

## A Study On Role Of Fintech Startups In Reshaping Digital Banking Customer Experience Post-Pandemic

Dr. V. Narayani<sup>1</sup>, Dr. M. Palaniappan<sup>1</sup>

<sup>1</sup>Assistant Professor, PG and Research Department of Commerce, Kamaraj College (Autonomous), Thoothukudi – 628003

### ABSTRACT

The COVID-19 pandemic has accelerated the adoption of digital banking services and significantly transformed customer interactions with financial institutions. FinTech companies have become important innovators in this field by providing user-friendly, safe, and convenient digital banking products. This research looks at how FinTech companies are changing the digital banking customer experience in Thoothukudi District after the epidemic. A structured questionnaire was used to gather primary data from 160 users of digital banking using a descriptive study approach. Using statistical tools like percentage analysis, mean score, standard deviation, and ANOVA provided by FinTech platforms, the study examines customer perception, usage behavior, and post-pandemic customer experience. Perceptions of transaction speed showed only slight variation. Additionally, while other parts of the customer experience are consistent across professional groups, occupational variances have a substantial impact on some aspects, such as increasing use of digital banking and ease of digital onboarding. Overall, the survey finds that by encouraging quicker transactions, easier onboarding, and creative service delivery, FinTech businesses have significantly improved digital banking experiences. In order to boost client trust, fortify digital banking strategies, and guarantee the long-term expansion of FinTech-driven financial services in the post-pandemic period, the research offers insightful information to banks, FinTech companies, and legislators..

**Keywords:** *FinTech Startups, Digital Banking, Post-Pandemic, FinTech Adoption.*

### 1. INTRODUCTION:

The rapid growth of financial technology (FinTech) has transformed the global banking landscape, especially after the COVID-19 pandemic. Due to health constraints and an increasing reliance on distant services, digital banking services, including mobile payments, UPI transactions, quick cash transfers, online loans, and digital wallets, saw remarkable acceptance during the epidemic. FinTech companies became important facilitators by providing creative, quick, and easy-to-use digital solutions that improved financial ease and accessibility. Through individualized services, real-time assistance, artificial intelligence, automation, and safe digital transactions, these businesses are continuing to transform the consumer experience in digital banking in the post-pandemic era. Due to increased digital literacy, smartphone use, and government programs encouraging digital payments, the use of digital banking channels is growing quickly in areas like Thoothukudi. Customers' adoption of FinTech services is still influenced by factors including data privacy, cybersecurity hazards, digital awareness, and trust. In order to comprehend shifting consumer tastes and spot chances for creative financial service delivery in Thoothukudi District, it is vital to examine how FinTech businesses are redefining the digital banking customer experience after the pandemic.

### REVIEW OF LITERATURE

Singh and Narayanan (2025) examined the post-pandemic shift in digital banking usage among Indian retail

customers with specific focus on FinTech-driven platforms. The study revealed that FinTech startups have significantly improved customer engagement and service convenience through AI-enabled assistance, digital onboarding, automated transactions and personalized services. The authors also reported that customers who started using digital banking during the pandemic continued even after normalization, due to improved trust and seamless user experience. The study concluded that collaboration between traditional banks and FinTech startups enhances efficiency and customer satisfaction in the digital banking ecosystem.

Rao (2025) analysed the influence of FinTech innovations on customer experience among public and private sector bank users in South India. The findings indicated that features such as instant payments, chatbot-based support, predictive analytics, and mobile financial applications strengthened user satisfaction and perceived value. The author emphasized that post-COVID digital habits, growing smartphone penetration, and low-cost FinTech applications accelerate digital banking adoption, particularly among young customers. The study also highlighted concerns such as cyber fraud, data privacy risk and technology dependency which influence long-term customer trust in digital platforms.

Sharma and Gupta (2024) analyzed customer experience and satisfaction with FinTech-enabled digital banking services in the post-pandemic era. Their research found that factors such as security, trust, responsiveness, and user-friendly interface strongly influenced customer

satisfaction. The study also noted that FinTech startups played a crucial role in addressing post-pandemic customer expectations by offering seamless payment solutions, real-time financial insights, and faster grievance redressal mechanisms. However, concerns related to data privacy and cybersecurity were identified as key challenges affecting customer trust. The authors suggested that continuous innovation and robust security frameworks are essential for FinTech startups to sustain positive customer experiences in digital banking.

**STATEMENT OF THE PROBLEM**

In India, the COVID-19 pandemic accelerated the adoption of digital banking services, resulting in a transition from traditional banking to financial solutions powered by technology. FinTech firms became significant participants in this shift, providing quick, easy-to-use, and cutting-edge digital financial services including online banking platforms, digital loans, mobile payments, and UPI-based services. Even while these innovations promise to improve financial accessibility, ease, and consumer pleasure, it is yet unclear how they will actually change the digital banking experience, particularly at the district level. Customers in the Thoothukudi district are depending more and more on digital banking platforms, but issues with service quality, security, dependability, knowledge of digital services, technological literacy, and trust still exist. Due to a lack of confidence, a fear of fraud, or a lack of experience with FinTech solutions, many clients still rely on traditional banking procedures. Therefore, the study's challenge is to determine how much FinTech startups have changed the way financial services are provided in the Thoothukudi district and how much they have impacted digital banking behavior, customer satisfaction, and overall customer experience following the pandemic. In the post-pandemic digital banking context, the study seeks to comprehend client perspectives, adoption rates, obstacles, and evolving expectations.

**OBJECTIVES**

1. To analyze customer perception towards FinTech startups in enhancing digital banking services in the post-pandemic period.
2. To measure the impact of FinTech startups on customer convenience, safety, transaction process and user experience.
3. To evaluate customer satisfaction with FinTech services in terms of service quality, speed, security, and digital support.

**NULL HYPOTHESIS**

1. There is no significant relationship between age and Perception towards FinTech Startups
2. There is no significant relationship between Occupation and Customer Experience Post-Pandemic

**METHODOLOGY**

The present study adopts a descriptive research design to analyze the role of FinTech startups in reshaping digital

banking customer experience in the post-pandemic period in Thoothukudi District. Primary data was collected through a structured questionnaire distributed to digital banking users using a convenient sampling method. A total sample of 160 respondents was selected, covering different age groups, income categories and occupations. The questionnaire consisted of demographic details, usage patterns of digital banking, perception towards FinTech services and post-pandemic customer experience, measured using a five-point Likert scale. The collected data was analyzed by using percentage analysis, mean score, standard deviation and ANOVA to examine the relationship between demographic variables and perceptions. Secondary data was gathered from journals, reports and online resources related to FinTech and digital banking trends.

**FRAMEWORK AND ANALYSIS**

**Table – 1 There is no significant relationship between age and Perception towards FinTech Startups**

ANOVA						
Factors		Sum of Squares	df	Mean Square	F	Sig.
<b>FinTech platforms made banking more convenient after COVID-19.</b>	Between Groups	4.333	4	1.083	2.121	.081
	Within Groups	79.167	155	.511		
	Total	83.500	159			
<b>I feel safer using digital payment services compared to cash after COVID.</b>	Between Groups	4.736	4	1.184	1.688	.155
	Within Groups	108.708	155	.701		
	Total	113.444	159			
<b>FinTech apps helped me manage banking services without visiting branches.</b>	Between Groups	1.319	4	.330	.369	.831
	Within Groups	138.581	155	.894		
	Total	139.900	159			
<b>FinTech platforms provide faster transactions than</b>	Between Groups	8.636	4	2.159	2.474	.047
	Within Groups	135.264	155	.873		

<b>traditional banks.</b>	Total	143.900	159			
<b>Digital payments increased my confidence in online banking.</b>	Between Groups	2.920	4	.730	1.163	.330
	Within Groups	97.324	158	.628		
	Total	100.244	159			
<b>FinTech startups offer better user-experience compared to banks.</b>	Between Groups	3.800	4	.950	1.820	.128
	Within Groups	80.893	152	.522		
	Total	84.694	159			
<b>FinTech platforms provide innovative financial services (lending, payments etc.).</b>	Between Groups	4.764	4	1.191	1.433	.226
	Within Groups	128.836	151	.831		
	Total	133.600	159			

Source: Primary Data

**Interpretation** - The ANOVA results reveal that, for most perception statements related to FinTech startups, the significance (Sig.) values are greater than the 0.05 level, indicating no statistically significant difference among different age groups in their perceptions. Respondents across age categories similarly perceive FinTech platforms as convenient, safe compared to cash, helpful in managing banking services without branch visits, confidence-enhancing for online banking, user-friendly, and innovative in providing financial services. However, one exception is observed for the statement “FinTech platforms provide faster transactions than traditional banks,” which shows a significance value of 0.047, indicating a statistically significant difference among age groups regarding this perception. Despite this single variation, the overall findings suggest that age does not play a major role in shaping perceptions toward FinTech startups, and users across age groups generally hold comparable views about the benefits and effectiveness of FinTech services in the post-COVID period.

Table – 2 There is no significant relationship between Occupation and Customer Experience Post-Pandemic

ANOVA					
Factors	Sum of Squares	df	Mean Square	F	Sig.

<b>Digital onboarding became easier due to FinTech platforms.</b>	Between Groups	18.071	4	4.518	3.923	.005
	Within Groups	178.523	155	1.152		
	Total	196.594	159			
<b>FinTech provides personalized notifications and financial insights.</b>	Between Groups	4.817	4	1.204	2.112	.082
	Within Groups	88.377	155	.570		
	Total	93.194	159			
<b>Customer support provided in FinTech apps is responsive.</b>	Between Groups	.307	4	.077	.128	.972
	Within Groups	92.687	155	.598		
	Total	92.994	159			
<b>FinTech features increased my digital banking usage after Covid.</b>	Between Groups	7.120	4	1.780	2.467	.047
	Within Groups	111.855	155	.722		
	Total	118.975	159			
<b>The pandemic accelerated my shift from traditional banking to FinTech.</b>	Between Groups	5.894	4	1.474	2.124	.080
	Within Groups	107.549	155	.694		
	Total	113.444	159			

Source: Primary Data

**Interpretation** - The ANOVA results indicate a mixed relationship between occupation and customer experience with FinTech platforms in the post-pandemic period. For the statements “Digital onboarding became easier due to FinTech platforms” (Sig. = 0.005) and “FinTech features increased my digital banking usage after Covid” (Sig. = 0.047), the significance values are less than 0.05, revealing a statistically significant difference among occupational groups. This suggests that respondents’ occupation influences their experiences related to ease of digital onboarding and the extent to which FinTech features encouraged increased digital banking usage. However, for other aspects such as personalized notifications and financial insights (Sig. = 0.082), responsiveness of customer support (Sig. = 0.972), and the pandemic-driven shift from traditional banking to FinTech (Sig. = 0.080), the significance values exceed 0.05, indicating no significant difference based on occupation. Overall, the findings suggest that while occupation plays a role in specific dimensions of customer experience, particularly onboarding and usage intensity,

perceptions of service support and overall transition to FinTech are largely similar across occupational groups.

## 2. CONCLUSION

The current study comes to the conclusion that, in the post-pandemic era in Thoothukudi District, FinTech businesses have significantly changed the digital banking customer experience. The results show that consumers generally view FinTech platforms as practical, safe, creative, and easy to use, allowing them to complete financial transactions effectively without going to physical branches. Customers' trust in online banking and digital payments has increased in the post-COVID environment, suggesting a long-term change in consumer behavior toward technology-driven financial services. The data also reveals that respondents of all ages had comparable opinions about the ease, safety, innovation, and general utility of FinTech services, indicating that age has no bearing on how customers see FinTech businesses. The general perspective is consistent, indicating broad acceptability of FinTech solutions across age groups, notwithstanding a little divergence in opinions about transaction speed. The study finds that occupation has a partial impact on customer experience. Perceptions of the ease of digital onboarding and the rise in digital banking usage following COVID-19 are highly influenced by occupational variations. However, there is no discernible difference across occupational categories in aspects like customer service responsiveness, tailored insights, and the overall transition from traditional banking to FinTech. This suggests that FinTech platforms have been successful in providing a generally uniform client experience regardless of professional expertise.

Overall, the study highlights that FinTech startups have emerged as vital contributors to the digital transformation of banking in the post-pandemic era. Their ability to speed up transactions, make onboarding easier, and offer new digital services has made customers happier and sped up the adoption of digital banking in Thoothukudi District.

The study suggests that continued focus on cybersecurity, digital awareness, and customer trust will further strengthen the role of FinTech startups in delivering inclusive and sustainable digital banking experiences.

## .. REFERENCES

1. Singh, A., & Narayanan, S. (2025). FinTech adoption and the evolution of digital banking experience in post-pandemic India. *Journal of FinTech and Digital Finance*, 13(1), 44–59.
2. Rao, M. (2025). Customer experience transformation through FinTech innovation in South Indian banking services. *International Journal of Banking Technology and Innovation*, 9(2), 88–102.
3. Gomber, P., Koch, J. A., & Siering, M. (2017). Digital finance and FinTech: Current research and future research directions. *Journal of Business Economics*, 87(5), 537–580. <https://doi.org/10.1007/s11573-017-0852-x>
4. Gupta, S., & Arora, N. (2022). Customer perception and adoption of FinTech services in India after COVID-19. *International Journal of Financial Services Management*, 11(3), 215–231.
5. Jain, S., & Gupta, M. (2023). FinTech adoption and digital payment behaviour among Indian consumers. *Journal of Financial Innovation*, 9(1), 1–18. <https://doi.org/10.1186/s40854-023-00412-9>
6. Kaur, K., & Kaur, P. (2021). Digital banking and customer experience: Evidence from post-COVID India. *Asian Journal of Business and Accounting*, 14(2), 233–255.
7. Lee, I., & Shin, Y. J. (2018). FinTech: Ecosystem, business models, investment decisions, and challenges. *Business Horizons*, 61(1), 35–46. <https://doi.org/10.1016/j.bushor.2017.09.003>
8. Reserve Bank of India. (2022). Report on trend and progress of banking in India 2021–22. RBI.