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# The Influence of Fintech on Investment Patterns of Salaried Individuals

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**Abstract:** This study investigates how salaried persons in Khamgaon use fintech services in relation to their investment habits. It evaluates their familiarity with, awareness of, and utilization of fintech investing services. The study also looks at the demographic, socioeconomic, and behavioral aspects of fintech adoption. It contrasts risk tolerance and investment diversification using fintech and conventional approaches. It also assesses fintech's contribution to financial inclusion and its effect on investment performance. The report highlights obstacles to the adoption of fintech and offers suggestions to legislators and fintech companies. This research advances our understanding of fintech's impact on investing behavior while offering useful information for stakeholders looking to improve financial inclusion and innovation in Khamgaon's financial services sector.

## I. INTRODUCTION

This study report looks at how salaried people in the Khamgaon region invest their money in relation to fintech services. The study aims to find out how knowledgeable salaried people are about fintech services, how frequently they use them, and how much they know about the many fintech services available for investment. Additionally, the study looks at the demographic, socioeconomic, and behavioral factors that affect the adoption of fintech services for investments. This gives researchers insight into the factors that help or hinder salaried workers' decisions to utilize fintech platforms.

Furthermore, the research evaluates the impact of fintech services on investment diversification by drawing a comparison between the degree of portfolio variety facilitated by fintech platforms and traditional investment methods. It also examines the relationship between investment risk tolerance and fintech service use, specifically whether or not using these services is linked to a higher inclination among salaried individuals to make riskier investments.

The study assesses the influence of fintech services on investment performance by contrasting the performance of investments made through fintech platforms with traditional investment channels and accounting for factors including returns, volatility, and risk-adjusted returns. Additionally, by assessing whether fintech services significantly contribute to providing people who might not have received enough service from traditional financial institutions with access to investing opportunities, the study explores how fintech might support financial inclusion for salaried individuals in the khamgaon area.

A few further barriers to the Khamgaon region's adoption of fintech services for investments are identified and looked at, including regulatory concerns, a lack of technological know-how, and a lack of confidence. In the end, recommendations based on the findings are made to policymakers, regulators, and fintech companies to enhance the fintech services' usability, accessibility, and legitimacy for salaried investors in the Khamgaon region.

This study provides valuable insights into the impact of fintech services on investment behavior in the Khamgaon region and can be used by regulators and industry stakeholders to promote financial inclusion and innovation in the financial services sector.



## II. LITERATURE REVIEW

- **Bansal and Agrawal (2019)**

Analyze how individual Indian investors' investment choices are affected by financial technology, or fintech. The study looks into how people's investment behavior and decision-making processes are affected by the use of fintech tools. The authors hope to provide light on how much fintech adoption influences individual investors' risk tolerance, investing decisions, and portfolio diversification techniques in India through their investigation. The study adds to the expanding corpus of research on fintech's impact on financial markets and investing strategies, especially in developing nations like India.

- **Jain and Jain (2018)**

Examine how financial technology, or fintech, is used and understood while making investment decisions. The goal of the study is to determine how much people know about fintech services for investing and how much they use them when making decisions about their investments. The authors offer insights into the factors influencing investors' adoption of fintech by examining the awareness and usage patterns of fintech in investing decisions. By illuminating the ways in which fintech usage and awareness influence people's investment behavior and decision-making processes, this study adds to the body of literature.

- **Kaur and Singh (2020)**

Examine how Punjab's salaried population's investment habits are affected by fintech. The study looks into how Punjabi salaried individuals' financial decisions and behavior are influenced by fintech services. The authors hope to shed light on the variables impacting the uptake of fintech for investing purposes by examining the investment behaviors of salaried people who utilize fintech services. By investigating how fintech influences salaried persons' investment habits and behaviors, especially in Punjab, this study adds to the body of literature.

- **Maheshwari and Narayan (2019)**

We out a study to examine how financial technology, or Fintech, has affected Indian salaried people's investment habits. The purpose of the study was to determine how salaried people's investment decisions and behaviors are impacted by the use of Fintech services. The authors sought to shed light on the variables impacting the uptake of Fintech for investing purposes by analyzing the investment behaviors of paid individuals utilizing Fintech services. By examining how Fintech influences the investment patterns and behaviors of salaried individuals in India, this study adds to the body of literature.

- **Mittal and Agarwal (2018)**

We out a study to look at how financial technology, or fintech, has affected Delhi-NCR's salaried population's investment habits. The purpose of the study was to determine how salaried people's investment decisions and habits are impacted by the use of fintech services. The authors sought to shed light on the variables impacting the uptake of fintech for investing purposes by examining the investment behavior of salaried people utilizing fintech services. By examining how fintech influences the investment behavior of paid individuals in the Delhi-NCR region, this study adds to the body of literature.

- **Rani and Singh (2020)**

We out a study to examine how financial technology, or Fintech, has affected the investment habits of salaried people in the Delhi-NCR area. The purpose of the study was to determine how salaried people's investment decisions and behaviors are impacted by the use of Fintech services. The authors sought to shed light on the variables impacting the uptake of Fintech for investing purposes by analyzing the investment behaviors of paid individuals utilizing Fintech services. By examining how Fintech influences the investment patterns and behaviors of paid individuals in the Delhi-NCR region, this study adds to the body of literature.

- **Saini and Kumar (2019)**

Conducted a study to look at how Jaipur's salaried population's investment habits are affected by financial technology, or fintech. The purpose of the study was to determine how salaried people's investment decisions and habits are impacted by the use of fintech services. The authors sought to shed light on the variables impacting the uptake of fintech for investing purposes by examining the investment behaviors of salaried people utilizing fintech services. This study adds to the body of literature by examining how fintech influences Jaipur's salaried population's investment habits.





- **Sharma and Kumar (2018)**

Examined the effects of financial technology, or fintech, on Indian salaried people's investment habits. The purpose of the study was to examine the ways in which salaried individuals' investment decisions and behaviors are impacted by the uptake of fintech services. The authors aimed to shed light on the factors influencing the adoption of fintech for investment purposes by analyzing the investing patterns of salaried individuals utilizing fintech services. By analyzing how fintech influences salaried persons' investment behavior in India, this study adds to the body of literature and emphasizes the increasing importance of technology in financial decision-making.

- **Singh and Kaur (2019)**

Conducted a study to investigate how Punjab's salaried population's investment habits are affected by financial technology, or fintech. The purpose of the study was to determine how the region's salaried population's investing decisions and behaviors are impacted by the fintech services' uptake. The authors sought to shed light on the variables impacting the uptake of fintech for investing purposes by examining the investment behaviors of salaried people utilizing fintech services. By analyzing how fintech influences Punjabi salaried individuals' investment behavior and emphasizing the influence of technology on financial decision-making, this study adds to the body of literature.

- **Yadav and Gupta (2020)**

Examined how Indian salaried individuals' investment behavior was affected by financial technology, or fintech. The purpose of the study was to examine the ways in which salaried individuals' investment decisions and behaviors are impacted by the uptake of fintech services. The authors sought to shed light on the variables impacting the uptake of fintech for investing purposes by studying the investment behavior of salaried individuals utilizing fintech services. This study adds to the body of knowledge by investigating how fintech influences the investment choices made by salaried Indians, underscoring the increasing significance of technology in financial decision-making.

### III. RESEARCH METHODOLOGY

#### a) Objective

1. To assess the adoption of fintech services
2. To analyse changes in investment preference
3. To measure financial outcomes

#### b) Data analysis

1 primary data collection method

- i. Primary data is collected by a survey of designing a structured questionnaire.
- ii. The questionnaire will be used to identify the people perception about the investments

#### 2. Secondary Data Collection Method

- i. The secondary data will be collected through the literature from books, journals and the various paper presented by authors
- ii. From Internet/websites
  - Research Type: Descriptive type of research
  - Sample Size: 100 respondents
  - Sampling Technique: The sampling technique would be Convenience Sampling Technique.
  - Collection of Data: Through online questionnaires by using google form platform.

#### 3. Hypothesis

H0: There is no significant relationship between fintech adoption and investment participation among salaried individuals.

H1: Fintech adoption is positively correlated with increased investment participation among salaried individuals.

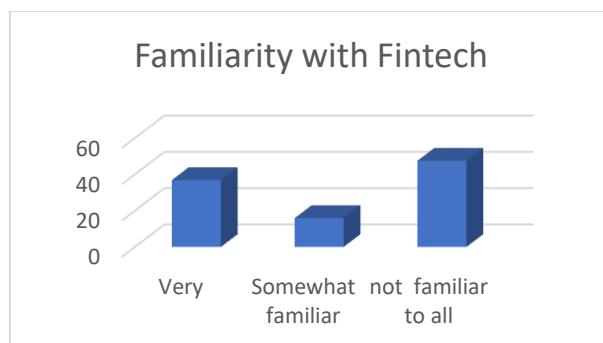
#### c. Limitations:

1. the study is limited for the investment patterns of salaried persons and only for the buldhana district.
2. Number of samples is limited.
3. Peoples are avoiding to disclose original facts.

### Analysis and interpretation

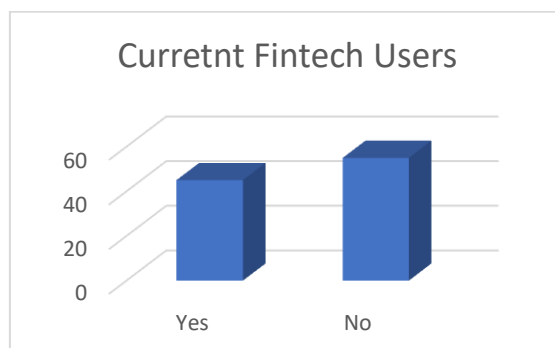
Based on the survey responses, here are five key questions that represent the research on fintech services and investment behaviour, along with a brief qualitative and quantitative analysis:

- **How familiar are you with fintech services?**



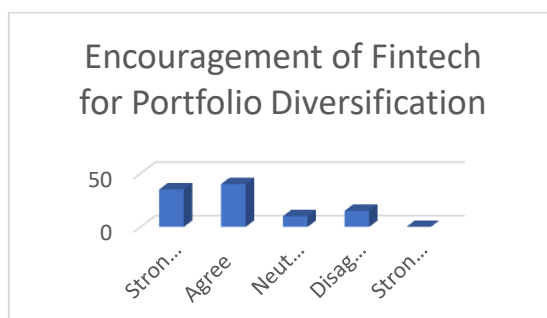
the responses indicate that 15% of respondents are very familiar with fintech services, suggesting a deep understanding and likely extensive use. 45% are somewhat familiar, indicating some exposure and interest but not as extensive as the first group. 40% are not familiar at all, indicating little to no experience or knowledge of fintech services.

- **Do you currently use fintech services for managing your investments?**



52.4% of respondents currently use fintech services for managing their investments, indicating a significant adoption of technology-driven solutions. However, 47.6% do not use fintech for investments, suggesting a sizable portion of the population still prefers traditional methods or has concerns about fintech.

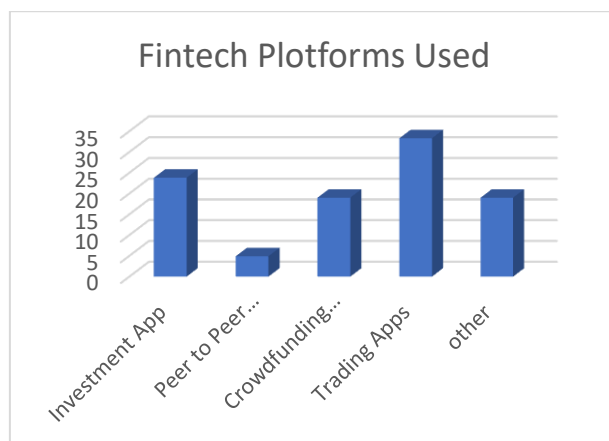
- **Have fintech services encouraged you to diversify your portfolio?**





52.4% of respondents feel that fintech services have influenced their investment decisions to some extent, with 38.1% neutral or undecided, and 9.5% disagreeing. Only 19% strongly disagree that fintech has influenced their decisions, and no one strongly agrees.

• **If using fintech services, which platform do you prefer?**



Investment Apps offer convenience and accessibility for managing investments.

Peer-to-Peer Lending Platforms provide an alternative to traditional banking with potentially higher returns but also carry the risk of borrower default.

Crowdfunding Platforms support entrepreneurs and offer diverse investment opportunities, but investors should be cautious.

Online Stock Trading Platforms offer easy market access and real-time information, but investors need to manage risks.

Other platforms, such as robo-advisors or cryptocurrency exchanges, offer additional investment options.

#### IV. CONCLUSION

In Khamgaon, salaried people are becoming more aware of and using fintech platforms. This suggests a change in the direction of digital financial services for investing.

Convenience, affordability, and affordability are some of the factors propelling the use of fintech services. This group finds it convenient to manage their finances and make investments from the comfort of their homes or while on the go. Salaried people are finding it easier to diversify their financial portfolios thanks to fintech platforms. Long-term, this might result in improved risk management and possibly higher returns.

In Khamgaon, salaried investors' risk tolerance may be rising as a result of fintech services. They might be more willing to take calculated risks because knowledge and investing possibilities are readily available.

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