

“A Study of Performance Analysis of Fintech Payment Company with Reference to Customer Experience”

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Abstract

The increasing adoption of financial technology (FinTech) has transformed digital payment systems by providing customers with faster, more convenient, and secure financial services. This study examines the performance of FinTech payment companies with particular reference to customer experience. It explores the factors influencing customer adoption and satisfaction, including perceived usefulness, ease of use, awareness, security, and perceived risk. The study also identifies the challenges faced by users and the measures adopted to ensure safe digital transactions. The research is based on primary data collected from 162 respondents through a structured questionnaire using a five-point Likert scale. A convenience sampling technique was employed, and the data were analyzed using appropriate descriptive and inferential statistical methods.

The findings indicate that customer experience is significantly influenced by service quality, transaction efficiency, ease of access, and security. Although users generally report positive experiences with FinTech payment services, concerns regarding privacy, cybersecurity, and transaction failures continue to affect their confidence. The study provides useful insights for FinTech payment companies and policymakers to enhance service quality, strengthen customer trust, and promote the sustainable growth of digital payment systems.

Keywords: FinTech Payment Company, Customer Experience, Digital Payments, Performance Analysis, Customer Satisfaction, Perceived Risk.

Experience” Introduction

As the globe moves toward a cashless economy in the modern day, fintech has been essential in helping consumers change their personal behaviours to adopt cashless transactions. The FinTech industry continues to expand rapidly, creating significant opportunities for innovation, investment, and the entry of new firms. The global FinTech market is estimated at USD 320.81 billion in 2025 and is projected to reach approximately USD 652.80 billion by 2030, registering a compound annual growth rate (CAGR) of 15.27% during the forecast period. India remains one of the world's fastest-growing FinTech markets. According to recent industry estimates, the Indian FinTech market size is projected to reach USD 51.30 billion in 2026 and is expected to grow to USD 109.06 billion by 2031, at a CAGR of 16.27%. This growth is driven by the increasing adoption of digital payments, expansion of UPI, supportive government initiatives, and the growing use of digital financial services.

The advent of digitalization and e-commerce has brought about revolutionary shifts in the dynamics of commercial globalization. The emergence of FinTech has fundamentally altered the nature of the Indian financial industry today. Blockchain, crowdsourcing, big data, smart contracts, robot devices, artificial intelligence, security triangle, internet, logarithms, aggregators, and other applications are some of the significant fintech products and services that are being used in the market. These products and services would bring together lenders, borrowers, and other pertinent stakeholders to generate information that could be provided with or without the need for an intermediary. Global economic growth has been fueled by technological advancement and is expected to continue in the future.

Big data, data security and privacy, AI integration, block chain interaction, lack of trust in people, remote location, lack of a single regulatory body, excessive working capital and operating costs, underbanked and unbanked populations, inadequate financial literacy programs, implications of AI and machine learning on FinTech, etc. are some of the challenges facing the FinTech sector. Because of this, the Indian government and its partners must

develop a scientific framework and plan to approach these problems from the appropriate angle and support the country's developing FinTech sector.

The financial technology infrastructure that has been developed over the past 50 years is used on a daily basis by most individuals, even though most are not aware of it. It's also important to remember that over those 50 years, FinTech advancements gave banks and other financial services firms access to more advanced institutional risk management, transaction processing, treasury management, and data analysis capabilities.

Long-term success, according to writer for the Harvard Business Review Allen Richardson, requires a company to identify and comprehend every aspect of the client experience. Certain firms divide up the client experience into technological aspects like using a tablet, smartphone, or the internet. Some businesses refer to human interaction like phone customer care or inperson retail service as the customer experience. It is critical to acknowledge that each of these factors affects the customer experience in our rapidly expanding global economy, where technology and traditional brick and mortar businesses frequently collaborate or even fight for the same clientele.

Literature Review

Motheram and Buteau (2026) analysed the supply-side drivers influencing digital payment adoption across Indian districts using large-scale data from the UPI ecosystem. The study examined the contribution of merchant network expansion, digital infrastructure, and institutional support to digital payment growth. The findings revealed that the availability of merchant acceptance infrastructure and supportive digital ecosystems significantly accelerated payment adoption, particularly in regions with expanding commercial activity. The authors concluded that strengthening payment infrastructure is equally important as encouraging consumer adoption for sustaining digital payment growth. The study provides evidence that improved accessibility and ecosystem readiness enhance users' overall payment experience. However, it primarily focuses on regional adoption patterns and infrastructure rather than evaluating customers' perceptions, satisfaction, and service quality associated with FinTech payment companies.

Kou and Lu (2025) reviewed recent developments in financial technology and examined how emerging technologies have transformed financial services. The study discussed the application of artificial intelligence, blockchain, machine learning, and digital payment systems in improving operational efficiency and customer experience. The authors concluded that FinTech innovation has significantly enhanced transaction speed, service accessibility, fraud detection, and personalized financial services. However, they also noted that data privacy, cybersecurity, and regulatory compliance remain major challenges for sustainable FinTech growth. The review suggested that future research should investigate customer-centric approaches that integrate technological innovation with service quality and user satisfaction. The study provides valuable theoretical support for analysing the performance of FinTech payment companies by demonstrating that technological advancement alone is insufficient unless accompanied by improved customer experience and trust.

Ha, Le, and Nguyen (2025) presented a systematic review examining the contribution of FinTech to financial inclusion across different economies. By analysing recent empirical studies, the authors found that digital payment platforms improve financial accessibility by reducing transaction costs, increasing service availability, and promoting convenient payment solutions. The review highlighted that mobile payment applications, digital wallets, and FinTech innovations have significantly improved customers' banking experience, particularly among underserved populations. The study also emphasized that trust, digital literacy, security, and regulatory support are essential for sustaining customer adoption of FinTech services. The authors recommended future research on customer behaviour, service quality, and long-term satisfaction to better understand FinTech performance. The findings support the present research by demonstrating the importance of customer experience in achieving sustainable growth within the digital payment ecosystem.

Ungratwar, Sharma, and Kumar (2025) reviewed the evolution of digital banking, FinTech, digital payments, and e-wallets to identify emerging research trends and future opportunities. The study revealed that digital payment technologies have become central to modern banking due to their convenience, speed, and accessibility. The authors observed that customer trust, cybersecurity, service quality, and technological innovation are among the most influential factors affecting customer experience. They also identified several underexplored areas, including

customer retention, post-adoption behaviour, payment security, and the sustainability of digital payment ecosystems. The review concluded that future studies should focus on customer-centric performance evaluation rather than technology adoption alone. These findings directly support the present research by emphasizing the importance of analysing customer experience as a critical indicator of FinTech payment company performance.

Devlin et al. (2025) conducted a comprehensive review to examine the role of trust in the FinTech ecosystem and to develop a future research agenda. The study synthesized existing literature on digital financial services and identified institutional trust, technological trust, data privacy, security, platform reliability, and communication as the principal determinants influencing customer confidence. The authors argued that customer trust is shaped not only by technological competence but also by users' perceptions of data protection, application usability, and service transparency. The review further emphasized that secure digital infrastructure and consistent service quality strengthen customer experience and encourage continued use of FinTech payment services. The authors recommended that future empirical studies investigate how trust interacts with customer satisfaction, behavioural intention, and service quality across different FinTech platforms. The findings provide a strong theoretical foundation for evaluating customer experience as a critical indicator of FinTech payment company performance.

Kiran and Sailaja (2025) examined the determinants influencing customers' adoption and continued usage of the Unified Payments Interface (UPI) by extending the Unified Theory of Acceptance and Use of Technology (UTAUT). The study demonstrated that performance expectancy, effort expectancy, facilitating conditions, social influence, and trust positively influenced behavioural intention to use UPI services. The authors also found that trust strengthened the relationship between behavioural intention and actual usage, indicating that secure and reliable payment systems improve customer confidence. The study concluded that customer experience depends not only on technological efficiency but also on users' confidence in the safety and reliability of digital payment platforms. The findings provide valuable insights for FinTech companies seeking to improve user retention through enhanced service quality and trust-building initiatives. However, broader evaluation of FinTech company performance and post-adoption customer satisfaction remains limited.

Okat, Paaso, and Pursiainen (2025) investigated whether consumers' trust in traditional financial institutions influences their adoption of FinTech products. Using survey data and experimental evidence, the authors compared customers' trust in conventional banks with their willingness to adopt digital financial services. The findings indicated that trust in traditional banking has only a limited influence on the adoption of FinTech payment applications. Instead, customers' decisions are primarily shaped by the perceived convenience, functionality, and value offered by FinTech services. The study suggested that digital payment providers should focus on improving user experience, service efficiency, and technological innovation rather than relying solely on institutional reputation. The authors concluded that customer-centric digital services are more effective in encouraging FinTech adoption than inherited trust in conventional financial institutions. These findings reinforce the importance of evaluating customer experience as an independent determinant of FinTech payment company performance.

Pushparaj, Natarajan, and Sivakumar (2025) examined the influence of service quality dimensions on customer experience and user stickiness in mobile payment applications. The study investigated how information quality, system quality, interface quality, and service quality affect customers' continued usage of m-payment applications. Using survey data from mobile payment users and structural equation modelling, the authors found that system reliability, application responsiveness, and user-friendly interfaces significantly enhance customer experience. The study also revealed that a positive customer experience strengthens users' emotional attachment to payment applications, thereby increasing continuance intention and platform loyalty. The authors concluded that FinTech firms should prioritize application quality and seamless transaction experiences to improve customer retention in an increasingly competitive digital payment environment. The findings support the present study by demonstrating that customer experience is a critical determinant of the long-term performance of FinTech payment companies.

Jacob, R. C., Jacob, M. E., and Johnson (2024) investigated the factors influencing UPI adoption among low-income consumers in India. The study reported that performance expectancy, facilitating conditions, social influence, and perceived security positively affect customers' behavioural intention to use UPI applications, whereas perceived risk reduces adoption intention. The findings suggest that reliable transaction systems, easy accessibility, and confidence in security measures improve customers' willingness to use digital payment services.

The authors recommended that FinTech providers strengthen awareness programmes and security features to increase customer trust among economically weaker sections. The study contributes to understanding digital payment adoption but does not comprehensively evaluate customer experience after adoption or compare the performance of different FinTech payment companies.

Shalini and Sabitha (2024) investigated the diffusion of digital payment innovations introduced by the National Payments Corporation of India (NPCI), with particular emphasis on UPI adoption. Using the Bass Diffusion Model and historical payment transaction data, the study analysed the adoption patterns of various digital payment products. The findings revealed that UPI experienced the highest adoption rate due to its convenience, interoperability, and extensive merchant acceptance. The authors observed that imitation effects and network externalities significantly accelerated user adoption after the initial growth stage. The study concluded that continuous technological innovation, government support, and expanding digital infrastructure have strengthened India's digital payment ecosystem. The research further suggested that FinTech firms should focus on innovation and customer-centric services to sustain growth. However, the study primarily examined market-level adoption trends and provided limited evidence on individual customer experience and satisfaction, highlighting the need for studies evaluating users' perceptions of FinTech payment company performance.

Khatri et al. (2024) explored users' preferences and usage patterns of UPI-enabled payment applications among consumers in Mumbai. The study employed a structured questionnaire and analysed responses from 300 users to identify the factors influencing application preference and satisfaction. The findings indicated that Google Pay emerged as the most preferred payment application because of its ease of use, convenience, and round-the-clock accessibility. Most respondents reported using UPI applications for routine retail purchases and bill payments. High satisfaction levels were associated with transaction speed, simplicity of the interface, and reliability of payment services. The authors concluded that user-friendly application design and uninterrupted transaction facilities significantly improve customer experience. Nevertheless, the study focused on consumer preference within a specific geographical region and did not comprehensively assess the comparative performance of different FinTech payment companies.

Jain and Jain (2024) conducted a systematic review of digital payment adoption using the Antecedents–Decisions–Outcomes (ADO) framework. The study synthesized findings from recent empirical research to identify the major factors influencing consumers' acceptance of digital payment technologies. The review found that perceived usefulness, ease of use, trust, security, social influence, and facilitating conditions consistently affect adoption behaviour. The authors further observed that positive customer experience enhances satisfaction, continuance intention, and loyalty toward digital payment platforms. They emphasized that future studies should shift from examining initial adoption to evaluating long-term customer engagement and service quality. The review provides a comprehensive understanding of digital payment adoption by integrating technological, behavioural, and contextual perspectives. It is particularly relevant to the present study because it highlights customer experience as a key determinant of FinTech payment platform success and identifies the need for further research on performance evaluation and customer retention.

Alkadi, R. S., & Abed, S. S. (2023) conducted a systematic literature review to identify the major factors affecting customers' acceptance of FinTech payment applications. By reviewing recent empirical studies, the authors found that perceived usefulness, ease of use, trust, security, social influence, and perceived risk are the most consistent determinants of users' intention to adopt FinTech payment services. The review also highlighted that customer satisfaction and continuance intention depend on the quality of user experience offered by payment applications. The authors recommended integrating technology acceptance theories with customer experience and service quality models to better understand digital payment behaviour. They concluded that future research should focus on emerging technologies and post-adoption customer behaviour rather than only initial adoption. This study provides a comprehensive theoretical foundation for examining customer experience in FinTech payment companies. Josyula (2023) examined the key drivers influencing the adoption of FinTech services in India. The study found that digital literacy, smartphone penetration, perceived usefulness, government initiatives, and customer trust significantly encourage the use of FinTech platforms. Using empirical analysis, the author observed that users prefer payment applications that offer secure transactions, faster processing, and simple interfaces. The research also highlighted that concerns regarding privacy and cybersecurity continue to influence customers'

confidence in digital payment services. The study concluded that improving service quality and strengthening security mechanisms can enhance customer satisfaction and encourage continued usage. However, it focused mainly on adoption behaviour and paid limited attention to evaluating customer experience and the overall performance of FinTech payment companies, which are addressed in the present study.

Fahad, M., & Shahid, M. (2022) examined the factors influencing the adoption of the Unified Payments Interface (UPI) in India using the Diffusion of Innovation (DOI) theory. The study investigated the impact of innovation characteristics, including relative advantage, complexity, compatibility, observability, and trialability, on users' adoption intentions. Using empirical data from UPI users and structural equation modelling, the authors found that relative advantage, reduced complexity, and observability significantly encouraged UPI adoption, while compatibility and trialability had no significant influence. The results also indicated that customer satisfaction positively affected users' willingness to continue using and recommend UPI services. The study concluded that convenience, ease of use, and transaction efficiency are key drivers of customer experience in digital payment systems. However, the research primarily focused on adoption behaviour and did not comprehensively examine service quality, perceived risk, security concerns, or the overall performance of FinTech payment companies, which are addressed in the present study.

Research Methodology (Motivation Of Study)

The rapid expansion of financial technology (FinTech) has fundamentally transformed the digital payment ecosystem by offering customers convenient, accessible, and efficient financial services. In India, the widespread adoption of payment applications such as Google Pay, PhonePe, Paytm, and BharatPe has accelerated the transition towards a cashless economy. Although these platforms have achieved remarkable growth in transaction volume and market penetration, their long-term success depends not only on technological advancement but also on the quality of customer experience they provide.

Despite the growing popularity of FinTech payment companies, users continue to encounter challenges related to transaction failures, security concerns, hidden charges, grievance redressal, and data privacy. At the same time, customers' perceptions regarding usefulness, ease of use, awareness, and perceived risk significantly influence their satisfaction and continued use of digital payment services. Existing studies have primarily focused on technology adoption and behavioural intention, while comparatively limited attention has been given to evaluating the overall performance of FinTech payment companies from the perspective of customer experience.

This study is therefore motivated by the need to comprehensively assess the performance of FinTech payment companies by examining the factors influencing customer experience, identifying the challenges encountered by users, and evaluating the preventive measures adopted to mitigate perceived risks. The findings are expected to provide valuable insights for FinTech companies, policymakers, and financial institutions in improving service quality, strengthening customer trust, and promoting sustainable growth in India's digital payment ecosystem.

Problem Statment

The rapid expansion of FinTech payment companies has transformed digital payment systems by providing convenient and technology-driven financial services. Despite their increasing adoption, customer experience remains a key concern due to issues such as transaction failures, security risks, limited awareness of available services, and dissatisfaction with grievance redressal mechanisms. While previous studies have largely focused on the adoption of FinTech services, limited attention has been given to evaluating the overall performance of FinTech payment companies from the customer's perspective. Therefore, this study examines how factors such as perceived usefulness, awareness, ease of use, and perceived risk influence customer experience and the performance of FinTech payment companies.

Research Questions

1. What factors influence customers' adoption and usage of FinTech payment companies?
2. How do perceived usefulness, awareness, and ease of use influence customer experience with FinTech payment companies?

3. What are the major risks and operational problems experienced by customers while using FinTech payment services?
4. What precautionary measures do customers adopt to minimise the risks associated with FinTech payment transactions?
5. How do the dimensions of customer experience influence the overall performance of FinTech payment companies?

Research Objectives

1. To analyze the problems being faced by the users of FinTech.
2. To study the Customer experience of Fintech Users
3. To study the reason for the adoption of Fintech by Fintech Users

Hypothesis Of Study

H₀₁: There is no significant relationship between the factors influencing the adoption of FinTech payment companies and customer experience.

H₀₂: Perceived usefulness of FinTech payment services has no significant influence on customer experience.

H₀₃: Perceived awareness of FinTech payment services has no significant influence on customer experience.

H₀₄: Perceived ease of use of FinTech payment services has no significant influence on customer experience.

H₀₅: Perceived risk associated with FinTech payment services has no significant influence on customer experience.

H₀₆: Problems encountered while using FinTech payment services have no significant influence on customer experience.

Research Design

The present study adopts a descriptive and analytical research design to evaluate the performance of FinTech payment companies with reference to customer experience. A descriptive research design has been employed to understand customers' perceptions, usage behaviour, and experiences regarding FinTech payment services, while the analytical approach facilitates the examination of relationships among the study variables.

The study is primarily based on primary data collected through a structured questionnaire comprising demographic questions, multiple-choice questions, and five-point Likert scale statements. The questionnaire measures the key dimensions influencing customer experience, namely factors affecting FinTech adoption, perceived usefulness, perceived awareness, perceived ease of use, perceived risk, problems encountered while using FinTech services, and risk mitigation practices adopted by users.

The target population consists of individuals using FinTech payment applications such as Google Pay, PhonePe, Paytm, and BharatPe. A convenience sampling technique has been adopted due to its practicality and accessibility in reaching active users of digital payment services. The final sample comprises 162 respondents.

The collected data will be coded and analysed using IBM SPSS Statistics. Descriptive statistical techniques, including frequency distribution, percentage analysis, mean, and standard deviation, will be used to summarise respondents' profiles and perceptions. Inferential statistical techniques such as reliability analysis (Cronbach's Alpha), correlation analysis, multiple regression analysis, independent sample *t*-test, one-way ANOVA, and post hoc analysis, where applicable, will be employed to examine the relationships among the variables and test the formulated hypotheses. The findings will provide empirical evidence on the factors influencing customer experience and the overall performance of FinTech payment companies.

Demographic Profile Of Respondents

SR.No	Variables	Category	Frequency	Percentage
1.	Age	18-25	104	64.2
		25-35	30	18.51
		36-50	24	14.81
		50 or above	4	2.48
2.	Gender	Male	87	53.70
		Female	75	46.30
3.	Occupation	Student	70	43.21
		Businessman	18	11.11
		Self Employed	17	10.49
		Professional	26	16.04
		Service	21	12.96
		Housewife	6	3.70
		Others	4	2.47
4.	Monthly Spending through fintech	Upto 10,000	97	59.87
		10,001 to 20,000	29	17.9
		20,001 to 30,000	12	7.4
		Above 30,000	24	14.81

Data Analysis Technique

The collected data were analysed using SPSS. Both descriptive and inferential statistical techniques were employed.

The following statistical techniques were used:

1. Factor

Analysis

Factor Analysis was conducted to identify the underlying dimensions among the questionnaire variables. Before extracting factors, the suitability of the data was examined using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity.

2.

One-Way

ANOVA

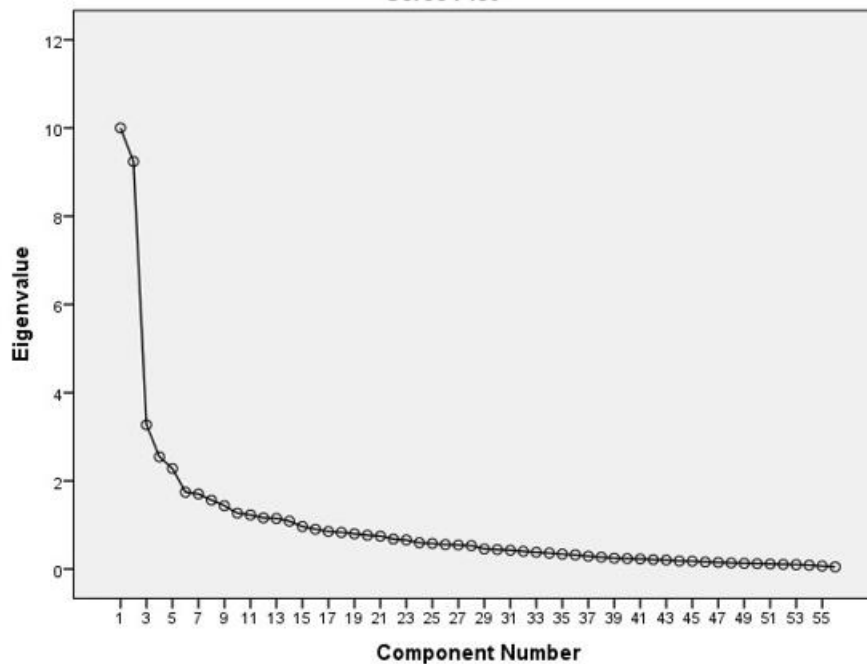
One-Way Analysis of Variance (ANOVA) was applied to determine whether significant differences existed among different demographic groups with respect to customer experience and other study variables.

1. Factor Analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.763
Bartlett's Test of Sphericity	Approx. Chi-Square	5769.544
	df	1540
	Sig.	.000

Scree Plot



Analysis - As Per the analysis the KMO and Bartlett's test in Factor analysis should be more then 0.70 for better results which is 0.763 in the data so this shows positive result as per factor analysis.

2. One Way Anova

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Adoption	Between Groups	31.768	3	10.589	.467	.706
	Within Groups	3582.429	158	22.674		
	Total	3614.198	161			
Usefulness	Between Groups	5.909	3	1.970	.136	.938
	Within Groups	2286.369	158	14.471		
	Total	2292.278	161			
Easeofuse	Between Groups	46.572	3	15.524	1.086	.357
	Within Groups	2258.366	158	14.293		
	Total	2304.938	161			
Risk	Between Groups	126.603	3	42.201	1.408	.242
	Within Groups	4735.008	158	29.968		
	Total	4861.611	161			
Awareness	Between Groups	23.098	3	7.699	.383	.766
	Within Groups	3178.513	158	20.117		
	Total	3201.611	161			
Problems	Between Groups	476.962	3	158.987	1.554	.203
	Within Groups	16166.816	158	102.322		
	Total	16643.778	161			
Measures	Between Groups	80.822	3	26.941	1.654	.179
	Within Groups	2573.875	158	16.290		
	Total	2654.698	161			

Test of Homogeneity of Variances

	Levene Statistic	df1	df2	Sig.
Adoption	.466	3	158	.707
Usefulness	.364	3	158	.779
Easeofuse	1.018	3	158	.386
Risk	.958	3	158	.414
Awareness	1.565	3	158	.200
Problems	.096	3	158	.962
Measures	1.062	3	158	.367

Findings

Adoption: F (0.467) and p-value (0.706): Since the p-value is much greater than 0.05, there is no significant difference in the means of the groups for Adoption.

Usefulness: F (0.136) and p-value (0.938): Similarly, the p-value is very high, indicating no significant difference between the groups for Usefulness.

Ease of Use: F (1.086) and p-value (0.357): The p-value is above 0.05, meaning there is no significant difference between the groups for Ease of Use.

Risk: F (1.408) and p-value (0.242): The p-value is again greater than 0.05, indicating no significant difference between the group means for Risk.

Awareness: F (0.383) and p-value (0.766): Since the p-value is higher than 0.05, there is no significant difference between groups for Awareness.

Problems: F (1.554) and p-value (0.203): Although the F-value is higher here, the p-value is still above 0.05, indicating no significant difference in the means of the groups for Problems.

Measures: F (1.654) and p-value (0.179): Similarly, the p-value is above 0.05, indicating no significant difference between the groups for Measures.

The demographic analysis of the respondents indicates that the majority of the participants belong to the 18–25 years age group. This finding suggests that younger individuals constitute the largest segment of FinTech users within the selected sample. The increased representation of this age category may be attributed to their greater familiarity with digital technologies, higher smartphone usage, and willingness to adopt innovative financial services. Young consumers are generally more receptive to technological advancements and are inclined to use digital payment platforms because of their convenience, speed, and accessibility. The result implies that the younger population plays a significant role in driving the adoption and growth of FinTech payment services.

The adequacy of the data for factor analysis was assessed using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy. The obtained KMO value of 0.763 indicates that the sample is sufficiently adequate for conducting Principal Component Analysis (PCA) and exploratory factor analysis. According to commonly accepted statistical guidelines, a KMO value above 0.70 demonstrates satisfactory sampling adequacy and confirms that the variables share enough common variance to identify meaningful underlying factors. Although the value is not considered excellent, it falls within the acceptable range, suggesting that the correlation pattern among the variables is appropriate for factor extraction. Therefore, the factor analysis results can be regarded as reliable and suitable for identifying the underlying dimensions influencing customer experience with FinTech payment services.

Furthermore, the inferential statistical analysis revealed that no statistically significant differences were observed in the mean scores of the variables, namely Adoption, Perceived Usefulness, Perceived Ease of Use, Perceived Risk, Perceived Awareness, Problems Faced, and Measures Taken to Avoid Risk, across the comparison groups. Since the significance values obtained from the statistical tests were greater than the conventional threshold level of 0.05, the null hypothesis was not rejected.

This finding indicates that the independent grouping variable does not significantly influence respondents' perceptions or experiences regarding the selected dimensions of FinTech services. In other words, participants belonging to different demographic groups exhibit relatively similar attitudes toward FinTech adoption, its usefulness, ease of use, awareness, perceived risks, challenges encountered during usage, and precautionary measures adopted for secure transactions. The consistency of responses across groups suggests that these aspects of customer experience are broadly shared among the respondents, regardless of the demographic category used for comparison.

Overall, these findings imply that while the sample is predominantly composed of young adults who actively engage with FinTech services, the perceptions and experiences associated with FinTech remain relatively uniform across the different respondent groups. The acceptable KMO value further validates the suitability of the dataset for factor analysis, thereby strengthening the reliability of the subsequent statistical findings and supporting the robustness of the study's conclusions.

Limitations

The small sample size used in this study means that certain assumptions will have to be made while finding answers. There will be one more restriction because the convenience sampling method will be used, and convenience sampling has limits of its own.

It goes without saying that all research has limits, and this study is no exception. The current study's sample size is 162 respondents, and its scope is restricted to the state of India due to the high number of FinTech users. It might not be able to generalize about the results as a result. This study was carried out throughout all of India, and its findings may have varied if it had been carried out in particular Indian states. The results can be contrasted and will highlight structural, cultural, and demographic variations that may have an impact on how widely mobile banking is adopted. It's crucial to incorporate and contrast India's mobile banking situation with that of other developing countries.

Scope Of Future Research

Given that the study is exploratory in nature, it is feasible to do the same investigation in a different geographic area and with the inclusion of additional factors. The shortcomings of this study can potentially be eliminated by additional research. Research can also be conducted on the adoption of Fintech users at a young age and the many issues that the company faces outside of the payment sector.

This study is an intentional endeavor to determine how satisfied FinTech users are with the company's offerings and to offer practical policy recommendations for enhancing FinTech users' experiences. Additionally, a little attempt is made to reduce the dangers associated with utilizing FinTech's goods and services. The results of this study will be useful in creating a database that will enable practitioners and academics recognize new concerns and issues pertaining to consumers' experiences utilizing the tools, devices, services, and products provided by fintech companies. In the future, this research may help formulate specific research questions that the FinTech community can use. Additionally, this study will give FinTech companies useful information to gain the respect and confidence of both current and potential clients. However, the small sample size, restricted coverage region to Pan India, and uniform study criteria limit its generalizability. Studies can be carried out in different states and around the nation using a sizable sample size and clients from a range of demographic backgrounds. The most sophisticated statistical methods, like as bibliometrics, meta-analyses, and the mathematical geography approach, can be used to determine the total amount, longitudinal views, and patterns of study on the uptake of FinTech services provided to current and potential clients. Additionally, research will assist policymakers in reducing the risk associated with implementing the financial services that FinTech businesses have brought to light.

Conclusion:

This paper attempts to investigate the customer experience of fintech users. The data gathered will be utilized, and research can be conducted using the techniques recommended in various research papers. The conclusion will address the degree of customer satisfaction with the goods and services offered by fintech companies. The increasing use of digital payment methods and online wallets has made it necessary to conduct study on this subject. This study aims to investigate many factors such as perceived usefulness, simplicity of use, risk, and

problems encountered by Fintech users, in addition to the reason for utilizing fintech payment banks. The study will also look at which company has a higher number of fintech users overall.

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