advantage of technology that provides the possibility of delivering banking services to various social groups and various regions without the need to resort to traditional outlets and banking branches in providing these services. It is necessary for the banks, the research sample, to provide various devices and technical means that represent the infrastructure necessary for the success of providing electronic services. The necessity of developing the technical and technological skills of all individuals working in the banking sector in line with the development taking place in the banking field and striving to provide high-quality electronic services.



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