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INFLUENCE OF FINTECH PLATFORMS AND BLOCKCHAIN TECHNOLOGY ON MUTUAL FUND INVESTMENT DECISIONS AMONG WORKING PROFESSIONALS: AN EMPIRICAL STUDY

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ABSTRACT

The fast development of blockchain and financial technology (FinTech) has drastically changed the investment environment, especially when it comes to mutual fund investments. Blockchain technology has improved transparency, security, and trust, while digital platforms, mobile applications, and online payment methods have streamlined investing procedures. With a focus on working professionals, this study attempts to investigate how FinTech and blockchain affect mutual fund investment decisions. The goal of the study is to comprehend how investor knowledge, convenience, risk perception, and decision-making behaviour are impacted by technology-driven platforms. The results show that although blockchain-based features have boosted investor confidence by guaranteeing data security and transaction transparency, FinTech platforms have improved accessibility and convenience of investment. According to the study's findings, FinTech and blockchain are essential for encouraging wise and effective mutual fund investing choices in the digital era.

KEYWORDS: FinTech, Blockchain, Mutual Funds, Investment Decisions, Digital Finance

INTRODUCTION

With the rise of FinTech and blockchain technologies, the financial services industry has experienced a dramatic transformation. Digital platforms that provide speed, ease, and efficiency are progressively replacing traditional investment techniques, which mostly relied on middlemen and manual procedures. The popular investment option of mutual funds has profited immensely from this technical development. FinTech apps give investors access to real-time data, simple transaction processes, and analytical tools to help them make better decisions. Blockchain technology simultaneously guarantees safe record-keeping, lowers fraud, and increases transparency. It is now crucial for investors, financial

institutions, and legislators to comprehend how these technologies affect mutual fund investing choices in this digital age.

REVIEW OF LITERATURE

Philippon (2019) Examined the role of FinTech in modern finance and found that digital platforms reduce investment costs and improve efficiency, encouraging greater participation in mutual fund investments.

Chen & Bellavitis (2019) Analyzed blockchain adoption in financial services and concluded that blockchain improves trust, transparency, and security, which positively influences investor confidence in digital investment platforms.

Gomber, Koch & Siering (2020) Highlighted that FinTech innovations such as mobile apps and online investment portals significantly influence investment behaviour and decision-making speed among retail investors.

Kou, Peng & Wang (2020) Found that digital financial tools enhance investment analysis and risk assessment, helping investors make more informed mutual fund decisions.

OECD Report (2020) Reported that FinTech platforms promote financial inclusion by simplifying investment procedures and enabling easy access to mutual fund products.

Sironi & Restoy (2021) Observed that robo-advisory and automated investment platforms improve portfolio diversification and decision accuracy in mutual fund investments.

Kumar & Gupta (2021) Conducted a study in the Indian context and found that working professionals prefer FinTech-based mutual fund platforms due to convenience, time-saving, and digital payment integration.

Singh & Sharma (2022) Identified that blockchain-based financial systems increase investor trust, but lack of awareness and technical knowledge remains a challenge in adoption.

Zhang, Xue & Liu (2022) Studied blockchain applications in financial markets and concluded that decentralized systems reduce fraud and improve transparency in investment transactions.

RBIF in Tech Report (2023) Highlighted the rapid growth of digital payments and FinTech platforms in India, noting their positive impact on mutual fund penetration and SIP investments.

Das & Nath (2024) Found that FinTech-enabled mutual fund platforms enhance financial literacy and informed decision-making among working professionals.

Patel & Mehta (2025) Concluded that the combined use of FinTech and blockchain technologies lead to smarter, safer, and more transparent mutual fund investment decisions.

STATEMENT OF THE PROBLEM

With the growing use of FinTech platforms and developing blockchain technologies, the financial industry has experienced a rapid digital revolution. Investments in mutual funds, which previously relied on manual procedures and financial intermediaries, are increasingly being made via internet

platforms, mobile applications, and digital payment methods. Even though these technology developments promise more efficiency, simplicity, and transparency, it is yet unclear how they will actually affect investors' decisions to invest in mutual funds.

FinTech-driven investing choices are becoming more accessible to working professionals, who make up a significant portion of mutual fund investors. Despite having easy access to digital platforms, many investors still struggle with issues like lack of knowledge of cutting-edge technology like blockchain, perception of risk, and trust in digital systems. Their confidence in using these platforms for long-term investments is frequently impacted by their lack of sufficient awareness and technical expertise.

Furthermore, the majority of current research focusses on FinTech or blockchain separately, with no empirical study looking at their combined influence on mutual fund investing choices. Additionally, there is not enough data to determine what influences working professionals' adoption of these technologies. To comprehend how FinTech and blockchain technologies affect mutual fund investment behaviour, decision-making procedures, and investor confidence, a thorough analysis is necessary. By filling this research gap, financial institutions, investors, and policymakers will be able to improve technology-driven mutual fund offerings and create successful digital investing strategies.

OBJECTIVES OF THE STUDY

1. To examine the role of FinTech platforms in influencing mutual fund investment decisions.
2. To analyze the impact of blockchain technology on investor trust and transparency in mutual fund investments.
3. To identify the factors influencing the adoption of digital platforms for mutual fund investments among investors.
4. To suggest measures for improving technology-driven mutual fund investment practices.

Influence of FinTech Platforms on Mutual Fund Investment Decisions

The way investors engage in mutual fund investing has been profoundly changed by FinTech platforms. These platforms give investors simple access to a variety of mutual fund schemes through robo-advisory services, internet portals, and mobile applications. Investment decisions are now less complicated and time-consuming because to features like paperless onboarding, e-KYC, real-time portfolio tracking, and quick digital payments.

By providing analytical tools, performance comparisons, risk assessment indicators, and tailored investment recommendations, FinTech platforms also raise investor knowledge. Based on their

financial objectives and risk tolerance, investors may now make confident and well-informed selections. Additionally, the availability of Systematic Investment Plan (SIP) services via digital platforms promotes frequent and disciplined investing among professionals in the workforce.

All things considered, FinTech platforms have an impact on mutual fund investment choices by enhancing accessibility, convenience, transparency, and financial literacy. This encourages more astute and technologically advanced investment behaviour in the digital era.

Role of Blockchain in Enhancing Trust and Transparency in Mutual Fund Investments

By offering a safe, decentralised, and impenetrable method of transaction recording, blockchain technology is essential to enhancing investor confidence and transparency in mutual fund investing. Every mutual fund investment transaction, including acquisitions, redemptions, and portfolio adjustments, is documented in an immutable ledger in a blockchain-based setting, lowering the possibility of fraud and manipulation.

Investors may confirm transaction histories and fund-related data in real time thanks to blockchain's openness, which boosts trust in fund administration procedures. By protecting critical investor data from unwanted access, blockchain technology also improves data security through encryption. Blockchain increases operational efficiency and accountability within the mutual fund ecosystem by reducing the need for middlemen and facilitating precise record-keeping. In general, the use of blockchain technology encourages increased reliability, transparency, and trust, empowering investors to make secure and knowledgeable mutual fund investing choices.

Factors Influencing the Adoption of Digital Platforms for Mutual Fund Investments

A number of institutional, individual, and technological factors affect the use of digital platforms for mutual fund investing. One of the most important criteria is ease of use, since investors are encouraged to switch from traditional techniques to digital platforms by user-friendly interfaces and straightforward investment procedures. Adoption is also greatly influenced by accessibility and convenience, such as anytime, anywhere investing via mobile applications.

Investors are more inclined to use digital platforms when they have confidence in the security of their financial and personal information, therefore perceived security and privacy are important considerations. Adoption is further influenced by awareness and financial literacy since investors who are more knowledgeable about digital technologies and mutual fund products typically use online platforms with greater assurance. Additionally, investors are motivated to favour digital investment platforms by cost efficiency, which includes cheaper transaction costs and lower middleman charges.

Investor adoption is also impacted by institutional support elements like platform dependability, customer service, and regulatory compliance. In general, the degree to which investors use digital platforms for mutual fund investments is determined by a combination of technological convenience, trust, awareness, and cost advantages.

Measures for Improving Technology-Driven Mutual Fund Investment Practices

Financial institutions, technology companies, and regulatory bodies must work together to improve technology-driven mutual fund investing practices. Increasing investor knowledge and digital financial literacy through webinars, training courses, and instructional materials that describe the use of FinTech platforms and cutting-edge technology like blockchain is one crucial step. Investors will be able to make confident and well-informed investing decisions thanks to this.

The creation of safe, user-friendly digital platforms with straightforward navigation, lucid information, and robust data security measures is another crucial step. Investor confidence can be further increased by including cutting-edge security features like encryption and blockchain-based verification systems. In order to promptly address investor enquiries, financial institutions should also offer effective customer support services like chatbots and specialised help desks.

To safeguard investors' interests, regulatory agencies should also provide robust compliance structures and open disclosure procedures. Technology-driven mutual fund investment strategies will be more dependable and efficient if innovation is promoted and regulatory monitoring is maintained. All things considered, these actions will encourage secure, open, and effective digital investing in the mutual fund industry.

RESEARCH METHODOLOGY

The current study uses an analytical research approach to investigate how FinTech platforms and blockchain technology affect investing choices in mutual funds. Both primary and secondary data are used in the study, however primary data analysis is given more weight.

Primary Data

A systematic questionnaire was used to gather primary data from working professionals who use digital platforms to invest in mutual funds.

Sample Size

The study was conducted with a sample size of 120 respondents, selected from working professionals actively investing in mutual funds.

Sampling Technique

Convenience sampling was used because it allowed the researcher to effectively get information from respondents who were readily available and eager to take part in the survey.

Study Area

The survey, which focused on working professionals from a variety of industries, including corporate services, banking, IT, and education, was conducted in Tamil Nadu.

Secondary Data

Journals, research publications, books, RBI and SEBI reports, conference papers, and pertinent websites pertaining to FinTech, blockchain, and mutual fund investments were the sources of secondary data.

Tools for Analysis

To understand investor behaviour, preferences, and views, the gathered primary data were categorised, tabulated, and analysed using basic statistical techniques such mean scores, percentage analysis, and graphical representations (charts and tables).

Because the study uses systematic data collecting and analysis to reach significant results, it is analytical and empirical in character.

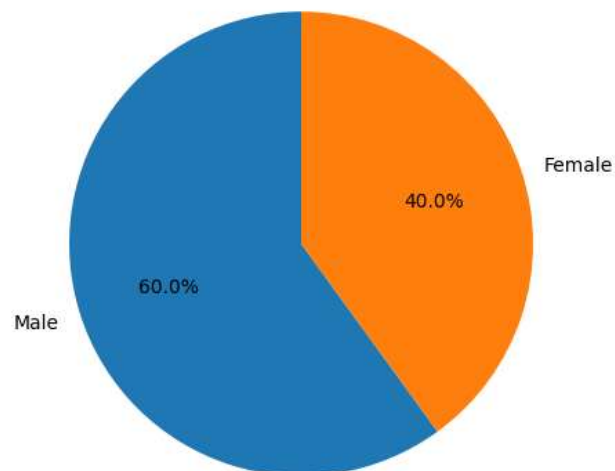
Sample Data for Analysis

Table 1: Demographic Profile of Respondents n = 120

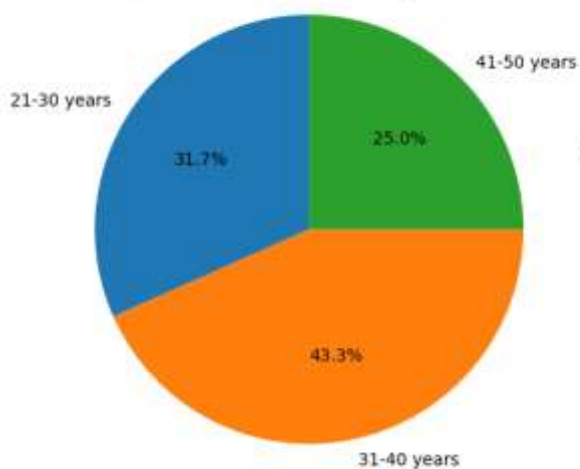
Particulars	Category	No. of Respondents	Percentage (%)
Gender	Male	72	60
	Female	48	40
Age Group	21–30 years	38	31.7
	31–40 years	52	43.3
	41–50 years	30	25.0

Occupation	IT & Corporate	46	38.3
	Banking & Finance	32	26.7
	Education	24	20.0
	Others	18	15.0

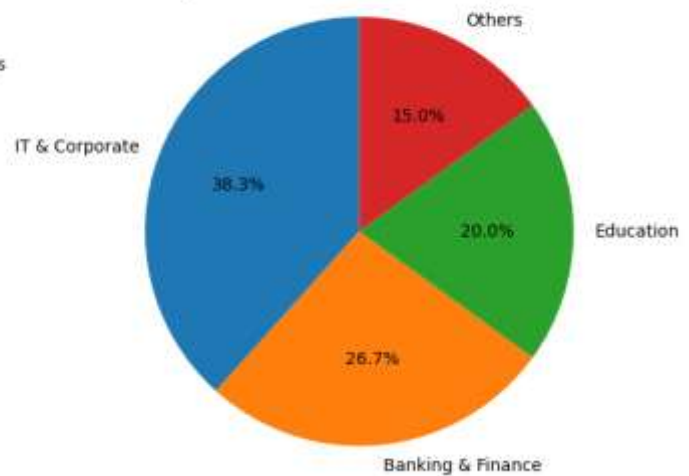
Gender-wise Distribution of Respondents



Age-wise Distribution of Respondents



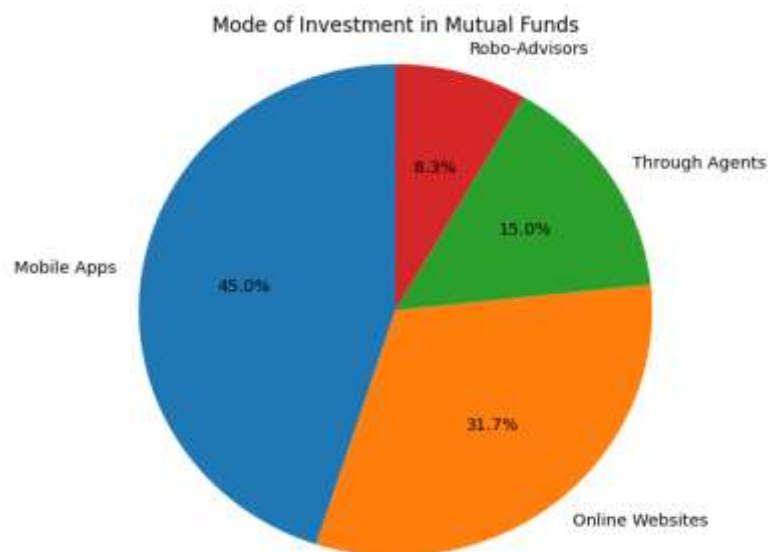
Occupation-wise Distribution of Respondents



Here are the pie charts for all demographic data

Table 2: Use of FinTech Platforms for Mutual Fund Investments

Mode of Investment	Respondents	Percentage (%)
Mobile Apps	54	45
Online Websites	38	31.7
Through Agents	18	15
Robo-Advisors	10	8.3
Total	120	100



Here is the pie chart for Table 2: Use of FinTech Platforms for Mutual Fund Investments.

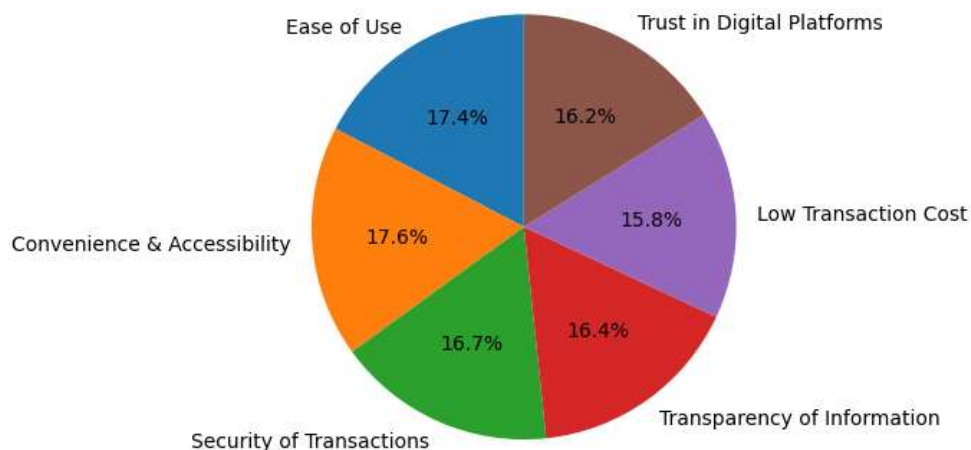
Table 3: Factors Influencing Adoption of Digital Platforms (Mean Score Analysis)

Factors	Mean Score
Ease of Use	4.35
Convenience & Accessibility	4.42
Security of Transactions	4.18
Transparency of Information	4.10
Low Transaction Cost	3.96
Trust in Digital Platforms	4.05

Interpretation:

Higher mean scores indicate that **ease of use, convenience, and security** are the most influential factors in adopting digital platforms.

Factors Influencing Adoption of Digital Platforms (Mean Score Analysis)

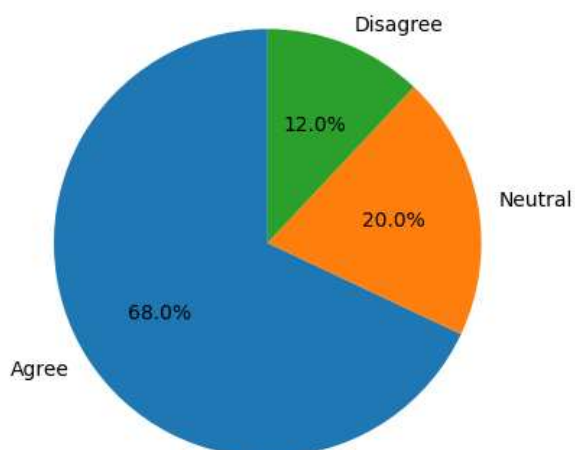


Here is the pie chart for Table 3: Factors Influencing Adoption of Digital Platforms (Mean Score Analysis)

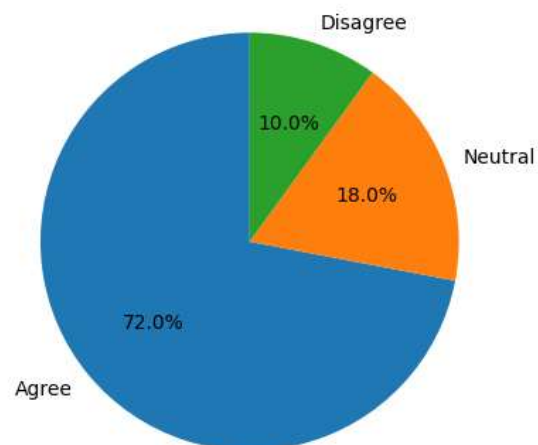
Table 4: Impact of Blockchain on Investor Trust and Transparency

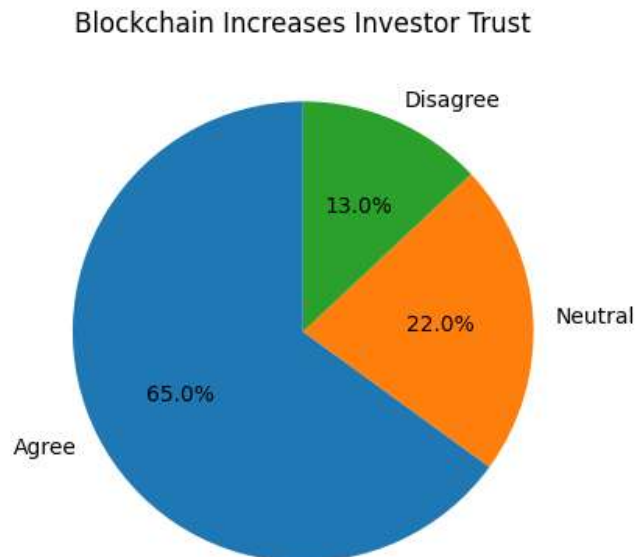
Statement	Agree (%)	Neutral (%)	Disagree (%)
Blockchain improves transparency	68	20	12
Blockchain enhances data security	72	18	10
Blockchain increases investor trust	65	22	13

Blockchain Improves Transparency



Blockchain Enhances Data Security





Here is the pie chart for Table 4: Impact of Blockchain on Investor Trust and Transparency

FINDINGS AND SUGGESTIONS

FINDINGS

According to the report, working professionals can now invest in mutual funds at any time and from any location thanks to FinTech platforms, which have greatly improved accessibility and convenience. The availability of automated SIP facilities and digital payment methods has reduced reliance on conventional intermediaries by promoting regular and disciplined investment activity. The results also show that by guaranteeing transparency, immutability of records, and enhanced data security in mutual fund transactions, blockchain technology plays a critical role in boosting investor trust. Because of features like real-time portfolio tracking, rapid transaction confirmations, and streamlined monitoring procedures, respondents reported a high degree of confidence in digital investment platforms. But the report also shows that a major obstacle for some investors is still a lack of technical expertise, digital literacy, and understanding of cutting-edge technology like blockchain. Furthermore, cautious investors' investing choices are still influenced by worries about cybersecurity threats and data privacy.

SUGGESTIONS

To inform investors on the advantages and responsible use of FinTech and blockchain technology, financial institutions, asset management firms, and regulatory agencies should regularly hold awareness and training sessions. To increase overall acceptance and draw in older and less tech-savvy investors, developers should concentrate on creating straightforward, intuitive, and user-friendly

digital platforms. To protect data, reduce fraud, and boost investor confidence in digital investing platforms, robust regulatory frameworks and efficient compliance procedures should be put in place. To increase accountability, transparency, and operational efficiency, mutual fund companies are urged to broaden the use of blockchain technology in areas like transaction processing, record keeping, and reporting. Additionally, in order to improve user experience and quickly handle technical issues, customer support systems—such as chatbots with AI capabilities and specialised help desks—should be upgraded.

CONCLUSION

Blockchain technology and fintech have become revolutionary forces in the mutual fund sector. FinTech platforms have transformed investment procedures by offering data-driven decision-making tools, speed, efficiency, and accessibility. By guaranteeing transparency, security, and trust through decentralised and impenetrable systems, blockchain technology simultaneously fortifies the investing ecosystem. According to the study's findings, the integration of blockchain technology and FinTech encourages wise investing, boosts investor confidence, and fosters long-term growth in the mutual fund industry. These technologies are anticipated to have a significant impact on how mutual fund investments will develop in the digital era, particularly among working professionals, as digital use keeps growing.

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