

# The Influence of Fin-Tech Payment Apps on Promoting Eco-Friendly Purchases

## OPEN ACCESS

Volume: 13

Special Issue: 1

Month: March

Year: 2025

E-ISSN: 2582-6190

### Citation:

Catherine Angelina, G., and M. Mohana Priya. "The Influence of Fin-Tech Payment Apps on Promoting Eco-Friendly Purchases." *ComFin Research*, vol. 13, no. S1-i2, 2025, pp. 201–06.

### DOI:

<https://doi.org/10.34293/commerce.v13iS1-i2-Mar.8766>

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### Abstract

*This inquire about analyzes how money related innovation (fin-tech) installment apps, impact and advance ecologically economical obtaining conduct among shoppers. The think about examinations the viability of different fin-tech installment instruments, such as computerized wallets and portable installment apps in empowering eco-friendly buys. It points to recognize the key highlights that drive eco-friendly buy conduct and assess the generally impact of fin-tech installment apps on advancing eco-friendly buys from a buyer point of view. This consider incorporates quantitative technique and utilizes a survey-based survey for collecting information on which the examination is made based on the reactions.*

**Keywords:** Fin-Tech, Fin-Tech Installment Apps, Eco-Friendly Buy, Economical Obtaining Conduct

### Introduction

In later a long time, the crossing point of the budgetary technology (fin-tech) and natural maintainability has risen as a imperative region of inquire about. In today's world as customers are getting to be more cognizant of the natural affect of their acquiring choice, the require for imaginative arrangements to empower eco- inviting conduct is additionally developing. In arrange to impact and advance ecologically feasible obtaining conduct, the fin-tech installments apps give different highlights for shoppers. This investigate points to analyze how much impact the fin-tech installment apps have in advancing eco-friendly buys of shoppers and looks at their adequacy from a shopper point of view.

### Review of Literature

Setiawan, B., et al, (2024). The ponder points to look at the impact of green advancement on shopper buy eagerly for eco-friendly items, particularly centering on the part of natural concerns. The investigate utilized quantitative approach conjointly utilized an affiliated approach. The investigate included essential information collected from 385 respondents through overview strategy. The discoveries of the ponder

states that natural concern has essentially influenced green buy deliberate, whereas green development has no critical relationship.

Durmus, I., & Akyuz, A. M. (2024). The study points to assess green administration and green innovation investigate in organizations through a Bibliometric investigation of existing writing. The inquire about strategy included in this inquire about is Bibliometric investigation in which the creators have systematically inspected already distributed considers from the net of science database. Discoveries uncovered that there was a critical intrigued in green administration and innovation.

Baldangombo, U., et al, (2024). The point of the think about is to investigate the variables affecting green buy purposeful among buyers in Mongolia, emphasizing on distinctive factors such as buyer state of mind, eco-labelling, government approach and eagerness to pay etc. The consider included a quantitative approach and essential information was collected from 346 respondents through an internet overview. The discoveries uncovered that the thriving to spend was the most grounded indicator of green buy purposeful, taken after by eco-labelling and government arrangement.

Nabil, D, et al, (2024). The inquire about points to analyze the relationship between green back and sustainable advancement within the nation Morocco. It centers on the affect of green fund and feasible advancement on financial development and natural conservation between the periods 2016 and 2022. The investigate incorporates auxiliary information sources, and a quantitative approach technique has been utilized. The discoveries of the consider state that there was a noteworthy positive relationship between renewable vitality utilization, green finance, and financial development additionally appeared a lessening in CO<sub>2</sub> emanations. Another vital finding of the inquire about demonstrated that Morocco's GDP was fortified since of ventures made in green back. The ponder proposed extending green back systems and renewable vitality integration.

Chen, C., et al, (2024). The main aim of the research was to examine the impact of digital inclusive finance on green innovation, especially in the context of Chinese A-share listed companies. The research methodology employed to carry out the research is multi-dimensional fixed-effect model and primary data collection method was employed. The research found that digital inclusive finance remarkably promotes green innovation within enterprises. Suggestions of the research stated that enhancing digital inclusive finance can help in alleviating financial constraints for SME's by improving green innovation.

### **Objectives of the Study**

- To identify the key features of the Fin-tech payment apps that drive eco-friendly purchasing behaviour among consumers.
- To evaluate the effectiveness of the commonly used Fin-tech payment apps in encouraging eco-friendly purchasing behaviour with the help of percentage analysis.
- To measure the overall influence of commonly used Fin-tech payment apps on promoting eco-friendly purchases.

### **Research Methodology**

#### **Research Design**

- The study employs analytical research design and the methodology involved is quantitative approach.

#### **Data Collection**

Primary data is utilized in this research by collecting 105 responses from people who have used Fin-tech payment apps through survey method.

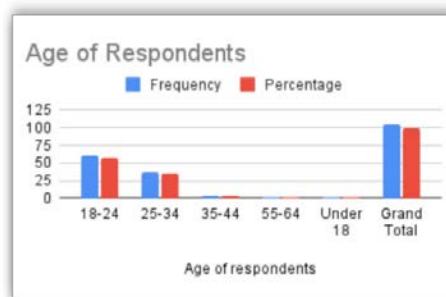
## Data Analysis

- Percentage analysis is done with the data collected from the respondents.

## Analysis and Discussion

**Table 1 Age of Respondents**

Age of respondents	Frequency	Percentage
18-24	60	57.1%
25-34	37	35.2%
35-44	4	3.8%
55-64	2	1.9%
Under 18	2	1.9%
Grand Total	105	100%



**Figure 1 Age of Respondents**

According to Table 1 & Figure 1 the highest number of respondents fall under the age group of 18-24 with 57.1% and lowest number of respondents fall under the age group of 55-64 and under 18 category with same 1.9%.

**Table 2 Using Fin-tech payment app to make an eco-friendly purchase**

Using Fin-tech payment app to make an eco-friendly purchase	Frequency	Percentage
No	17	16.19%
Not sure	21	20%
Yes	67	63.80%
Grand Total	105	100%

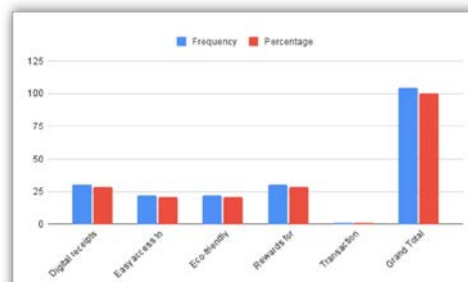


**Figure 2 Using Fin-tech payment app to make an eco-friendly purchase**

Table 2 & Figure 2 shows that 67 respondents out 105 respondents use these fin-tech payment apps to make eco-friendly purchase, which the majority with 63.80%.

**Table 3 Most influential feature of Fin-tech payment apps in making eco-friendly purchases**

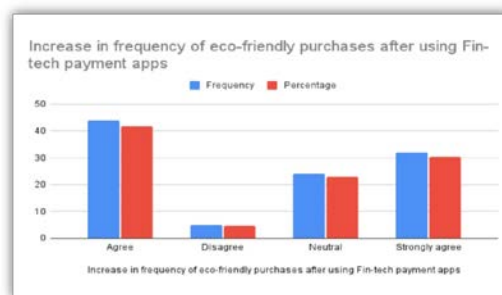
Most influential feature of Fin-tech payment apps in making eco-friendly purchases	Frequency	Percentage
Digital receipts and paperless transactions	30	28.57%
Easy access to information about product sustainability	22	20.95%
Eco-friendly product recommendations	22	20.95%
Rewards for sustainable choices	30	28.57%
Transaction history	1	0.95%
Grand Total	105	100%

**Figure 3 Most influential feature of Fin-tech payment apps in making eco-friendly purchases**

From Table 3& Figure 3 shows we could see that Digital receipts and paperless transactions & reward for sustainable choices stands as the most influential feature of fin-tech payment apps in making eco- friendly purchases with a percentage of 28.57%.

**Table 4 Increase in frequency of eco-friendly purchases after using Fin-tech payment apps**

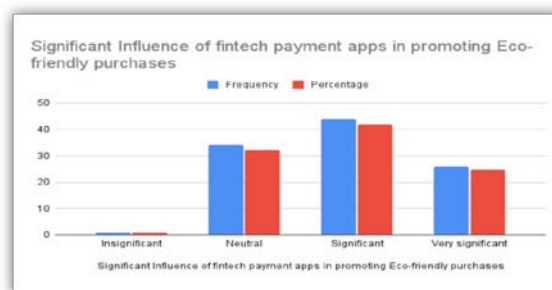
Increase in frequency of eco-friendly purchases after using Fin-tech payment apps	Frequency	Percentage
Agree	44	41.90%
Disagree	5	4.76%
Neutral	24	22.85%
Strongly agree	32	30.47%
Grand Total	105	100%

**Figure 4 Increase in frequency of eco-friendly purchases after using Fin-tech payment apps**

According to table 4 & figure 4, 41.90% agree that fin-tech payment apps have increased their frequency of making eco-friendly purchases and 30.47% strongly agree which means majority of the respondents feel these apps have increased their frequency of making eco-friendly purchase.

**Table 5 Significant Influence of Fin-tech Payment Apps in Promoting Eco-Friendly Purchases**

Significant Influence of Fin-tech payment apps in promoting Eco-friendly purchases	Frequency	Percentage
Insignificant	1	0.9523809524
Neutral	34	32.38095238
Significant	44	41.9047619
Very significant	26	24.76190476
Grand Total	105	100



**Figure 5 Significant Influence of Fin-tech payment apps in promoting Eco-friendly purchases**

From Table 5 & figure 5, since majority of the respondents opted for significant and some more for very significant option, it is understandable that these fin-tech payment apps have significant influence in promoting eco-friendly purchases.

### Findings

- Google pay is the most commonly used Fin-tech payment app.
- Majority of the people find it easy to locate the Eco-friendly purchasing feature provided by fin-tech payment apps.
- Most influential features are Digital Receipts and Paperless Transactions and Rewards for Sustainable Purchases.
- Fin-tech payment apps significantly influence and increase Eco- friendly purchases among consumers.

### Suggestions

- More number of awareness campaigns should be done to educate users about Eco-friendly features provided by fin-tech payment apps.
- Expand rewards to encourage a greater number of people in sustainable purchasing.

### Conclusion

This research has examined the influence of fin-tech payment apps on promoting eco-friendly purchases purely based on percentage analysis. The study reveals that there is a significant

influence of fin-tech payment apps on promoting eco-friendly purchases. Though a portion of respondents feel unsure about their awareness on the eco-friendly features provided by those fin-tech payment apps, many still find it very easy to access and feels it has influenced them in making more eco-friendly purchases. The findings suggest a positive influence of fin-tech payment apps on eco-friendly purchases, with potential for further increase in influence by conducting awareness campaigns, expanding rewards and making improvements in ongoing user interface.

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