



## The Impact of Fintech Innovations on Traditional Banking Models

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### Abstract

*The advent of Financial Technology (Fintech) advancements has caused a considerable upheaval in the financial services industry in recent years. To improve its services and competitiveness, Angel Broking, a major participant in the Indian financial sector, has used these technologies. The influence of Fintech innovations on traditional banking models at Angel Broking is examined in this study, with particular attention paid to digitization, customer-centricity, operational modifications, and market positioning. For Angel Broking, the quick development of Fintech breakthroughs brings both opportunities and obstacles. For it to continue to succeed in the ever-changing financial services industry, it must comprehend how these innovations will affect its business processes, client interactions, and competitive positioning. The study's objectives are to look at specific Fintech breakthroughs that have an impact on Angel Broking, examine how they affect consumer behavior, evaluate operational changes, investigate regulatory issues, and analyze competitive positioning. Given how drastically Fintech technologies are changing the industry, Angel Broking must quickly adjust and take advantage of these developments. Making strategic decisions and preserving competitiveness requires an understanding of their effects.*

**Keywords:** FINTECH Innovations, Traditional Banking Models, Evaluate Operational Changes.

### 1. Introduction

In recent years, the financial services industry has experienced a seismic shift driven by the rise of Financial Technology (Fintech) innovations. These disruptive technologies have revolutionized traditional banking models, challenged established norms and reshaped the landscape of financial services [1]. One such example is Angel Broking, a prominent player in the Indian financial market, which has been at the forefront of embracing Fintech innovations to enhance its offerings and stay competitive in an increasingly digital world [2]. This study delves into the impact of Fintech innovations on traditional banking models at Angel Broking, exploring how these innovations have transformed the company's operations, customer engagement strategies, and market positioning [3]. The digitization of financial services stands out as a

significant impact of Fintech innovations on traditional banking models at Angel Broking. Through online trading platforms, mobile applications, and digital wallets, Angel Broking has made investing and trading more accessible and convenient for its customers. These digital channels not only facilitate faster and more efficient transactions but also empower customers with real-time access to market insights and investment opportunities [4]. Furthermore, Fintech innovations have spurred Angel Broking towards a more customer-centric approach. Personalized investment recommendations, robo-advisory services, and AI-powered analytics are examples of how Angel Broking tailors its offerings to meet the evolving needs and preferences of modern investors [5]. This focus on customer-centricity enhances satisfaction



and strengthens relationships, fostering long-term loyalty and advocacy. Additionally, Fintech innovations have transformed the way Angel Broking engages with its customers [6]. Through social media platforms, online communities, and interactive educational resources, Angel Broking fosters a vibrant ecosystem where investors can connect, learn, and collaborate. By leveraging technology to facilitate communication and knowledge-sharing, Angel Broking builds trust in its brand and strengthens customer relationships, creating a sense of belonging and community among its user base [7].

1.1. Purpose

The need for this study arises from the imperative for Angel Broking to adapt to the changing dynamics of the financial services industry driven by Fintech innovations [8]. As these innovations reshape customer expectations, market dynamics, and competitive landscapes, Angel Broking must gain insights into how they affect its business model, customer relationships, and overall strategy [9]. By understanding the impact of Fintech innovations, Angel Broking can proactively identify opportunities for growth, address challenges, and enhance its value proposition to remain relevant and competitive in the market [10].

1.2. Objectives

Fintech innovations have profoundly reshaped traditional banking models by introducing disruptive technologies and customer-centric approaches [11]. With streamlined processes, fintech has enhanced efficiency, reducing operational costs for banks. Moreover, it has democratized financial services, making them more accessible to underserved populations through digital platforms and mobile banking. However, this shift challenges traditional banks to adapt swiftly to stay competitive [12]. They face pressure to modernize their infrastructure, improve customer experiences, and innovate services to meet evolving consumer demands. Fintech's emphasis on data analytics and AI also prompts

banks to enhance their capabilities in these areas to remain relevant. Ultimately, the impact of fintech on traditional banking models is a catalyst for transformation, fostering [13-15].

2. Method

The research methodology involves a systematic approach including problem formulation, research design development, and data source determination. Data collection is planned through structured non-disguised questionnaires and Sampling involves random selection of 100 respondents from the twin cities area. The research instrument is a questionnaire with various question types, and data analysis utilizes statistical tools ANOVA test

3. Hypothesis Testing

- H0: There is no significant impact of Fintech innovations on traditional banking models at Angel Broking in Table [1-2].
H1: Fintech innovations significantly influence traditional banking models at Angel Broking in table 3

4. Results and Discussion

4.1. Results

Applying the regression Analysis for the data

Table 1 Regression Statistics

Table with 2 columns: Regression Statistics, values. Rows: Multiple R (0.973434), R Square (0.947574), Adjusted R Square (0.895147), Standard Error (4.490731), Observations (3)

Table 2 ANOVA

Table with 6 columns: Source, df, SS, MS, F, Significance F. Rows: Regression (1, 364.5, 364.5, 18.07438, 0.14707), Residual (1, 20.16667, 20.16667), Total (2, 384.6667)



**Table 3 Result of the ANOVA**

	Intercept	28
Coefficients	-7.06667	1.35
Standard error	8.049983	0.31754
T stat	0.87785	4.251397
P - value	0.541353	0.14707
Lower 95%	-109.351	2.68476
Upper 95%	95.21806	5.384762
Lower 95%	-109.351	2.68476
Upper 95%	95.21806	5.384762

**Interpretation:** The regression model shows a strong relationship between the variables, with an R-square value of approximately 0.948, indicating that around 94.8% of the variability in the dependent variable is explained by the independent variable. However, the model's overall significance is not confirmed, as indicated by the p-value of 0.147 for the F-test. Despite a statistically insignificant intercept and coefficient for the independent variable (28), their confidence intervals are wide, suggesting uncertainty in their estimates. Further investigation or refinement of the model may be warranted to improve its predictive power.

Reject H01, Accept HA1

### Conclusion

The survey findings provide valuable insights into the impact of Fintech innovations on banking behaviour's, customer preferences, and operational dynamics at Angel Broking. While the adoption of Fintech innovations has led to positive changes in customer experiences and operational efficiency, it has also presented challenges related to regulatory compliance, data security, and staff training. Moving forward, Angel Broking should focus on addressing these challenges while leveraging Fintech innovations to enhance customer satisfaction, improve service quality, and maintain a competitive position in the financial services industry.

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