"A STUDY ON CUSTOMER ATTIUDE TOWARDS E-PAYMENT SYSTEM"

(With Special Reference to Davanagere city)

A

Project Report

Submitted To Davanagere University,

Davanagere, For The Award Of The Degree Of

MASTER OF COMMERCE

BY

L. SATISH

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Under the Guidance of

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GUIDE CERTIFICATE

This is to certify that the Project entitled *"A Study on Customer Attitude Towards E-Payment System". (With Special Reference to Davanagere city)* Submitted by L. SATISH (Reg.No :- MC192711) for the award of the degree of Master of Commerce to the Davanagere University, Davanagere, represents his independent work carried out by him in the Department of Commerce, under my Guidance and supervision.

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This is to certify that, L. SATISH Bearing Reg. No :- MC192711, is a bonafide student of A.R.M First Grade College and PG Centre, Davanagere for the academic year 2020-21.He has Satisfactorily completed this Project entitled *"A Study on Customer Attitdue Towards E-Payment System". (With Special Reference to Davanagere city)* is prepared and submitted by him in partial Fulfillment of the requirement for the award of Master of Commerce.

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COLLEGE CERTIFICATE

This is to certify that the Project entitled *"A Study on Customer Attitude Towards E-Payment System"(With Special Reference to Davanagere city).* Submitted by **L. SATISH (Reg.No :- MC192711)** for the award of the degree of **Master of Commerce** to the Davanagere University, Davanagere, represents his independent work carried out by him in the Department of Commerce, under the Guidance and supervision of **Mr. Ravisigh .H** Visiting Professor, Department of Commerce, A.R.M First Grade College and PG Centre, Davangere.

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DECLARATION

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I hereby declare that this project report entitled as *"A Study on Customer Attitude Towards E-Payment System". (With Special Reference to Davanagere city)* It has been prepared by me as part of my academics during the IV Semester of M.Com. For the partial fulfillment of degree of **Master of Commerce,** of Davanagere University, Davanagere. Under the guidance of Mr.RAVISINGH .H Visiting Professor, Department of Commerce, A.R.M First Grade College and P.G Centre. Davanagere.

To the best of my knowledge and belief the matter presented in this report has not been submitted earlier for the award of any degree to any university. This report is prepared by me on my own efforts.

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Place: Davanagere

Date: 25/9/2021

L. SATISH

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CHAPTER-1
INTRODUCTION

1.1 Introduction

In today's digital era the usage of the internet has increased drastically. All counts of age are consuming and producing loads of data each second. Many organizations are analyzing and altering based on the study that they been able to capture from the consumer analysis. With the ease of smartphones and virtual accessibility of products, services and payments online have boosted the way people are shopping and making payments online. The ecommerce industry initially started with the Cash on Delivery basis for the people to get the feel of the new online industry and also to build up their trust. After the customers are well versed with the organization ns, the company started introducing various platforms of the online payments. E-Payment has given access to various financial platforms like debit card, credit card, net banking, digital wallets, etc. Cash has become a less common mode of transaction as the appearance of e-payments has allowed consumers and buyers with greater convenience, but at the same time it has raised a doubt or a threat as there has always been increasing issues regarding the fraud and privacy concern that has been the top fear in the minds of internet users. We all have witnessed that the traditional payment modes have been replaced by various types of e-payments that are quick and efficient. In e-payment process both buyer and seller uses digital modes to send or receive money, it is an automatic process where seller and the buyer can avoid visiting their bank. It eliminates the physical cash that is risky to handle at times. Today consumers can make payment through electronic modes by using cards and other platforms that are made available through all types of smart devices. The acceptance of particular payments by sellers and businesses has an important influence on the purchases made by their clients, as the availability of the various modes help the consumer to choose that is suitable or available to them as well.

Past few years' smartphones are having a tremendous growth due to accessibility and availability of the internet. The mobile wallet providers like Paytm, PayPal, Mobikwik, etc. with the payback schemes also attracting many consumers to use epayment modes aiding the organisations with significant growth. The digital wallets are further enabling economies to a cashless society. Electronic wallets and mobile wallets are moreover digital version of the hard cash in physical wallet with more features and functions. E-payments wallets reduce cost of

Theft - No amount of encryption can protect a consumer from a stolen phone. If a smartphone is stolen that doesn't have adequate security for monetary transactions that can be made using the phone, the thief could theoretically wave the phone over a card reader at a store to make a purchase.

5.3 Conclusion

E-Payments is an exciting field that is awash with opportunities. These opportunities are for financial organizations to provide better and low cost services, improve turn-around time for transactions and ensure financial inclusion for a vast majority of our population. E-Payments is also an opportunity for governments in countries like India for better and quick coverage of populace with respect to the welfare schemes and government to person transactions. It is an opportunity for people to conduct business where it was hitherto difficult, if not impossible. It is also an opportunity for innovators, to come out with newer e-Payments products and services. It is also an area of opportunity for technology solution companies to improve upon the architecture and various components of payment systems based on various recommendations we have listed above. There are challenges as well, which we believe, will act as propellers for improvement of e-Payments. ePayments a harbinger of growth, and victorious circle of economic activity and financial inclusion. E-Payments are here to stay. We will look at the challenges and recommendations in depth in our next paper on e-Payments.