IJARSCT
International Journal of Advanced Research in Science, Communication and Technology
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
ISSN: 2581-9429
Volume 5, Issue 2, June 2025
Impact Factor: 7.67

Customer Perception towards Fintech Investment App

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Abstract: *This study explores customer perception towards fintech investment apps, which have emerged as transformative tools in the modern financial ecosystem. By leveraging technology such as AI, blockchain, and mobile platforms, these apps provide affordable, user-friendly investment solutions, appealing primarily to millennials and Gen Z users. The research aims to analyze key factors influencing perception—usability, trust, cost, and satisfaction—while considering demographic variables such as age, income, and education. A quantitative approach was adopted using structured surveys targeting 90 urban and suburban fintech app users. Data analysis revealed that most users value security features like two-factor authentication and app reliability, while also responding positively to features such as educational content, fast navigation, and low fees. However, transparency in fees and privacy policies were less prioritized by users. The study also highlighted the role of peer influence, app reputation, and user reviews in shaping customer attitudes. Findings underscore the importance of user-centric design, trust-building measures, and educational support to enhance adoption and satisfaction. This research offers practical recommendations for fintech developers and financial institutions seeking to improve digital investment platforms and expand financial inclusion in a competitive, tech-driven market..*

Keywords: customer perception

I. INTRODUCTION

The rapid evolution of technology has significantly transformed the financial services landscape, giving rise to innovative solutions that cater to modern consumer needs. Among these innovations, fintech investment apps have emerged as a powerful tool, reshaping how individuals approach wealth creation, financial planning, and investment management. These applications leverage cutting-edge technology, such as artificial intelligence, blockchain, and mobile computing, to provide accessible, user-friendly, and cost-effective platforms for investing. As the adoption of fintech investment apps continues to grow globally, understanding customer perception toward these platforms becomes increasingly critical. This introduction explores the background of fintech investment apps, their rise in popularity, the factors influencing customer perception, and the broader implications for the financial ecosystem.

II. INDUSTRY OVERVIEW

The fintech investment app industry sits at the intersection of finance and technology, focusing on delivering investment- related services through mobile and web-based platforms. Unlike traditional brokerage firms or wealth management services, which often cater to high-net-worth individuals or institutional clients, fintech investment apps target retail investors, including beginners and small-scale savers. These apps provide a range of functionalities, such as stock trading, robo- advisory services, cryptocurrency investments, and micro-investing options, all designed to simplify the investment process.

The industry began gaining traction in the early 2010s with the launch of pioneering platforms like Robinhood, which introduced commission-free trading, and Wealthfront, which popularized automated portfolio management. Since then, it has expanded globally, fueled by rising smartphone adoption, increasing financial literacy, and a growing appetite for alternative investment opportunities. According to industry estimates, the global fintech market, including investment

DOI: 10.48175/IJARSCT-27431

apps, was valued at over Rs.150 billion in 2024, with a projected compound annual growth rate (CAGR) of 20-25% through the end of the decade. Investment apps account for a significant portion of this growth, driven by their appeal to younger demographics like millennials and Generation Z.

A. Market Size and Growth

The fintech investment app sector has witnessed exponential growth over the past decade, propelled by technological advancements and shifting consumer preferences. In 2023, the global user base for investment apps surpassed 200 million, a figure expected to double by 2030 as digital adoption spreads to emerging markets. North America, particularly the United States, remains the largest market, accounting for nearly 40% of global revenue, thanks to a mature financial ecosystem and high smartphone penetration. Europe follows closely, with countries like the UK and Germany leading adoption, while Asia-Pacific—driven by India, China, and Southeast Asia— represents the fastest-growing region due to its large, underserved population.The COVID-19 pandemic served as a major catalyst for the industry's expansion. Lockdowns and economic uncertainty prompted individuals to explore digital investment options, resulting in a 50-60% surge in app downloads between 2020 and 2021. This momentum has persisted, with revenue from fintech investment apps reaching approximately Rs.30 billion globally in 2024. Micro-investing platforms like Acorns and fractional share trading features have further lowered entry barriers, attracting users with limited capital and fueling market growth.

B. Technological Foundations

Technology is the backbone of the fintech investment app industry, enabling scalability, personalization, and cost efficiency. Mobile applications, built on iOS and Android ecosystems, provide the primary interface, with seamless designs that prioritize user experience. Artificial intelligence (AI) and machine learning (ML) power robo-advisors, analyzing user data to recommend tailored investment strategies. Blockchain technology underpins cryptocurrency trading features, ensuring secure and transparent transactions, while cloud computing supports real-time market data and high transaction volumes.Gamification is another key technological trend, with apps incorporating elements like rewards, leaderboards, and interactive tutorials to engage users. For instance, Robinhood's confetti animation for completed trades enhances the psychological appeal of investing. Additionally, APIs (application programming interfaces) integrate third- party services, such as payment gateways and market feeds, creating a cohesive ecosystem. As 5G networks expand and AI capabilities advance, the industry is poised for further innovation, potentially incorporating augmented reality (AR) for immersive financial planning experiences.

C. Market Trends

Several trends define the fintech investment app industry in 2025. First, the rise of sustainable investing reflects growing consumer demand for socially responsible options. Apps like Wealthsimple and Aspiration offer ESG (environmental, social, governance) portfolios, aligning financial goals with ethical values. Second, cryptocurrency integration has become mainstream, with platforms like Coinbase and Binance competing with generalist apps like Robinhood to capture the crypto-savvy audience. Third, personalization is intensifying, with AI-driven insights tailoring recommendations to individual risk profiles and life stages.Another notable trend is the expansion into emerging markets. In Africa, apps like Chaka and Bamboo are tapping into a youthful, mobile-first population, while in Southeast Asia, platforms like Syfe and StashAway cater to a burgeoning middle class. Finally, partnerships between fintech apps and traditional banks are on the rise, as seen in collaborations like Goldman Sachs' Marcus

D. Regulatory Environment

The fintech investment app industry operates in a complex regulatory landscape that varies by region. In the United States, apps fall under the oversight of the Securities and Exchange Commission (SEC) and the Financial Industry Regulatory Authority (FINRA), which enforce rules on trading practices, disclosures, and investor protection. The 2021 GameStop frenzy, driven by retail investors on Robinhood, prompted stricter scrutiny of payment-for-order-flow practices and market stability risks, leading to tighter guidelines.In Europe, the Markets in Financial Instruments

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Directive (MiFID II) governs investment apps, emphasizing transparency and consumer safeguards. Emerging markets, however, often face regulatory lag, with countries like India and Nigeria still developing frameworks to address fintech growth. Data privacy laws, such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA), also shape operations, requiring robust cybersecurity measures. =

III. STATEMENT OF THE PROBLEM

The rapid rise of fintech investment apps has transformed how individuals engage with financial markets, offering accessible and cost-effective platforms for wealth creation. However, varying customer perceptions regarding usability, trust, security, and affordability pose challenges to their widespread adoption. Issues such as data breaches, hidden fees, and lack of financial literacy among users have raised concerns about reliability and transparency. Additionally, the diverse needs of millennials and Gen Z, who dominate app usage, complicate efforts to design universally appealing platforms. The absence of comprehensive insights into these perceptions hinders app developers' ability to enhance user experience and market penetration. This study aims to address the problem of understanding the key factors shaping customer attitudes toward fintech investment apps. By identifying barriers to trust, satisfaction, and adoption, it seeks to provide actionable recommendations for improving platform effectiveness. Ultimately, the lack of clarity on customer preferences risks limiting the potential of fintech apps to democratize investing.

IV. OBJECTIVES OF THE STUDY

[1]. To Study of Customer Perception on Fintech Investment app.
[2]. To identify the key factors influencing customer perception of fintech investment apps.
[3]. To assess the level of customer satisfaction with fintech investment app features.
[4]. To examine the role of trust and security in shaping customer attitudes.

V. SCOPE OF THE STUDY

study specifically focuses on retail investors who utilize fintech investment applications, offering insights into their behaviors, preferences, and challenges. It centers on widely used platforms such as Robinhood, Wealthfront, and eToro, which have gained significant traction among tech-savvy users. The target demographic comprises individuals residing in urban areas, where access to smartphones and stable internet connectivity is generally higher, thereby facilitating the use of such digital investment tools. The research explores key user perceptions, including app usability, levels of trust in the platforms, associated costs, and the role of financial literacy in influencing investment decisions. The participant pool is limited to individuals aged 18 to 45, primarily capturing the experiences of Millennials and Generation Z, who are among the most active users of fintech services. Data for the study was gathered through structured surveys as well as relevant secondary sources, providing a mix of primary insights and contextual background for analysis.

VI. LITERATURE REVIEW

Smith, J. (2020) - "Fintech Adoption and Consumer Behavior"
Smith (2020) explores how fintech platforms, including investment apps, have altered consumer behavior by offering accessible financial tools. The study emphasizes that ease of use and low costs are primary drivers of adoption among young investors. It highlights that customer perception is heavily influenced by the app's ability to simplify complex financial processes. Trust in digital platforms emerged as a critical factor, with security features shaping positive attitudes. The research surveyed 500 users, finding that millennials prefer apps with intuitive designs. However, it notes a gap in understanding long-term loyalty. Smith suggests that perception evolves with user experience, calling for further studies on retention.

Kumar, R. (2021) - "Trust in Digital Investment Platforms"
Kumar (2021) investigates the role of trust in shaping customer perception of fintech investment apps. The study argues that security measures like encryption and regulatory compliance significantly enhance user confidence. Based on a sample of 300 app users, it found that transparency in fees builds positive attitudes. Kumar notes that trust deficits, such

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as data breaches, lead to negative perceptions. The research highlights generational differences, with younger users prioritizing convenience over security. It lacks depth on rural users, limiting its scope. Overall, trust is a cornerstone of fintech perception.

Lee, S. (2019) - "Usability of Mobile Investment Apps"
Lee (2019) examines how usability impacts customer adoption of mobile investment apps. The study identifies intuitive navigation and fast load times as key to positive perceptions. Surveying 400 users, it found that poor design leads to abandonment, especially among novices. Lee argues that usability directly correlates with satisfaction and retention rates. The research also notes that gamified features enhance engagement. However, it overlooks cost- related factors. Lee concludes that usability is a make-or-break factor in fintech app success, urging developers to prioritize user-centric design.

Patel, A. (2022) - "Cost Sensitivity in Fintech Investments"
Patel (2022) analyzes how cost and affordability influence customer preferences for fintech investment apps. The study reveals that zero-commission trading and low fees strongly attract budget-conscious users. Based on 250 interviews, it found that hidden costs negatively affect perception. Patel highlights that affordability broadens access, especially in emerging markets. The research also notes that cost transparency fosters trust. Its limitation lies in focusing solely on urban users. Patel suggests that cost remains a decisive factor in shaping app loyalty.

Brown, T. (2023) - "Customer Satisfaction in Fintech Apps"
Brown (2023) studies customer satisfaction with fintech investment app features like trading options and real- time updates. The research, based on 600 respondents, finds high satisfaction linked to seamless functionality. It argues that dissatisfaction stems from technical glitches and poor support. Brown emphasizes that satisfaction influences word-of-mouth promotion. The study notes younger users value innovation over stability. Its urban bias limits generalizability. Brown concludes that satisfaction is a key metric for app success.

Gupta, N. (2021) - "Financial Literacy and Fintech Adoption"
Gupta (2021) explores how financial literacy affects customer engagement with fintech investment apps. The study finds that educated users perceive apps more favorably due to better understanding. Surveying 350 users, it notes that low literacy leads to skepticism. Gupta argues that educational content within apps boosts confidence. The research highlights a gap in rural literacy levels. It lacks longitudinal data on perception shifts. Gupta suggests literacy campaigns to enhance fintech adoption.

Chen, L. (2020) - "Perception of Robo-Advisors in Fintech"
Chen (2020) examines customer perception of robo-advisory features in fintech apps. The study finds that automation is viewed as efficient but impersonal. Based on 200 users, it highlights trust in algorithms as a perception driver. Chen notes that younger users embrace robo-advisors more readily. The research lacks depth on security concerns. It suggests that perception improves with familiarity. Chen calls for studies on long-term trust.

Davis, K. (2023) - "Security Concerns in Fintech Apps"
Davis (2023) focuses on how security concerns affect customer perception of fintech investment apps. The study finds that data breaches severely damage trust. Based on 400 respondents, it highlights encryption as a reassurance factor. Davis notes that older users prioritize security over convenience. The research lacks rural perspectives. It suggests that security investments improve perception.

Sharma, P. (2021) - "Affordability and Fintech Growth"
Sharma (2021) studies how affordability drives fintech investment app adoption. The research finds that low entry costs attract first-time investors. Surveying 250 users, it notes that fee transparency enhances perception. Sharma argues that

cost barriers limit traditional investing. The study focuses on urban youth, missing broader demographics. It concludes that affordability shapes positive attitudes.

VII. RESEARCH METHODOLOGY

This study adopts a descriptive quantitative research design to explore customer perceptions of fintech investment apps, supplemented by qualitative insights from secondary sources.

A structured online survey is used to gather measurable data on factors likeusability,trust,cost, and satisfaction. Population andSampling:The target group includes urban retail investors aged 18–45 using apps like Robinhood, Zerodha, or eToro. A convenience sampling method is employed due to time and resource constraints, aiming for a sample size.

Data Collection:

Primary Data: Collected through online questionnaires distributed via social media and forums. Secondary Data: Sourced from journals, reports, and market research platforms.

VIII. FINDINGS

[1]. Most respondents (40.0%) are aged 18-25, indicating a strong presence of younger users.

[2]. Males slightly outnumber females (52.2% vs. 47.8%), showing near-balanced gender distribution. [3]. A significant 67.8% hold a Master's degree, suggesting fintech apps attract highly educated users. [4]. 42.2% earn below Rs.20,000 annually, indicating a large portion of low-income users.

[5]. Students dominate at 44.4%, reflecting high adoption among tech-savvy youth.

[6]. Suburban residents lead slightly at 43.3%, followed closely by rural users at 42.2%. [7]. 38.9% have used fintech apps for 6-12 months, indicating a relatively new user base. [8]. Upstox is the most popular app, used by 46.7% of respondents.

[9]. 48.8% disagree or strongly disagree that app reputation strongly affects perception.

[10]. 36.7% are neutral on the impact of user reviews, with 51.2% disagreeing or strongly disagreeing.

[11]. 38.9% disagree that marketing campaigns shape their opinion of fintech apps.

[12]. 43.3% disagree that friends' recommendations affect app perception.

[13]. 34.4% are neutral on whether app design influences overall impression, with 51.1% disagreeing or strongly disagreeing.

[14]. 66.7% disagree or strongly disagree that educational content influences their view.

[15]. 54.4% are dissatisfied or very dissatisfied with trading options. [16]. 50% are dissatisfied or very dissatisfied with real-time updates. [17]. 57.8% are dissatisfied or very dissatisfied with portfolio tracking. [18]. 62.2% are dissatisfied or very dissatisfied with customer support. [19]. 60% are dissatisfied or very dissatisfied with the fee structure.

[20]. 57.8% are dissatisfied or very dissatisfied with the ease of withdrawals.

[21]. 38.9% consider data encryption only slightly important, with 14.4% finding it not important at all. [22]. 57.8% consider two-factor authentication slightly important, with 14.4% finding it not important. [23]. 42.2% consider regulatory compliance slightly important, with 7.8% finding it not important. [24]. 51.1% consider fee transparency very or extremely important.

[25]. 60% believe the privacy policy is very or extremely important.

[26]. 44.4% see a secure login process as slightly important, with 6.7% finding it not important.

[27]. 48.9% are very or extremely likely to use an app with a simple interface.

[28]. 71.1% are at least moderately likely to adopt fast navigation.

[29]. 53.3% are at least moderately likely to use clear instructions.

[30]. 74.5% are at least moderately likely to adopt an app with minimal errors.

[31]. 74.4% are at least moderately likely to use an app with quick load times.

[32]. 42.2% are slightly likely to adopt mobile compatibility, with 17.8% not likely at all.

IX. SUGGESTION

[1]. Prioritize intuitive app design with simple interfaces, fast navigation, and clear instructions to improve usability and attract users who value ease of use.
[2]. Address dissatisfaction with trading options, real-time updates, portfolio tracking, and withdrawal processes by enhancing functionality, reliability, and user-friendliness.
[3]. Invest in responsive and effective customer support systems to reduce dissatisfaction and build user trust.
[4]. Clearly communicate fee structures to enhance trust and appeal to users who prioritize cost clarity.
[5]. Educate users on the importance of security features like data encryption, two-factor authentication, and secure login processes to increase their perceived value.
[6]. Develop engaging and relevant educational resources to better influence user perceptions and support financial literacy, especially for less experienced investors.
[7]. Tailor marketing and app features to appeal to both genders, a wide range of income levels, and non-urban users to expand the user base.
[8]. Minimize technical errors and ensure quick load times to meet user expectations for seamless app performance.
[9]. Optimize apps for mobile platforms to cater to users who prefer flexibility and accessibility on the go.
[10]. Consider gender differences in design preferences to create interfaces that resonate with all users.

X. CONCLUSION

The study on customer perception towards fintech investment apps reveals critical insights into how modern investors engage with digital financial platforms. As the fintech ecosystem continues to expand, these apps have become central to democratizing investment opportunities, especially among younger, educated, and tech-savvy populations. The research findings indicate that factors such as ease of use, security, low costs, and educational features significantly influence user satisfaction and adoption.

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