

The Rise of Fintech and Its Influence on Conventional Banking Structures

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Abstract: *The advent of Financial Technology (Fintech) has ushered in a transformative era for the global financial services industry. This paper explores the extent to which Fintech has disrupted and redefined the operational landscape of traditional banking in India. Using a cross-sectional primary survey of 50 respondents, the study analyzes customer behavior, satisfaction, and trust levels associated with both Fintech and conventional banking services. Findings indicate a growing preference for digital-first solutions among younger consumers, with UPI platforms emerging as dominant tools for everyday transactions. Despite Fintech's rapid rise, traditional banks continue to maintain relevance in regulatory compliance and core financial functions. The study concludes that a hybrid model—incorporating both legacy trust and technological agility—represents the future of banking in India.*

Keywords: Fintech, Traditional Banking, UPI, Digital Transformation, Financial Services, Consumer Behavior, India

