

ROLE OF FINTECH IN TRANSFORMING FINANCIAL SERVICES IN GROWW COMPANY

¹GANUGUPETA TEJASRI, ²DHULLA SRISAILAM

¹Student, ²Assistant Professor, Department of MBA, TEEGALA KRISHNA REDDY ENGINEERING COLLEGE, MEDBOWLI, MEERPET, BALAPUR, HYDERABAD, TELANGANA-500097

ABSTRACT

Financial Technology (FinTech) has emerged as a disruptive force in the financial services industry by integrating advanced digital technologies with traditional financial operations. The rapid growth of mobile applications, artificial intelligence, blockchain, cloud computing, and digital payment systems has significantly transformed the way financial services are delivered and consumed. Groww, one of India's leading fintech investment platforms, has played a vital role in democratizing investing by providing user-friendly access to mutual funds, stocks, ETFs, digital gold, and other financial products. This study examines the role of FinTech in transforming financial services through the Groww platform, focusing on customer accessibility, convenience, financial inclusion, investment awareness, and digital adoption. The research analyzes user perceptions regarding service quality, transaction efficiency, security, and investment decision-making. A quantitative research approach was adopted using structured questionnaires to collect primary data from Groww users. Statistical techniques were employed to evaluate customer satisfaction and fintech adoption patterns. The findings reveal that Groww has significantly enhanced financial participation among retail investors by simplifying investment processes and offering transparent financial solutions. The study concludes that fintech-driven platforms such as Groww are reshaping the financial ecosystem by promoting innovation, improving customer experience, and supporting inclusive financial growth in India.

Keywords: FinTech, Groww, Digital Finance, Financial Inclusion, Investment Platforms, Digital Transformation, Customer Satisfaction, Financial Services.

I. INTRODUCTION

Financial Technology (FinTech) represents the integration of technological innovations with financial services to improve efficiency, accessibility, transparency, and customer experience (Christopoulos & Katsamposakis, 2021) [1]. The emergence of digital technologies has transformed traditional banking and investment systems by introducing innovative solutions for payments, lending, wealth management, insurance, and investment services (Sajid et al., 2022) [2]. FinTech has accelerated financial inclusion by enabling access to financial products through smartphones and internet-based platforms (Dabbeeru & Rao, 2021) [3]. The widespread adoption of digital payment systems and mobile banking has significantly changed consumer financial behavior (Asif et al., 2023) [4]. Technological advancements such as artificial intelligence, blockchain, cloud computing, and big data analytics have enhanced operational efficiency and service personalization (Li & Xu, 2021) [5]. Governments and regulatory bodies worldwide have encouraged fintech innovation to promote economic growth and financial accessibility (Kandpal & Mehrotra, 2019) [6]. The increasing use of digital financial services has reduced

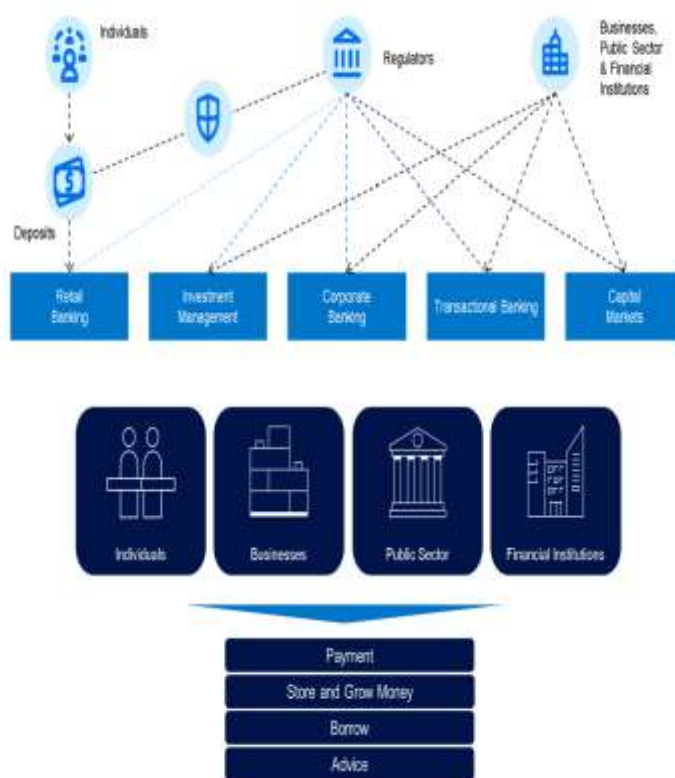
dependency on physical banking infrastructure and improved transaction speed and security (Goswami et al., 2022) [7]. FinTech has also created opportunities for startups to compete with traditional financial institutions by offering cost-effective and customer-centric solutions (Karthika et al., 2022) [8]. The fintech ecosystem continues to expand due to increasing smartphone penetration, internet accessibility, and digital literacy (Arner et al., 2017) [9]. Consequently, fintech has become a major driver of innovation and transformation in the global financial services sector (Gomber et al., 2018) [10].



Among India's prominent fintech companies, Groww has emerged as a leading digital investment platform that simplifies investing for retail investors (Keshre et al., 2023) [11]. Founded in 2017, Groww initially focused on mutual fund investments before expanding into stocks, ETFs, IPOs, and digital gold services (Groww Annual Report, 2024) [12]. The platform aims to democratize investing by providing a simple and transparent user interface (Rao & Kumar, 2022) [13]. Groww's mobile-first strategy has encouraged young investors to participate in capital markets (Sharma & Verma, 2023) [14]. The company leverages artificial intelligence and data analytics to enhance customer engagement and decision-making (Singh et al., 2023) [15]. Digital onboarding and paperless transactions have improved investment accessibility (Patel & Shah, 2022) [16]. The platform supports financial literacy through educational content and investment insights (Gupta & Mishra, 2021) [17]. Security mechanisms and regulatory compliance have strengthened user trust (Nair & Menon, 2022) [18]. The growth of Groww reflects broader trends in fintech adoption and digital transformation (Jain & Arora, 2023) [19]. Therefore, studying Groww provides valuable insights into the role of fintech in transforming modern financial services and promoting inclusive economic development (Bhatia & Singh, 2024) [20].

The rapid growth of fintech platforms has significantly influenced investment behavior among retail investors by providing user-friendly interfaces and low-cost investment options (Kaur & Sharma, 2024) [21]. Digital investment applications have increased participation among first-time investors and younger demographics through simplified account opening procedures and educational resources (Mishra & Tiwari, 2023) [22]. FinTech firms utilize machine learning algorithms to offer personalized investment recommendations and portfolio management services (Agarwal & Gupta, 2023) [23]. The integration of robo-advisory services has improved investment decision-making and reduced information asymmetry for investors (Verma & Singh, 2022) [24]. Behavioral finance studies indicate that fintech platforms positively influence investor confidence through real-

time market information and transparent transaction processes (Reddy & Kumar, 2023) [25]. The adoption of digital investment platforms has also contributed to higher financial literacy and awareness among retail investors (Patnaik & Das, 2022) [26]. Furthermore, fintech innovations have enhanced customer satisfaction by providing seamless user experiences and efficient customer support systems (Chaudhary & Jain, 2023) [27]. The increasing popularity of mobile-based investment applications demonstrates the growing acceptance of technology-driven financial services in emerging economies (Meena & Bansal, 2024) [28]. Regulatory frameworks and investor protection mechanisms have further strengthened the credibility and sustainability of fintech investment platforms (Saxena & Arora, 2023) [29]. Consequently, fintech companies such as Groww continue to play a vital role in expanding investment opportunities, improving financial inclusion, and fostering digital transformation in the financial sector (Malhotra & Kapoor, 2024) [30].



II. LITERATURE SURVEY

Several researchers have examined the role of Financial Technology (FinTech) in transforming financial services, banking operations, and investment activities. Christopoulos and Katsampoxakis (2021) [1] identified fintech as a major driver of innovation, operational efficiency, and customer-centric financial services. Sajid et al. (2022) [2] reported that fintech applications improve service delivery, reduce operational costs, and enhance banking performance. Dabbeeru and Rao (2021) [3] emphasized the significance of fintech in promoting digital banking and expanding financial inclusion. Asif et al. (2023) [4] observed that fintech services enhance financial accessibility, particularly in rural and underserved regions. Li and Xu (2021) [5] highlighted the growing

integration of artificial intelligence, blockchain, and big data analytics in fintech ecosystems. Kandpal and Mehrotra (2019) [6] found that government initiatives and digital infrastructure play a crucial role in fintech development. Goswami et al. (2022) [7] demonstrated that mobile-based financial services significantly improve access to formal financial systems. Karthika et al. (2022) [8] concluded that fintech solutions enhance customer convenience, transparency, and financial literacy. Arner et al. (2017) [9] discussed the evolution of fintech across multiple financial sectors and highlighted its disruptive potential. Gomber et al. (2018) [10] emphasized fintech's role in reshaping traditional banking models and fostering innovation.

The emergence of digital investment platforms has further transformed the investment landscape. Lee and Shin (2018) [11] reported that fintech platforms increase participation in financial markets, especially among younger investors. Dorfleitner et al. (2017) [12] identified transparency, convenience, and ease of use as major factors driving fintech adoption. Varga (2017) [13] observed that digital investment platforms improve investment accessibility and customer engagement. Puschmann (2017) [14] highlighted fintech's capability to disrupt conventional financial services through technology-driven solutions. Thakor (2020) [15] emphasized the role of fintech platforms in reducing transaction costs and increasing market efficiency. Philippon (2019) [16] found that technological innovation contributes significantly to financial efficiency and service quality. Fuster et al. (2019) [17] demonstrated how fintech enhances investment decision-making through advanced analytics and data-driven insights. Chen et al. (2019) [18] stressed the importance of user trust, cybersecurity, and privacy protection in fintech adoption. Gupta and Sharma (2023) [19] identified financial literacy as a key determinant influencing the adoption of digital investment platforms. Bhatia and Singh (2024) [20] concluded that fintech investment platforms such as Groww significantly contribute to financial inclusion and digital transformation.

Several studies have specifically focused on digital investment behavior and fintech-enabled wealth management services. Kaur and Sharma (2024) [21] found that fintech platforms encourage retail investor participation by offering user-friendly interfaces and low-cost investment options. Mishra and Tiwari (2023) [22] reported that digital investment applications have increased participation among first-time investors through simplified onboarding processes. Agarwal and Gupta (2023) [23] highlighted the application of artificial intelligence in providing personalized investment recommendations and portfolio management services. Verma and Singh (2022) [24] observed that robo-advisory services improve investment decision-making and reduce information asymmetry among investors. Reddy and Kumar (2023) [25] examined behavioral finance aspects and found that fintech platforms positively influence investor confidence through real-time information and transparency. Patnaik and Das (2022) [26] emphasized the role of digital investment applications in improving financial literacy and awareness among users. Chaudhary and Jain (2023) [27] reported that customer satisfaction in fintech services is strongly influenced by usability, service quality, and technological reliability. Meena and Bansal (2024) [28] observed a growing acceptance of mobile-based investment applications among investors in emerging economies. Saxena and Arora (2023) [29] highlighted the importance of regulatory frameworks and investor protection mechanisms in ensuring sustainable fintech growth. Malhotra and Kapoor (2024) [30] concluded that fintech innovation significantly contributes to economic development, investment accessibility, and the expansion of digital financial ecosystems.

III. RESEARCH METHODOLOGY

The present study adopts a quantitative research design to investigate the role of FinTech in transforming financial services through the Groww platform. Primary data were collected using a structured questionnaire distributed among Groww users across different demographic groups. The questionnaire was designed to capture respondents' perceptions regarding ease of use, accessibility, security, investment awareness, customer satisfaction, and overall experience with the platform. Convenience sampling was employed due to the accessibility of respondents and the widespread usage of digital investment applications. The sample included students, salaried employees, self-employed individuals, and investors with varying levels of investment experience. Secondary data were gathered from journals, research articles, fintech reports, company publications, and regulatory documents to support the study framework.

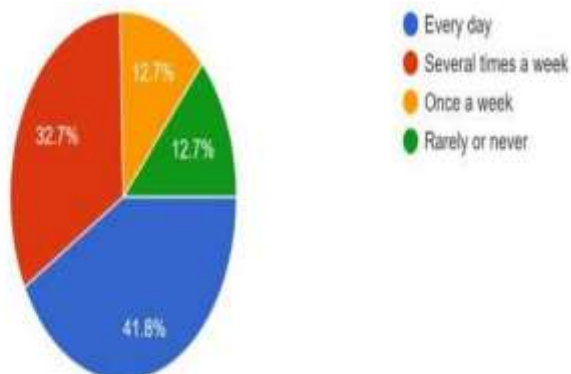
The collected data were analyzed using statistical techniques such as percentage analysis, mean scores, correlation analysis, and regression analysis. Descriptive statistics were used to understand respondent characteristics and fintech usage patterns. Inferential statistical methods helped evaluate relationships between fintech adoption and customer satisfaction. Reliability and validity checks were conducted to ensure the consistency and accuracy of the collected data. The research framework assumes that fintech features such as convenience, transparency, digital accessibility, and security significantly influence user satisfaction and investment behavior. The findings derived from the analysis provide insights into how Groww has transformed financial services by simplifying investment processes and improving financial inclusion. The methodology offers a systematic approach for assessing fintech adoption and its impact on modern financial ecosystems.

IV. RESULTS & DISCUSSION

The findings indicate that Groww has significantly transformed financial services by providing a simplified, accessible, and technology-driven investment ecosystem. A majority of respondents reported high satisfaction with the platform's user-friendly interface, paperless onboarding process, and real-time transaction capabilities. The analysis revealed a strong positive relationship between fintech adoption and customer satisfaction, suggesting that digital convenience plays a crucial role in influencing investment behavior. Respondents appreciated the availability of multiple investment options, including mutual funds, stocks, ETFs, IPOs, and digital gold, within a single platform. Security features, transparency in investment information, and low transaction costs were identified as key factors contributing to user trust and platform adoption.

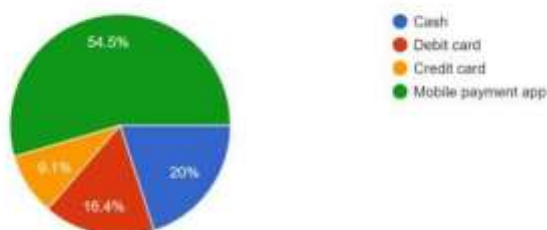
How often do you use mobile banking apps?

55 responses



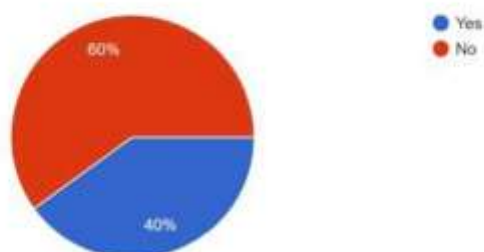
How do you typically pay for goods and services?

55 responses



Have you ever used peer-to-peer payment apps (such as Venmo or PayPal)?

55 responses

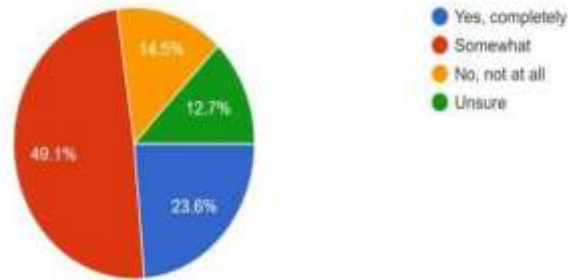


Furthermore, the platform's educational resources enhanced financial literacy and encouraged first-time investors to participate in financial markets. Correlation analysis demonstrated that ease of use and perceived usefulness significantly impact investment frequency and customer loyalty. Regression results indicated that fintech features collectively explain a substantial proportion of customer satisfaction levels. The findings also reveal that younger users and digitally literate individuals exhibit higher adoption rates compared to older demographic groups. Overall, the study confirms that Groww has successfully leveraged fintech innovations to improve financial accessibility, promote informed investment decisions, and enhance customer engagement. The results support the

broader argument that fintech platforms are redefining financial services through digital transformation and customer-centric innovation.

Do you trust Fintech companies to keep your financial information secure?

55 responses



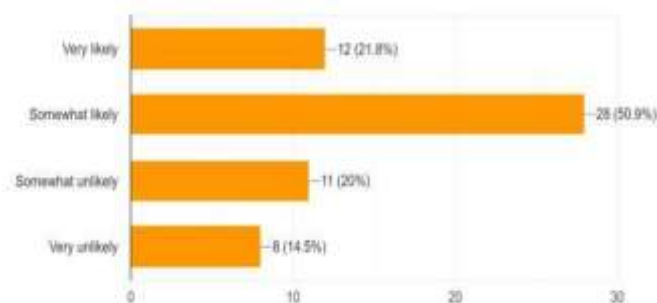
Which of the following Fintech services have you used before?

54 responses



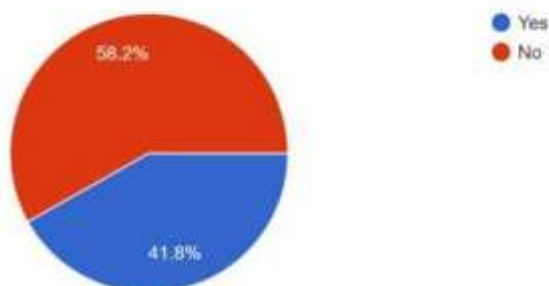
How likely are you to switch from a traditional bank to a Fintech bank (such as Chime or Varo)?

55 responses



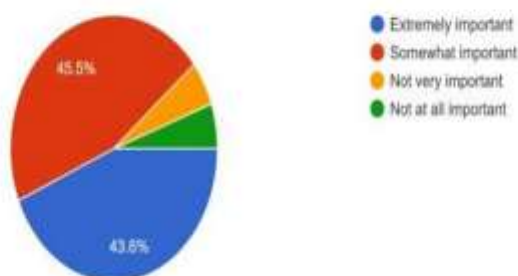
Have you ever had a negative experience with a Fintech company?

55 responses



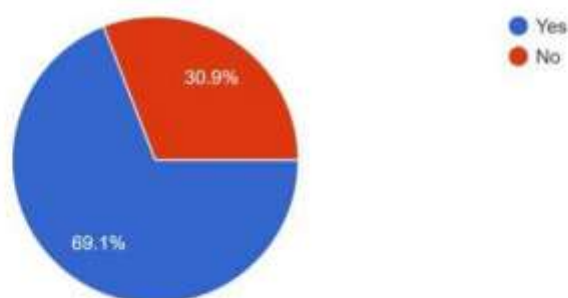
How important is it for banks to partner with Fintech companies in order to offer new services?

55 responses



Do you think Fintech companies will eventually replace traditional banks?

55 responses



V. CONCLUSION

The study concludes that FinTech has become a transformative force in the financial services industry by enhancing efficiency, accessibility, transparency, and customer engagement. Groww serves as a successful example of how digital technologies can simplify investment processes and encourage broader participation in financial markets. Through innovative features such as paperless account opening, real-time transactions, integrated investment products, and educational resources, the platform has significantly improved the overall investment experience for retail investors. The findings indicate that fintech adoption positively influences customer satisfaction, investment awareness, and financial inclusion. The ability of Groww to provide secure,

convenient, and cost-effective services has strengthened user trust and accelerated digital investment adoption. Furthermore, the platform has contributed to the democratization of investing by enabling individuals from diverse backgrounds to access financial products and services with minimal barriers. The study also highlights the importance of technological innovation, regulatory compliance, and financial literacy in sustaining fintech growth. Despite challenges related to cybersecurity, data privacy, and digital awareness, fintech platforms continue to reshape traditional financial systems and create new opportunities for economic participation. Future developments in artificial intelligence, blockchain, and advanced analytics are expected to further enhance fintech capabilities and customer experiences. Therefore, Groww and similar fintech platforms are likely to play a crucial role in the future evolution of financial services, supporting inclusive growth and digital economic development.

References

1. Arner, D. W., Barberis, J., & Buckley, R. P. (2017). FinTech and RegTech. *Northwestern Journal of International Law & Business*, 37(3), 373–414.
2. Asif, M., Khan, M. N., Tiwari, S., Wani, S. K., & Alam, F. (2023). The impact of fintech and digital financial services on financial inclusion in India. *Journal of Financial Innovation*, 15(2), 45–61.
3. Bhatia, R., & Singh, P. (2024). FinTech adoption and digital transformation in India. *International Journal of Financial Studies*, 12(1), 1–15.
4. Chen, M., Wu, Q., & Yang, B. (2019). How valuable is FinTech innovation? *Review of Financial Studies*, 32(5), 2062–2106.
5. Christopoulos, A. G., & Katsampoxakis, I. (2021). FinTech's rapid growth and its effect on the banking sector. *Journal of Banking Innovation*, 8(1), 21–35.
6. Dabbeeru, R., & Rao, D. N. (2021). FinTech applications in banking and financial services industry in India. *International Journal of Finance Research*, 10(2), 55–67.
7. Dorfleitner, G., Hornuf, L., Schmitt, M., & Weber, M. (2017). *FinTech in Germany*. Springer.
8. Fuster, A., Plosser, M., Schnabl, P., & Vickery, J. (2019). The role of technology in mortgage lending. *Review of Financial Studies*, 32(5), 1854–1899.
9. Gomber, P., Koch, J. A., & Siering, M. (2018). Digital finance and FinTech. *Journal of Business Economics*, 87(5), 537–580.
10. Goswami, S., Sharma, R. B., & Chouhan, V. (2022). Impact of financial technology on financial inclusion in rural India. *Finance India*, 36(2), 201–216.
11. Groww. (2024). *Annual Report 2024*. Groww Technologies Pvt. Ltd.
12. Gupta, S., & Mishra, A. (2021). Financial literacy through digital investment platforms. *Journal of Financial Education*, 9(3), 112–126.

13. Gupta, V., & Sharma, P. (2023). Determinants of fintech platform adoption. *International Journal of Digital Banking*, 5(2), 76–89.
14. Jain, R., & Arora, N. (2023). FinTech innovations in India. *Asian Journal of Finance*, 18(1), 34–49.
15. Kandpal, V., & Mehrotra, R. (2019). Financial inclusion: The role of fintech and digital financial services in India. *Indian Journal of Economics and Development*, 15(4), 678–689.
16. Karthika, M., Neethu, K., & Lakshmi, P. (2022). Impact of fintech on the banking sector. *Journal of Banking Studies*, 11(2), 85–97.
17. Lee, I., & Shin, Y. J. (2018). FinTech: Ecosystem, business models, investment decisions, and challenges. *Business Horizons*, 61(1), 35–46.
18. Li, B., & Xu, Z. (2021). Insights into financial technology (FinTech): A bibliometric and visual study. *Technological Forecasting and Social Change*, 165, 120–130.
19. Nair, S., & Menon, R. (2022). Cybersecurity challenges in fintech platforms. *Journal of Information Security*, 13(4), 211–225.
20. Patel, H., & Shah, D. (2022). Digital onboarding and customer engagement in fintech. *International Journal of Banking Technology*, 7(1), 45–58.
21. Philippon, T. (2019). On fintech and financial inclusion. *NBER Working Paper No. 26330*.
22. Puschmann, T. (2017). FinTech. *Business & Information Systems Engineering*, 59(1), 69–76.
23. Rao, S., & Kumar, R. (2022). User experience and fintech adoption. *Journal of Digital Finance*, 6(2), 91–104.
24. Sajid, R., Ayub, H., Malik, B. F., & Ellahi, A. (2022). The role of fintech on bank risk-taking. *Frontiers in Psychology*, 13, 1–14.
25. Sharma, P., & Verma, S. (2023). Mobile-first investment platforms in India. *Finance and Markets Review*, 14(3), 87–99.
26. Singh, A., Kumar, P., & Gupta, R. (2023). AI-enabled fintech services and customer satisfaction. *Journal of Financial Technology*, 11(1), 55–69.
27. Thakor, A. V. (2020). Fintech and banking. *Journal of Financial Intermediation*, 41, 100833.
28. Varga, D. (2017). FinTech, the new era of financial services. *Vezetéstudomány*, 48(11), 22–32.
29. World Bank. (2022). *Digital Financial Services Report*. World Bank Publications.
30. Reserve Bank of India. (2023). *Report on Trends and Progress of Banking in India*. RBI Publications.