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Master's Thesis On

THE FINTECH EVALUATION AND ITS IMPACTON MODERN BANKING

FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF MASTER OF BUSINESS ADMINISTRATION

UNDER THE GUIDANCE OF
Prof.Dr Himanshu Gupta

Submitted By
Waseem Akram
23GSOB2010710
MBA2023- 2025
School of Business

Certificate

This is to certify that the thesis titled "**THE FINTECH EVALUATION AND ITS IMPACT ON MODERN BANKING** has been completed by Mr.Waseem Akram under my supervision.

This work is submitted in partial fulfillment of the requirements for the two-year full-time MBA program.

Faculty Name & Signature
Date:

Declaration

I,Waseem Akram, bearing Roll No. 23GSOB2010710, a student at the School of Business, Galgotias University, Greater Noida, hereby declare that this thesis titled"**THE FINTECH EVALUATION AND ITS IMPACTON MODERN BANKING** " is my original work. It has not been submitted for any other academic program or qualification at this or any other institution.

Name……… Waseem Akram

Signature of the Student……

Date:-

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to my faculty guide [Prof Himanshu Gupta, Associate Professor, Galgotias University, Greater Noida] forhis valuable guidance and support during my research. Their wisdom and understanding have been instrumental in shaping my thinking and improving my approach. I would like to thank the people who participated in this work, without whom this work would not have been possible. It is important that they are willing to share knowledge and understanding. Thank you for your contribution to this study.

SYNOPSIS

TITLE: THE FINTECHEVALUATION AND ITS IMPACTON MODERN BANKING

This thesis examines the evolution of Fintech and its significant impact on the banking sector, focusing on innovations like digital payments, blockchain, and robo-advisors. It explores how Fintech has enhanced efficiency, accessibility, and customer experience while addressing challenges such as security risks and regulatory compliance. Through case studies and industry insights, the research highlights Fintech's role in improving financial inclusion and modernizing banking operations. It concludes with recommendations for effectively integrating Fintech into traditional banking systems for a sustainable financial future

TABLE OF CONTENT

EXECUTIVE SUMMARY

This executive summary provides an overview of the Fintech evaluation and its impact on traditional banking. Fintech, short for financial technology, refers to the innovative use of technology in the financial services industry. The rise of Fintech has disrupted the traditional banking sector, promptingbanks to evaluatetheir strategies and adapt to the changing landscape.

Fintech companies have leveraged technology to introduce new and convenient financial products and services, catering to the evolving needs and preferences of consumers. This has led to increased competition for traditional banks, as Fintech firms often offer faster, more accessible, and user-friendly solutions. As a result, traditional banks have been compelled to evaluate their business models and embrace digital transformation to remain relevant and competitive.

The impact of Fintech on traditional banking can be observed in several key areas. Firstly, customer expectations have shifted as a result of Fintechinnovations.Consumersnowdemandseamlessandpersonalized experiences, quick transactions, and convenient access to financial services anytime and anywhere. Traditional banks have had to invest in digital platforms, mobile applications, and other technologies to meet these demands and enhance customer experiences.

Secondly, Fintech has significantly influenced payment systems. The emergence of mobile payments, digital wallets, and peer-to-peer transfers has challenged the dominance of traditional payment methods. Banks have responded by partnering with Fintech companies, adopting their technologies, or developing their own digital payment solutions to retain customers and expand their service offerings.

Furthermore, Fintech has driven advancements in lending and credit services. Online lending platforms, utilizing advanced algorithms and alternative data sources, have facilitated quickerloan approvals and provided access to credit for previously underserved individuals and

Small businesses. Traditional banks have recognized the need to enhance their loan origination processes, reduce paperwork, and improve risk assessment techniques to compete effectively.

Moreover, Fintech has impacted investment and wealth management. Robo-advisors, algorithm-based investment platforms, have democratized wealth management, making it accessible to a broader range of investors. Traditional banks have responded by launching their own robo-advisory services, combining automated investment advice with human expertise, to cater to different customer segments and preserve their market share.

While Fintech presents numerous opportunities, it also poses challenges to traditional banks. Cybersecurity concerns, regulatory compliance, and the need to navigate complex partnerships with Fintech firms are among the hurdles faced. However, banks that successfully embrace Fintech can reap benefits such as improved operational efficiency, cost reduction, and enhanced customer engagement.

In conclusion, Fintech has revolutionized the financial services industry, forcing traditional bankstoevaluatetheirstrategiesand adapttothechanginglandscape. Byembracingdigital transformation, investing in technology, and collaborating with Fintech companies, banks can position themselves to thrive in the evolving ecosystem. Those that fail to adapt risk losing market share and relevance in an increasingly technology-driven world.

CHAPTER1: INTRODUCTION

The term FinTech or Financial Technology is derived from two words: financial services and digital technology. In simple words, FinTech is the innovative use of technologyin the formation and delivery of financial services. FinTech encourages the use of digital technology in start-ups so that they can come up with innovative products and services, such as mobile payments, alternative finance, online banking, big data, Robo advisors,peer-to-peer lending, crowdfunding, and overall financial management.

FinTech was introduced as a back-end system technology for financial institutions and banks. However, since then, its definition has changed significantly. Today it encompasses several consumer-based applications which can help you trade stocks, manage funds, and pay for your insurance and food via this technology.FinTech for banking has impacted myriad applications and transformed the way of assessing finances for customers. Itsimpact ranges from mobile payment apps like Square to investment and insurance companies.This profound impact of FinTech can also be seen as a potential threat to brick- and-mortar or traditional banks.

Additionally, in today's digital era, customers are not keen to go for services provided by traditional banking systems. Instead, they prefer services that are quick and safe. Due to this, FinTech is gaining popularity and is disrupting the banking industry.

Traditionalbanksaretheplacesthat handleallthe financialmattersand theyarelicensedto get deposits from people and offer loans to businesses and individuals. There are some banks in the market that have the capability to offer other financial services like safedeposit boxes, currency exchange, and wealth management. Traditional banking hasvarious types, for example, retail banking, investment banks, and corporate banks. And, in the majority of places, they are generally regulated by the central bank or national government.

In the last decade, financial technology—or fintech—has emerged as a revolutionary force, dramatically reshaping the landscape of global financial services. Fintech encompasses a broad set of innovations that integrate digital technology with traditional financial services, streamlining processes, reducing costs, enhancing customer experience, and enabling the development of entirely new financial products and services. As fintech continues to evolve, it has become not onlya critical driver of financial inclusion and innovation but also a major disruptor of conventional banking models.

The rise of fintech is largely attributed to the convergence of several factors: rapid technological advancement, increased smartphone penetration, rising consumer expectations for convenience, and regulatory encouragement in many countries to foster financial innovation. From mobile payment applications and online lending platforms to robo-advisors and blockchain technologies, fintech companies have introduced agile, customer-centric models that challenge the legacy systems and bureaucracies of traditional banks.

At its core, fintech is about leveraging technology to solve problems in the financial sector more efficiently and effectively. This includes making transactions faster, improving access to capital, simplifying investment strategies, and providing more secure and personalized financial services. While traditional banks have long dominated the financial industry, they have struggled with outdated infrastructures, slow innovation cycles, and limited reach, especially in emerging markets. Fintech has capitalized on these shortcomings, offering nimble and often more cost-effective alternatives.

The global fintech ecosystem is expanding at an unprecedented pace. According to various industry reports, fintech investments have surged to billions of dollars annually, with venture capitalists and institutional investors increasingly backing fintech startups. This influx of capital has allowed fintech firms to scale rapidly and enter new markets, further intensifying competition with traditional banks. In response, many banks have begun to adopt fintech strategies themselves—either by developing in-house technologies, partnering with fintech firms, or acquiring innovative startups—to remain competitive and meet the changing demands of digital-savvy customers.

In countries like India, fintech has played a particularly transformative role. The introduction of the Unified Payments Interface (UPI), digital wallets, and biometric-based banking through Aadhaar has revolutionized access to financial services, especially for underserved populations. India's fintech landscape is now one of the most vibrant in the world, with startups offering solutions in insurance, lending, wealth management, and more. This demonstrates how fintech not only improves efficiency but also promotes financial inclusion by bridging the gap between the unbanked population and formal banking systems.

However, the rise of fintech also brings challenges and risks. Data security, privacy concerns, regulatory compliance, and digital literacy are critical issues that must be addressed to ensure sustainable growth. While fintech solutions can democratize finance and empower consumers, they also require robust safeguards to protect sensitive financial data and prevent misuse. Regulators around the world are grappling with how to balance innovation with oversight, attempting to create frameworks that encourage fintech growth without compromising financial stability.

The impact of fintech on modern banking is profound and multifaceted. It is disrupting traditionalbanking services, reshaping customer expectations, and transforming the way banks operate internally.For instance, the use of artificial intelligence and machine learning in credit scoring enables moreaccurate and inclusive lending decisions. Chatbots and virtual assistants are enhancing customer service by offering 24/7 support. Blockchain technology is enabling faster and more secure transactions, with potential applications in everything from cross-border payments to smart contracts.

Moreover, fintech is fostering a culture of personalization in banking. Through big data and analytics, financial service providers can gain deeper insights into customer behavior, preferences, and needs. This enables them to offer tailored financial products and services, thereby improving customer satisfactionand loyalty. Traditional banks, which once offered standardized products with limited flexibility, are now under pressure to adapt to this new paradigm of personalized banking.

Another significant impact of fintech is the blurring of industry boundaries. Non-banking companies—such as tech giants like Apple, Google, and Amazon—are entering the financial services space, offering payment solutions, credit, and even insurance. This convergence of technology and finance has created a more competitive environment, where trust, user experience, and innovation become key differentiators.It also underscores the importance for banks to not only digitize their services but also rethink their business models to stay relevant in a rapidly evolving financial ecosystem.

In addition to competition, collaboration between banks and fintech firms is also shaping the future of banking. Many banks are adopting an open banking approach, leveraging APIs (ApplicationProgramming Interfaces) to integrate third-party services and foster a more connected and flexible bankingexperience.Thisshifttowardsaplatform-basedbankingmodelallowscustomerstoaccessa suite of financial services from different providers through a single interface, thereby enhancing convenience and value.

Furthermore, fintech has empowered small and medium-sized enterprises (SMEs), which often face difficulties in accessing traditional financing. Digital lending platforms and invoice financing solutions have provided much-needed capital to these businesses, supporting entrepreneurship and economic growth. Fintech innovations are also helping individuals make better financial decisions through budgeting apps, investment platforms, and real-time financial tracking tools.

In conclusion, the emergence of fintech marks a paradigm shift in the wayfinancial services are delivered and consumed. It represents a fusion of finance and technology that is not just reshaping banking but redefining it. While fintech poses challenges for traditional banks, it also presents opportunities for collaboration,innovation,andcustomer-centricgrowth.Asthefintechecosystemmatures,itwillcontinue to influence every aspect of banking—from customer interaction and risk management to regulatory compliance and business strategy. To thrive in this new era, banks must embrace digital transformation, foster partnerships, and prioritize innovation, ensuring that they remain relevant and resilient in the faceof constant change.

CHAPTER 2 LITERATURE REVIEW

To adapt to the changing competitive climate and the FinTech boom, banks have embraced a new approach to innovation (Flejterski&Labun, 2016). Digitalization of operations has been at the heart of digitalization in the banking sector, primarily to produce a more leaner and faster operation. FinTech is defined by Schreiber and Vrielink (2019) as financial innovation enabled by technology.

Theprimaryrationalefor introducingtheideaofmicrofinanceinpoornationswastopromote much-needed financial sector expansion (Duncombe and Boateng2009; Wryand Zhao 2018; Iqbal et al. 2019; Chavan and Birajdar 2009). Financial inclusion and economic growth and development are tightly linked (Mia et al. 2018).

According to Jack and Suri (Jack and Suri 2014), improvements in financial technology may deliver solutions that are both more cost-effective and more efficient by cutting transaction charges (Black and Babin 2019). This also assists micro and small businesses in increasing their sales bylowering the expenses connected with alternative payment methods (Frost et al. 2019).

Aron (2018) conducted an empirical examination of mobile money and discovered evidence ofthefunction ofmobile moneyin risk-sharingenhancement. Othernotableresearch, such as those done by Mbiti and Weil (2013) and Wieser et al. (2019), show that greater usage of fintech leads to a decrease in the use of informal savings techniques and an increase in the number of remittance transactions. These findings are consistent with those of Jack and Suri (2014). Other research in this area has looked at the consequences of digitalizing social support programs for the less fortunate (Ghosh 2020; Masino and Nio-Zaraza 2018).

Among the major obstacles impeding bank innovation are outdated information technology infrastructure and high switching costs (Flejterski&Labun, 2016). According to Bergers et al. (2014), the road for FinTech enterprises is the expansion of entrepreneurship and the developingcultureofstartups.Asaresult, most banks arealreadyestablishingventurecapital funds specializing in FinTech support and, in certain circumstances, acquisition (Temelkov, 2018). This stance is aimed at banks adjusting themselves to respond to the challenge posed by firms.

As a result, banks have begun to seek more efficient methods through which to serve their customers.Clients can be served through electronic channels instead of branches. Electronic channels are defined by Daka and Phiri (2019) as an alternative to traditional banking. This financial innovation also takes advantage of the availability of technology to increase efficiencyandconvenience.TooffsetthedangerofFinTech,banksmuststimulateinnovation via the use of technology. E-channels will aim to create a platform for users to access financial services without the need for physical connection with banks via branches.

Bruijn et al. (2017) went into great detail on mobile money. In their article, "An ethnographic study on mobile money attitudes, perceptions, and usages in Cameroon, Congo DRC, Senegal, and Zambia," they highlight key factors that drive mobile money adoption. "Mobile money" is defined as "electronic money distributed or transacted via mobile networks and SIM-enabled devices" (Bruijn et al., 2017). Mobile Network Operators (MNOs) such as Airtel, MTN, and Zamtel arethe primaryproviders of this service. Mobile Moneyis a service that MNOs offer to their customers in addition to voice and internet services. MNOs use technology to deliver mobile money services without being banks.As a result, MNOs fitunder the larger concept of FinTechs that provide financial services to clients. Bruijn et al. (2017) go on to define Digital Financial Services (DFS) as a larger description of the whole spectrum of financial services available through digital channels. Technology improvements will undoubtedly create new issues, most notably those related to information security and cyber terrorism (Brynjolfsson &Hitt, 2000).

Arner et al. (2015) describe FinTech as technology-enabled organisations that provide financial services that were previously thought to be delivered by banks. According to Rodgers (1995), innovation is defined generally as innovative and inventive approaches or solutions to established issues. FinTechs are known for their innate innovation. The global financial crisis of 2008/9 left authorities and customers throughout the world with minimal faith in banks (Arner et al., 2015). Regulators would now go even farther to scrutinise bank behaviour in order to avoid a repeat of the worldwide meltdown and the likelihood of bank collapses (Macey & O'Hara, 2016). This meant that individuals grew more trusting of FinTechs than banks, making them more willing to use FinTech products.

Fintech vs Modern Banking:

Structure and Function

Fintech: Fintech is an innovative and customer-centric concept. It comes with the ability to streamline complex financial processes. This makes it straightforward for the users to access all types of banking facilities. The financial software development companies that offer perfect fintech solutions generally use lean operating models that can determine the legacy system issues. Besides this, fintech enables organizations to make changes easier, rebuild legacy systems, and innovate the systems with something new and interesting. In addition to this, Fintech is a concept that leverages such technologies as big data, artificial intelligence, and cloud computing to offer clients a unique & comfortable experience. And these technologies are more focused on personalization, seamless delivery, relevance, and speed. This means that fintech is the perfect solution for the banking industry as it enables streamlining of complex financial processes.

Traditional bank: The regulatory framework and overall financial system that traditional banks utilize restrict their ability to use emerging new technologies in time. For this reason, banks can't come up with new products or services that can address the client's requirements orissuesatthetimeasfintechcompanies.We can saythatithappensbecausebanksaremore process-oriented in comparison to fintech accessible to people.

Regulations

Fintech: When it comes to fintech companies, theydon't particularlyhave one regulator. This is one of the most important reasons why so many fintech start-ups have started appearing. And without strict regulation, these fintech firms can make changes to their business and they don't have to follow any type of strict guidelines. This makes it very simple for fintech start-ups to adapt to their client's requirements and work faster in this risky industry.

Traditional Banks: The world banking system is regulated by central or national bank in the country. And the regulating bodies need a traditional bank to adhere to legal restrictions, requirements, and guidelines that can help in safeguarding the client's money. Growth Potential

Fintech: On the other hand, since the pandemic, the global fintech market is rapidly growing anddigitaltransformationhasbecomeabigdealanditisbringingupnewtrendseveryday. Andthishasbroughtsomeamazinggrowthlevelsinthefinancialmarketwhichcomeswitha great level of sustainability.

Traditional banks: Traditional banks have sustained the financial market for the past many years and with fintech coming into the picture and evolving in such a way, they are adapting to changes in client requirements. This also means having fintech features like mobile payments, digital security, and peer-to-peer lending which have the capabilities to enable clients to borrow money from an individual or a group of people.

Thistypeofcollaborationcanbeverybeneficial.Someofthose advantagesare–

- If fintech and traditional banks collaborate with each other, they will be regulated under similar types of legal firms which can enable the creation of trust.
- In comparison to fintech, banks have huge monetary deposits. And if they both partner, creating a perfect financial system will be very easy for any bank.
- Theentirefinancialsystemcanimprovewiththehelpofadvancedtechnologythat fintech brings to banking.

CHAPTER-3 RESEARCH METHODOLOGY

This reportis doneon thebasis ofsecondarydata and asystematic literaturereview, based on the analysis of 7 papers relevant to scholarly literature published.

ResearchProblem

1) Howfintechimpactedtraditionalbanking?
2) Whichfintechplatforms do youprefer?
3) Howoftendoyouusefintechplatforms?
4) Docashbackandoffers motivateyoutousefintechplatformsfor payments?
5) Howsatisfiedtheusersoffintechare?
6) Howfintech ensuresthesecurityand privacyof financial information?

ResearchDesign

A descriptiveresearchwasusedtostudytheimpactoffintechevaluationwhich had included surveys and fact finding enquiries of different kinds.

Objectives

1) Toknowawarenessoffintechapplication.
2) Toassessthefintechapplicationcomparetotraditionalbanking.

3) Toassesshowcashbacksandoffersmotivatecustomerstousefintech applications.

4) Tounderstandtherequirementoffintechintoday'sera.

5) Tounderstandthesatisfactionlevelsofusersoffintechapplications.

DATACOLLECTION:

Primary Data: The primary data is collected through the online random survey based on a close endedquestionnairewithhelpof goggledocsfilledbythe usersof fintechapplication to understand the impact of fintech technology. Astratified Random Sampling method was used for data collection.

Secondary Data: The secondary data was reviewed and collected from the various sources such as Published reports, journals and other online available resources.

SAMPLING:

To conduct this research convenience sampling technique is used. The survey was conductedonline among knownpersonwith thehelp of googleformand questionnairewas sent to the users of fintech application. The reason for choosing convenience sampling technique, because all the known person or unknown person are the users of fintech technology, it becomes the basic requirement of person to have any fintech application available in their handset. The sample size of the study was 30 which includes the young and middle age group of Delhi.

RESEARCHINSTRUMENT:

The research instrument for the study is a structured questionnaire that includes 15 questions coveringallthreescaling(nominal,ordinalandinterval).Thefirst5questionswerebasedonthe demographic profile of the respondents followed by dichotomous questions which analyse their awareness about fintech technology. These questions arethen followed bysome ofthe questions that analyze the causes of fintech application and why so many people shifted from traditional banking to fintech application. Overall, the questionnaire was designed to check the evaluation of fintech and its impact on traditional

CHAPTER-4: ANALYSIS AND INTERPRETATION

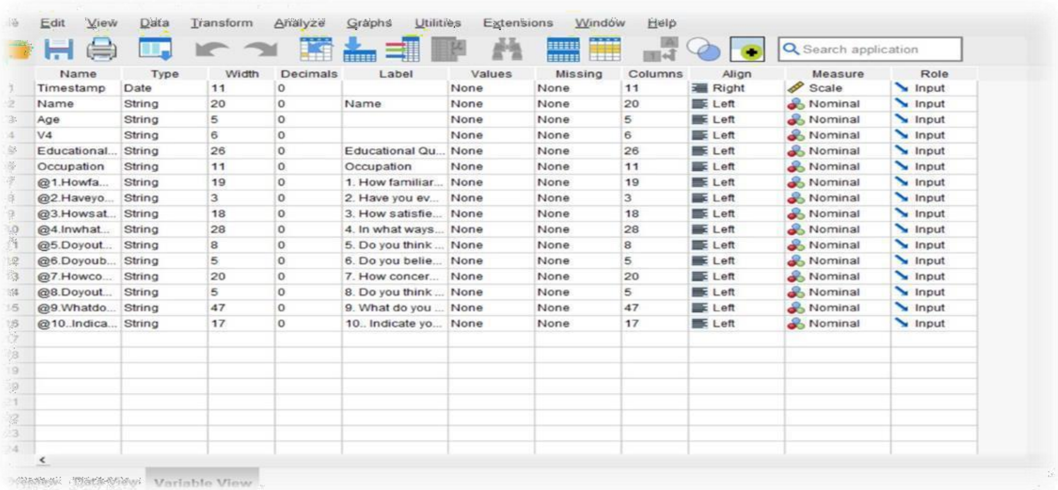
Analysis:

The online survey (questionnaire) responses have been translated into MS-Excel for furtherquantitativeanalysis.Moreover,theSPSSStatisticsTrialversion(IBM)hasbeen employedapartfromMS-Excelforfurtherdescriptive&crosstab analysisincludingthe Chi-square test.

SPSS:

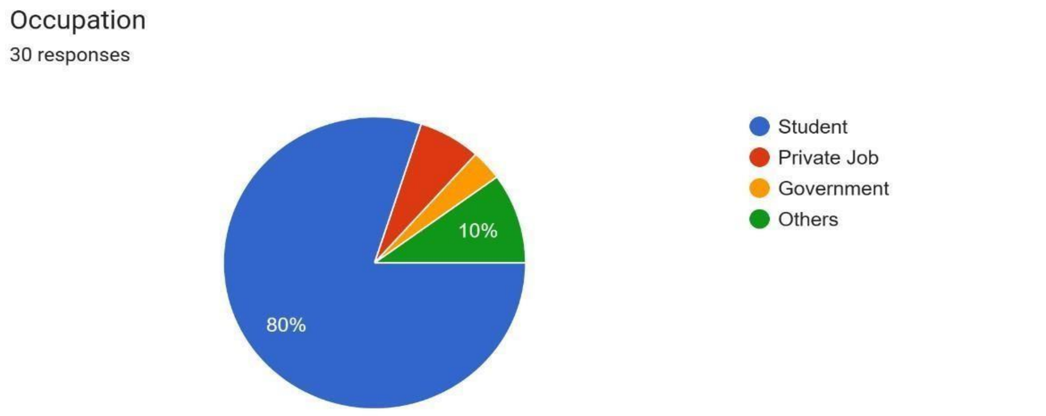
The Variable view has been created utilizing the nominal, ordinal and interval scaling alongwiththedataentrythathasbeendonefor30 responsesoutofwhich20aremales and 10 are females.All the questionnaire responses have been converted into numeric values for ease of statistical evaluation. It is used to identify the statistical relationships and the variances utilizing the rich quantitative data.

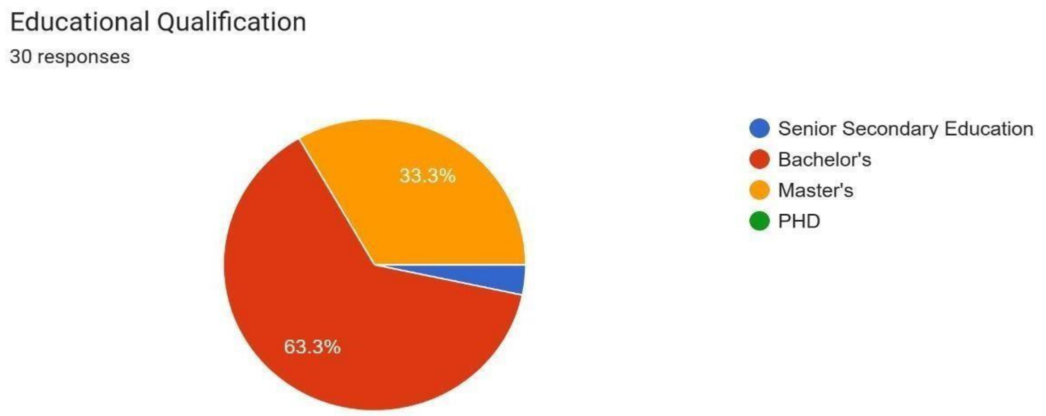
VARIABLEVIEW

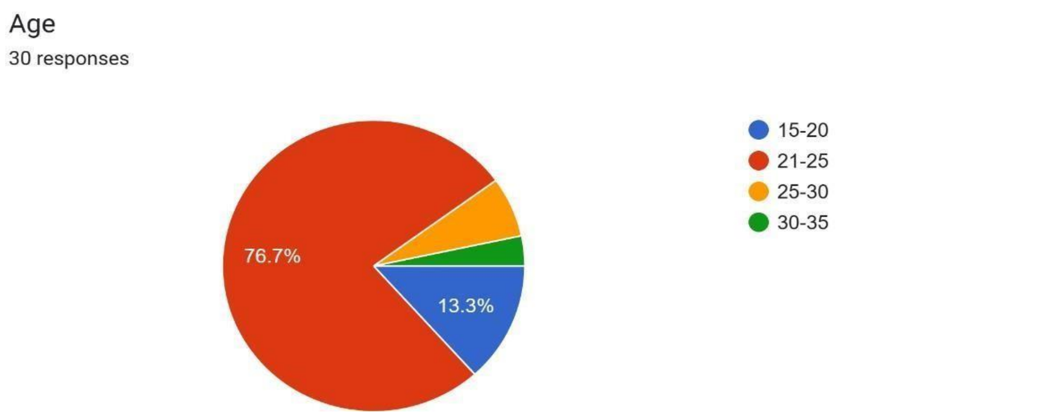


	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	Timestamp	Date	11	0		None	None	11	Right	Scale	Input
2	Name	String	20	0	Name	None	None	20	Left	Nominal	Input
3	Age	String	5	0		None	None	5	Left	Nominal	Input
4	V4	String	6	0		None	None	6	Left	Nominal	Input
5	Educational...	String	26	0	Educational Qu...	None	None	26	Left	Nominal	Input
6	Occupation	String	11	0	Occupation	None	None	11	Left	Nominal	Input
7	@1.Howfa...	String	19	0	1. How familiar...	None	None	19	Left	Nominal	Input
8	@2.Haveyo...	String	3	0	2. Have you ev...	None	None	3	Left	Nominal	Input
9	@3.Howsat...	String	18	0	3. How satisfie...	None	None	18	Left	Nominal	Input
10	@4.Inwhat...	String	28	0	4. In what ways...	None	None	28	Left	Nominal	Input
11	@5.Doyout...	String	8	0	5. Do you think ...	None	None	8	Left	Nominal	Input
12	@6.Doyoub...	String	5	0	6. Do you belie...	None	None	5	Left	Nominal	Input
13	@7.Howco...	String	20	0	7. How concer...	None	None	20	Left	Nominal	Input
14	@8.Doyout...	String	5	0	8. Do you think ...	None	None	5	Left	Nominal	Input
15	@9.Whatdo...	String	47	0	9. What do you ...	None	None	47	Left	Nominal	Input
16	@10..Indica...	String	17	0	10.. Indicate yo...	None	None	17	Left	Nominal	Input

Analysis:



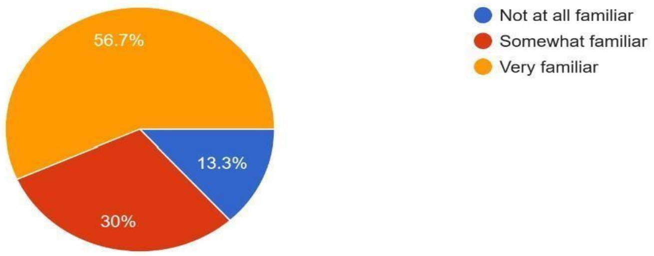




Interpretation: Total 30 respondents response recorded through google form, out of which 20 were male respondents and 10 were female respondents and 76.7 percent of them are from the age group of 21-25 years and 80 percent are students and with bachelor degree.

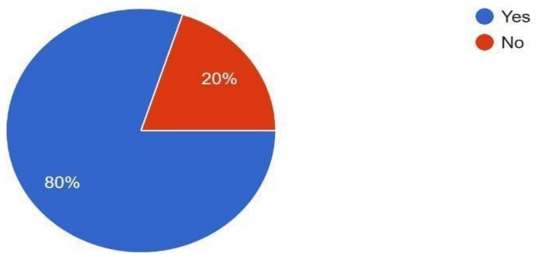
1. How familiar are you with fintech and its applications in the banking industry? (Like Paytm, Gpay, Phonepe, UPI) .

30 responses



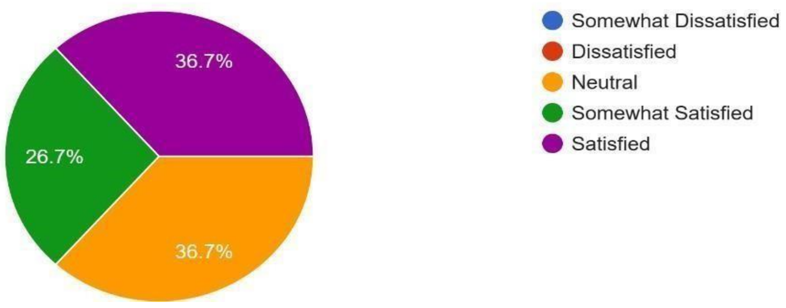
2. Have you ever used a fintech product or service for banking purposes?

30 responses



3. How satisfied were you with your experience using a fintech product or service for banking purposes?

30 responses



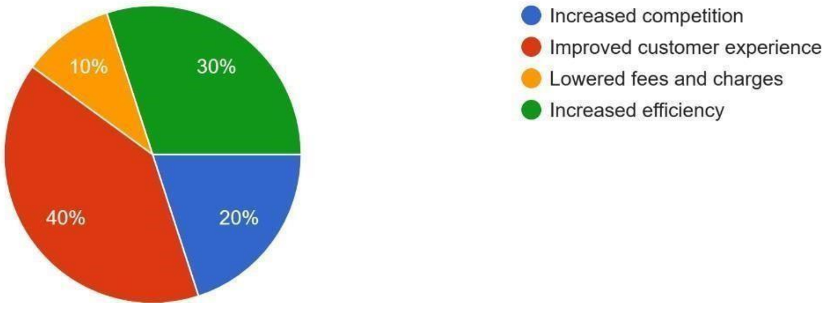
Interpretation:

In Pie Chart 1 – Out Of 30 people, 56.17% of people said that they are not familiar with the use of fintech app.

InPie Chart2-Outof30 people,80%of people have used the fintech app.

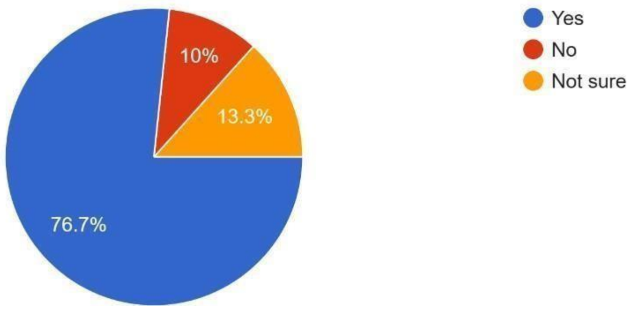
InPie Chart 3-Out ofthat 80%of people using fintech app only26.7 %people are satisfied.

4. In what ways do you think fintech has impacted traditional banking?
30 responses



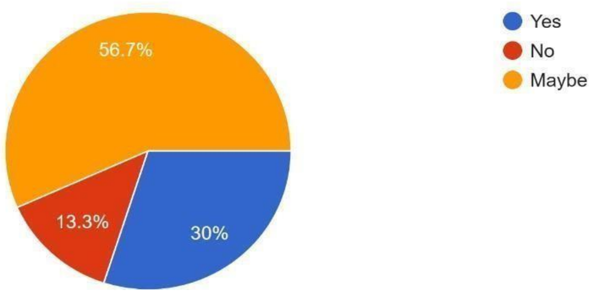
Interpretation: Inoursurveyof30peopleonly30%peoplethinkthatfintechapplications have increased the efficiency of Banking system.

5. Do you think traditional banks should partner with fintech companies to improve their services?
30 responses



Interpretation: In our survey of 30 people only 76 % people think that traditional banks should tie up with fintech app for offering better customer service.

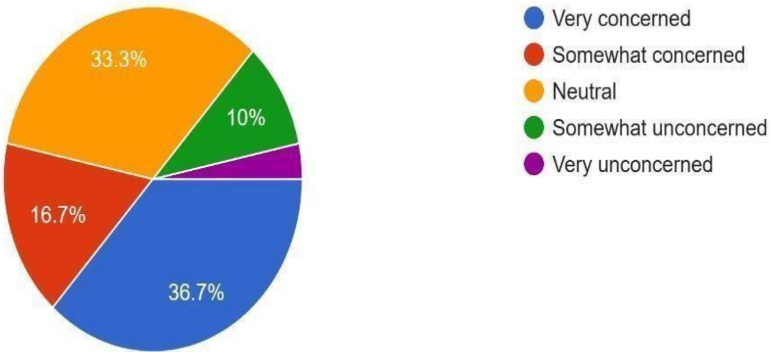
6. Do you believe that fintech will eventually replace traditional banking altogether?
30 responses



Interpretation: Out of 30 sample study Only 30 percent of people think that traditional banking would be replaced by fintech.

7. How concerned are you about the security and privacy of your financial information when using fintech products or services?

30 responses

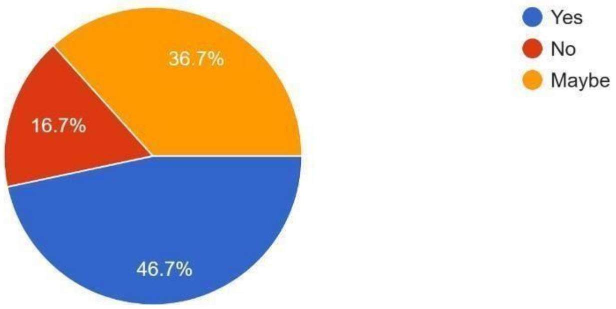


Interpretation: OutOf30peoplesurveyed36.7%peopleareconcernedaboutsecurityand privacy.

People still don’t trust fintech apps for the financial information securities.

8. Do you think that fintech companies should be subject to the same regulations and oversight as traditional banks?

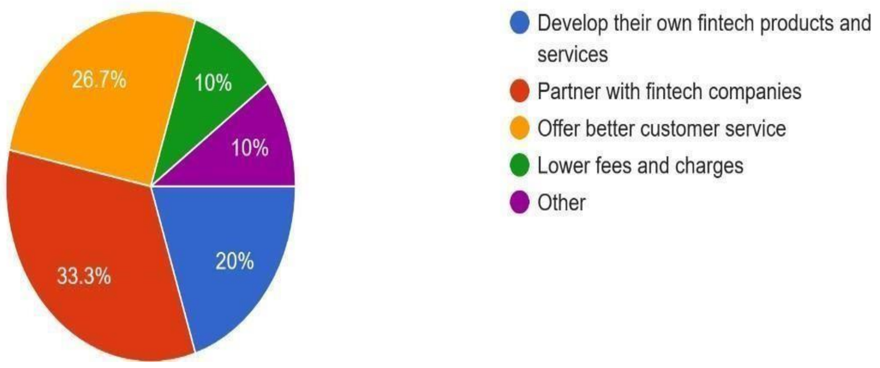
30 responses



Interpretation: People are not sure about making of rules and regulations for fintech applications.

9. What do you think traditional banks can do to stay competitive in the face of the fintech revolution?

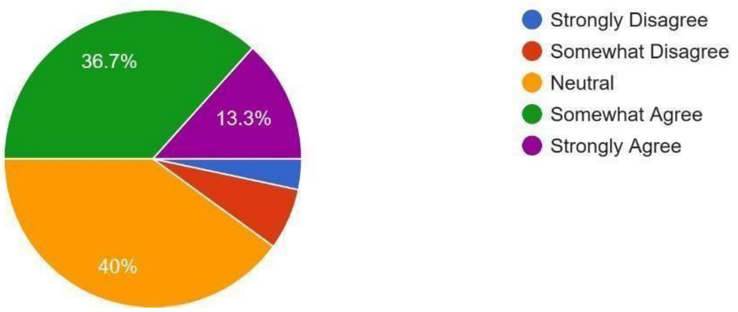
30 responses



Interpretation: Peoplethinkthattraditionalbankcanstaycompetitiveandsustaininmarket without losing customer by reducing fess and charges.

10.. Indicate your level of agreement with the following statement: In the future, fintech companies will become the new leaders in banking, leaving traditional banking behind.

30 responses



Interpretation: Out of 30 sample study , 36.7 percent of people somewhat think that traditional banking would be replaced by fintech and would lead the market

Case Processing Summary

Cases

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * 1. How familiar are you with fintech and its applications in the banking industry? (Like Paytm, Gpay, Phonepe, UPI).	31	100.0%	0	0.0%	31	100.0%

Age:How familiar are you with fintech and its applications in the banking industry?

(Like Paytm, Gpay, Phonepe, UPI). Crosstabulation

Count

		1.How famil areyouwith ntechandits cationsintheban industry? (Like ytm,Gpay,Phone UPI).			
		Notatall familiar	Somewhat familiar	Very familiar	Total
Age	15-20	0	2	2	4
	21-25	4	7	13	24
	25-30	0	0	2	2
	30-35	0	0	1	1
Total		4	9	18	31

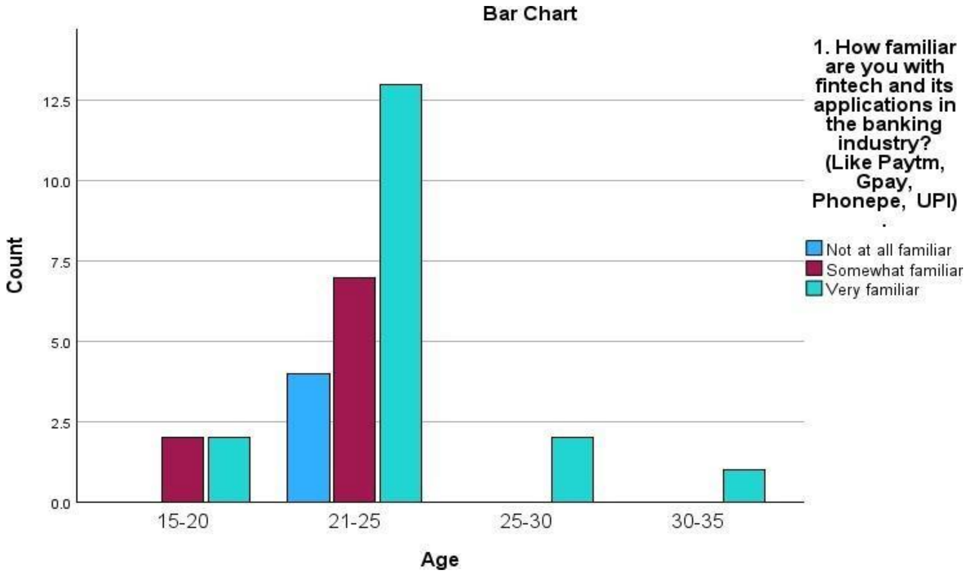
Chi-Square Tests

	Value	df	Asymptotic Significance(2-sided)

PearsonChi-Square	8.599[a]	6	.197
LikelihoodRatio	7.098	6	.312
NofValidCases	32		

11cells(91.7%)have anexpected count of less than5.The minimum expected count is 13.

Interpretation: Asper the Chi-squaretable,thep-value is more than0.05,which means we accept the null hypothesis. There is no significant relationship between age group and familiarity with fintech applications.



Interpretation: Based on the current analysis, it can be inferred that the age group of 20-25 years are veryfamiliarwiththeuseandfintech appandits applicationinbankingindustryand agegroupof20-35 years is not vaery familiar about its use in baking sector.

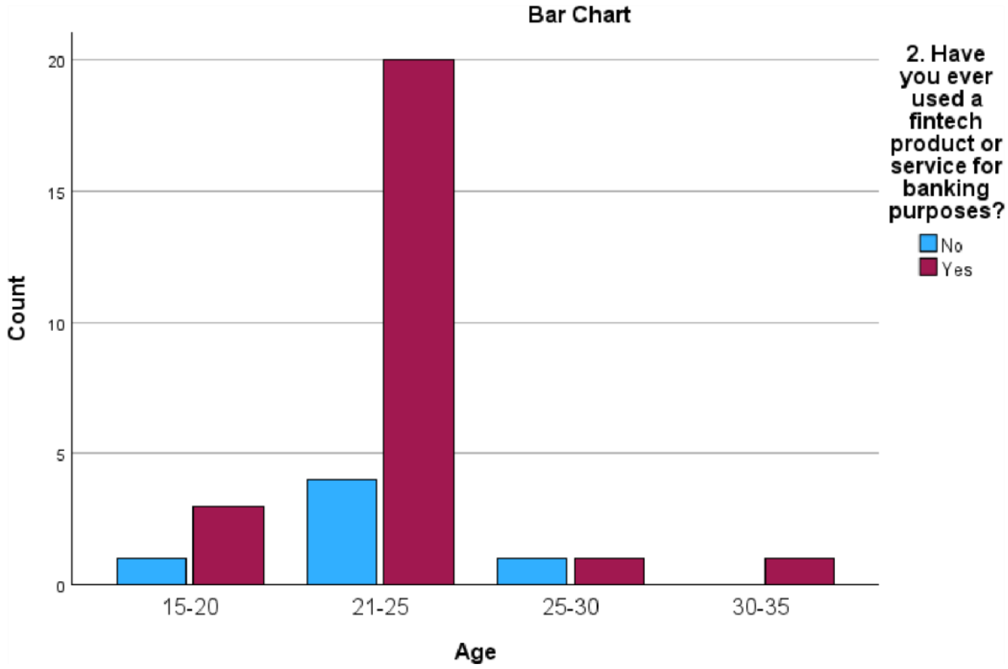
Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * 2. Have you ever used a fintech product or service for banking purposes?	31	100.0%	0	0.0%	31	100.0%

Age:Haveyoueverusedafintechproductorserviceforbankingpurposes? Crosstabulation

Count

		2. Have you ever used a fintech product or service for banking purposes?		Total
		No	Yes	
Age	15-20	1	3	4
	21-25	4	20	24
	25-30	1	1	2
	30-35	0	1	1
Total		6	25	31



Interpretation: Basedoncurrentanalysispeopleofage21-25hasusedthefintech app for banking purposes.

CaseProcessingSummary

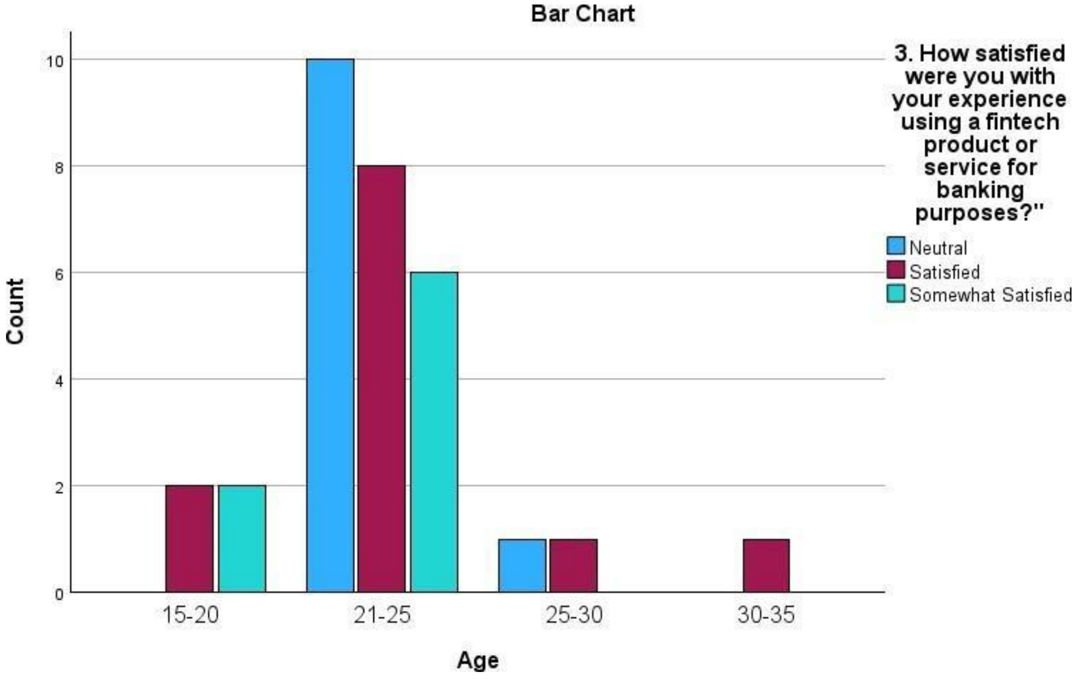
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

Age * 3. How satisfied were you with your experience using a fintech product or service for banking purposes?"	31	100.0%	0	0.0%	31	100.0%

Age:Howsatisfiedwereyouwithyourexperienceusingafintechproductor service for banking purposes?" Crosstabulation

Count

		3. How satisfied were you with your experience using a fintech product or service for banking purposes?"			
		Neutral	Satisfied	Somewhat Satisfied	Total
Age	15-20	0	2	2	4
	21-25	10	8	6	24
	25-30	1	1	0	2
	30-35	0	1	0	1
Total		11	12	8	31



Interpretation: As Based on current analysis people are neutral with their experience using fintech product or service for banking purpose. The customer experience need to be improved.

CaseProcessingSummary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * 4. In what ways do you think fintech has impacted traditional banking?	31	100.0%	0	0.0%	31	100.0%

Age:I**nwhatwaysdoyouthinkfintechhasimpactedtraditional banking?**

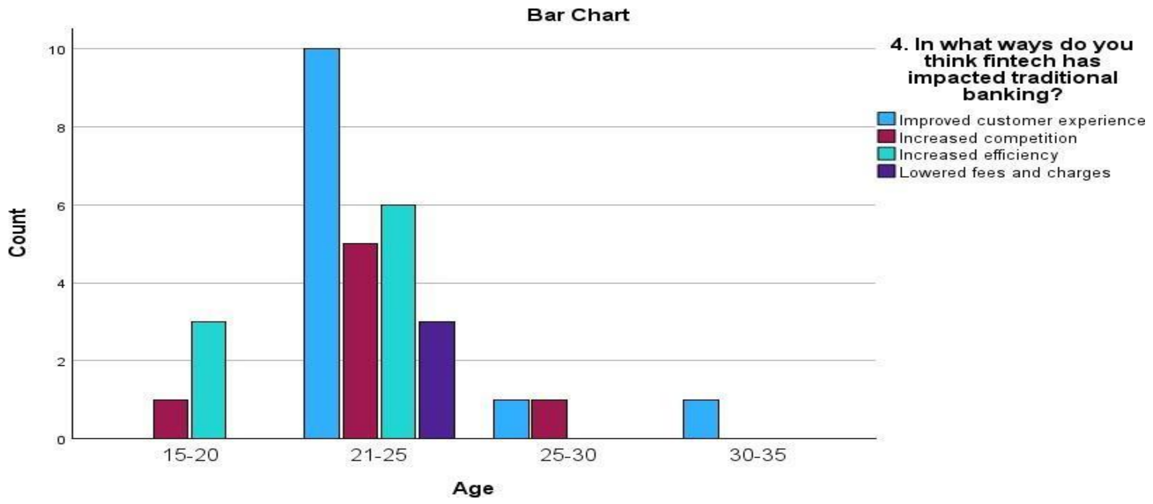
Cross tabulation

		4.In what ways Do youthink ntechhas mpacted bank traditional				
		Improved customer experience	Increased competition	Increased efficiency	Lowered fees and charges	Total
Age	15-20	0	1	3	0	4
	21-25	10	5	6	3	24
	25-30	1	1	0	0	2
	30-35	1	0	0	0	1
Total		12	7	9	3	31

Chi-SquareTests

	Value	df	Asymptotic Significance(2-sided)
PearsonChi-Square	11.937[a]	9	.217
LikelihoodRatio	12.557	9	.184
NofValidCases	32		

14cells(87.5%)haveexpectedcountlessthan5.Theminimum expected count is .13.

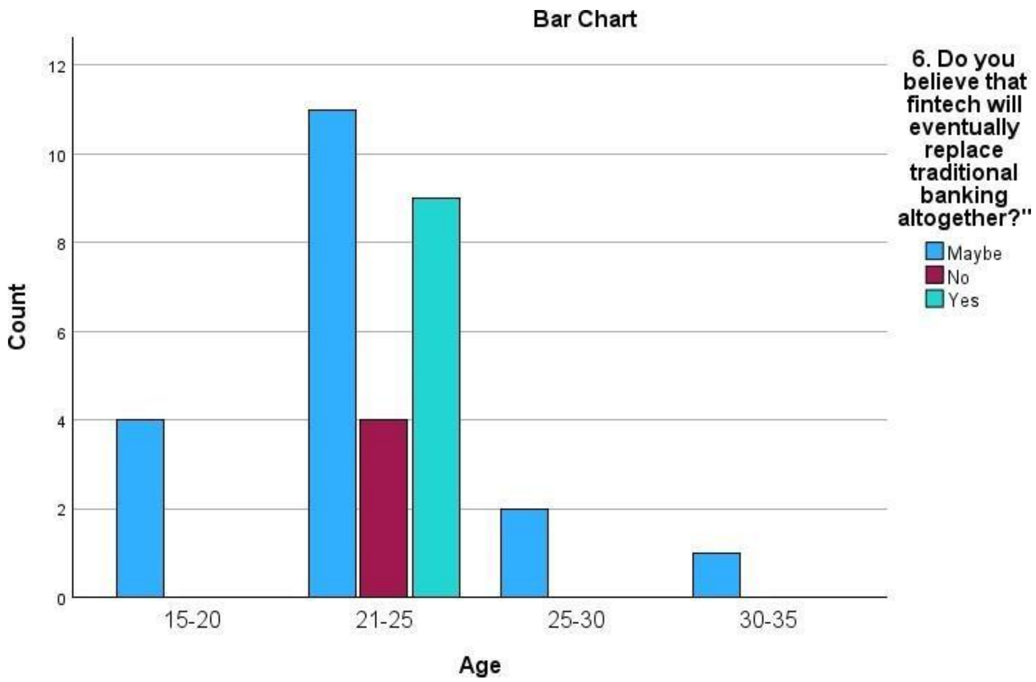


Interpretation: As per study it has been found that fintech has improved the customer experience andage group of 21-25 had the best experience using fintech app.

Age:Doyoubelievethatfintechwilleventuallyreplacetraditionalbanking altogether?" Crosstabulation

Count

		6. Do you believe that fintech will eventually replace traditional banking altogether?" Maybe	No	Yes	Total
Age	15-20	4	0	0	4
	21-25	11	4	9	24
	25-30	2	0	0	2
	30-35	1	0	0	1
Total		18	4	9	31



Interpretation: Peopleareunsureaboutfintechapplicationsreplacingtraditional banking.

CaseProcessingSummary

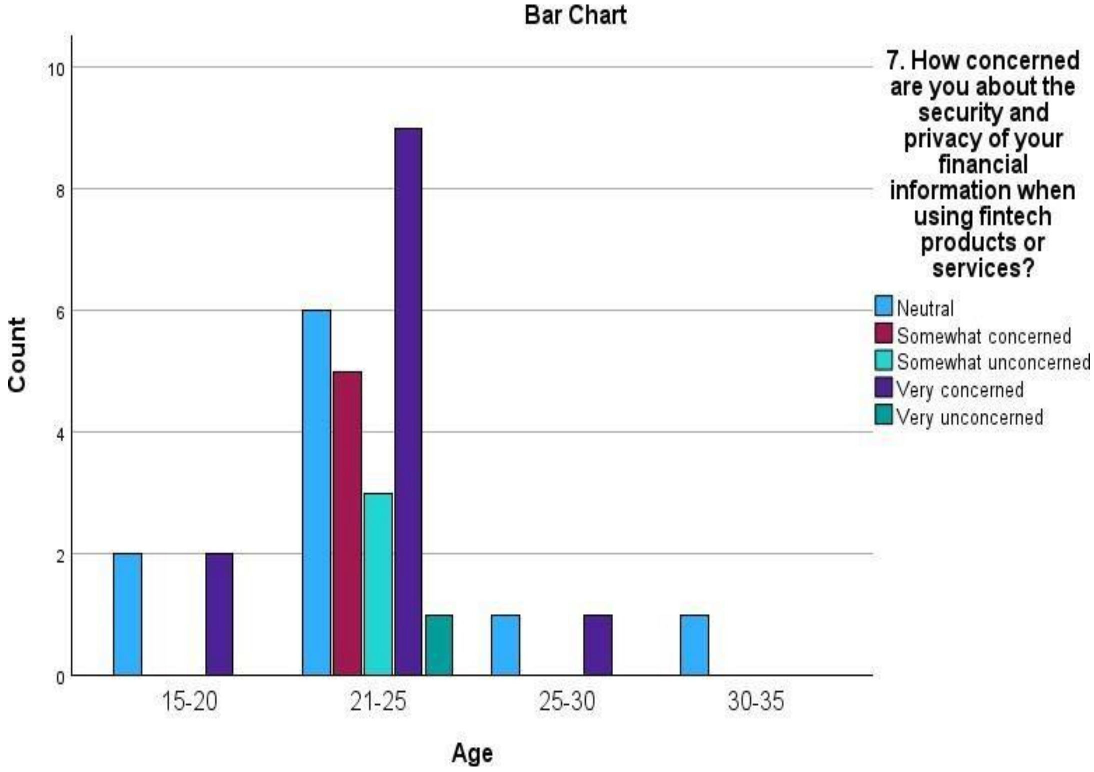
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent

Age * 7. How concerned are you about thesecurity and privacy of your financial information when using fintech products or services?	31	100.0%	0	0.0%	31	100.0%

Age:Howconcernedareyouaboutthesecurityandprivacyofyourfinancial informationwhenusingfintechproductsorservices?Crosstabulation

Count

		7. How financial Neutral	cernedarey nformation henSomewh oncerned	about security fintech Somewhat unconcerned	and usiprivacy productsor Very concerned	ofyour services? Very unconcerned	Total
Age	15-20	2	0	0	2	0	4
	21-25	6	5	3	9	1	24
	25-30	1	0	0	1	0	2
	30-35	1	0	0	0	0	1
Total		10	5	3	12	1	31



Interpretation: As per current study the people are concerned with financial information whenusingthe fintech app. The security concern is alarming.

Gender * How satisfiedwereyou withyour experience using aFintechproduct or servicefor banking purposes? Crosstabulation

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
1.Gender * Q. How satisfied were you with your experience usinga Fintech product or serviceforbanking purposes?	32	100.0%	0	0.0%	32	100.0%

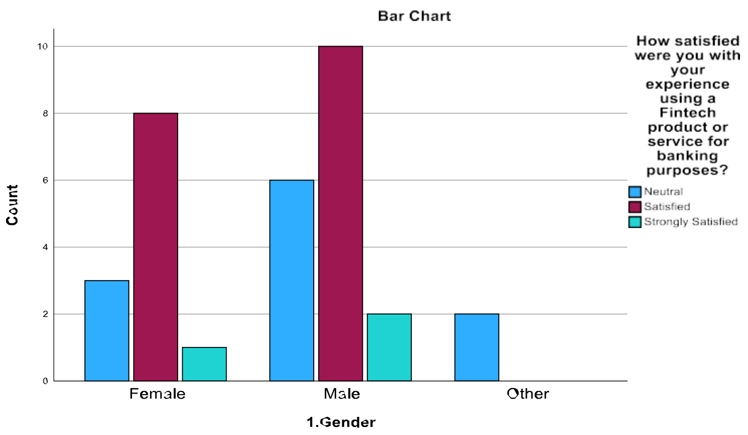
		Q. How satisfied were you with your experienceusingaFintechproductorservice forbankingpurposes?			
		Strongly Satisfied	Neutral	Satisfied	Total
1.Gender	Female	3	8	1	12
	Male	6	10	2	18

Other	2	0	0	2
Total	11	18	3	32

Chi-SquareTests

	Value	df	Asymptotic Significance (2-sided)
PearsonChi-Square	4.435[a]	4	.350
LikelihoodRatio	4.905	4	.297
NofValidCases	32		

6cells(66.7%)haveanexpectedcountoflessthan5.Theminimumexpectedcountis.19.



Interpretation:ThePearsonchi-squarevalueis0.350thatmeansthereisnosignificancerelationship between gender and satisfaction level of using fintech app.

CHAPTER-5: FINDINGS

- **Enhanced Customer Experience:** Fintech has revolutionized the customer experience in banking, providing seamless and convenient services through mobile banking apps, digital wallets, and online platforms. Traditional banks must adapt by investing in user-friendly interfaces and personalized services to compete effectively.
- **Increased Efficiency and Cost Reduction:** Fintech solutions have automated numerous banking processes, improved operational efficiency and reduced costs. Traditionalbanksshouldexplorepartnershipsordeveloptheirownfintechcapabilities to streamline operations, enhance productivity, and remain competitive.
- **Access to Financial Services:** Fintech has expanded access to financial services, particularly in underserved areas, by leveraging digital technologies and alternative data for credit scoring. Traditional banks should embrace fintech partnerships or develop inclusive strategies to reach unbanked or underbanked populations.
- **Threat to Traditional Revenue Streams:** Fintech startups specializing in peer-to-peer lending, robo-advisory, and digital payments pose a threat to traditional banking revenue streams. Traditional banks should innovate and collaborate with fintech firms to offer complementary services or develop their own digital offerings to stayrelevant.
- **Increased Access to Financial Services:** Fintech has expanded access to financial services, particularly for underserved populations and regions with limited banking infrastructure. Through mobile apps and digital platforms, fintech companies have made financial services more accessible, even to those without traditional bank accounts.
- **Disintermediation:** Fintech companies have disrupted the traditional banking model by directly connecting borrowers and lenders, bypassing the need for intermediaries. This disintermediation poses a challenge to banks, as they risk losing revenue streams from traditional lending and payment services.
- **Technological Advancements:** Fintech has spurred technological advancements within the financial industry. Technologies such as blockchain, artificial intelligence (AI), and big data analytics are being adopted by both fintech companies and traditional banks to improve efficiency, security, and risk management.
- **Collaboration Opportunities:** While fintech poses a competitive threat to traditional banks,italsoofferscollaborationopportunities.Somebankshavepartneredwith

Fintech firmsor acquired the mtoleveragetheirtechnological capabilitiesandenhance their own services.

CHAPTER-6 LIMITATION

- **Security Concerns:** Fintech innovations may face security vulnerabilities, such as data breaches and fraud risks. As fintech solutions often rely on digital platforms and interconnected systems, maintaining robust security measures is critical to mitigate these risks.
- **Unequal Access:** While fintech has expanded financial inclusion, certain segments of the population, such as elderly or low-income individuals, maystill face challenges in adopting and utilizing fintech solutions. Ensuring equal access to technology and digital literacy is essential to bridge this gap.
- **Regulatory Compliance:** Fintech firms operate in a highly regulated environment, which can pose challenges for their growth and scalability. Striking the right balance between innovation and compliance is crucial to avoid potential legal and regulatory barriers.
- **Trust and Transparency:** Building trust with customers is crucial for both fintech firms and traditional banks. Fintech firms need to demonstrate reliability and transparency in their operations, while traditional banks should communicate their adaptation to digital transformation effectively to gain customer confidence in their offerings.

SUGGESTIONS

- Banks should reduce requirements for opening bank accounts. Mandatory requirements suchasproofofaddressandvalidTaxpayer's IdentificationNumberought tobemadenon-mandatory as not many people will have access to such documents. For instance, a person living in a rented house without a lease agreement will not be able to produce a utility bill bearing their names to confirm proof of address.

- Banks should consider opening more branches in order to improve access to banking services.

- Banks should consider extending their operating hours. It was observed that most banks operated between 8 am to 3 pm whereas mobile money booths operated from 8 am to around 8 pm therefore remaining accessible to customers for longer periods. Customers want to do their banking without being restricted to short banking hours.

- Banksshouldrevisetheir fees &chargestomakethemmore affordable.
- **Embrace Digital Transformation:** Traditional banks should prioritize digital transformation efforts to enhance their customer experience and improve operational efficiency. Investing in user-friendly online and mobile platforms, digital payment solutions, and automation technologies can help banks stay relevant in the rapidly evolving financial landscape.
- **Foster Innovation Culture:** Banks need to foster an innovation culture within their organizations to keep pace with fintech advancements. Encouraging collaboration, establishing innovation labs, and actively seeking partnerships with fintech firms can help banks embrace new technologies and develop innovative solutions.
- **Enhance Customer-Centricity:** Fintech companies excel in providing customer- centric services. Traditional banks should focus on understanding customer needs and preferences, personalizing their offerings, and delivering a seamless omnichannel experience across physical and digital channels.
- **Regulatory Adaptation:** Regulators play a crucial role in ensuring a fair and secure financial ecosystem. They should proactivelyassess and adapt regulations to accommodate fintech innovations while maintaining stability and consumer.

- **Collaborate with Fintech:** Traditional banks can explore collaboration opportunities with fintech companies to leverage their expertise and technology. Partnerships, joint ventures, or strategic investments can enable banks to tap into fintech innovations while mitigating the risks associated with disruption.
- **Foster Collaboration:** Collaboration between traditional banks and fintech firms is crucial to leverage the strengths of both sectors. Banks should actively seek partnerships or invest in fintech startups to drive innovation, expand service offerings,and tap into new customer segments.
- **Invest in Talent and Skills:** To navigate the fintech landscape successfully, traditional banks should invest in upskilling their workforce. Training programs and hiring practices should focus on acquiring digital and technological expertise, data analytics capabilities, and an innovation mindset.
- **Enhance Regulatory Frameworks:** Regulators need to develop agile and adaptive frameworks that encourage fintech innovation while ensuring consumer protection and financial stability. Collaboration between regulators, banks, and fintech firms is essential to strike a balance between innovation and risk management.

CONCLUSION

The evaluation of fintech's impact on traditional banking reveals the need for traditionalbanks to embrace digital transformation, foster innovation, enhance customer-centricity,adapt regulations, and explore collaboration opportunities. By embracing these recommendations, traditional banks can navigate the changing financial landscape and leverage fintech advancements to their advantage.

The Fintech revolution has presented a challenge for traditional banking that banks could use to improve their services. Banks should find common grounds for cooperation with FinTech firms and adopt FinTech solutions. However, for that to happen, the financial sector should also concentrate on resolving common challenges caused by strict regulation for banks and the regulatory arbitrage by certain FinTech firms.

Fintech has had a profound impact on traditional banking, reshaping the industry's landscape and customer expectations. While it presents challenges, fintech also offers immense opportunities for traditional banks to evolve and thrive. By embracing digital transformation, fostering collaboration, investing in talent, and enhancing regulatory frameworks, traditional banks can adapt to the changing financial ecosystem, capitalize on emerging technologies,and provide innovative and customer-centric financial services in the digital age. It is through strategic adaptation that traditional banks can navigate the fintech revolution and secure their position in the future of finance

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II- COPY OF QUESTIONNAIRE

1. Name:

2. Age Group

    a. 15-20

    b. 21-25

    c. 26-30

    d. 31-35

3. Gender

    a. Male

    b. Female

    c. Others

4. EducationalQualification

    a. SeniorSecondaryEducation

    b. Bachelor’s

    c. Master’s

    d. PHD

5. Occupation

    a. Student

    b. PrivateJob

    c. Government

d. Others

6. Howfamiliarareyouwithfintechanditsapplicationinthebankingindustry? (Like Paytm, Gpay, Phonepe and UPI)
    a. Notat all familiar
    b. Somewhatfamiliar
    c. Veryfamiliar

7. Forwhatpurposedidyou usethefintechapp?
    a. Banking
    b. Insurance
    c. Stock market
    d. Others

8. Haveyoueverusedafintechproductorserviceforbankingpurposes?
    a. Yes
    b. No

9. How satisfied were you with your experiencing using a fintech product or service for banking purposes?
    a. SomewhatDissatisfied
    b. Dissatisfied
    c. Neutral
    d. SomewhatSatisfied
    e. Satisfied

10. In whatwaysdoyouthinkfintechhasimpactedtraditionalbanking?

a. Increasedcompetition

b. Improvedcustomerexperience

c. Loweredfeesandcharges
d. Increasedefficiency

11. Do youthinktraditionalbanksshouldpartner withfintechcompaniestoimprovetheir services?

a. Yes

b. No

c. Not sure

12. Doyou believethat fintechwill eventuallyreplacetraditional bankingaltogether?

a. Yes

b. No

c. Maybe

13. How concerned are you about the security and privacy of your financial information when using fintech products or services?

a. Veryconcerned

b. Somewhatconcerned

c. Neutral

d. Somewhatunconcerned

e. Veryunconcerned

14. Doyouthinkthatfintechcompaniesshouldbesubjecttothesameregulationsand oversight as traditional banks?

a. Yes

b. No

c. Maybe

15. Whatdo youthinktraditionalbankscandotostaycompetitiveinthefaceofthe fintech revolution?
    a. Developtheirown fintechproductsandservices
    b. Partnerwithfintech companies
    c. Offerbettercustomerservice
    d. Lowerfeesandcharges
    e. Other

16. Indicate your level of agreement with the following statement: In the future, fintech companies will become the new leaders in banking, leaving traditional bankingbehind.
    a. StronglyDisagree
    b. SomewhatDisagree
    c. Neutral
    d. SomewhatAgree
    e. StronglyAgree