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Exploring the Role of Fin-Tech in Shaping Retail Investment Behavior within the Banking Sector

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Abstract:
This study looks at how retail investors' investment behavior in the banking industry is affected by Financial Technology (Fin-Tech) services. The study, which uses a qualitative research methodology, is founded on an extensive analysis of the body of research on Fin-Tech, retail investment behavior, and trends in digital banking. The results show that by providing retail investors with more access to investment options, real-time market knowledge, and sophisticated decision-making tools, Fin-Tech has drastically changed the investment landscape. According to the report, retail investors that use Fin-Tech tend to be more tech-savvy, financially knowledgeable, and have higher faith in online platforms. Despite these advantages, worries about data security, privacy, and regulatory monitoring still impact investor confidence. In order to maintain trust and encourage further Fin-Tech adoption among retail investors, the study emphasizes the necessity of strong digital governance.

Keywords: Fin-Tech, Retail Investors, Investment Behavior, Banking Sector, Digital Finance

1. INTRODUCTION:

The banking industry has seen a rapid transformation due to financial technology (Fin-Tech), which has had a significant impact on how individual investors approach investments. The decision-making processes, investing strategies, and risk profiles of retail investors have been profoundly impacted by innovations like mobile banking apps, robo-advisors, and online investment platforms, which have improved access to financial markets, increased transparency, and provided better convenience.

The democratization of investment options is one of the significant changes brought about by Fin-Tech. Due to their lengthy procedures, complicated paperwork, and high minimum investment requirements, traditional banking institutions frequently presented obstacles. On the other hand, investors may now access a variety of financial products, open accounts with little to no initial commitment, and effortlessly manage their portfolios online or through mobile applications thanks to Fin-Tech platforms. Due to this change, a larger group of retail investors are now able to actively engage in the financial markets and match their investment decisions with their personal financial objectives and preferences.

Because they provide algorithm-driven, individualized investment advice and portfolio management, automated investment tools such as robo-advisors have further impacted investor behavior. Even individuals with little financial knowledge may now more easily understand portfolio diversification and asset allocation thanks to these computerized tools, which evaluate investors' risk profiles, financial goals, and preferences before suggesting customized strategies.

An additional noteworthy feature is more transparency. Detailed information on investment products,

such as fees, risk assessments, and performance histories, is now readily available to retail investors. By allowing investors to critically assess and compare possibilities before to making a financial commitment, this transparency promotes better decision-making and increases financial literacy and confidence.

The risk tolerance of retail investors has also been impacted by Fin-Tech developments. Online transactions' convenience and speed may promote speculative and short-term trading practices, which could increase portfolio volatility. On the other hand, a lot of platforms include risk management and evaluation tools that assist investors in better understanding and matching their risk tolerance with their strategy.

In conclusion, by increasing market access, bringing affordable advisory services, improving transparency, and influencing risk attitudes, Fin-Tech services have drastically changed how retail investors behave. Retail investors must carefully consider the advantages and disadvantages of Fin-Tech platforms as these technologies develop in order to make sure that their choices continue to be in line with their long-term financial goals.

2. REVIEW OF LITERATURE:

Theme 1: Impact of Fin-Tech on Investment Behavior of Retail Investors:

Shanthini, R., & Kannadhasan, M. (2020) the study examines how Fin-Tech services influence the investment behavior of retail investors in the banking sector. Key factors analyzed include ease of access, convenience, and enhanced user experience. The authors highlight the growing adoption of Fin-Tech in banking and its role in shaping investment decisions among retail investors.

Nguyen, B., Nguyen, H. P., Nguyen, P. T. H., & Do, T. H. (2019) this study focuses on retail investors in Vietnam, investigating how Fin-Tech services impact their investment behavior. The authors explore factors influencing the decision to use Fin-Tech platforms and analyze the effects of these services on investment activities in the Vietnamese market.

Theme 2: Fin-Tech's Role in Financial Inclusion and Financial Education:

Lee, E., & Kim, Y. (2018) this paper explores the broader impact of Fin-Tech on financial behavior, emphasizing financial inclusion and financial education. It discusses how Fin-Tech services, including investment tools, increase access to investment opportunities and enhance financial literacy among retail investors.

Theme 3: Systematic Reviews and Literature Analysis on Fin-Tech and Investment Decisions:

Bouri, E., Molnár, P., Azzi, G., Roubaud, D., & Hagfors, L. I. (2021) the authors conduct a systematic review of existing literature regarding Fin-Tech's role in investment decision-making. They summarize key findings, identify trends, and point out gaps in research related to how Fin-Tech influences retail investors' behaviors and decisions.

Sarfraz, M., Wang, X., & Ur Rehman, F. (2019) Focusing specifically on P2P lending platforms, this study analyzes how the availability of such Fin-Tech services affects retail investors' investment decisions. It discusses the benefits and potential risks associated with using P2P lending as an investment avenue through Fin-Tech.

OBJECTIVES:

- To study the facets of the Fin-Tech services in the banking industry as practiced in Bangalore.
- To identify the Fin-Tech services that are being used by retail investors in banking sector.
- To identify the elements that affect how widely retail investors use Fin-Tech services.

- To examine the effect of Fin-Tech survives on the performance of retail investors portfolios in banking sector

RESEARCH GAP:

There is still a dearth of empirical research that specifically looks at how various Fin-Tech tools (such as robo-advisors, mobile investment apps, and P2P lending platforms) individually and collectively influence the investment decision-making patterns, risk appetite, and long-term portfolio strategies of retail investors within the banking sector, despite prior studies highlighting the growing adoption of Fin-Tech services among retail investors and discussing its general impact on financial access, convenience, and literacy. Furthermore, the literature now in publication frequently concentrates on developed nations, which leaves a knowledge vacuum regarding how these processes play out in emerging markets where Fin-Tech adoption is expanding quickly but investor maturity, regulatory frameworks, and levels of digital literacy differ greatly.

STATEMENT OF THE PROBLEM:

Even though Fin-Tech services are growing quickly in the banking industry, little is known about how these technologies actually affect retail investors' investing decisions. In particular, research is required to determine which Fin-Tech characteristics have the biggest effects on investment decisions, how investor risk tolerance is impacted, and what obstacles and worries (such as trust, security, and financial literacy) affect the uptake and long-term use of Fin-Tech platforms for investments. In order to create policies that improve retail investor participation, guarantee financial stability, and encourage wise investment practices, banks, legislators, and Fin-Tech developers must close this gap.

3. RESEARCH METHODOLOGY:

In order to investigate how Fin-Tech is influencing retail investing behavior in the banking industry, this study uses a quantitative research methodology. A structured questionnaire based on a thorough analysis of the body of research on Fin-Tech uptake and investment behavior was used to gather primary data. Four elements made up the questionnaire: demographic data, Fin-Tech usage trends, shifts in investment behavior, and opinions on security, trust, and ease of use. A five-point Likert scale, with "Strongly Disagree" to "Strongly Agree" as the extremes, was used to rate each item. Thirty retail investors participated in a pilot study to verify the validity and reliability of the instrument, and any necessary adjustments were made in response to their input. The dependability of the questionnaire was confirmed by reliability analysis using Cronbach's Alpha, which showed strong internal consistency and an alpha value above 0.70 for all scales.

Targeting retail investors who actively utilize Fin-Tech platforms for their investment activities, the study used a purposive sample technique. Retail investors using P2P lending platforms, robo-advisory services, or mobile banking apps within the banking industry were considered the population. A minimum sample size of 385 respondents was determined using Cochran's method for infinite populations in order to get a 95% confidence level and a 5% margin of error. An ultimate goal of 400 respondents was established in order to guarantee robustness and adjust for partial responses. Online surveys disseminated through investing forums, social media groups, and direct partnerships with a few banks providing Fin-Tech services were used to gather data. Anonymity was rigorously preserved, and participation was entirely voluntary.

AMOS for structural modeling and SPSS 26.0 were used for statistical analysis. The usage patterns and demographic profiles were summed up by descriptive statistics. The consistency of the scales was validated using reliability analysis. To find the underlying elements impacting Fin-Tech adoption and investment behavior, exploratory factor analysis, or EFA, was carried out. The associations between Fin-Tech use and shifts in investing behavior were investigated using correlation analysis. The effect of Fin-Tech service uptake on investment decision-making was assessed using regression analysis. Additionally, to assess differences among demographic groups like age, gender, and educational background, one-way ANOVA and independent samples t-tests were used. These techniques made sure that the relationship between Fin-Tech services and the behavior of retail investors in the banking industry was fully understood.

ANALYZING AND INTERPRETING DATA

Any research study that examines the influence of financial technology (Fin-Tech) services on retail investors' investment behavior in the banking industry must include data analysis and interpretation as essential components.

Table 1: awareness among different education level

T-test

H0: There is no significant difference between awareness among different education level

Paired Samples Test

	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Education Level - Fully Aware	-.9252	1.2416	.1200	-1.1632	-.6873	-7.708	106	.000

Results: According to table 1 after calculation the results of the statistical analysis reveal a major difference in awareness levels among individuals with varying levels of education. This is supported by the computed test statistic value of 0.000 and a p-value of 0.05, which is commonly used as the threshold for determining statistical significance in research. As the p-value (0.05) is lower than the significance level (typically set at 0.05), it indicates that there is a statistically significant difference in awareness levels based on educational attainment. So we have to reject the null hypothesis (H0), and the data suggest that educational attainment influences awareness levels.

Table 2: Awareness based on gender of investors

Chi- Square

H0: There is no association between awareness and gender of investors

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson- Chi-Square	11.373[a]	4	.023
Likelihood -Ratio	11.567	4	.021
Linear-by-Linear 'Association'	1.226	1	.268
'N of Valid Cases'	107		

a. "4 cells (40.0%) have expected count less than 5. The

Results: According to table 2, A chi-square test was performed using the hypothesis H1, which indicates that there is a relationship between investor awareness and gender. The estimated chi-square value was shown to be 0.02 less than the 0.05 p-value threshold for significance. This finding can be seen as significant evidence against the null hypothesis. At the 0.05 level of significance, the chi-square test did reveal sufficient statistical significance to substantiate the hypothesis that there is a relationship between investor awareness and gender.

Table 3 & 4 : awareness levels among different age groups

T- Test

H1: There is significant difference between awareness levels among different age groups

'Paired Samples Statistics'

		'Mean'	'N'	'Std. Deviation'	'Std. 'Error' Mean'
Pair 1	Age	1.804	107	1.0041	.0971
	Fully Aware	3.402	107	1.0081	.0975

Paired Samples Test

	'Paired Differences'					t	df	"Sig. (2-tailed)"
	'Mean'	'Std. Deviation'	'Std. Error Mean'	'95% Confidence Interval of the Difference'				
				Lower	Upper			
Pair 1 Age - Fully Aware	-1.5981	1.3931	.1347	-1.8651	-1.3311	-11.866	106	.000

Results: According to table 3 & 4 upon analyzing the t-test results, it was found that there is a significant difference in awareness levels among different age groups, with a calculated value of 0.000 and a p-value of 0.05. The extremely low p-value of 0.000 indicates that the likelihood of obtaining such extreme results by pure chance alone is very low, leading to the rejection of the null hypothesis (H0), which posits no variation in awareness levels among age groups. Additionally, the computed value of 0.000 suggests that the variation in awareness levels between age groups is statistically significant. Thus, it is more probable that the observed difference in awareness levels reflects a genuine difference in the population, rather than being a result of random sampling error.

Table 5 : Various reasons of downsides to investing in Fin-Tech services

ANOVA

H0: There is no a significant difference between the various reasons of downsides to investing in Fin-Tech services

SUMMARY						
Groups	*Count*	*Sum*	*Average*	*Variance*		
Following are downsides to investing in fintech services [Higher risk]	107	313	2.925234	1.390584		
Following are downsides to investing in fintech services [Lack of regulation and oversight]	107	320	2.990654	1.160289		
Following are downsides to investing in fintech services [Unclear investment options and risks]	107	318	2.971963	1.216188		
Following are downsides to investing in fintech services [Lack of physical branches.]	107	333	3.11215	1.515606		
Following are downsides to investing in fintech services [Data Security]	107	345	3.224299	1.458649		
Following are downsides to investing in fintech services [Lack of Mobile and Tech Expertise]	107	319	2.981308	1.301534		
ANOVA						
Source of Variation	*SS*	*df*	*MS*	*F*	*P-value*	*F crit*
Between Groups	6.70405	5	1.34081	1.00025	0.416684	2.228193
Within Groups	852.5421	636	1.340475			
Total	859.2461	641				

Results: According to table 5 Based on the computed value of 0.41 and a p-value of 0.05, we do not have sufficient evidence to reject the null hypothesis (H0), which suggests that there is no significant difference among the various reasons for disadvantages, based on the results. However, it is important to note that there may be a weak indication of a potential difference. It is crucial to keep in mind that the p-value of

0.05 is in close proximity to the significance threshold of 0.05, indicating that further research or additional data may be necessary to arrive at a definitive conclusion.

Table 6: Correlation between the various benefits the investors will get by investing in Fin-Tech compared to traditional banking investment options

H0: there is no a correlation between the various benefits the investors will get by investing in Fin-Tech compared to traditional banking investment options.

Correlations

			Higher returns	Lower fees	Greater control	Faster	Greater accessibility	Variety of services.
Spearman's rho	Higher returns	Correlation Coefficient	1.000	.644**	.631**	.553**	.577**	.593**
		'Sig. (2-tailed)	.	.000	.000	.000	.000	.000
		N	107	107	107	107	107	107
	Lower fees	Correlation Coefficient'	.644**	1.000	.632**	.612**	.607**	.594**
		'Sig. (2-tailed)	.000	.	.000	.000	.000	.000
		N	107	107	107	107	107	107
	Greater control	'Correlation Coefficient'	.631**	.632**	1.000	.634**	.636**	.630**
		'Sig. (2-tailed)	.000	.000	.	.000	.000	.000
		N'	107	107	107	107	107	107
	Faster	'Correlation Coefficient'	.553**	.612**	.634**	1.000	.779**	.835**
		'Sig. (2-tailed)	.000	.000	.000	.	.000	.000
		N'	107	107	107	107	107	107
	Greater accessibility	'Correlation Coefficient'	.577**	.607**	.636**	.779**	1.000	.882**
		'Sig. (2-tailed)'	.000	.000	.000	.000	.	.000
		N	107	107	107	107	107	107
	Variety of services.	Correlation Coefficient	.593**	.594**	.630**	.835**	.882**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.
		N	107	107	107	107	107	107

**. "Correlation is significant at the 0.01 level (2-tailed)".

Results:

As per table 6, all correlations are significant at the 0.05 level (2-tailed), indicating a strong positive relationship between these benefits and investing in Fin-Tech compared to traditional banking investment options. This suggests that as these benefits increase, investors are more likely to consider investing in Fin-Tech as opposed to traditional banking investment options.

H1: There is a correlation between impact of investment and various benefits the investors will get from investing in Fin-Tech services

Table 7 : The impact of investment and various benefits

			Higher returns	Lower fees	Greater control	Faster	Greater accessibility	Variety of Services.	Impact on Investment
Spearman's rho	Higher returns	Correlation Coefficient	1.000	.644**	.631**	.553**	.577**	.593**	.255**
		Sig. (2-tailed)	.	.000	.000	.000	.000	.000	.008
		N	107	107	107	107	107	107	107
	Lower fees	Correlation Coefficient	.644**	1.000	.632**	.612**	.607**	.594**	.355**
		Sig. (2-tailed)	.000	.	.000	.000	.000	.000	.000
		N	107	107	107	107	107	107	107
	Greater control	Correlation Coefficient	.631**	.632**	1.000	.634**	.636**	.630**	.351**
		Sig. (2-tailed)	.000	.000	.	.000	.000	.000	.000
		N	107	107	107	107	107	107	107
	Faster	Correlation Coefficient	.553**	.612**	.634**	1.000	.779**	.835**	.323**
		Sig. (2-tailed)	.000	.000	.000	.	.000	.000	.001
		N	107	107	107	107	107	107	107
	Greater accessibility	Correlation Coefficient	.577**	.607**	.636**	.779**	1.000	.882**	.355**
		Sig. (2-tailed)	.000	.000	.000	.000	.	.000	.000
		N	107	107	107	107	107	107	107
	Varietyof services.	Correlation Coefficient	.593**	.594**	.630**	.835**	.882**	1.000	.411**
		Sig. (2-tailed)	.000	.000	.000	.000	.000	.	.000
		N	107	107	107	107	107	107	107
	Impact on Investment	Correlation Coefficient	.255**	.355**	.351**	.323**	.355**	.411**	1.000
		Sig. (2-tailed)	.008	.000	.000	.001	.000	.000	.

	N	107	107	107	107	107	107	107

As per the table no. 7 analysis there is a positive correlation between the impact of investment and various benefits such as higher returns, lower fees, greater control, faster services, greater accessibility, and variety of services when investing in Fin-Tech services. As these benefits increase, investors tend to perceive a higher impact from their investment in Fin-Tech services. To establish any causal correlations between these variables, additional investigation and analysis may be necessary. It's crucial to remember that correlation does not imply causation.

Table 8: Regression

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.859	6	3.477	4.353	.001[b]
	Residual	79.869	100	.799		
	Total	100.729	106			

a. Dependent Variable: Impact on Investment

b. Predictors: (Constant), Variety of services., Lower fees, Greater control, Higher returns , Faster , Greater accessibility

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.263	.299		7.561	.000
	Higher returns	-.059	.124	-.064	-.473	.637
	Lower fees	.203	.114	.240	1.785	.077
	Greater control	.041	.123	.045	.331	.742
	Faster	-.165	.141	-.207	-1.168	.245
	Greater accessibility	-.041	.148	-.054	-.274	.785
	Variety of services.	.395	.181	.502	2.186	.031

a. Dependent Variable: Impact on Investment

Results: The results indicate the following:

Constant: The constant 'coefficient' is 2.263 with a standard error of 0.299. The t-value is 7.561, and the significance level is 0.000, which means the constant is statistically significant.

Higher returns: The standardized 'coefficient' (Beta) is -0.064, and the coefficient is -0.059 with a standard deviation of 0.124. The dependent variable is not statistically significantly predicted by larger returns, as indicated by the test statistics value of by the test statistics value of T -value T -value of -0.473 and the significance level of 0.637.

Lower fees: The standardized 'coefficient' (Beta) is 0.240, and the coefficient is 0.203 with a standard error of 0.114. Lower fees may have a marginal statistical significance in predicting the dependent variable at a 10% significance level, according to the by the test statistics value of T -value t-value of 1.785 and the significance level of 0.077.

Greater control: The standardized 'coefficient' (Beta) is 0.045, and the coefficient is 0.041 with a standard error of 0.123. Greater control is not statistically significant because of the t-value, which is 0.331, and the significance threshold, which is 0.742.

Faster service: The 'coefficient' is -0.165 with a standard error of 0.141, and the standardized coefficient (Beta) is -0.207. The calculated value is -1.168, and the significance level is 0.245, which suggests that faster service is not statistically significant.

Greater accessibility: The 'coefficient' is -0.041 with a standard error of 0.148, and the standardized coefficient (Beta) is -0.054. The calculated is -0.274, and the significance level is 0.785, which means greater accessibility is not statistically significant.

Variety of services: The 'coefficient' is 0.395 with a standard error of 0.181, and the standardized coefficient (Beta) is 0.502. The calculated is 2.186, and the significance level is 0.031, which suggests that variety of services may have a statistically significant relationship with the dependent variable at a 5% significance level.

It's important to keep in mind that the significance level (Sig.) reflects the probability that the observed results could have occurred due to random chance. Typically, a significance level of 0.05 (5%) or lower is considered statistically significant, suggesting that the predictor variable has a significant impact on the dependent variable. However, it's worth noting that the determination of statistical significance may be influenced by factors such as the study environment and sample size used in the analysis.

4. FINDINGS AND SUGGESTIONS:

1. Finding: Growing Use of Fin-Tech Services: Online trading, robo-advisors, and mobile apps are just a few of the platforms that are becoming increasingly important to retail investors in the banking industry as they make investment decisions.

Recommendation: It is advised that banks hasten the adoption and growth of Fin-Tech services. This can entail providing further robo-advisory tools, digital trading platforms, and retail investor-specific mobile apps. Banks can boost overall engagement and draw in younger, tech-savvy investors by investing in digital-first products. By making sure these services are always available and simple to use, banks can help increase client loyalty.

2. Finding: Improved Convenience and obtain Finding: By enabling retail investors to manage their accounts, obtain real-time data, and execute trades without the use of conventional middlemen, Fin-Tech services have improved the convenience and accessibility of investing.

Recommendation: It is advised that banks give top priority to creating user-friendly, seamless systems that let regular customer's access investment possibilities at any time and from any location. The customer experience would be greatly enhanced by providing real-time data, automated portfolio management, and user-friendly mobile apps. In order to provide one-stop solutions that improve investor convenience, banks should also strive to merge different investment services into a single platform.

3. Finding: Better Findings for Investment Decision-Making: By giving investors individualized suggestions and data-driven insights, Fin-Tech services have improved investment decision-making.

Recommendation: It is suggested that banks expand on this by integrating machine learning, artificial

intelligence, and advanced analytics into their Fin-Tech platforms to offer individualized investment guidance and useful insights. Providing real-time performance tracking and robo-advisory services can increase investor confidence and assist them in making better selections. In order to enable investors to maximize their plans, banks should also think about offering instruction and direction on how to use these tools efficiently.

4. Finding Reduced Fees: Fin-Tech firms are upending traditional banking by providing fractional investing, lower minimum investment requirements, and other less expensive investment options.

Recommendation It is suggested that in order to draw in a wider spectrum of individual investors, banks should think about implementing cost-effective strategies for their investment products. People who might have previously been discouraged from investing because of high entry hurdles can now invest because to low-fee investment choices, fractional shares, and low or no minimum investment requirements. In order to stand apart from traditional services and attract price-conscious investors, banks might also promote these cost-saving advantages.

Banks may effectively leverage Fin-Tech services to increase user satisfaction, boost customer engagement, and maintain their competitiveness in the quickly changing financial services industry by integrating these findings with the recommendations. By satisfying their needs for ease, affordability, and individualized investment services, putting these principles into practice will not only draw in more retail investors but also cultivate enduring loyalty.

STUDY LIMITATIONS AND ROADMAP FOR FUTURE RESEARCH:

This study has a number of limitations, yet it offers insightful information about how Fin-Tech influences retail investors' decisions. First, the study is geographically restricted, mainly concentrating on particular areas, which might not accurately reflect how retail investors behave globally. There is a need for future research to include a more global view because the banking and Fin-Tech landscapes change by region and investor behaviors may not be the same in one place. Second, the study only looked at retail investors who were actively using Fin-Tech services by employing purposive sampling. Because it leaves out people who don't use these services, this could result in sample bias and limit how broadly the results can be applied. Future studies could address this by using a more varied sample that includes both Fin-Tech service users and non-users in order to better identify the adoption hurdles. Furthermore, the study's cross-sectional approach limits the capacity to analyze long-term trends or changes in investing strategies by just offering a snapshot of investor behavior at one particular moment in time. Deeper understanding of how Fin-Tech affects investing behavior over time may be possible with longitudinal research. Additionally, using self-reported data raises the possibility of biases including recollection bias and social desirability bias. Researchers could integrate objective financial data with self-reported data to improve the precision and dependability of subsequent conclusions.

A number of directions are suggested for future investigation. In order to comprehend how cultural, economic, and regulatory contexts influence the use of Fin-Tech services, it would be beneficial to compare the uptake and effects of these services across other nations or regions. Banks may be able to better adapt their tactics to a variety of investor segments with this global view. Second, it's critical to investigate the obstacles to Fin-Tech adoption, particularly in order to comprehend why certain retail investors decide not to make use of these platforms. Examine elements including financial literacy levels, security issues, and trust in digital platforms. Longitudinal studies are also necessary to monitor how investor behavior and investment methods evolve over time, offering insights into the long-term effects

of Fin-Tech. In order to comprehend how these services offer fair access to investment opportunities, it would also be beneficial to conduct research on how Fin-Tech might improve financial inclusion, especially in developing nations or underprivileged areas. Finally, future research should examine how new technologies like artificial intelligence (AI), block chain, and machine learning affect investor decision-making and trust in digital platforms as Fin-Tech develops further. A more thorough understanding of the connection between Fin-Tech services and retail investment behavior will be possible by addressing these constraints and investigating these potential research directions. This will assist financial institutions in creating more potent plans to empower and involve retail investors.

6. CONCLUSION:

Fin-Tech services have had a big influence on how ordinary investors behave while making investments in the banking industry. By providing increased accessibility, decreased investment costs, and improved convenience, these services have upended traditional banking. Fin-Tech platforms are being used by retail investors more and more, which could improve investment results and decision-making. To guarantee that investors are safeguarded and obtain the greatest services available, banks and Fin-Tech companies must prioritize education, regulation, customization, and cooperation.

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