

# Financial Technology, Service, Innovation and it's Fraud

Priyanka Bhajunandan Gupta<sup>1</sup> and Dr. Balram Gowda<sup>2</sup>

Research Scholar<sup>1</sup> and Assistant Professor<sup>2</sup>

The Byramjee Jeejeebhoy College of Commerce, Mumbai, Maharashtra, India

**Abstract:** *This study uses a mixed-method approach that integrates primary and secondary data sources to evaluate the relationship between fintech innovation and consumer behaviour. In order to obtain quantitative insights into consumer behaviours, preferences, and perceptions about the adoption of fintech and financial services, primary data collection is distributing a structured questionnaire to consumers. Concurrently, gathering secondary data entails a thorough analysis of the body of knowledge regarding fintech innovation and consumer behaviour found in existing literature and data sources. Relevant datasets with data on fintech uptake, payment trends, customer sentiment, and fraud events are evaluated using data mining techniques. A thorough grasp of the research phenomenon is provided by the integration of the findings from primary and secondary data sources. The analysis reveals trends and connections in the data, which makes it easier to produce recommendations and practical insights for all parties involved in the fintech ecosystem.*

**Keywords:** Fintech (financial technology),Blockchain, digital finance, payment systems, fraud, cybersecurity, machine learning, regulatory challenges, consumer protection, identity theft,security data breaches, Financial crime, compliance, cryptocurrency, fraud detection, & emerging threats