



www.ijarr.org

A STUDY ON THE USAGE OF MOBILE PAYMENT AND FINTECH APPS AMONG COLLEGE STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE CITY

Dr. R. Lakshmi Priya Assistant professor, Department of B. Com (e-com)& B. Com (SF),
PSGR Krishnammal College for Women, Coimbatore, Tamilnadu, India

Ms. Darsani S T, Ms. Rithika S, Ms. Vaishnavi V, Student, Department o of B. Com (ecom),
PSGR Krishnammal College for Women, Coimbatore, Tamilnadu, India

ABSTRACT

The study focuses on the **awareness and usage of FinTech applications among college students**, with special attention to their impact on money management habits and the challenges faced during usage. As digital financial services are becoming an integral part of student life, this research evaluates how FinTech apps assist in budgeting, payments, and savings, while also highlighting difficulties such as app crashes, transaction failures, and lack of customer support. Data was collected from students in Coimbatore district and analysed using percentage method, chi-square, ANOVA, and descriptive statistics. The findings provide useful insights into students' financial behaviour, the role of FinTech in shaping money management practices, and the barriers that need to be addressed for wider adoption.

KEYWORDS

FinTech Apps, Digital Finance, Money Management, College Students, Usage Patterns.

INTRODUCTION

The rapid growth of Financial Technology (FinTech) has transformed the way individuals, especially college students, manage and use money. With the popularity of digital payment platforms, mobile wallets, and investment applications, students are increasingly exposed to convenient and innovative financial services. These applications not only support day-to-day transactions but also shape students' financial behaviors, influencing how they plan, spend, save, and invest their resources. At the same time, the use of FinTech apps is not without

challenges, as many students face barriers related to digital literacy, app navigation, security concerns, and trust in technology. In this context, it becomes essential to assess how FinTech apps influence students' money management habits and to identify the difficulties they encounter in using such platforms. Understanding these aspects will provide deeper insights into the effectiveness of FinTech in promoting financial awareness, responsible money practices, and overall digital inclusion among young learners.

STATEMENT OF THE PROBLEM

In recent years, financial technology (FinTech) applications such as digital wallets, UPI platforms, and mobile banking have become increasingly popular due to their speed, convenience, and accessibility. College students, being digital natives, are expected to adopt these platforms for payments, savings, and budgeting; however, the level of awareness and usage still varies widely. While some students effectively use FinTech apps to manage their money, others continue to rely on cash or traditional banking due to lack of knowledge, trust issues, or fear of cyber threats. This uneven adoption creates a gap in financial literacy and preparedness for a cashless economy. Students also face challenges like insufficient guidance, limited awareness of advanced features such as investments or credit, and concerns about data privacy and security. As a result, many restrict their use of FinTech apps to simple peer-to-peer transactions rather than exploring their full potential as comprehensive financial tools. Hence, this study aims to assess how FinTech apps influence students' money management habits and to identify the difficulties they encounter while using these applications.

OBJECTIVES

- ❖ To analyse how FinTech apps influence students' money management habits.
- ❖ To assess the difficulty in using FinTech apps.

SCOPE OF THE STUDY

The need for this study arises from the growing role of FinTech applications in the daily financial activities of college students. As young adults transition towards financial independence, the way they manage money during their student years has a lasting impact on their future financial behaviour. Assessing how FinTech apps influence students' money management habits is crucial to determine whether these tools promote responsible practices such as budgeting, saving, and controlled spending. At the same time, understanding the difficulties students face in using FinTech apps is equally important, as challenges like lack of

digital literacy, technical barriers, and security concerns may hinder their effective usage. This study is therefore necessary to bridge the gap between the potential of FinTech in fostering financial awareness and the practical challenges experienced by students, ensuring that such applications truly serve as enablers of financial inclusion and literacy among the youth.

RESEARCH METHODOLOGY

- **Area of Study** Tamilnadu.
- **Sample Size** 230–257 respondents.
- **Sampling Method** Non-probability sampling using simple random method.
- **Period of Study** June 2025 – September 2025 (4 months).
- **Tools Used** Percentage method, descriptive statistics, chi-square, mean ranking, and ANOVA.

LIMITATIONS OF THE STUDY

Most college students lack a strong financial background, which limits their awareness of advanced FinTech services. Many consider FinTech apps only as tools for small transactions through Google Pay or PhonePe, without exploring other financial services. Since colleges do not provide formal training or workshops on financial technology, students rely mainly on peers and social media for information. Fear of online fraud, scams, and data misuse also makes them hesitant to try new apps, restricting their overall awareness and usage.

REVIEW OF LITERATURE

In their survey-based research, **Mehta and Desai (2019)**¹ observed that most college students used FinTech services occasionally, especially for mobile recharges, bill payments, and peer transfers. Daily usage was more common among students with part-time jobs or those managing personal finances independently.

A study by **Roy and Thomas (2020)**² found that students who actively use FinTech apps tend to have better control over their spending and budgeting. Apps that offer real-time transaction updates, spending analytics, and goal-setting features have been instrumental in promoting financial discipline among young users.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table 1: Demographic variables and Awareness Level of FinTech Apps

DEMOGRAPHIC PROFILE	PARTICULARS	NUMBER OF RESPONDENTS	PERCENT
GENDER	Male	66	25.7
	Female	190	73.9
	Other	1	.4
	Total	257	100.0
AGE	below 18	23	8.9
	19 – 30	193	75.1
	31 – 50	31	12.1
	Above 51	10	3.9
	Total	257	100.0
QUALIFICATION	Undergraduate	174	67.7
	Postgraduate	54	21.0
	Scholars	29	11.3
	Total	257	100.0
RESIDENTIAL AREA	Urban	88	34.2
	Semi-Urban	91	35.4
	Rural	62	24.1
	Semi-Rural	16	6.2
	Total	257	100.0
MEMBERS IN A FAMILY	3	43	16.7
	4	109	42.4

	5	72	28.0
	More than 5	33	12.8
	Total	257	100.0
	1	62	24.1
	2	126	49.0
EARNING MEMBERS IN THE FAMILY	3	53	20.6
	More than 3	16	6.2
	Total	257	100.0
MONTHLY INCOME OF THE FAMILY	Below 25,000	19	7.4
	25001 - 50000	85	33.1
	50001 - 75000	77	30.0
	75001 and above	76	29.6
	Total	257	100.0

Based on Gender of the respondents

Based on gender, the majority of respondents are male (73.9%), followed by females (25.7%) and a small proportion identifying as others (0.4%). This clearly indicates that male participants dominate the study, while female and other gender respondents represent smaller portions of the sample. Hence, 73.9% of the respondents are male.

Based on Age of the respondents

Most respondents (75.1%) are aged 19–30 years, indicating that young adults dominate the study. Teenagers below 18 make up 8.9%, those aged 31–50 comprise 12.1%, and only 3.9% are above 51, showing minimal representation of older age groups. Hence, the majority of the respondents belong to the age group of 19–30 years.

Based on Qualification of respondents

Most respondents (67.7%) are undergraduates, indicating that the majority are pursuing a basic degree. Postgraduates make up 21%, while scholars account for 11.3%, showing undergraduates dominate the study sample. Hence, the majority of the respondents are undergraduates.

Based on Residential area of respondents

Most respondents (35.4%) live in semi-urban areas, followed by urban residents (34.2%). Rural and semi-rural participants account for 24.1% and 6.2%, respectively, indicating

a higher representation from semi-urban and urban regions. Hence, the majority of the respondents are from semi-urban areas.

Based on Members in a family of respondents

Most respondents (42.4%) come from families with 4 members, making it the most common family size. Families with 5 members account for 28%, 3 members for 16.7%, and those with more than 5 members make up 12.8% of the sample. Hence, it can be concluded that families with 4 members dominate the sample.

Based on Earning members in a family

Most respondents (49%) have 2 earning members in their family, indicating that dual incomes are most common. Families with 1 earning member account for 24.1%, those with 3 members for 20.6%, and more than 3 for 6.2% of the sample. Hence, the majority of the respondents have 2 earning members in their family.

Based on Monthly income of the respondents

Most respondents (92.6%) earn above ₹25,000 per month. The largest group (33.1%) earns ₹25,001–₹50,000, followed by 30% earning ₹50,001–₹75,000 and 29.6% earning above ₹75,000, while only 7.4% earn below ₹25,000. Hence, 92.6% of the respondents earn above ₹25,000 per month.

CHI SQUARE

H0: There is no significant association between demographic factors such as gender, age, qualification, monthly income, type of family, number of earning members, and area of residence with the frequency of fintech app usage.

Table 2: Demographic Variables Vs Frequency Distribution of FinTech App Usage

Demographic Factor	Group	Frequency Distribution of FinTech App Usage										Chi-square	Sig.
		P1		P2		P3		P4		Total			
		N	%	N	%	N	%	N	%	N	%		
Gender	Male	19	28.7	24	36.3	19	28.7	4	6.0	66	100	9.429	.151
	Female	43	22.6	60	31.5	50	26.3	37	19.4	190	100		

	others	0	0	0	0	1	1	0	0	1	100		
Age	Below 18	6	26.0	7	30.4	6	26.0	4	17.3	23	100	7.514	.584
	19 - 30	47	24.3	58	30.0	53	27.4	35	18.1	193	100		
	31 - 50	6	19.3	14	45.1	9	29.0	2	6.4	31	100		
	Above 51	3	30	5	50	2	20	0	0	10	100		
Qualifications	undergraduate	40	22.9	48	27.5	51	29.3	35	20.1	174	100	11.377	.077
	postgraduate	14	25.9	24	44.4	12	22.2	4	7.4	54	100		
	scholars	8	27.5	12	41.3	7	24.1	2	6.8	29	100		
Residential area	Urban	26	29.5	25	28.4	23	26.1	14	15.9	88	100	7.032	.634
	Semi-urban	19	20.8	34	37.3	26	28.5	12	13.1	91	100		
	Rural	14	22.5	19	30.6	15	24.1	14	22.5	62	100		
	Semi-rural	3	18.7	6	37.5	6	37.5	1	6.2	16	100		
Members in a family	3	10	23.2	12	27.9	14	32.5	7	16.2	43	100	3.049	.962
	4	28	25.6	38	34.8	27	24.7	16	14.6	109	100		
	5	14	19.4	24	33.3	21	29.1	13	18.0	72	100		
	More than 5	10	30.3	10	30.3	8	24.2	5	15.1	33	100		
No of earnings members in a family	1	17	27.4	21	33.8	12	19.3	12	19.3	62	100	13.704	.133
	2	31	50.0	38	61.2	36	58.0	21	33.8	126	100		
	3	10	18.8	24	45.2	14	26.4	5	9.4	53	100		
	More than 3	4	25.0	1	6.2	8	50.0	3	18.7	16	100		

Monthly income of the family	Below 25000	4	21.0	5	26.3	4	21.0	6	31.5	19	100	5.463	.792
	25001 - 50000	24	28.2	27	31.7	22	25.8	12	14.1	85	100		
	50001 - 75000	16	20.7	25	32.4	24	31.1	12	15.5	77	100		
	75001 and above	18	23.6	27	35.5	20	26.3	11	14.4	76	100		

❖ From the chi-square test, it is revealed that there is no significant association between demographic factors such as gender, age, qualification, monthly income, type of family, number of earning members, and area of residence with the frequency of fintech app usage. Across all groups, the majority of respondents reported using fintech apps occasionally or weekly, whereas daily use was least common.

DESCRIPTIVE STATISTICS

Table 3: *User Perception and Experience of FinTech Apps*

Source of information	N	Minimum	Maximum	Mean	Std. Deviation
FinTech apps help me manage my money better.	257	1.00	5.00	4.2218	1.13598
I use FinTech apps to manage my monthly expenses.	257	1.00	5.00	3.6459	0.82627
I have faced issues while using FinTech apps.	257	1.00	5.00	3.4125	0.89329
In-app support helped resolve the issues I faced.	257	1.00	5.00	3.1595	1.18661
I am satisfied with the overall experience of using FinTech apps.	257	1.00	5.00	3.0428	1.50329

❖ The results suggest that FinTech apps are effective in helping users manage money and expenses, but issues and limited support affect overall satisfaction, which remains comparatively low.

ANOVA

H0: There is no significant association between the experience of using FinTech apps and demographic factors such as gender, age, qualification, residential area, family size, number of earning members, and monthly income.

Table 4: Demographic Variables Vs Analysis of Variance on FinTech App Experience

Factor	Groups	Analysis of Variance on FinTech App Experience					
		N	Mean	SD	F-value	Sign Value	S/NS
Gender	male	66	3.48	0.61	0.29	0.74	NS
	Female	190	3.49	0.67			
Age	Below 18	23	3.39	0.52	1.59	0.19	S
	19-30	193	3.47	0.66			
	31-50	31	3.55	0.61			
	Above 51	10	3.90	0.77			
Qualification	Under graduate	174	3.46	0.66	0.90	0.40	S
	Postgraduate	54	3.59	0.65			
	Scholars	29	3.52	0.63			
Residential area	Urban	88	3.40	0.66	1.98	0.11	S
	Semi-urban	91	3.57	0.66			
	Rural	62	3.57	0.58			
	Semi-rural	16	3.26	0.77			
	3	43	3.46	0.67			

Members in a family	4	109	3.52	0.61	0.38	0.76	NS
	5	72	3.51	0.72			
	More than 5	33	3.39	0.62			
No. of earning members in a family	1	62	3.53	0.72	0.40	0.75	NS
	2	126	3.50	0.59			
	3	53	3.41	0.70			
	More than 3	16	3.51	0.71			
Monthly income of the family	Below 25000	19	3.51	0.51	0.63	0.59	NS
	25001 - 50000	85	3.55	0.70			
	50001 - 75000	77	3.50	0.61			
	75001 and above	76	3.41	0.67			

❖ In relation to enhance the experience of students with FinTech apps, the mean scores reveal small differences across factors like gender, age, qualification, residential area, family members, earning members, and monthly income. But, as the significance values exceed 0.05, it is concluded that there is no statistically significant difference in FinTech app experience among different demographic groups.

SUGGESTIONS

❖ Students can be encouraged to use budgeting features, expense trackers, and savings options within FinTech apps to build financial discipline. Awareness campaigns in colleges can highlight how these apps promote responsible spending and saving habits. Workshops and demonstrations can help students understand real-life benefits, such as avoiding overspending and setting financial goals. Regular use of these apps may also prepare students for better financial decision-making in adulthood.

- ❖ Students should be guided on the technical aspects of app usage through hands-on training sessions or simple tutorials. Colleges can collaborate with FinTech companies to provide user-friendly orientation programs. Gathering student feedback will help identify specific challenges, such as complex interfaces or security concerns, that make usage difficult. Simplifying language, improving accessibility, and offering helplines or peer support can reduce these difficulties significantly.

CONCLUSION

The study reveals that FinTech apps have a notable influence on college students' money management habits by providing convenient tools for budgeting, payments, savings, and peer-to-peer transactions. Students who actively use these applications tend to demonstrate better financial organization and awareness compared to those relying solely on traditional methods. However, the research also highlights several challenges in using FinTech apps, including concerns about online security, app complexity, transaction failures, and limited knowledge of advanced features like investments or insurance. These difficulties restrict students from fully leveraging the potential of digital financial tools. To maximize benefits, there is a need for greater financial literacy, targeted guidance, and user-friendly app designs. By addressing these barriers, FinTech apps can become effective instruments for improving financial management among students while fostering confidence, responsible usage, and long-term engagement with digital finance.

REFERENCES

1. **Mehta, R., & Desai, S. (2019).** Usage Patterns of Mobile Payment Applications among Students. *Indian Journal of Commerce and Management*, 12(3), 65–71.
2. **Roy, T., & Thomas, A. (2020).** FinTech Applications and Personal Finance Management among Youth. *Journal of Financial Planning and Education*, 8(1), 23–30.
3. **Zhang, Y., & Chen, L. (2023).** Perceptions and Usage of Digital Finance Apps among Chinese University Students. *Asian Journal of Finance and Economics*, 12(2), 101–115.
4. **Banerjee, P. (2020).** Academic Influence on FinTech App Usage: A Study on Commerce Students. *Indian Journal of Business and Finance*, 6(2), 102–108.
5. **Ramaswamy, M., & Nair, R. (2020).** Demographic Differences in the Usage of FinTech Applications: Evidence from Kerala's College Youth. *Journal of Financial Innovation*,

5(1), 73–82.

WEBSITES

https://repository.library.noaa.gov/view/noaa/66445/noaa_66445_DS1.pdf **NOAA**
Institutional **Repository**

https://repository.library.noaa.gov/view/noaa/17113/noaa_17113_DS1.pdf