

Sustainable Marketing Strategies in FinTech: Evaluating Financial and Environmental Impacts

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Abstract: *The rapid growth of Financial Technology (FinTech) has transformed the financial services landscape, offering digital convenience, speed, and inclusion. Simultaneously, increasing environmental awareness has led businesses to adopt more sustainable practices. This study investigates the intersection of these two trends by evaluating how FinTech companies implement sustainable marketing strategies and how these efforts influence financial performance and environmental outcomes.*

Using a mixed-method research approach, including literature review and a structured online survey of 75 FinTech users primarily aged 21–30, the study reveals that sustainability-focused features—such as paperless transactions, carbon tracking, and green investment options—are increasingly recognized and valued by users. Over 50% of respondents reported choosing a FinTech service based on its sustainability initiatives, and nearly half indicated a willingness to pay a premium for eco-conscious financial services.

However, the findings also highlight a communication gap, with many users unsure of the actual environmental efforts made by FinTech firms. The study concludes that integrating sustainability into FinTech marketing not only enhances customer engagement and brand trust but also contributes to long-term profitability and environmental responsibility. Practical recommendations are offered to help FinTech companies align their digital strategies with sustainability goals for more impactful and credible green finance innovation.

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