A Study on Impact of Awareness and Convenience of Fintech Platform on Investor's Behaviour

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Abstract: This study explores the impact of awareness and convenience of FinTech platforms on investor behaviour. With the rapid growth of digital financial services, understanding how these platforms influence investment decisions has become critical. The research focuses on assessing the extent to which users' knowledge about FinTech services and the ease of using such platforms affect their investment choices, frequency of transactions, and overall engagement with digital financial tools. Primary data was collected from 120 respondents through a structured questionnaire, and simple random sampling was employed to ensure representative and unbiased data collection. The analysis was conducted using descriptive statistics to profile respondents and inferential statistics, including correlation, regression analysis, and Structural Equation Modelling (SEM), to examine the relationships between awareness, convenience, and investor behaviour. The findings indicate a significant positive relationship between both awareness and convenience with investors' decision-making and engagement, highlighting the crucial role of accessible and well-communicated FinTech services. These insights offer valuable implications for FinTech providers, policymakers, and financial educators to enhance adoption, user experience, and informed investment practices.

Keywords: Awareness, Convenience, Fintech, Investor's Behaviour

INTRODUCTION

FinTech, short for Financial Technology, refers to the integration of technology into financial services to improve and automate the delivery and use of financial products. It encompasses a wide range of applications, including digital payments, mobile banking, online lending, investment platforms, insurance technology, and blockchain-based solutions. By leveraging software, mobile apps, and data analytics, FinTech companies aim to make financial services more efficient, accessible, and user-friendly, often reducing reliance on traditional banking infrastructures. The primary goal of FinTech is to enhance customer experience, increase financial inclusion, and provide faster, more convenient, and cost-effective solutions. It allows individuals and businesses to manage, transfer, invest, and borrow money with minimal friction, often through intuitive digital platforms. With innovations such as peer-to-peer lending, robo-advisors, and digital wallets, FinTech is reshaping the financial landscape, creating opportunities for both consumers and enterprises while challenging traditional financial institutions to adapt to the digital age.

Awareness of FinTech:

Awareness of FinTech refers to the level of knowledge and understanding that individuals and businesses have about financial technologies and the services they offer. It encompasses familiarity with digital payment systems, online banking, mobile wallets, investment platforms, and emerging technologies like blockchain and cryptocurrencies. A higher level of awareness helps users make informed decisions about using these technologies safely and effectively.

Awareness is influenced by factors such as education, exposure to digital platforms, marketing by FinTech companies, and the presence of financial literacy programs. In regions where traditional banking services are limited, awareness of FinTech solutions can significantly enhance financial inclusion by introducing convenient alternatives to manage money, access credit, and invest in various financial products. Moreover, awareness is critical for building trust in digital financial services. Many users hesitate to adopt FinTech solutions due to concerns about security, fraud, or unfamiliarity with digital processes. Educating people about how these technologies work, their benefits, and the safety measures in place

encourages adoption, enabling more individuals and businesses to leverage FinTech for personal and commercial financial management.

Convenience of FinTech:

One of the primary advantages of FinTech is the convenience it offers to users. Digital platforms allow customers to access banking, payment, and investment services anytime and anywhere, eliminating the need to visit physical branches. Mobile apps, online banking portals, and digital wallets make financial transactions faster, simpler, and more efficient. FinTech also provides seamless integration of multiple financial services in a single platform. For instance, users can transfer money, pay bills, invest, and manage loans all through one app. This consolidation not only saves time but also simplifies financial management, especially for tech-savvy users who prefer handling their finances digitally.

Additionally, FinTech reduces the barriers of location, time, and bureaucracy. Small businesses, freelancers, and individuals in remote areas benefit from instant payments, easy access to credit, and digital accounting tools. This convenience fosters financial inclusion, supports entrepreneurship, and empowers users to take control of their finances without relying solely on traditional banking systems.

Behaviour:

Investor behavior refers to the decision-making patterns and actions of individuals or institutions when they allocate their funds into various financial instruments such as stocks, bonds, mutual funds, real estate, or other investment avenues. It involves understanding how investors choose where, when, and how much to invest, and the psychological, social, and economic factors that influence these decisions. Studying investor behavior helps in predicting market trends and designing financial products that meet investor needs.

One key aspect of investor behaviour is risk tolerance. Different investors have different levels of comfort with financial risk, which affects their investment choices. Risk-averse investors prefer safer options like fixed deposits and government bonds, while risk-seeking investors may prefer stocks, derivatives, or cryptocurrencies. Understanding this behavioral aspect is crucial for financial advisors and institutions to guide investors appropriately. Another important factor is the influence of cognitive biases and emotions on investment decisions. Investors may be affected by overconfidence, herd mentality, loss aversion, or recency bias, which can lead to irrational or suboptimal investment choices. For example, some investors may follow market trends blindly or panic-sell during downturns, even when long-term strategies suggest otherwise. Recognizing these behavioral tendencies helps in creating better financial education programs and advisory services.

Investor behavior is also shaped by socio-economic and demographic factors, including age, income, education, and financial literacy. Younger investors might be more inclined toward technology-driven investment platforms and higher-risk options, while older investors often prioritize stability and regular income. Additionally, cultural and societal norms can influence financial decision-making patterns, making investor behaviour a complex interplay of personal, psychological, and external factors that ultimately drive investment trends and market dynamics.

REVIEW OF LITERATURE

1. Johri, A., & Kumar, R. (2023). In the research paper titled “Assessment of users’ adoption behaviour for stock market investment through online trading applications.” The study finds that investors’ actual use of online trading apps rises when platforms feel convenient simple interfaces, faster execution, and anywhere–anytime access while awareness (through app information cues and literacy about features) improves confidence and intention to invest. Ease of use and perceived usefulness translate directly into greater adoption and trading frequency, with trust and perceived risk acting as boundary conditions.
2. Gupta, K., & Arora, N. (2024). In the research paper titled “Determinants of continuous intention to use FinTech services.” Investors are more likely to continue using FinTech when they perceive clear benefits and low effort; heightened awareness of service features and security practices strengthens trust, which, together with convenience, sustains ongoing investment activity on platforms. Perceived risk dampens the effect, but usability and informed awareness counterbalance it.

3. Zhao, H., et al. (2024). In the research paper titled "Exploring trust determinants influencing the intention to use fintech." The authors show that investor intention hinges on trust formed via transparent information, security assurances, and prior awareness. When platforms clearly communicate how they work (awareness) and make transacting effortless (convenience), trust improves and converts into adoption and investment behaviour.
4. Zhao, H., et al. (2024). In the research paper titled "In quest of perceived risk determinants affecting intention to use FinTech." Perceived risks (financial loss, privacy, security) curb investor uptake. However, ease-of-use features and educational prompts that raise user awareness mitigate these concerns and restore intention to invest via FinTech. Thus, awareness-building and convenient design jointly offset risk perceptions to influence behaviour.
5. Jena, R. K. (2025). In the research paper titled "Factors Influencing the Adoption of FinTech for Investments." For investment-focused FinTech, perceived usefulness, ease of use, and trust amplified by user awareness of features/fees/risks drive adoption. Convenience (speed, round-the-clock access) significantly boosts investors' willingness to transact digitally, while literacy and awareness catalyze movement from trial to regular investing.
6. Chen, R., et al. (2023). In the research paper titled "Multidimensional attention to FinTech, trading behavior and market dynamics.". As FinTech draws investor attention via intuitive, convenient apps and push information, trading participation and responsiveness increase. Awareness generated through platform feeds and analytics tools interacts with convenience to accelerate decision cycles, altering individual trading behaviour and aggregate market activity.
7. Havakhor, T., & Saeedi, M. (2025). In the research paper titled "Tech-Enabled Financial Data Access, Retail Investors, and Trading.". Easier, app-based access to granular financial data meaningfully raises retail participation and trading in favoured stocks. The convenience of real-time data delivery and the awareness it creates about opportunities jointly nudge investors toward more active behaviour, evidencing platform design's causal impact.
8. Priyadarshi, A., Singh, P., Dawadi, P. P., Dixit, A. K., & Prasad, D. (2024). In the research paper titled "Role of FinTech Apps in Increasing Investment Decisions: A Study on the Capital Market." The paper reports that FinTech apps elevate individual investors' decision rates primarily by simplifying processes (convenience) and increasing informational awareness through alerts, education, and comparative tools. When usability reduces friction and knowledge gaps narrow, intent translates into actual investment.
9. Tariq, M., et al. (2024). In the research paper titled "Cognitive factors and actual usage of FinTech innovation." Actual usage and by implication investor behaviour improves when cognitive ease (clarity, low mental effort) and awareness of functions/security are high. User-friendly design shapes perceived convenience; combined with literacy initiatives, it builds habit and sustained financial activity on FinTech platforms.

Research Gap:

Although several studies have examined factors such as trust, financial literacy, perceived risk, and ease of use in relation to FinTech adoption, there remains a significant research gap in understanding the combined impact of awareness and convenience on investor behaviour. Most existing research isolates these variables or focuses on general user adoption, while limited work explores how awareness of FinTech features, security measures, and investment options, along with the convenience of platform accessibility and usability, jointly influence investors' decision-making patterns, frequency of investment, and long-term engagement. Moreover, contextual studies are scarce in emerging economies like India, where digital literacy, infrastructural challenges, and regulatory environments play a unique role in shaping investor behaviour. This creates an opportunity for focused research to bridge the gap by empirically assessing how awareness and convenience together drive investor trust, confidence, and behavioural shifts in FinTech adoption.

RESEARCH METHODOLOGY

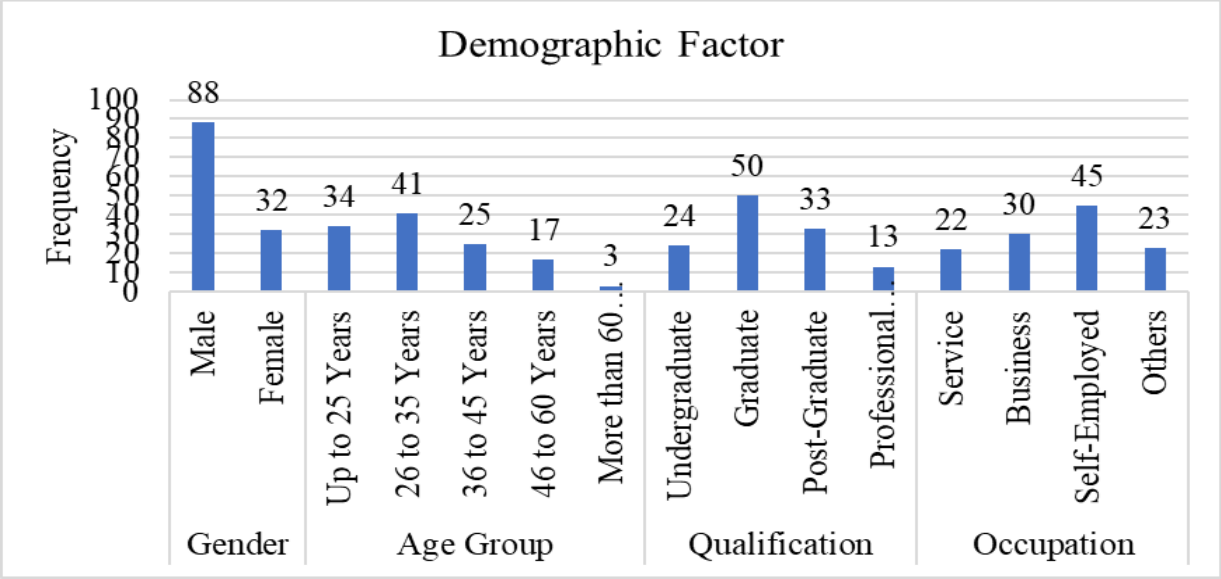
The study adopted a quantitative research methodology to examine the impact of awareness and convenience of FinTech platforms on investor behaviour. Data was collected using a structured questionnaire from a sample of 120 respondents selected through simple random sampling, ensuring unbiased representation across gender, age, education, and occupation. The study employed descriptive statistics to analyze the demographic profile and inferential statistics, including Pearson correlation, regression analysis, and Structural Equation Modelling (SEM), to test the hypotheses and examine relationships between variables. Reliability of the questionnaire was ensured through a pilot study, and the data analysis was conducted using SPSS and PLS-SEM tools, providing a robust framework to understand the influence of FinTech platform attributes on investor decision-making and engagement.

DATA ANALYSIS

The following table indicates the demographic factor of the study:

Sr.no	Demographic Factor	Category	Frequency	Percent
1	Gender	Male	88	73.3
		Female	32	26.7
2	Age Group	Up to 25 Years	34	28.3
		26 to 35 Years	41	34.2
		36 to 45 Years	25	20.8
		46 to 60 Years	17	14.2
		More than 60 Years	3	2.5
3	Qualification	Undergraduate	24	20.0
		Graduate	50	41.7
		Post-Graduate	33	27.5
		Professional Degree	13	10.8
4	Occupation	Service	22	18.3
		Business	30	25.0
		Self-Employed	45	37.5
		Others	23	19.2

The demographic profile of the respondents shows that out of 120 participants, a majority were male (88) compared to female (32), indicating a male-dominated sample in terms of FinTech usage. In terms of age, most respondents fell within the 26 to 35 years (41) and up to 25 years (34) categories, followed by 36 to 45 years (25), while only a few belonged to the 46 to 60 years (17) and above 60 years (3) groups, suggesting that younger and middle-aged individuals are more engaged with FinTech platforms. Regarding education, the largest group comprised graduates (50), followed by postgraduates (33) and undergraduates (24), with a smaller share holding professional degrees (13), reflecting a relatively educated sample base. Occupationally, the respondents were spread across categories, with the highest proportion being self-employed (45), followed by those in business (30), others (23), and service (22), indicating that self-employed and business-oriented individuals are more inclined towards using FinTech platforms compared to salaried service holders.



Objective-1: To Study on Impact of Awareness of Fintech Platform on Investor's Behaviour.
Null Hypothesis H_{01}: There is no Impact of Awareness of Fintech Platform on Investor's Behaviour.
Alternate Hypothesis H_{11}: There is a Impact of Awareness of Fintech Platform on Investor's Behaviour.
To test the above null hypothesis, Pearson Correlation test is applied and results are as follows:

Correlations			
		Investor Behaviour in FinTech Platforms	Awareness of FinTech Platform
Investor Behaviour in FinTech Platforms	Pearson Correlation	1	.219*
	P-value		.016
	N	120	120
Awareness of FinTech Platform	Pearson Correlation	.219*	1
	P-value	.016	
	N	120	120
*. Correlation is significant at the 0.05 level (2-tailed).			

Interpretation: The above results indicate that calculated p-value is 0.016. It is less than 0.05. Therefore Pearson Correlation test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.
Conclusion: There is a Impact of Awareness of Fintech Platform on Investor's Behaviour.
Findings: The Pearson correlation analysis shows a positive and statistically significant relationship between investor behaviour in FinTech platforms and awareness of FinTech platforms, with a correlation coefficient of 0.219 at a significance level of $p = 0.016$. This indicates that as investors' awareness of FinTech platforms increases through knowledge of services, features, and security their behaviour towards adopting and using these platforms also improves. Although the correlation strength is relatively low, it is meaningful, suggesting that awareness plays a role in shaping investor decisions, confidence, and willingness to engage in digital investments. With N = 120 respondents, the result highlights that awareness is an important, though not the sole, factor influencing investor behaviour in the FinTech space.

Objective-2: To Study on Impact of Convenience of Fintech Platform on Investor's Behaviour.
Null Hypothesis H_{02}: There is no Impact of Convenience of Fintech Platform on Investor's Behaviour.
Alternate Hypothesis H_{12}: There is a Impact of Convenience of Fintech Platform on Investor's Behaviour.

To test the above null hypothesis, Pearson Correlation test is applied and results are as follows:

Correlations			
		Investor Behaviour in FinTech Platforms	Convenience of FinTech Platform
Investor Behaviour in FinTech Platforms	Pearson Correlation	1	.310**
	P-value		.001
	N	120	120
Convenience of FinTech Platform	Pearson Correlation	.310**	1
	P-value	.001	
	N	120	120
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation: The above results indicate that calculated p-value is 0.001. It is less than 0.05. Therefore Pearson Correlation test is rejected. Hence Null hypothesis is rejected and Alternate hypothesis is accepted.

Conclusion: There is a Impact of Convenience of Fintech Platform on Investor's Behaviour.

Findings: The Pearson correlation analysis indicates a moderate positive and statistically significant relationship between investor behaviour in FinTech platforms and the convenience of FinTech platforms, with a correlation coefficient of 0.310 at a significance level of p = 0.001. This suggests that as the perceived convenience of FinTech platforms increases through ease of use, accessibility, and time-saving features investors are more likely to adopt and actively engage with these platforms. Compared to awareness, convenience shows a stronger influence on behaviour, highlighting that user-friendly interfaces and seamless transaction processes play a crucial role in shaping investors' decisions and frequency of usage. With N = 120 respondents, the result underscores that convenience is a significant driver of investor behaviour in the FinTech context.

Regression Model:

Dependent Variable: Investor Behaviour in FinTech Platforms

Independent Variable: Convenience of FinTech Platform, Awareness of FinTech Platform

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.369[a]	.136	.122	23.012
a. Predictors: (Constant), Convenience of FinTech Platform, Awareness of FinTech Platform				

The model summary shows an R Square value of 0.136, which indicates that 13.6% of the variation in investor behaviour in FinTech platforms can be explained by the independent variables convenience and awareness of FinTech platforms. The adjusted R Square of 0.122 further refines this estimate, accounting for the sample size and number of predictors, confirming that the model retains reasonable explanatory power. While this percentage suggests that convenience and awareness do have a meaningful impact on investor behaviour, it also highlights that a large proportion (about 86.4%) of the variation is influenced by other factors not included in the model, such as trust, perceived risk, financial literacy, and demographic variables. Thus, awareness and convenience are important but not exhaustive predictors of investor behaviour in the FinTech context.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9787.044	2	4893.522	9.241	.000[b]
	Residual	61956.956	117	529.547		
	Total	71744.000	119			
a. Dependent Variable: Investor Behaviour in FinTech Platforms						
b. Predictors: (Constant), Convenience of FinTech Platform, Awareness of FinTech Platform						

Above results indicates that p-value is 0.000. It is less than 0.05. It indicates that linear regression model is good to fit.

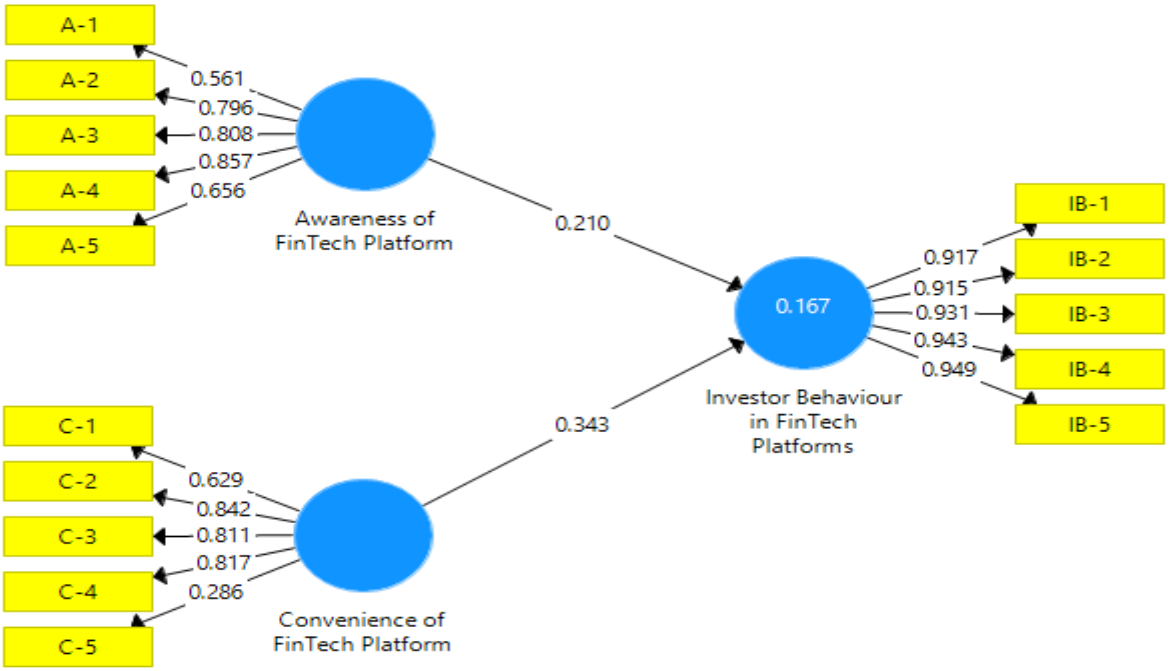
Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.292	12.207		.352	.726
	Awareness of FinTech Platform	.322	.138	.201	2.337	.021
	Convenience of FinTech Platform	.387	.112	.298	3.460	.001
a. Dependent Variable: Investor Behaviour in FinTech Platforms						

Above table indicate the values of coefficients and corresponding significance. According to p-value of the Investor Behaviour it is observed that except "Awareness of FinTech Platform" and "Convenience of FinTech Platform" all remaining variables has significant impact on Investor Behaviour.

The mathematical equation to estimate the Investor Behaviour is presented as follows:

IB= 4.292 + 0.322*A + 0.387*C

Structural Equational Modelling:



Path Coefficients:

	Investor Behaviour in FinTech Platforms
Awareness of FinTech Platform	0.210
Convenience of FinTech Platform	0.343

The path coefficients indicate the strength and direction of the relationships between the independent variables (awareness and convenience of FinTech platforms) and the dependent variable (investor behaviour). Awareness of FinTech platforms has a path coefficient of 0.210, while convenience of FinTech platforms shows a stronger impact with a coefficient of 0.343. Both values are positive, suggesting that greater awareness and higher convenience lead to improved investor behaviour. Among the two, convenience exerts a relatively stronger influence, highlighting that ease of access, usability, and time-saving features are more powerful drivers of investor engagement compared to awareness alone.

Outer Loadings:

	Awareness of FinTech Platform	Convenience of FinTech Platform	Investor Behaviour in FinTech Platforms
A-1	0.561		
A-2	0.796		
A-3	0.808		
A-4	0.857		
A-5	0.656		
C-1		0.629	
C-2		0.842	

C-3		0.811	
C-4		0.817	
C-5		0.286	
IB-1			0.917
IB-2			0.915
IB-3			0.931
IB-4			0.943
IB-5			0.949

The outer loadings show how well each indicator reflects its corresponding construct. For awareness, loadings range from 0.561 to 0.857, with items A-2 to A-4 showing strong representation of the construct. For convenience, loadings range from 0.286 to 0.842, where C-2, C-3, and C-4 strongly capture convenience, while C-5 (0.286) is weak and may not adequately reflect the construct. For investor behaviour, all items (IB-1 to IB-5) have very high loadings above 0.91, indicating that the measurement model strongly captures the construct of investor behaviour in FinTech platforms. Overall, the loadings suggest that the constructs are well-represented, though one convenience indicator appears weak.

Outer Weights:

	Awareness of FinTech Platform	Convenience of FinTech Platform	Investor Behaviour in FinTech Platforms
A-1	0.217		
A-2	0.275		
A-3	0.316		
A-4	0.315		
A-5	0.204		
C-1		0.230	
C-2		0.294	
C-3		0.305	
C-4		0.429	
C-5		0.036	
IB-1			0.231
IB-2			0.195
IB-3			0.194
IB-4			0.249
IB-5			0.205

The outer weights indicate the relative importance of each indicator in forming its latent construct. For awareness, A-3 (0.316) and A-4 (0.315) contribute the most, while A-1 (0.217) and A-5 (0.204) have relatively smaller contributions. For convenience, C-4 (0.429) has the highest contribution, followed by C-3 (0.305) and C-2 (0.294), while C-5 (0.036) adds negligible weight, suggesting it has little influence. For investor behaviour, all items contribute fairly evenly, with IB-4 (0.249) being the strongest and others ranging between 0.194 and 0.231, showing a balanced contribution across indicators. This reflects that while most indicators meaningfully contribute to their constructs, a few (like C-5) may require reconsideration.

CONCLUSION

The data analysis reveals that investor behaviour in FinTech platforms is significantly influenced by both awareness and convenience, with convenience showing a relatively stronger impact. The demographic profile indicates a predominance of younger, educated, and self-employed respondents, suggesting that these groups are more engaged with FinTech services. Pearson correlation and regression analyses confirm that awareness and convenience positively affect investor behaviour, while structural equation modelling reinforces that ease of use and accessibility are key drivers of engagement. Although awareness contributes to behaviour, convenience emerges as the more decisive factor, highlighting the importance of user-friendly platforms for adoption. Overall, the study demonstrates that enhancing both awareness and convenience can meaningfully improve investor participation in FinTech platforms, even though other factors beyond the scope of this study also play a role.

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