

The Fintech Frontier: Exploring Innovations, Influences, and Customer Perspectives in the Financial Services Landscape

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Abstract

Financial Technology (Fintech) has emerged as a transformative force in the global financial services sector, attracting significant attention for its potential to reshape traditional practices and create new opportunities. This study delves into the dynamic landscape of Fintech, identifying innovative technologies offered by Fintech companies and providing a comprehensive analysis of their Genesis, Development, and Current scenario. The research investigates the impact of Fintech on well-informed consumers in India, within the state of Telangana, and more precisely in Hyderabad. Consumer perspectives on Fintech services, encompassing convenience, speed, safety, and overall satisfaction, are thoroughly examined. The findings contribute to the broader understanding of how Fintech is influencing and shaping the financial experiences of consumers in Hyderabad and serve as a foundation for discussions on future developments in this dynamic sector.

Keywords: *Fintech, financial services, Innovation, Consumers.*

Introduction

The emergence of financial technology, commonly referred to as FINTECH, signifies a transformative paradigm within the financial sector. This innovation, characterized by non-financial institutions, seeks to revolutionize financial services through the integration of

technology. By leveraging the power of the internet and automated information processing, FINTECH endeavors to challenge traditional financial methodologies on a global scale, responding to evolving consumer expectations.

Within this paradigm, a multitude of small and medium-sized enterprises, as well as startups, actively engage in the development of FINTECH-related products. This surge in innovation has profound implications for established financial service channels. The term "Fintech" has become synonymous with a burgeoning ecosystem of small, inventive enterprises dedicated to crafting financial technology and associated products. While this definition aptly captures the dynamic nature of FINTECH companies, it inadvertently places undue emphasis on commissioning, overshadowing the essence of the technology itself.

In practice, financial technology is not confined solely to FINTECH companies, as traditional banks, microfinance institutions, and SMEs also leverage these advancements.

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The landscape is continually evolving, with the number of new FINTECH companies surpassing ten thousand according to various estimates. These entities often rely on risk investment and crowdfunding to fuel their endeavors, working towards enhancing the overall efficiency of the financial system.

The progression of FINTECH companies, facilitated by technology and data servers, contributes positively to both national development and business growth. This evolution fosters a productive environment that generates novel ideas transformable into marketable products. The sector attracts a fresh wave of talent and entrepreneurial thinking, thereby catalyzing innovation in the financial industry. This innovative drive has resulted in cost reduction, heightened efficiency, speed, flexibility, and overall improvement in business processes.

The interconnected and vibrant ecosystem created by FINTECH innovation catalyzes collaboration among market participants. Through dynamic networks, ideas are exchanged, opportunities identified, and transformative initiatives undertaken collectively. In the contemporary era of technology-based financial services, operating in isolation is no longer a viable option for any market participant. The success of the ecosystem hinges on the collaborative spirit that permeates through the industry, laying the foundation for a thriving and interconnected financial landscape.

2. REVIEW OF LITERATURE

The characteristics posited by researchers mirror the prevailing perceptions of Fintech across popular media, industrial, sectors, and scientific realms, encompassing three pivotal dimensions: the amalgamation of technology,

organizational structures, and the flow of financial resources. These dimensions outline the input factors influencing Fintech, highlighting the interplay between technology, organizational dynamics, and monetary transactions. Furthermore, the mechanisms employed to enhance, disrupt, and apply technology to financial processes create a competitive landscape within the market, resulting in the output of novel services and business models.

Despite the significance of Fintech in the global discourse, there is a notable scarcity of comprehensive studies specifically addressing the landscape of financial technology in India. This research gap motivates the need for an in-depth exploration of the Indian Fintech domain. Despite the significance of these dimensions, there exists a paucity of comprehensive studies on financial technology in the Indian context. This review aims to address this gap by examining and discussing pertinent studies that contribute to our understanding of Fintech within the Indian landscape.

Au & Kauffman, (2008), advocated Fintech industry convergence led to the splitting of market share and the profits of the converged industries, in this case, this is the IT and finance industry. From the perspective of FinTech, it is assumed and understandable that the companies in IT and finance should work in collaboration as working solely will not bring any benefit to each.

Brody et al. (2017), Described the developments in fintech regulation in the US and the UK towards facilitating responsible fintech innovation.

Kombo and Tromp (2009), are formulated to explain, predict, and understand phenomena

and, in many cases, challenge existing knowledge and expand it within the limits of critical determinants. Provides a general explanation of an event to facilitate understanding of concepts and variables according to the definitions provided and generates new knowledge by validating or theoretical assumptions.

Rogers's (1995), study on the innovation diffusion model (DOI) used in the investigation of information systems to explain the adoption of new technologies by the user, which are connected through certain channels along the time between members of the social community. DOI, the propagation rate is influenced by the comparative advantage of innovation, complexity, compatibility, verifiability, and observability.

Gomber et al., & Milian, et al., (2019), Industry convergence means new connections evolving between formerly unrelated industries in terms of technology areas, businesses, work processes, supply chains, and even the entire industry sectors as a whole. This connection generates innovation and can cause significant disruption. Industry convergence occurs as technologies, businesses, processes, and industries merge into each other till they are one. FinTech applies new technologies to develop innovative products or services that serve as the solution for the consumers of the financial industry.

Clayton Christensen (1998), "The Dilemma of the Innovator" (Harvard Business School Press), researched why some of the innovations of a radical nature enhanced the position of the holder in a particular industry, unlike previous models (for example, the Henderson model) - Predictably, Clark analyzed the large-scale

drive industry because it represents the most dynamic and technologically complex industry.

David's (2015), profound research with Fintech, the success of companies, adopt the use of LASIC principles (low, margin, light, scalable, innovative and compliant). Assume that the combination of the Internet, mobile devices, and finance can drive market-based financial innovation; Fintech has brought liberalization to the financial system; In some countries, governments use mobile money to pay salaries and eliminate fraud like ghost workers, while regulation is not the only factor for Fintech's success, but the low marginal costs and social and cultural appeal of people.

Buchak, Matvos, Piskorski, & Seru (2018), The emergence of FinTech has helped businesses to reduce costs and increase profitability resulting in attracting investors and media. These investors are not only interested due to the profitability but also because it is beneficial for society too. To elaborate further, FinTech has provided alternative opportunities to underserved societies where people, for example, do not have bank accounts. For instance, people who do not get loans from traditional banks for home mortgages turn to shadow banks and FinTech shadow banks which tend to give those loans without any requirement of collating and bank account. However, on the other hand, these loans charge higher interest which in turn attracts a certain segment of the investors.

Gabriela (2015), published seminal work in the fourth quarter of the African Banker magazine, used a case study to analyze the state of Fintech's operations in current financial services and to find barriers to Fintech's successful implementation of service delivery. It confirms that the more support it provides for

Fintech research, the more solutions are created. He also pointed out that partnerships between banks and SMEs will enhance financial inclusion because Fintech allows those without a card to pay remotely to buy goods and services. However, tensions between the central bank and mobile operators (MNOs) should not be minimized, as multinationals are likely to strengthen alternative financial channels.

B.N.Y. Mellon's (2015), report on the trend of payment innovations, aims to examine the growing capabilities of Fintech in the areas of corporate and consumer payment, to explore how, where, and when to pay, as well as who facilitates it, to understand the enormous role of Fintech and its general business solutions.

Lewis (2014), research found that local companies (SMEs) provide more than 80 percent of jobs. In addition, he noted that inclusive growth in small businesses will only be possible if the local business sector, which includes small businesses, such as agribusiness and non-agricultural businesses, can expand and increase their productivity.

Foley, Karlsen, & Putnins (2019), Despite all the positive aspects mentioned, FinTech is alleged to promote illegal transactions via bitcoins. It is estimated that 46% of Bitcoin transactions are associated with illicit activities. Moreover, with the emergence of more cryptocurrencies, the facilitation of payments for illegal transactions is enhanced. Therefore, strict surveillance and regulations are required to limit the mentioned activities.

Oladejo and Adereti (2010), in enlighten late 1990s, the proliferation of the Internet and Internet technology was observed and their growth increased, creating together a global

and profitable platform for companies to connect and do business. Despite the huge investment in information technology in recent years, proving its impact on organizational performance has proved to be very difficult.

3. OBJECTIVES OF THE STUDY

- 1) To study the emergence and the current scenario of Fintech's innovative technology in financial services in India.
- 2) To analyze the impact of fintech influence and the customer satisfaction of business and channels of fintech services in Hyderabad,

4. HYPOTHESES

Ho1: There is no significant difference between the performance of business and channels of Fintech to its customer satisfaction in Hyderabad.

Ho2: There is no significant impact of Fintech influence on customer satisfaction Fintech services

5. DATA & METHODOLOGY

The study's data collection methodology encompasses both primary and secondary sources. Primary data is acquired through a research survey conducted in Hyderabad, Telangana, while secondary data on financial technology is sourced from pertinent websites and publications. This dual-source approach aims to comprehensively analyze performance indicators relevant to the growth and development of Fintech.

The research focuses on evaluating the performance of Fintech businesses and channels among well-informed consumers in Hyderabad, Telangana, India. To authenticate the hypotheses guiding the research, data is meticulously processed and gathered through a consumer survey involving a sample of 450 individuals. These participants represent legal

entities with a keen interest in utilizing innovative services within the financial sector. The survey incorporates various variables distinguishing participants based on their preferences and engagement with Fintech services.

To validate the hypotheses, statistical methods such as the coefficient of correlation, Probable Error of Correlation of Coefficient (PECC), and t-test are employed. These analytical tools serve to assess the relationships between variables, measure the reliability of correlations, and determine the significance of observed differences. Through this methodological approach, the research aims to provide a nuanced understanding of Fintech performance and its impact on informed consumers in the specific context of Hyderabad, Telangana.

6. Emergence of Fintech:

Technology has always played a key role in the financial sector in ways that most people have faced since the last decade. The main current concerns of policymakers and industry arise not from the technology itself but from the question of who is applying technology to finance along with the speed of development. FinTech is an innovative product and service provider which have replaced or transformed expensive and highly sophisticated products and services. Today Fintech is often seen as a unique modern marriage with financial services and technology. The main stakeholders in the FinTech in transforming financial services is characteristics and the role played by them, as the disruptive innovation and industry convergence. Therefore, it can safely be said that FinTech is disturbing or giving a challenge to the incumbents, the traditional financial institutions. However, the link between financial and technological developments is

intertwined and mutually reinforcing. The development and innovation of Fintech over the past 75 years is as follows:

TABLE I
EVOLUTION AND INNOVATION

Year	Names of Innovations
1866's	Transatlantic cable
1918's	First Fedwire
1950's	Dinners Club and Credit card
1960's	Brought ATMs (Barclays) to replace tellers and branches.
1970's	NASDAQ (The first electronic stock trading was established and put into operation)
1973's	SWIFT
1980's	Online Banking (Rise of bank main-frame computers and more sophisticated data and record-keeping systems)
1990's	E-Commerce models have flourished.
2000's	Incredible development of the internet.
2009's	Bitcoin
2010's	Online applications
2011's	P2P money transfers
2015's	Online Payments
2018's	Blockchain technology
2021's	Machine Learning and Natural language process (NLP)

Source: <https://panorbit.in/the-evolution-of-fintech-in-india/>, WEF, and other reports

7. Fintech, innovative technology in financial services by comparison with traditional companies

Business innovations rouse economic development at both micro and macro levels. The application of information technology in financial companies is an area with great innovation potential; therefore, both companies and investors are very interested in it. The study of competition between traditional methods, technology, and services becomes more intense every year due to the continuous development

of information technology. At the same time, fintech is increasing interest in the modern financial services of progressive financial institutions aiming to maintain and strengthen its leading role in this field and provide modern and high-quality services conveniently and efficiently to its customers anywhere, anytime.

Over time, cooperation between traditional financial institutions and technology branches is growing, with both sides seeing promising paths for further development. Table II provides a review of the names used by fintech technologies and traditional financial sector institutions, which fintech companies want to compete with, as well as a description of the advantages and disadvantages of fintech technology.

TABLE II
COMPETITORS OF FINTECH

Names of fintech technology	Competitors: Traditional financial sector companies and fintech companies	Advantages and disadvantages of financial services in comparison with traditional financial sector companies
Online payments, Money transfers, Mobile Wallets and E-commerce	1. Companies offering payments and other services through PayPal, Ant Financial, etc. In India: Weststern, Monea, Swipe, MWallet; E-commerce in India- Etransfer Charge, Paymoney, etc. 2. Companies of this category act as the digital bridge between consumers and merchants.	1. Successful competition of fintech companies with banks is manifested with large volumes of transactions in close cooperation with the world's largest trading platforms MobiKwik Chillr etc. 2. Paytm: India's most valuable fintech company and the country's largest mobile wallet and e-commerce platform.
Lending	1. Provide personal loans and financial products to consumers, namely, care loans, mortgages etc. 2. Non-bank lending companies for individuals and legal entites.	1. Lending Kart: This provides personal loans and financial products to consumers. These include car loans, mortgages, equated monthly installment financings (EMI) for larger-ticket purchases and start-up provides working capital

	3. Offer merchant banking solutions, financial products and loans. With P2P, B2B lending platforms.	financing solutions to MSMEs. 2. Successful competition of fintech firms with banks began after the crisis of 2012 due to the refusal by banks to lend to certain groups of borrowers, incl. small enterprises, because of high risks. 3. Fintech firms, working on the peer-to-peer (P2P) model, provide a platform for matching borrowers with lenders. 4. A major scandal in the history of fintech - bankruptcy of the P2P lending company Ezubao, operated in China. 5. Banking competitors may charge much higher loans and commissions.
Asset and Investment Management	1. Banks and institutions dealing with asset and investment management. 2. Crowd sourcing platforms: crowd-funding, namely Indiegogo, Kickstarter, etc. are called crowd investing. 3. The brokerage company Extant the category act as the digital bridge between consumers and merchants.	1. Fintech companies have a very competitive value proposition in the new technology of robo-advising, when an individual's investment portfolio is selected by algorithms that offer clients an investment structure that corresponds to their investment preferences and risk profile. 2. Annual maintenance costs are lower than those accepted in banks from 1 to 2 percent, i.e., 0.3 to 0.5 percent. 3. They allocate free assets of clients in deposits, convert currencies, bond and stock portfolios, seek to hedge risks and receive credit lines for these assets. 4. Fintech firms make services that previously were only available to the wealthy accessible to the general population.

Neobanks (digital banks)	1. Traditional banks. 2. Neobanks – through mobile apps and digital banks such as UPIL, Paymoney, Canbank, E-wallet, etc.	1. Digital banks can provide convenient mobile services such as settlement account, debit card, consumer loans, financial management tools, as well as the latest innovations in the field of mobile and p2p-payments. On the basis of the existing banking infrastructure, as well as create the infrastructure from scratch. 2. Fintech companies use the flexibility of banking regulations: in the India, after changing the banking legislation and new banks were licensed; 3. In many cases charges for services are lower and interest rates on savings products are higher.	Infrastructure, Taxes and support services	1. B2B-FinTechs offering their technologies to banks and insurance companies to other financial companies in managing wealth, specifically wealth held in investment accounts in banks, help consumers track and grow personal wealth via active and passive management into investment vehicles. 2. Companies in this category assist consumers in filing taxes.	1. Technologies related to security, work with large data, scoring mechanisms for borrowers, platforms, for example, on arranging loans and mobile payments. 2. SEBI: It is a trading platform and brokerage backed by customer capital. They do not compete, but cooperate with banks. 3. Clear tax: helps consumers complete their income tax returns.
Personal finance management, planning and analytics	1. Fintech firms managing personal finances Credit. 2. Help merchants to often MSMEs, process payments via electronic payments, mobile payment platforms, credit card, point-of-sale systems, and other methods.	1. In the field of personal finance management, fintech firms Credit allow users to access their credit rating and credit history, as well as keep records of all client financial products as a free service. 2. Comparable products in banks, offers an end-to-end payment system that includes mobile point-of-sale kiosks 3. In planning and analytics, fintech firms offer an online platform for project managers to manage budgets, invoices and reports.			
Insurance	1. Traditional insurance companies and banks; offer consumer insurance products that include health insurance, auto insurance, travel insurance and home insurance, among other products. 2. Digital insurers and new generation companies with Secure Now namely, offers group health, workers' compensation, fire insurance and among other products.	1. Fintech firms can offer new technologies in the insurance business instead of conservative distribution of products through the use of offline agent networks, charging up to 20 percent in the form of commissions. As a result services become cheaper. 2. Provides merchants with business insurance solutions, with PolicyBazaar to Provides a platform to compare policies of insurance companies.			

Source: www.fintechcompanies-in-india

8. Development in Fintech

Financial technology, such as improvements in the payment industry that develop and implement faster than ever, especially around data management, security and the transition to typical IT, innovation is happening at a rapid pace. Some are flexible and profitable and can be expanded to meet growing demands, allowing companies to build and adapt their operations more effectively and efficiently. The APIs allow interaction between two or more services connected through the Internet, providing the opportunity to create solutions that integrate and combine different services and data sources. While these operations are available to banks, the startup sector including online payment providers such as PayPal, Google Pay, etc., has shown the highest degree of adoption, allowing the companies to interrupt known players and accelerate change.

In today's globalized world where emerging markets have the potential to "jump" over their more developed counterparts and transfer new information is immediate and global, the adoption of new tools and solutions is becoming more widespread than ever. Today's rapid adoption rate is a tremendous engine of

change, as many new innovations are now achieving significant market penetration at a much faster rate.

The almost unreasonable growth in the use of mobile phones and smartphones is to put digital services in the hands of consumers, providing richer and value-added experiences around the world. With access to cloud-based technology and consistently fast mobile signals, smartphones allow access to digital services. These capabilities have a significant impact on emerging markets, especially those that are growing rapidly from the middle class. Those previously unleashed populations need more and more financial services and mobile technology allows access to payment solutions without the need for a new dedicated physical infrastructure, which increases adoption rate.

For the banking sector, perhaps the greatest potential comes from the emergence of "big data". In fact, McKinsey, the consulting firm, has already identified the banking sector as one of the market segments that could benefit more from better use of customer and market data.

Technological advances have allowed an effective analysis and interpretation of large and complex data sets; the detection of untapped patterns and trends in which new knowledge can be obtained for customers. This "smarter" data management allows banks to create more effective customer-centric solutions that are more suited to customer behavior and needs. These capabilities can allow banks to improve their internal operations and add great value to customers through a better understanding of their business. Banks can extend these enhanced data management capabilities directly to customers, who can use information in several ways,

including as a way to save costs by identifying common mistakes, for example.

Certainly, better information management can be an important distinction and there is a growing awareness of the work that can be used to present valuable data, its importance as a source of competitive advantage is quite important. If the banks do not respond to the urgency and do not adapt to these developments, they will run the risk of being overwhelmed by the impressive sector that has traditionally been famous. As non-banks continue to introduce a range of new digital capabilities, an element of confusion arises in the banking sector and banks fail to keep up with customers and offer them improved solutions. The applications included in the financial inclusion in Table III are as follows.

TABLE III
NAMES AND APPLICATIONS OF FINTECH

Names of Fintech	Application in Financial Inclusion
Payments	eWallets, UPI, USSD Transfer
Peer to Peer Lending	Funding for individuals and micro enterprises
Microfinance	Funding for small and medium enterprise
eKYC	Aadhaar enabled KYC
Biometric	Credit scoring information, account opening, ATM pin
Digital Identify	Aadhaar linkage to account for credit information
Remittances	Transfer and payments in remote areas

Source:www.fintechcompanies-in-india.

9. Current scenario of Fintech

FinTech is experiencing rapid growth worldwide, some of started filling out some of the traditional roles banks play; M-Banking and

new payment technologies make it easier for customers to experience. Fintech is a boon to its customers because it will improve financial inclusion and facilitate financial transactions. Fintech surprised global financial markets, as well as conventional banks, with incredible growth respectively. Today, financial technology is one of the fastest growing sectors, with global investment in financial technology rising from \$ 100 million in 2008-2009 to over \$ 6.15 billion in March 2023. The following is the growth of Fintech:

1) According to the Accenture report, global investment in financial technology has increased significantly in recent years. In short, it increased dramatically from \$ 0.91 billion in 2013 to \$ 5.65 billion in 2022.

2) The value of Indian financial sector transactions is estimated at \$ 5.65 billion and is expected to reach \$ 219 billion by 2030, at a compound annual growth rate of 22%, three times the rate of GDP growth.

10. Investors in Fintech

Fintech investments in India increased from \$ 247 million in 2014 to more than \$ 5.65 billion in 2022. India has many fewer angel investors; in 2018 it only had 1950 angel investors, compared to 3,000,000 Angel investors in the United States. With the recent trend that commodity financial services and venture capital (V.C) become commodities, which dictate the conditions for many new businesses, the focus on investing towards a greater consumer-centered margin can be driven by companies with products and low-margin services. Bangalore has the largest number of new companies and accelerators in the country, while Delhi is home to great ticket players. Investors have reached an agreement that their payment technology is more than just payments and investor interest is emerging in a variety of

subsectors, such as investment, loans, wealth management, credit reports, and more.

Traditionally, in the future, while V.C. companies have been investors in the early stages of the financial technology business, the global trend of banks and other financial institutions that obtain or invest in new companies is also a witness in India. In addition, they develop and begin to invest in such platforms. Investors in fintech are shown in the following table IV.

TABLE IV
Financial Technology Investors

Players	Business Category	Investment Period	Deal Value
Paytm	M-Wallet/ Gateway	Feb, 2015	USD 890 Mn
Bill desk	Payment Aggregator	Mar, 2016 2012, 2006	USD 157.5 Mn (Total) USD 120 Mn USD 30 Mn USD 7.5 Mn
Free charge	M-Wallet/ Gateway	Feb, 2015 Sep, 2014	USD 113 Mn (total) USD 80 Mn USD 33 Mn
Mobikwik	M-Wallet	May, 2016 Dec, 2015 Apr, 2015 2013 Sep, 2012	USD 86.85 Mn(total) USD 50 Mn USD 6.6M USD 25M USD 5M USD 250k
A leading Indian fintech portal	Marketplace for loans and insurance products	Jul, 2016 Jan, 2014 Mar, 2011	USD 79 Mn(total) USD 60 Mn USD 13 Mn USD 6 Mn
Policy bazaar	Insurance	Apr, 2015 May, 2014 Apr, 2013 Mar, 2013 May, 2011	USD 69.6 Mn(total) USD 40 Mn USD 20 Mn USD 5 Mn USD 4.6 Mn Undisclosed
Financial software and Systems	Financial Planning	Oct, 2014	USD 57 Mn

11. ANALYSIS, DISCUSSION AND FINDINGS

11.1 Performance of business and channels the Fintech to its customer satisfaction in India

Table V presents the Performance of Fintech to its customer satisfaction in Activity of Companies and Activity performed by companies of Fintech from inception of the same, is used to describe new technology that seeks to improve and automate the delivery and use of financial services to help companies, business owners, and consumers better manage their financial operations, processes, and lives.

It is composed of specialized software and algorithms that are used on computers and smartphones. It emerged in the 21st century, the term was initially applied to the technology employed at the back-end systems of established financial institutions, such as banks. From 2015, there was a shift to consumer-oriented services. Fintech now includes different sectors and industries such as education, retail banking, fundraising and nonprofit, and investment management, etc. We are going to analyze and discuss its performance through customer satisfaction.

The analysis is made for the year 2022 based on rank based on business. The analysis is about the name of the companies and their Business Performance related to companies namely Activity of Companies and Activity performed by it. As far as companies of Fintech, the top 20 companies selected rank by Technasia in the year 2022, namely, Paytm, Policybazar, Pine Labs, PhonePe, Lendingkart, Lendingkart Technologies, Free Charge, Capital Float, Aye Finance, ClearTax, NeoGrowth Credit, of Business, Acko General Insurance, Mswipe, Balance Hero (True Balance), MobiKwik, Walnut (Thumbworks Technologies Pvt. Ltd), BankBazaar, Paisabazaar, PaySense, PayTech

and FINO. In that Paytm stands first with US \$ 240000 million, the performance of Fintech is significantly influenced by Indian business environment (See table V).

TABLE V
ACTIVITY OF COMPANIES AND
ACTIVITY PERFORM BY COMPANIES

S. No.	Name of Companies	Activity of Companies	Activity perform by companies	Amount in US \$ Million
1	Paytm	Payments and remittance	A Payment processor built specifically for India's mobile shoppers.	240000
2	Policybazaar	Financial product comparison	A portal that brings an unbiased comparison of financial services from all major insurance companies.	277
3	Pine Labs	Payments and remittance	A provider of retail POS (Point of sale) solutions that simplify payment acceptance, while creating business opportunities for issuers, merchants, and brands to connect with consumers.	207
4	PhonePe	Payments and remittance	A mobile payment app that allows its users to transfer money.	184.1
5	Lendingkart Technologies	Lending, loans and credit	A fintech startup in the working capital space that developed technology tools based on big data analysis which facilitates lenders to evaluate borrower's creditworthiness and provides other related services.	128.7
6	Free Charge	Payments and remittance	Where you can make prepaid, post-paid, DTH and Electricity bill payments.	80.6
7	Capital Float	Lending, loans and credit	An online platform that provides working capital finance to SMEs in India.	78.8
8	Aye Finance	Lending, loans and credit	A non-banking finance company which offers loans to profitable micro, small and medium enterprises (MSMEs).	57.2
9	ClearTax	Financial accounting and admin	Its offers taxation and financial solutions to individuals, businesses, organizations and chartered accountants in India.	50
10	NeoGrowth Credit	Lending, loans and credit	It is an NBFC registered with RBI, providing short-term business loans to merchants, retailers and distributors.	47
11	OfBusiness	Lending, loans and credit	A technology-driven SME financing platform that adds value to SME's business beyond financing through its raw material fulfillment engine and new opportunities platform.	43.8

12	Acko General Insurance	Insurance tech	A digital insurance company based in India.	42
13	Mswipe	Payments and remittance	A mobile add-on that allows smartphones, feature phones and tablets to accept credit card and bank transactions.	41
14	Balance Hero (True Balance)	Payments and remittance	A company that developed a mobile wallet app called True Balance.	38
15	MobiKwik	Payments and remittance	A digital wallet service facilitating mobile recharge, bill payments, and online shopping.	35.4
16	Walnut (Thumbworks Technologies Pvt. Ltd)	Financial accounting and admin	A simple for users to understand and manage their finances with as little input as possible by tracking their expenses, bank balances and bills.	30
17	BankBazaar	Lending, loans and credit	A financial products marketplace that gives instant customized rate quotes on loans and insurance products.	30
18	Paisabazaar	Financial product comparison	A marketplace for all types of loans, credit cards, and investment products in India that helps to compare and choose from various financial products across categories such as personal loans, home loans, credit cards, education loans, car loans, savings accounts and mutual funds.	30
19	PaySense	Lending, loans and credit	A fintech startup that gives loans and credit options in the range of Rs 5,000 to Rs 1 lakh through the website or mobile platform.	23.3
20	FINO PayTech	Payments and remittance	Developed GPRS-enabled biometric reader devices that enable financial inclusion, microfinance, and remittances by using both technology and human resources.	23.1

Source: <https://www.techinasia.com/top-funded-fintech-companies-in-india>

12. IMPACT OF FINTECH TO ITS CUSTOMER SATISFACTION

Table VI presented the Impact of Fintech on customer satisfaction, through the data collected from a questionnaire in July 2022, about Business Performance variables, table VI viz Retail (Supermarket), Online Merchandise E.g. Ticketing, Fashion and Showbiz, Educational Institutions and General Merchandise with Channels. Hence, the use

and customer satisfaction was influenced by fintech very significantly (See Table VI for details).

**TABLE VI
BUSINESS AND CHANNELS OF
FINTECH TO ITS CUSTOMER
SATISFACTION**

Business	Channels	No. of Respondents		No. of Respondents (%)	
		Business	Channels	Business	Channels
Retail (Supermarket)	PoS (Point of Sale)	72	188	16	42
Online Merchandise E.g. Ticketing	Mobile (SMS) Payments/Transfer	36	141	8	31
Fashion and Showbiz	Online payments (Bank online portals)	76	110	17	24
Educational Institutions	Payment Applications (Quick Teller, Remita, E-tranzact, U-Pay, etc.)	27	32	6	7
General Merchandise	Other	239	29	53	6
Total		450	450	100	100

Source: Primary Research

Table VI highlights the diverse impact of fintech on customer satisfaction across different business sectors and channels. General Merchandise, Fashion and Showbiz, and Retail (Supermarket) sectors are particularly influenced by fintech solutions, whereas the Educational Institutions sector shows a comparatively lower adoption rate. These findings emphasize the importance of fintech in enhancing customer satisfaction and the varied applications of fintech across different business channels.

Table (B) shows that questions asked with respondents in during the study respond by persons.

TABLE VII
Fintech awareness and performance

Questions asked to Respondent	Answers from Respondent	No. of Respondents		No. of Respondents(%)	
		Yes	No	Yes	No
Prefer Fintech Channels to Cash Payment	Preference	391	59	87	13
Adequately Knowledgeable in Fintech	Know-How	410	40	91	9
Has Fintech Payment Applications/Solutions Improved your Product/Service Delivery	Fintech Improved Your Business?	410	40	91	9
Has Fintech Increased Your Market Share and Profit?	Has Fintech Increased Your Market Share/Profit?	418	32	93	7
Has Fintech Applications/Solutions Reduce the Cost of Operations in Your Organization?	Fintech Has Reduced Cost of Operations	333	117	74	26
Total respondents		450	450	100	100

Source: Primary research

The reference made in Table VII a widespread positive impact of Fintech on various aspects of business operations. From increased preference for digital transactions to improved knowledge and positive impacts on product/service delivery, market share, and profit, Fintech emerges as a pivotal force in shaping contemporary business practices. Moreover, the acknowledgment of cost reduction further solidifies Fintech's role as a strategic enabler for businesses seeking efficiency and growth in the dynamic market landscape.

13. TEST OF HYPOTHESES

13.1 Hypothesis I,

Ho1: There is no significant difference between the performance of business and channels of Fintech to its customer satisfaction in Hyderabad at Telangana state, India.

Results & Decision

Test Applied	Sig. level	d.f	Calculated value	Critical value	Decision
t	5%	4	0.422308	1.895	Accepted

16.2 Hypothesis II,

Ho2: The impact of Fintech on its customer satisfaction is not significant.

Results & Decision

	r value	PECC (Calculated value)	Decision
Fintech to its customer satisfaction	-0.4293	0.571	Rejected

The calculated value of PECC between Fintech to its customer satisfaction is 0.271 against the observed value of r -0.4293. As the value of PECC is higher than the 'r' the hypothesis that the impact of Fintech on its customer satisfaction is significant.

14. CONCLUSION

FinTech becomes imperative for financial institutions to comprehend the swift evolution of technology and adapt to the changing dynamics of consumer behavior. The rise of FinTech is a consequence of globalization, empowering nimble yet sophisticated enterprises to innovate in the realm of financial services. By seamlessly integrating finance with information technology, these entities offer consumers expedited alternatives to traditional banking processes.

Overcoming the challenges associated with FinTech necessitates raising awareness, particularly highlighting the manifold benefits of Financial Technology. The emphasis lies in demonstrating how FinTech facilitates swift and convenient services compared to conventional methods. By effectively communicating these advantages, FinTech can not only meet customer expectations but also

pave the way for a more gratifying and streamlined banking experience.

Undoubtedly, as consumers become more cognizant of the benefits and convenience provided by FinTech, there is a clear trajectory towards embracing advanced technology for a more fulfilling and content life. The metamorphosis initiated by FinTech is not merely a technological advancement but a transformative journey towards a future where financial services seamlessly align with the aspirations and satisfaction of the modern consumer.

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