

# IMPACT OF FINTECH ADOPTION IN MARKETING SECTOR IN TAMIL NADU: A SPECIAL STUDY ON WOMEN'S PARTICIPATION IN ORGANIC PRODUCTS

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## Abstract

*The continuous development of financial technologies (Fintech) has reshaped the business transaction and marketing landscape in several sectors, including agriculture and organic products. The objective of this research is to study the effect of Fintech adoption on women entrepreneurs on the marketing of organic products in Tamil Nadu. In particular, it looks into whether digital payment systems, e-commerce models, mobile apps have supported women in the informal economy to improve the efficiency, profitability and market scope of their businesses. A structured questionnaire was used to collect primary data of 126 women entrepreneurs in relation to their experiences, challenges and benefits of Fintech features and facilities. Results show that most people are actively using digital platforms to collect money, market products, and monitor business transactions. In addition, Fintech has contributed to more confidence, income stability and less intermediated reliance. Analytical modeling of ANOVA and regression analysis were used to understand the significant effects of demographics on Fintech. The paper ends with recommendations to strengthen practice and policy to more fully reach women through digital financial inclusion and capacity-building programmes.*

**Keywords:** *Fintech, Women Entrepreneurs, Organic Products, Digital Marketing, Tamil Nadu, digital payments, Digital literacy, UPI adoption, Mobile Banking*

## Introduction

Fintech stands for financial technology, or the application of technology to provide financial services and products. It also includes a variety of new technologies, such as mobile banking, online payment solutions, cryptography currencies and robo-advice programs. At its most basic, Fintech - or financial technology - is used to help companies, business owners and consumers better manage their financial operations, processes, and lives by utilizing specialized software and algorithms that are used on computers and, increasingly, smartphones. Digital Payments is new among people in Tamil Nadu and there has been a remarkable growth in both the number of people opting for digital payments and the number of service providers in the last two years. Although UPI was introduced across the country in 2016, it has taken time to take off and integrate with different systems in Tamil Nadu, but increase usage can be seen through various services and businesses. A 2016 demonetization that withdrew 86% of currency in circulation disrupted cash transactions and spurred the use of digital payments. Fintech marketing is marketing financial goods and services using technology with a focus on digitization. This involves employing data-informed intelligence, compelling advertising and engaging content to

both acquire and retain customers. Women have played an important and increasing role in the marketing of organic products – as entrepreneurs, SHG members and small holders.

In Tamil Nadu, retail is the favoured sector among Fintech in buying and selling of goods and services. The main reason for this is the large number of consumer touch points that businesses experience daily, the proliferation of digital facilities such as QR code scanning and POS machines, and the trend towards cashless transactions by consumers. Fintech is becoming part of the agriculture sector, and in marketing their organic products, especially, farmers are turning to technology for access to financial services and for direct payments. As a whole, the retail industry is leading in adoption of Fintech in Tamil Nadu and other sectors have reasons to follow its lead and example. Eco and Organic The local eco or organic farmers' markets, eco-friendly grocery store or the new generation of organic product-by-delivery platforms are now seed change with regards to receiving cashless payments, creating ease for the customer as well as a trail for tax or accounting purposes. The Fintech sector also helps bring funds such as microloans, subsidies, and insurance to the hands of the farmers via digital platforms, resulting in financial inclusion. Amidst the growing health and sustainability understanding, many women have entered organic farming and product marketing as a livelihood option. Fintech has given these women the power to use accessible, secure and easy-to-use digital platforms to receive payments, manage accounts and access credit but no longer rely on intermediaries.

### **Review of Literature**

A critical review of existing literature helps identify the research gaps, establish theoretical underpinnings, and understand the developments in Fintech adoption and women's participation in organic marketing. The following literature examines the intersection of Fintech, women entrepreneurs, and organic product marketing, with a focus on Tamil Nadu and related context.

### **Marketing Transformation**

Gomber, Kauffman, Parker, & Weber (2018) noted Fintech is re-defining financial ecosystems in the world through the facilitation of credit access, reduction of transaction costs and enhancing marketing techniques of small businesses. These changes have practical relevance in marketing of rurban (rural and semi-urban) areas.

Rathore (2016) studied usage of digital wallets in India and deduced that higher usage of Fintech solutions resulted in more efficiency in customer transaction. In post-demonetization India, Fintech acted as an enabler for more digital transactions while providing small vendors and micro-entrepreneurs ease in promoting their products.

### **Women Entrepreneur and Empowerment**

Sathye, Mollah, and Rana (2020) found that Fintech solutions significantly improved financial inclusion for women entrepreneurs in South Asia. Their study showed that mobile banking and digital platforms not only increased access to capital but also improved participation in marketing and distribution of goods.

The World Bank (2021) backed these findings, stating that digital finance has empowered rural women by expanding their market reach and improving their ability to manage money on their own. The report stressed the role of Fintech in creating sustainable income sources, especially when combined with agri-marketing channels.

## Organic Products Marketing

Kavitha (2019) conducted a study on digital adoption among organic farmers in Tamil Nadu and found that Fintech tools such as mobile wallets and online platforms enhanced price transparency and reduced middlemen interventions. The study observed that women entrepreneurs were more adaptive to Fintech innovations when supported by digital trainings.

Meenakshi and Jeyalakshmi (2022) examined how organic women entrepreneurs in Madurai and Coimbatore use Fintech tools. Their study found that using UPI, Paytm, and QR codes significantly improved business transactions. This led to higher profits and greater independence.

Mahalakshmi and Prakash (2023) conducted a district-level study in Virudhunagar. They found a strong link between adopting Fintech and marketing outreach. Women-led businesses selling organic products reported better customer engagement, improved payment security, and more effective inventory management through digital tools.

## Institutional Level Report

A report by NABARD (2020) found that women-led Self Help Groups (SHGs) in Tamil Nadu increasingly preferred digital payments and Fintech for their business operations. The report showed that Fintech made group lending, digital record keeping, and better access to markets for organic and agri-based products possible.

Sangeetha (2024), in her doctoral research, examined how Fintech helps women market organic products in southern Tamil Nadu. The findings showed that women used Fintech platforms not just for transactions but also for digital marketing through whatsapp, facebook, and e-commerce sites. Her study concluded that Fintech helped improve financial literacy and build confidence in entrepreneurship among rural women.

## Objectives

Based on the above review of literature the researcher frame the following objectives of this research study

1. To know the impact of Fintech adoption on women's participation in organic products marketing in Tamil Nadu
2. To identify the pros and cons of Fintech adoption for women in organic farming and marketing
3. To analyse the role of Fintech in enhancing financial inclusion and empowerment of women in rural Tamil Nadu

## Scope of the Study

The researcher followed the objectives and review of literature, aims to explore the influence of financial technology (Fintech) on marketing activities carried out by women entrepreneurs involved in organic product businesses in Tamil Nadu. It specifically focuses on how Fintech tools like digital payments, e-wallets, UPI, mobile banking, online platforms, and e-commerce applications have helped these women improve their business operations, reach more customers, and gain financial independence. This study is confined to selected districts in Tamil Nadu where organic product marketing is active and where women entrepreneurs are known to engage in direct and digital sales. The research will examine the level of Fintech adoption, the types of tools used, the perceived benefits, challenges, and the socioeconomic impact on women's empowerment and entrepreneurial growth. The findings from this study will be beneficial to

policymakers, NGOs, Fintech companies, and rural development agencies in promoting inclusive digital finance and marketing strategies for women-led organic enterprises.

## **Research Methodology**

### **Research Design**

The study adopts a descriptive and analytical research design to explore the Fintech adoption levels, usage patterns, and marketing impacts among women entrepreneurs in the organic product sector. A research topic is focused on “Impact of Fintech adoption in Marketing Sector in Tamil Nadu: A special study on Women’s participation in organic products”. The study will be conducted in some districts such as Viruthunagar, Coimbatore, Madurai, Erode and Tiruchirappali. In this above districts are comparatively more than marketing of organic production and women entrepreneur.

Data Collected through primary and secondary data. Primary data collected through structured questionnaire, related to usage of Fintech, benefits and problems faced by entrepreneur. Secondary data gathered from Government reports, NABARD, World bank publication and other journals. The main data collection and analysis will take six months. This will be followed by interpretation and preparing the report. Mean, percentage to analyse the usage of Fintech and perceptions. Chi square test and regression analysis used to analyse the relationships between dependent and independent variables.

### **Statement of the Problem**

The researcher identified key problems in this study. The integration of Fintech into marketing has changed how products are sold, promoted, and transacted. While Fintech plays an important role in urban and semi-urban areas, its reach among rural women-led businesses, especially those selling organic products, is still not well studied. Women in Tamil Nadu, particularly in the organic sector, often encounter challenges such as limited market access, lack of funds, reliance on middlemen, and low levels of digital skills. Although Fintech tools could help address these issues, there is little evidence on their actual effects on women’s roles in the organic marketing ecosystem. Furthermore, it is still unclear how Fintech empowers these women economically, socially, and as entrepreneurs. This study aims to examine how using Fintech solutions has influenced the marketing strategies, income levels, and customer outreach of women entrepreneurs in organic products in Tamil Nadu.

### **Data Analysis**

#### **Demographic Profile of the respondents**

This table shows the demographic characteristics of 126 women who are involved in marketing organic products in Tamil Nadu. The data reveals age distribution, education, business location, types of products sold, business experience, monthly income, and selling methods. These factors are important for understanding the social and economic backgrounds of the respondents and how they affect the use of Fintech in marketing.

**Table 1: Demographic Profile**

S.No	Demographic Variable	No. of Respondents	Percentage (%)
1	Age Group		
	18–25 years	14	11.1%
	26–35 years	53	42.1%
	36–45 years	42	33.3%
	46–55 years	12	9.5%
	56 years & above	5	4.0%
2	Educational Qualification		
	Illiterate	8	6.3%
	Primary	18	14.3%
	Secondary	41	32.5%
	Graduate	42	33.3%
	Postgraduate	17	13.5%
3	Business Location		
	Rural	69	54.8%
	Semi-urban	37	29.4%
	Urban	20	15.9%
4	Type of Organic Products		
	Vegetables	46	36.5%
	Fruits	22	17.5%
	Grocery items	40	31.7%
	Others (herbs, oils, etc.)	18	14.3%
5	Business Experience		
	Less than 1 year	13	10.3%
	1–3 years	61	48.4%
	4–6 years	38	30.2%
	More than 6 years	14	11.1%
6	Monthly Income (INR)		
	Below ₹5,000	21	16.7%
	₹5,001 – ₹10,000	56	44.4%
	₹10,001 – ₹20,000	33	26.2%
	₹20,001 and above	16	12.7%
7	Mode of Selling		
	Offline (local markets)	48	38.1%
	Online only	14	11.1%
	Both online and offline	64	50.8%

**Source:** Primary Data

The majority of respondents, 42.1%, are in the 26 to 35 age group, followed by 33.3% in the 36 to 45 age group. This shows that women in their prime working years are actively involved in organic product marketing and are more open to using Fintech platforms. Over 65% of the respondents have at least a secondary or graduate education. A higher education level usually means a better understanding of Fintech tools, which can lead to better business practices.

A significant number of respondents, 54.8%, operate from rural areas, and 29.4% come from semi-urban regions. Fintech use has reached rural markets, allowing rural women to get involved in marketing and showing a move towards digital inclusion. Most are selling vegetables, 36.5%, and grocery items, 31.7%, with others focusing on fruits and specialty products. Basic household items make up the majority, showing that women are focusing on daily-use organic goods that have steady demand, which works well for both local and online sales.

Nearly 48.4% of women have 1 to 3 years of experience, while 30.2% have 4 to 6 years. Most are in the early stages of entrepreneurship, reflecting a growing trend in organic product businesses among women in recent years. About 44.4% earn between ₹5,001 and ₹10,000, while 26.2% earn between ₹10,001 and ₹20,000.

Only 12.7% earn more than ₹20,000. Although Fintech adoption may be helping women raise their income slightly, there is still room for improvement through scaling, training, and support. In terms of sales methods, 50.8% use both online and offline modes; 38.1% sell only offline; and 11.1% operate exclusively online. Most women are hybrid marketers, balancing local sales with digital outreach, which shows their growing confidence in using Fintech platforms for marketing and transactions.

## Hypothesis

**Null Hypothesis Ho:** There is no significant difference in how education level affects the usage of digital payments. Participant regularly uses digital payment tools (e.g., UPI, Google Pay, Paytm) for their business.

**Table 2: Education level of the respondents and digital payments**

Chi-square	0.405
df	3
p-value	0.805

Since the p-value is greater than 0.05, we cannot reject the null hypothesis. This indicates that there is no significant difference in the use of digital payment tools among different education levels.

**Null Hypothesis Ho:** There is no significant difference in how location of the participants affects the digital payment usage.

**Table 3: Location of the respondents and digital payment usage**

Chi-square	1.60
df	3
p-value	0.953

Since the p-value is greater than 0.05, we cannot reject the null hypothesis. This indicates that there is no significant difference in the use of digital payment tools based on the participants' location.

## Findings and Suggestions

- A majority of women entrepreneurs, 82.5%, actively use digital payment tools. This shows high adoption of Fintech in everyday transactions.
- Nearly 70% of respondents are confident in using Fintech tools on their own. This demonstrates strong digital skills.
- A total of 59.6% recognize that Fintech has a positive impact on their regular incomes.

- About 70.6% of respondents feel more empowered and confident because of Fintech tools. This suggests a boost in motivation and mindset.
- Only 36.5% have attended training, which points to a need for better awareness and digital education for women in rural or semi-urban areas.
- Around 62.7% feel safe using Fintech, but about 17% have concerns. This indicates a need for more secure platforms and increased awareness.
- Only 32.5% of participants say they receive outside support, highlighting a gap in outreach or ineffective aid programs.
- Lastly, 79% noticed that customers prefer digital payments, and 72.2% agree that Fintech is a strong driver of efficiency, simplifying operations and improving business results. These findings emphasize the growing importance of Fintech in empowering women entrepreneurs in the organic sector, while also pointing out areas that need policy and infrastructure support.

### **Suggestions**

Based on the study's findings, several suggestions can improve Fintech adoption among women entrepreneurs in the organic product marketing sector in Tamil Nadu. Firstly, there is a strong need for regular digital literacy and awareness programs designed for women, especially in rural areas. These programs should help build confidence in using Fintech tools effectively. They should focus on mobile payment apps, digital marketing, and transaction management. Secondly, better internet and mobile connectivity infrastructure is crucial to ensure continuous access to Fintech platforms. Fintech companies should create user-friendly applications in regional languages to enhance accessibility. Additionally, the government and NGOs should provide more support through financial incentives, training programs, and capacity-building initiatives to encourage the use of digital platforms. Encouraging peer learning through self-help groups and promoting safe digital practices can strengthen trust in Fintech. Lastly, support for digital marketing tools and training in social media can help women grow their customer base and boost profitability. These combined efforts can empower women entrepreneurs and improve the efficiency and reach of organic product marketing in the region.

### **Conclusion**

It is observed from the study that Fintech use among the women entrepreneurs in organic products marketing in Tamil Nadu, has been successful and had bring positive and revolutionary results. The overall beneficial aspects experienced were including the ease of getting paid, improved customer satisfaction, reduced intermediary distances, enhanced confidence perception and better transactions follow up. Fintech help for payments from customers, is help improving their earnings. This proves that Fintech has led to the women empowerment, in terms of enhanced access, ease and outreach to the financial services. There are however, challenges such as poor training, internet connection, and institutional support as the report also hint. The roadblocks can limit the opportunities for Fintech in women-led organic enterprises particularly in rural and semi-urban areas.

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