

A STUDY ON CUSTOMER’S PERCEPTION TOWARDS FIN-TECHSERVICES IN HARAPANAHALLI CITY

S Balaji,

. Prof. C. Mahadevamurthy

Research scholar, Department of Management, KSOU, Mysore, Karnataka

Professor, Department of Management, KSOU, Mysore, Karnataka

Abstract

The goal of this article is to investigate the prospects and challenges of Fintech, which is causing significant changes in the financial sector. Furthermore, understand customer understanding of financial technology and research customer opinion of financial technologies that are innovative in India. To achieve these goals, the researcher acquired data from both primary and secondary sources in the study region. Primary data is acquired from 100 Random respondents in Harapanahalli, through well-structured questionnaires created with Google Forms technology. Secondary data is gathered from research articles, journals, and websites. As well as print media. To analyse the data from newspapers, magazines, and other sources, the researcher employed the percentage and tabulation techniques. The researcher employed the 5 point Likert scale methodology to collect the respondents' opinions. This study's findings revealed Fintech is convenient, according to 29 of the selected 100 respondents, with a mean of 3.78 and a standard deviation of 2.35. The majority of respondents (32%) believe that the aaps used for fintech services are user-friendly; the highest mean is 4.45 with SD 1.40. "Services provided fast and quick" 28 respondents are opinioned disagree. And the statement "No need to carry cash" has the lowest score of 3.1 with a standard deviation of 1.81. The ANOVA results show that p-value 0.0475 is less than 0.05, indicating that the null hypothesis is accepted and the alternative hypothesis is rejected.

KEYWORDS: FINTECH, PERCEPTION, CHALLENGES, OPPORTNUTIES.

1. INTRODUCTION

FinTech is an abbreviation for financial technology and refers to technologically enabled financial developments. From 'start-ups' to 'big-techs,' to established financial institutions, all essential actors are leveraging this technology edge along the financial services value chain to deliver agile, efficient, and distinctive experiences to end users. This trend has the potential to radically disrupt the financial environment, allowing consumers to pick from a broader range of products at more competitive rates and financial institutions to increase efficiency through lower operational expenses. As a country dedicated to attain universal financial inclusion at a reasonable cost, this is a watershed moment for us, and we must grasp it. Financial innovation is undoubtedly an opportunity for industries such as commercial banks to rethink service distribution methods and discover ways to capitalize on its benefits. Many industries that use innovative Fintech solutions recognize its value and benefit from it. So, if your organization is currently employing fintech services, take advantage of the perfect circumstances to build a lucrative business. The financial technology trends and market are rapidly increasing in many corporate environments. Many established practices enable the financial services sector to develop more innovative and sophisticated business solutions. This may be accomplished by detailed investigation, report generation, business data analytics, and a variety of other methods to capitalize on prospective possibilities. In 1972, a New York banker invented the phrase "FinTech." While there is no widely accepted definition of what constitutes FinTech, companies considered to be part of that sector provide services such as payment options, online marketplace lending, mobile apps, financing, foreign exchange and remittances, investments, distributed ledger technology, digital currency, and digital currency exchange. Currency, mobile wallets, artificial intelligence and robotics in finance, crowd funding, insurance, and wealth management, with an expanded definition considering ancillary financial technology solutions such as digital identity, biometrics, wearables, and technology to assist with Regulatory Compliance (RegTech) (Digital Finance Institute, 2016). As a result, the financial services sector has been extensively touched and influenced by developing technologies. Trends facilitated by technology that promote innovation According to Ernst and Young (2016), Capital Markets: Innovation and the FinTech Landscape, the following nine technologies or technology-enabled trends support, either separately or jointly.

2. STATEMENT OF PROBLEM

In recent years, fintech has caused significant disruption in several industry verticals, particularly in the financial sector.

However, the bulk of customers continue to prefer more traditional banking institutions. As a result, this researcher attempted to comprehend the opportunities and obstacles, as well as the client impression of fintech services in the study location.

3. RESEARCH QUESTIONS

1. Are customer are well aware about financial technology services?
2. Is there any significance difference of opinion among people towards fintech services?

4. REVIEW OF LITRETURE

- **C. Vijai (2019)**the primary goal of this paper is to examine the opportunities and problems in the fintech business. It describes the evolution of the fintech business as well as the current state of financial technology (fintech) in the Indian finance sector. Fintech makes transactions safer for users by digitising them. The advantages of fintech services include lower operating expenses and a user-friendly interface. Fintech services in India are the fastest expanding in the world. Fintech services will alter the routines and behaviour of the Indian finance sector..

- **P. Krishna(2019)**With a population of roughly 1.3 billion people, India is a booming market for Fintech, according to this report. A large proportion of the population is unbanked or underbanked, making India an exciting global market for financial innovations. Fintech is viewed as a game changer and disruptive innovation capable of upending established financial markets. Fintech has expanded fast in India during the last five years and is projected to expand more in the near future. The essay begins by focusing on the fundamental sorts of financial technology and their functions, as well as the potential and difficulties they present in the Indian corporate environment.

- **Ryan Randy Suryono (2020)** this gives a chance to look more deeply at fintech research problems and trends. This study intends to (1) establish the state of the art in financial technology research; (2) identify gaps in the financial technology research area; and (3) identify challenges and trends for future research possibilities. This study's new concept incorporates theoretical advances on financial technology. Using Kitchenham's systematic literature review approach, as well as thematic analysis, meta-analysis, and observation to validate the quality of literature and analysis, the findings of this study provide a theoretical foundation for fintech research from an information systems perspective, including the formulation of fintech technology concepts and their development..

- **Yomna Abdulla (2021)** In recent years, there has been a significant increase in the usage of FinTech in the banking sector. This chapter presents a complete review of the new prospects presented by FinTech to the banking sector, as well as the potential dangers and obstacles that may arise during its implementation. According to the authors, new FinTech potential include improved digital banking experiences, individualised client services, high-level data security, and cost-effective and efficient services. Risks associated with FinTech include security risk, technical risk, regulatory risk, financial risk, and reputation risk. Finally, they propose that potential FinTech problems include technical adaptability, risk mitigation, legislation, and human capital employment.

- **Siti Yuniarti (2020)** A researcher examines the potential expansion of lending fintech in Indonesia, as well as the opportunities and problems it presents. This research employs normative juridical analysis. This research indicates that present legislation is still insufficient in providing legal protection to consumers while performing loan fintech transactions. As a result, a thorough regulation that governs this is required in order to increase public trust in lending fintech companies.

5. RESEARCH GAP

Based on a thorough examination of all national research According to academicians, no study based on primary data has proven financial technology opportunities and problems. Earlier research focuses on accessing opportunities and challenges in the fintech industry, discussing opportunities and challenges in the Indian business environment, determining the state of the art of financial technology research, and some research focuses on a comprehensive overview of the new opportunities offered by FinTech.However, virtually no study has concentrated on analysing consumers' perceptions of financial technology in Harapanahalli, thus the researcher has undertaken this study with the goal of understanding the prospects and challenges, as well as customer perceptions of financial technology in Harapanahalli.

6. OBJECTIVES OF THE STUDY

1. To study the opportunities and Challenges of the Fintech.

2. To understand the awareness of the customers towards the financial technology
3. To study the perception of the customer towards the financial technologies in Harapanahalli.

7. RESEARCH METHODOLOGY

For the present study the researcher has adopted empirical and descriptive research design. The present research done based on primary as well as secondary data that has collected through well-structured questionnaires from the customers who are well aware about the financial technology with the help of Google form, researcher has used the Likert scale method to collect the qualitative data. Moreover researcher has collected the secondary data from books, magazines, newspapers, and other published sources. For analysing and interpreting the result both descriptive and inferential statistical tools to be used. To understand the customer perception towards lead banking mean, standard deviation and also ANOVA technique is applied.

8. OPPORTUNITIES OF FINTECH

Fintech has already achieved phenomenal success in the corporate world. Furthermore, its ongoing development results in new sophisticated technologies. Here are some of the top Fintech trends, opportunities, and challenges for 2022.

- ✚ Artificial Intelligence and Machine Learning will restart their rise since these technologies aid in the management of vast volumes of data and assist developers in developing more effective Fintech applications.
- ✚ Fintech specialists predict that transactional financial institutions will work more closely with Fintech firms in 2022. Financial institutions are anticipating an open banking opportunity that will allow data networking between banks and Fintech start-ups.
- ✚ Literacy in any subject is beneficial, and when it comes to money, people always comprehend much more quickly. Fintech has the potential to transform the whole financial system, and there will be many informative manuals available to assist you at every level.

9. CHALLENGES OF FINTECH

Challenges of fintech are as follows:

- ✚ Cyber-attacks continue to be a major threat for Fintech software businesses. Financial data breaches jumped from 25 in 2017 to 145 in 2018, according to a survey conducted by the Financial Conduct Authority (FCA). Modern cyberattacks are focused at stealing and attempting to harm or modify the system in order to undermine trust.
- ✚ Many individuals are concerned about interacting with robots rather than humans. As a result, it becomes difficult for Fintech software development businesses to persuade consumers, particularly the elderly, to abandon traditional banking in favour of Fintech services.
- ✚ Many nations continue to lack experience in Fintech app development services. Traditional banks typically strive to mimic their websites by providing clients with unattractive experiences. Mobile app annoyance leads to inadequate integration of Fintech services and bad user experience.

10. DATA ANALYSIS AND INTERPRETATION

TABLE NO 10.1 SHOWS THE PERCEPTION OF CUSTOMER TOWARDS THE FINTECH

S.No	Attributes	SD	D	N	A	SA	MN	SD
1	Fintech is convenient	7	21	18	25	29	3.78	1.73
2	The apps are user-friendly	11	18	21	18	32	3.42	1.66
3	Services Provided fast and quick	9	28	12	34	17	3.22	2.22
4	The apps are provided complete spending analysis	6	32	21	16	25	3.22	1.75
5	Such aapps are insecure	3	8	7	18	64	4.32	0.66
6	Lack of net connectivity creates hindrance	4	5	3	18	70	4.45	1.40
7	Reduce Cost of financial services	10	9	15	26	40	3.77	1.69
8	No need of carrying cash	7	32	26	14	21	3.1	1.81
9	Fintech services suddenly off some time	9	17	12	34	28	3.55	2.07
10	Fintech is also convenient in remote area	68	9	10	7	6	4.26	3.93

(Source: filed survey)

(Note: SD-Strongly Disagree, D-Disagree, N-Neutral, A-Agree, SA-Strongly Agree, M-Mean, SD-Standard Deviation)

INTERPREATION

The above Table no 10.1 shows the result of customer perception towards the financial technology in study area. Out of selected 100 respondents 29 respondents opinioned that fintech is convenient which shows the mean 3.78 with Standard Deviation 2.35. Majority of respondents 32 are opinioned that the aaps which are used are fintech services are user-friendly, highest mean is found 4.45 with SD 1.40 for the “Services provided fast and quick”28 respondents are opinioned disagree. And lowest 3.1 with SD 1.81 is found for the statement of “No need of carrying cash.

TABLE NO 10.2 SHOWS THE ANOVA RESULT

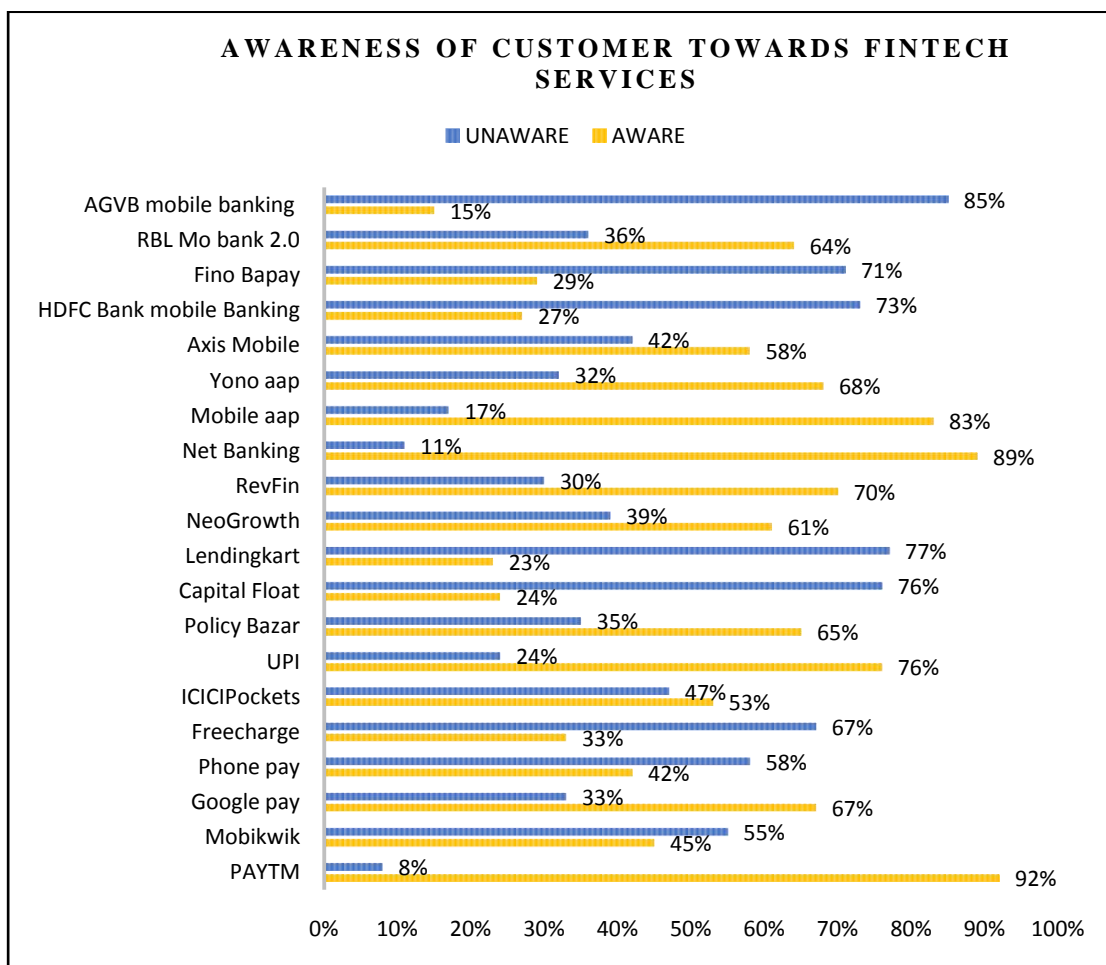
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2361.778	4	590.4444	2.642926	0.047583	2.605975
Within Groups	8936.222	40	223.4056			
Total	11298	44				

(Source: field Survey)

INTERPREATION

Table No 10.2 shows the result of hypothesis in which above table indicate the p-value 0.0475 which is less than the 0.05 hence null hypothesis is accepted and alternative hypothesis is rejected the null hypothesis is that “there is no significance difference among their perception of the customer”

CHART NO 10.1 AWARENESS OF CUSTOMER TOWARDS FINTECH SERCEIES



(Source: Field Survey)

INTERPREATION

The above chart no 10.1 shows the result of customer awareness towards the Fintech services in study area. Among the total respondents 92% of the respondents are well aware about the Paytm, following to this 89% and 83% of the respondents are well aware about the Net banking and Mobile aaps. Due to their marketing efforts and quality services towards their customers. And this fintech aaps are offering many services to their customers. 85% of the respondents are unaware about the AGVB mobile banking. 77% and 76% of the respondents are unaware about the Landingkart and Capital Folate. These are need to improve the quality and marketing strategy. Definitely this will help to providing the quality services towards their customers.

11. CONCLUSION

As previously said, Fintech has already sparked a revolution, with Fintech entrepreneurs beginning to disrupt the financial services sector in a variety of ways. This article examines the potential and challenges of Fintech. Furthermore, it focuses on customer knowledge of financial technology and customer perception of financial technologies in India. The results show that the majority of respondents (32%) believe that the aaps used for fintech services are user-friendly; the highest mean is 4.45 with SD 1.40 for the "Services delivered promptly and quickly," whereas 28 respondents disagree. And the statement "No need to carry cash" has the lowest score of 3.1 with a standard deviation of 1.81. However, the ANOVA results show that the null hypothesis is accepted and the alternative hypothesis is rejected. The null hypothesis states that "there is no significant difference between their perceptions of the consumer." Among the total respondents, 92% are familiar with Paytm, while 89% and 83% are familiar with Net banking and Mobile aaps, respectively. Because of their marketing efforts and high-quality customer service. And these fintech aaps provide a wide range of services to their consumers. 85% of respondents are unaware of the AGVB mobile banking service. 77% and 76% of respondents are unfamiliar of Landingkart and Capital Folate, respectively. These are required to increase the quality as well as the marketing approach. This would undoubtedly aid in giving better services to their consumers.

12. REFERENCES

- Abdulla, Y. (2022). Effect of COVID- 19 on the performance of Islamic and conventional GCC banks. *Review of Financial Economics*, 40(3), 239-258. doi:10.1002/rfe.1151
- P. Krishna Priya. (2019). Fintech Issues and Challenges in India. *International Journal of Recent Technology and Engineering*, 8(3), 904-908. doi:10.35940/ijrte.C4087.098319
- Suryono, R. R. (2020). Challenges and Trends of Financial Technology (Fintech): A Systematic Literature Review. *Information*, 1-20. doi:10.3390/info11120590
- Vijay, C. (2019). Fintech In India – Opportunities And Challenges. *S A A R J J o u r n a l*, 8(1), 42-54.
- Yuniarti1, S. (2020). Consumer Protection in Lending Fintech Transaction in Indonesia: Opportunities and Challenges. *Journal of Physics: Conference Series*, 1(1), 1-8. doi:10.1088/1742-6596/1477/5/052016