



Government Degree College
Peddapalli

GOVERNMENT DEGREE COLLEGE – PEDDAPALLI 7006

DEPARTMENT OF COMMERCE

JIGNASA STUDENT STUDY PROJECT – 2022-23

Title of the Project: Digital Payments - A study of awareness of stakeholders of GDC Peddapalli

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CHAPTER 1- INTRODUCTION

Digital payments are transactions that take place via digital or online modes, with no physical exchange of money involved. This means that both parties, the payer and the payee, use electronic mediums to exchange money.

The Government of India has been undertaking several measures to promote and encourage digital payments in the country. As part of the 'Digital India' campaign, the government has an aim to create a 'digitally empowered' economy that is 'Faceless, Paperless, Cashless'.

CHAPTER 2 - RESEARCH METHODOLOGY

Statement of Problems

During demonetization, digital payment took place and had a lot of significance. In recent days after all situations getting normal, again cash transactions are increased. It is important to study how the digital payment gateway is working in these days.

Objectives

- ❖ To know the customer preference and level of satisfaction towards the Digital Payment services.
- ❖ To study about awareness of Digital Payment service.
- ❖ To study the problems faced by customers in using Digital Payment service.

Research Methodology

This research paper uses descriptive research. Primary data collected through Questionnaire from respondents by drawing a sample size of 100. Data, collected is analyzed and interpreted in systematic analytical presentation through graphs.

Methods of Data Collection

• Primary Data

The primary data is being collected through Questionnaire from different respondents who may have different way of perception.

• Secondary Data

The research started with secondary data which is available on different websites.

Methodology

The methodology used to get information about choice of preference towards Digital payments of general consumer people in Peddapalli. The survey questionnaire is designed and distributed questioner forms. The target population for this study is the internet user consumers. Questionnaire is design to apply to a sample which answered in general questions about Gender, Age group, Education level, Occupation, and purchase behaviour factors.

Limitations of the study

The study has been conducted on stakeholders of GDC Peddapalli and within the in Peddapalli area and considered all the factors analysed for one particular area only.

Need of the study

It is necessary to study on this concept to understand how people are aware and fine useful to digital payments. It is necessary to understand the significance, preference of cashless transactions. The study particularly will be based on how it works, why it is significant, and final analysis of the primary data collected.

CHAPTER 4 - SUMMARY OF FINDINGS, SUGGESTION AND CONCLUSION

Summary of Findings

- It is found that the respondents have adequate knowledge on the services and process of digital payments.
- Most of the respondents feels that there is no problem while login and processing the transactions.
- More numbers of respondents depending upon the phonepe and google pay than other digital payment services.
- Though having some small problems, it is found that digital payment services contributing the needs of the respondents.

Suggestion

- Study should include more variables that able better understanding about its effects on consumer's choice of preference as it will help consumers' population purchasing behavior.
- There are other Digital Payment service providers other than considered in to this study which should be included in future studies.
- Finally, it is also suggesting that digital payment services are having huge volume of scope, Hence, suggested to include more numbers of respondents and services.

Conclusion

Digital Payment Gateway has been around for many years and the economy has greatly benefited from this technological advance. The risk of identity thefts, market euphoria, and privacy issues will always exist. As history has showed us, new technology can cause irrational exuberance that only leads to overvalued securities and ultimately end in a financial collapse.