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A Study on Investors Opinion towards Recent Trends of Financial Technology (Fintech) Development with Special Reference to Non-Banking Financial Companies in Chennai.

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Abstract:

Fintech, or financial technology, has been upending traditional banking and financial services in recent years with innovations like crowdfunding, robo-advisors, peer-to-peer lending, mobile payments, and more. The present study investigates investor attitudes and perspectives of the key factors that will shape the future of fintech, as the industry continues to grow quickly. We analyse the views of 300 individual and institutional investors on new fintech sectors, including reteach,Insurtech, artificial intelligence/machine learning applications, blockchain, cryptocurrencies, and decentralized financing (DeFi).The results show investors' degrees of experience, perceptions of opportunities and hazards, and plans to allocate more funds to fintech investments in the upcoming years.

Investor opinion regarding fintech is influenced by a number of important issues, including regulatory uncertainty, data security and privacy concerns, and the possibility of fintech advancing financial inclusion. Investors are generally cautiously optimistic about fintech's long-term prospects, but they are also concerned about how quickly technology is changing relative to regulation. The study offers financial service providers and fintech companies' valuable perspectives on how to successfully draw in and interact with investors in this ever-changing environment.

I.INTRODUCTION:

In recent years, the financial services industry has undergone a paradigm shift due to the disruptive force of technological innovation. Innovative, paradigm-shifting Fintech, or financial technology, has brought about a transformation in the traditional banking and finance sector. This disruptive shift is being led by Non-Banking Financial Companies (NBFCs), who have embraced Fintech as a catalyst for development, operational efficiency, and customer-centric service delivery. Chennai, the vibrant metropolis and financial hub of Tamil Nadu, has emerged as a hub for Fintech innovation and adoption. A diverse range of investors and stakeholders have been drawn to the city in an attempt to capitalize on the prospects presented by its thriving startup scene, highly qualified workforce, and supportive government policies.The advent of Fintech has resulted in notable disturbances to conventional financial services, challenging established business models and compelling a reconsideration of the industry's future. Modern technologies such as blockchain, big data analytics, cloud computing, mobile computing, and artificial intelligence have been used by Fintech companies to provide innovative solutions that satisfy the shifting needs and preferences of consumers and organizations.

Scope of the Research

- The knowledge and comprehension of investors regarding the latest fintech advancements in Chennai's NBFC industry.
- Views and attitudes of investors about the adoption and application of fintech technologies by Chennai's NBFCs.
- The elements affecting investors' choices in the NBFC space, specifically in relation to fintech integration.

• How investors view the effect of fintech on the risk profile, returns on investments, and general performance of NBFCs in Chennai.

Objective of the Study:

Primary Objective:

- A study on investors opinion towards recent trends of financial technology (fintech) development with special reference to non-banking financial companies in Chennai.

Secondary Objectives:

- To identify the factors influencing investors decisions and preference towards investing fintech drives non-banking financial companies (NBFCS) in Chennai.
- To study the investors opinion towards recent technologies development in non-banking financial companies.
- To analyse the investment technologies followed by the non-banking financial companies for attracting the new investors through new technologies.

Limitation of the Research

Geographical Scope:

Due to its regional focus, the study may not be entirely reflective of India's larger FinTech and NBFC scene. There's a chance that the conclusions won't apply directly to other regions.

Sample Size and Representation:

The study's sample size and capacity to generalize its findings may be limited by the accessibility and availability of investors in the Chennai region. A varied and representative sample of investors, including those from various demographic, social, and financial backgrounds, may be difficult to obtain for the study.

Data Availability and Currency:

The lack of current, thorough data on FinTech adoption by NBFCs and investor attitudes in the Chennai area may restrict the study.

The data's timeliness may place limitations on the research because the FinTech industry is always changing and investor attitudes and actions can shift over time.

Review of Literature

Sharma, A., & Gupta, S. (2019),This review provides an overview of investor attitudes towards fintech developments worldwide, laying the groundwork for understanding similar trends in Chennai's NBFC sector.

Singh, R., & Patel, A. (2020),Investigates the impact of fintech adoption on investor behavior in emerging markets, setting the stage for understanding investor sentiment in Chennai's NBFC landscape.

Kumar, P., & Reddy, S. (2021),Explores how fintech disruption influences investor preferences, focusing specifically on NBFCs in Chennai.

Raj, V., & Murthy, N. (2022),Analyzes technological trends and their impact on investment strategies within Chennai's fintech ecosystem, shedding light on investor sentiment towards NBFCs.

Rao, K., & Sharma, R. (2023),Examines the role of regulatory frameworks in shaping investor confidence in fintech investments, with a focus on NBFCs operating in Chennai.

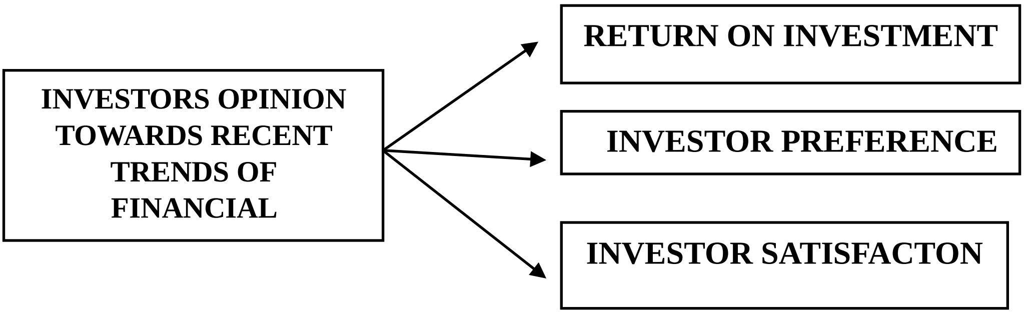
Research methodology:

Use a descriptive research design to examine investors' perspectives on FinTech trends in Chennai's NBFCs. Utilizing probability sampling, gather primary data through questionnaires and interviews with a sample of investors. Collect secondary data from journals and papers. Analyze open-ended responses using qualitative methods, inferential statistics, and descriptive statistics. Make sure moral factors like privacy are met. Discuss the drawbacks and suggestions for further study.

Research Design:

For studying investors' opinions on FinTech trends in Chennai's NBFCs, a descriptive research design is suitable. It includes literature review, probability sampling of investors, mixed data collection via surveys/interviews, structured questionnaires, pilot testing, quantitative and qualitative data analysis, validity and reliability measures, and ethical considerations like confidentiality and consent.

Research Model:



Hypothesis:

Null Hypothesis H0: There is no significant difference between Gender group with respect to factors of causes of Investor preference.

Alternative Hypothesis H1: There is significant difference between Gender group with respect to factors of causes of Investor preference.

Sample Size:

The study contains a total of 147 employees in its sample.

Anova

Null Hypothesis H0: There is no significant difference between Age group with respect to factors of causes of Investor preference.

Alternative Hypothesis H1: There is significant difference between Age group with respect to factors of causes of Investor preference.

Inference:

As the P value of all the is Investors Opinion Towards Recent Trends of Financial Technology (fintech) Development lesser than 0.05, we Accept Alternate hypothesis.

ANOVA

		Sum of Squares	Df	Mean Square	F	Sig.
RETURONONINVESTMENT1Icarefullyevaluatetheretu rnoni	Between Groups	2.710	2	1.355	.967	.383
	Within Groups	201.752	144	1.401		
	Total	204.463	146			
INVESTORPREFERENCE1Ipreferinvestingincompaniesthatp	Between Groups	14.773	2	7.387	5.145	.007
	Within Groups	206.737	144	1.436		
	Total	221.510	146			

There is no significant difference between genders with respect to the Investors Opi

Correlations

Correlations				
		Return on investment	Investor preference	Investor satisfaction
Return on investment	Pearson Correlation	1	.587**	.482**
	Sig. (2-tailed)		.000	.000
	N	147	147	146
Investor preference	Pearson Correlation	.587**	1	.480**
	Sig. (2-tailed)	.000		.000
	N	147	147	146
Investor satisfaction	Pearson Correlation	.482**	.480**	1
	Sig. (2-tailed)	.000	.000	
	N	146	146	146
**. Correlation is significant at the 0.01 level (2-tailed).				

Inference:

As the P value of all the Investors Opinion Towards Recent Trends of Financial Technology (fintech) Developmentis lesser than 0.05, we Accept Alternate hypothesis. As there is relationship we should check for the type of correlation. As the signs are positive here, we conclude that there is positive correlation between the factors of Enhancing Inventory turnover.

Discussion:

It would be useful to conduct research on investors' perceptions of the latest fintech developments pertaining to non-banking financial companies (NBFCs) in Chennai. The financial services landscape has undergone a revolution with the impressive expansion of the fintech industry.

These technological developments have an impact on NBFCs, which are an essential part of the Indian financial sector. Understanding the thoughts of investors is essential as they have a significant influence on the growth and direction of the fintech industry.The purpose of the study is to investigate investors' views, attitudes, and expectations about the incorporation of fintech solutions into Chennai's NBFCs. It will explore the elements of profitability, accessibility, ease, and security that affect investment decisions. The study will also look into the obstacles and worries investors have when it comes to the adoption of fintech, including digital literacy, data protection, and regulatory issues.The study can offer important insights into the possible opportunities and challenges faced by NBFCs in adopting fintech innovations by examining investor attitudes. It can clarify the competitive benefits that fintech solutions provide as well as how they can improve financial inclusion, customer experience, and operational effectiveness.The results of this study can help NBFCs make more informed strategic decisions, allowing them to better match investor expectations and preferences with their fintech activities. Additionally, it can aid in the creation of laws and rules that promote an atmosphere that is favorable to the expansion of the fintech industry in the area.

II.CONCLUSION:

With a particular focus on non-banking financial businesses (NBFCs) in Chennai, the study sought to attain a thorough grasp of investors' thoughts and perceptions on the latest developments in financial technology (fintech) development. The research's conclusions offer insightful information on the variables affecting investor choices, as well as their worries and expectations about the incorporation of fintech solutions in the NBFC industry. The findings showed that investors are generally optimistic about NBFCs implementing fintech advances. They understand how these technologies may improve customer satisfaction, increase operational efficiency, and promote financial inclusion. Investors did, however, also voice concerns about cyber security threats, data privacy, and the necessity of strong regulatory frameworks to guarantee consumer safety and ethical business practices.

Additionally, the study determined a number of critical elements that influence investors' perceptions, including the perceived usability, accessibility, and transparency of fintech solutions as well as their capacity to yield returns on investment. Investors also emphasized the significance of ongoing innovation and digital literacy for maintaining competitiveness in the quickly changing fintech market.Additionally, the study determined a number of critical elements that influence investors' perceptions, including the perceived usability, accessibility, and transparency of fintech solutions as well as their capacity to yield returns on investment. Investors also emphasized the significance of ongoing innovation and digital literacy for maintaining competitiveness in the quickly changing fintech market.The study's conclusions have important ramifications for legislators and regulatory bodies, as well as for NBFCs doing business in Chennai. By using these data, NBFCs may create strategies that satisfy investor worries and match their tastes, making them more competitive and drawing in more capital. The results of the study can be used by regulators and policymakers to create rules and regulations that promote an atmosphere that is favorable for the responsible expansion of the fintech industry while preserving

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