

"Anekant Education Society's"

Tuljaram Chaturchand College
of Arts, Science and Commerce, Baramati



A Project Report on

“THE AWARENESS OF ONLINE MONEY TRANSACTIONS”

Submitted To

Department of Statistics

Savitribai Phule Pune University

T.Y.B.Sc. (Statistics)

By

Mr. Chavan Omkar

Mr. Mandhare Sushil

Mr. Gore Mayuresh

Mr. Jagdale Pradip

Mr. Kshirsagar Tushar

Mr. Nikam Aniket

Under the Guidance of

Mr. Chandrashekhar Swami

Academic Year

2020-21



CERTIFICATE

This is to certify that Mr. Chavan Omkar, Mr. Mandhare Sushil, Mr. Gore Mayuresh, Mr. Jagdale Pradip, Mr. Kshirsagar Tushar and Mr. Nikam Aniket of T.Y.B.Sc. Statistics have successfully completed this project report entitled “**The Awareness of Online Money Transactions**” and have submitted this report as part of the course ST-349, for the award of degree Bachelor of Science (B.Sc.) in Statistics from the Tuljaram Chaturchand College of Arts, Science and Commerce, Baramati in the academic year 2020-21.

Mr. Chandrashekhar P. Swami
Project Guide

Examiner

Dr. Avinash S. Jagtap
Head
Department of Statistics

Place : Baramati

Date:

ACKNOWLEDGEMENT

We are very happy and satisfactory at the stage of completion of the project. Our project would not have been successful without the help and co-operation of many persons. We feel great pleasure to thank all those related directly and indirectly in completion of this project.

Dr. Avinash S. Jagtap, Head, Department of Statistics deserves special thanks for providing us required facilities, constant support and encouragement.

We highly thank our enthusiastic guides Mr. Chandrashekhar P. Swami for enforcing our confidence to complete this project successfully by providing proper guidance.

We would like to express our profound gratitude to Dr. Vikas C. Kakade, Dr. Neeta K. Dhane, and Dr. Vaishali V. Patil for their ideas, critical insight and suggestion have been invaluable in the preparation of this project. We also heartfelt thank to all Statistics teaching staff members for their valuable guidance and continuous help and support for the completion of our Project.

Finally, we wish to acknowledge to all our friends, non-teaching staff of the Department of Statistics.

INDEX

Sr. No.	Contents	Page No.
1.	Abstract	
2.	Motivation	
3.	Introduction	
4.	Objectives	
5.	Methodology	
6.	Statistical Analysis	
7.	Conclusion	
8.	Scope & Limitation	
9.	Questionnaire	
10.	References	

ABSTRACT

The project provides an insight on customer perception and consciousness of digital payments technique of transactions. The project focus on a lack of knowledge of digital payments technique of transactions and an absence of literacy. The goal of study is to discover reaction of digital payments technique of transactions in Baramati, Dist. Pune, Maharashtra. The samples were chosen using a very easy technique through Google form. what customer thinks about banking services after it is converting into digitalization? What they having reviewed about all over digital banking services?

The objective of the study to understand approach of the customers towards the digital banking or E-banking, to understand the awareness of customers on security while using digital banking.

From this study we come on conclusion that in the country like India, there is need for providing better services to customers. The importance of security for acceptance of internet banking is a very important issue and it was found that people have weak understanding of internet banking and mobile banking. Most of people are using digital services of banks but some are not so much aware about their precious advantages of digital banking. Hence, Banks should also try to ensure that online banking is safe and secure for financial transaction and other services similar to traditional banking to customer.

Key Words: Net Banking, Digitalization, Online Transaction.

MOTIVATION

During the Covid-19 pandemic lots of people facing the problems of online money transaction, lots of people learn to do online money transactions, some people lost their money due to scams. Because of less information about online money transactions and digital banking, how to use these money transactions apps, so we try to study how many peoples are aware about E-commerce, how many are them faced the Online frauds. We also try to find how peoples get stuck into this what precautions should we get to stay away from these frauds.

After digitalization in banking, customers are facing some kind of problem related understanding of new technology of banking services, operating system of applications of banks, customer's expectation about their banking services and polices, factor affecting dissatisfaction of customer towards digital or online or e-banking services. Currently Prime Minister Narendra Modi, taken some serious step about demonetization, they try to change the technology, system, procedures, methods and techniques of particular area's growth and development. Hence, banking sector also changes his polices and techniques of products and services for compete with world. Banks try to explain benefits of e- banking include reduction of cost, reducing lead time and a more personalized services to customer. So, find out the problem affect the most to customer using of digital services.

So we have decided to carry out this project to study and analyze what customer think about digital banking in Baramati?

INTRODUCTION

Digital is the new buzz word in the banking sector, with banks all around the globe shifting toward digitalization. Banks of all sizes and across all regions are making huge investments in digital initiative in order to maintain relation with customer through maximum deliver. DIGITALIZATION leads to robust data analytics and intelligence, in which helps get closer to customer and close in on competition. Meaning of Digitalization “Digitalization is the process of converting analog signals or information of any form into a digital format that can be understood by computer system or electronic devices.” More Americans are embracing digital banking technology each year (2014 vs 2015) 33% increase in those using mobile Banking apps 35% increase in those using a bank’s websites or online banking portal. The primary steps on the digital banking journey have been largely focused on adding to the existing offering using new, technology services to customer for increase value and accessibility. The most noticeable examples are MOBILE APP, E- WALLET solutions, and personal finance management (PFM) TOOLS.

There are the main three parts of their digital services,

1) ***Mobile banking:***

- Now, the benefits of online banking anywhere and anytime, without the need of computer.
- Open a new zero balance 811 savings accounts in 5 minutes, and also virtual debit card for 811 customers.
- Bank uses the secured HTTPS protocol for communication between the mobile client and mobile server so transaction is secure.

2) ***Net banking:***

- Net banking is a convenient way to bank from the comfort of at home or office- a one stop solution for all over the banking needs.

- Transfer funds online between third party accounts with Kotak bank to other via NEFT, RTGS OR IMPS.
- Get account details, submit request, apply for IPO, pay premium are easy and effective.

3) *SMS banking:*

- Keep track of customer bank account and credit card. It triggers SMS to complete the transaction and even works when without internet.
- As per request, some standard charges apply after permission of customer.

Now a day due to computer life becomes so easy. Hence this digitalization may have some advantages and some disadvantages.

Advantages of digitalization in banking are:

- ✓ Improved customer experience and reduces human error.
- ✓ Reduction of costs for banks and customers by using ATMs, cashless transaction.
- ✓ More digital data available with banks, so they can take data driven decisions by digital analytics.
- ✓ Number of customers will be increased for banks because of increased convenience in banking.
- ✓ Rural and urban gap will be eliminated.

Disadvantages of digitalization in banking are:

- ✓ Digitalization reduces the effort of employees and hence results in loss of jobs.
- ✓ Banks will be more vulnerable to Cyber-attacks.
- ✓ Some bank branches may cease to exist with the increasing use of online banking.

This study focuses on a better understanding of service quality and online banking by examining the various dimensions related to creating a satisfactory

online banking experience. Also we study, how customer is satisfying through banking services, what are main reason they are not using his digital services, which factors are affecting the customer and banks. What are the benefits expecting the customer about their banking products and services? Digitalization in banking is very deeper impact on customer mind. Each and every person related with digital banking services. But some hurdle faces by customer about digital products and services of banks. One e-commerce adopted by banking industry is online banking or e- banking. 84% banks are offer internet banking to their customer by 2011. However, internet banking is only effective for a bank if their customers adopted it and use it. Here, in this project analysis of what customer think about digitalization in banking sector. They are connecting and co-operate with new innovation.

OBJECTIVES

There is the various objective of this research are,

- ❖ To identify the various use of digital services.
- ❖ Which Digital Money transaction app is mostly used?
- ❖ Does awareness is depending on Gender?
- ❖ To test the proportion of males are aware with online transactions is 0.75.
- ❖ To test the proportion of females are aware with online transactions is 0.75.
- ❖ Does Awareness is depending on occupation?
- ❖ Does awareness is depending on age group?
- ❖ Does these apps are beneficial for common people?
- ❖ Does use of service provider apps depends on Age-group?
- ❖ Does use of service provider apps depends on Gender?

METHODOLOGY

Methodology of any project study is the roadmap for carrying out the activity in the project. This design is master plan specifying the methods and procedures of collecting and analyzing the needed information. The consumers' response has been collected by survey method for this we designed Questionnaire. Then responses have been analyzed with appropriate statistical tool and the results have been presented. Baramati regions selected as area of the study. Basically, there are two sources of data 1) Primary source of data 2) Secondary source of data. The primary data are those which are collected afresh and for first time and thus happen to be original in character. The secondary data are those which have been collected by someone else and which have already been passed through statistical process. Here, in this project we have collected primary source of data.

Data Collection Method:

While deciding about the method of data collection to be used for the study the researcher should keep in mind two sources of data i.e. primary and secondary data. We have using primary data collection tool. Primary data is the information that we collect specifically for the purpose of research project. An advantage of primary data is that it is specifically tailored to our research needs. Population is a collection of items of interest in research. The population represents a group that you wish to generalize your results. In population include each and every customer who is having bank accounts and also employee because they have a salary account.

Sampling Method:

A population is a group of individual person, object or items from which samples are taken for measurement. Sampling is the act, process or techniques of selecting a suitable sample, or representative part of a population for the purpose of determining parameters or characteristic of the whole population. A sampling plan

is just a method or procedures for specifying how a sample will be taken from a population. Here, in this project we have used a Convenient Random Sampling method for sampling. Sample Units are all those people who are using digital banking services like, Businessman, Employee, Student, Professionals, Housewife, etc. Sample size: 413.

Data Collection:

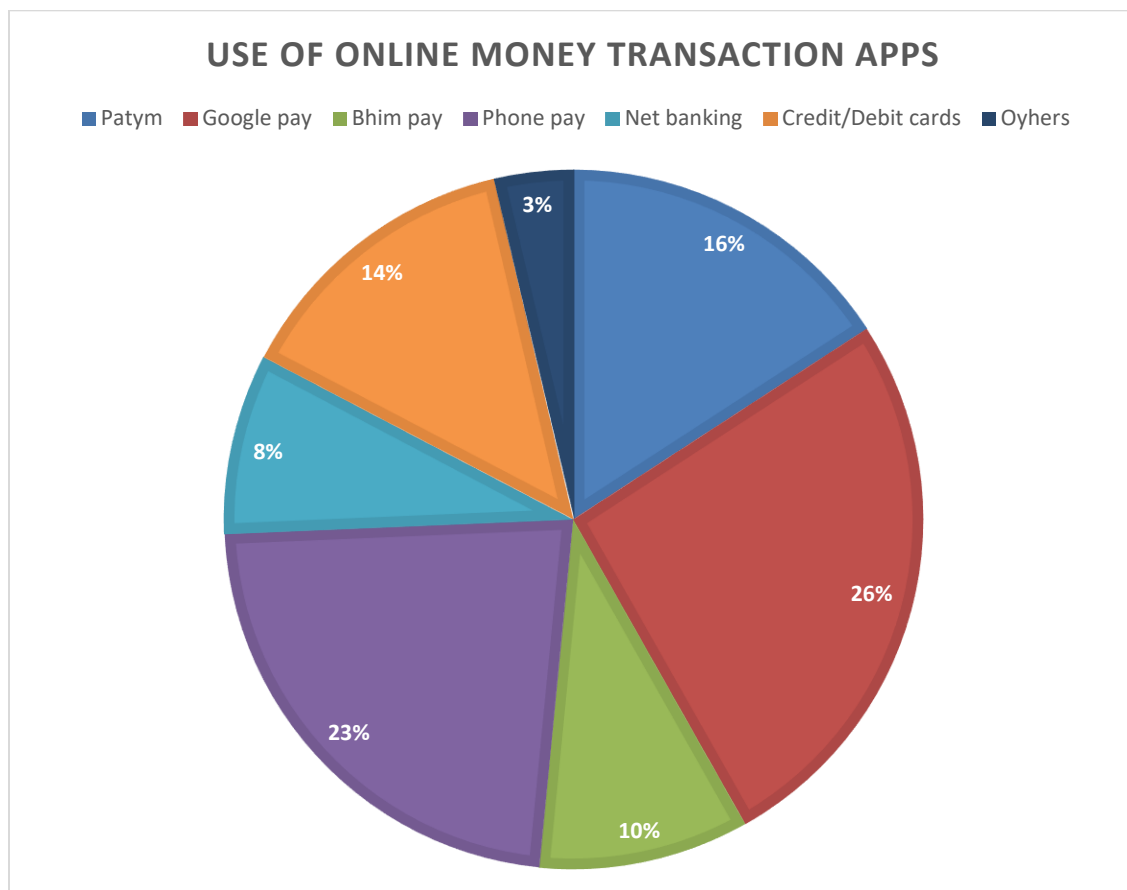
There are the various ways of data collection methods i.e., Focus group, survey, interviews, projective techniques etc. Here, we collected the data through the survey. Survey may be administered in a variety of ways, i.e., Personal interview, Telephone interview, Self- administered questionnaire. Here, we are using a questionnaire design for survey. These are basically questionnaire with a set of carefully designed questions posted to target population.

Statistical analysis carried out on collected data by using various statistical tools, such as graphical representation, computation of probability and testing of hypothesis. We conclude this project by interpreting the results.

STATISTICAL ANALYSIS

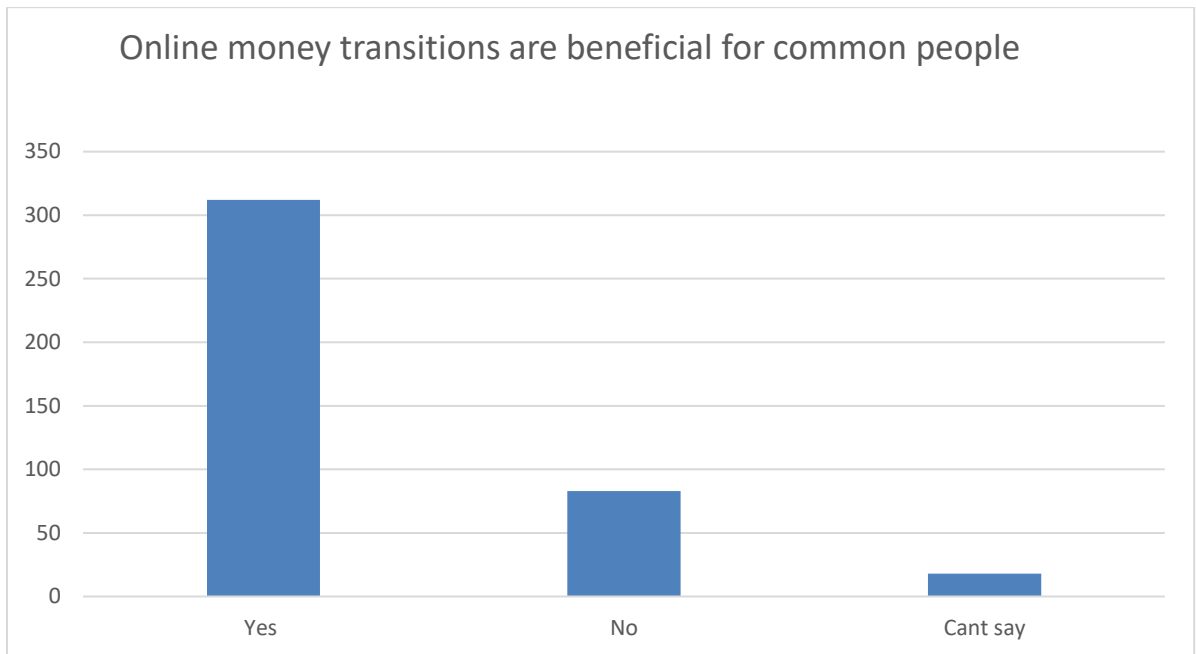
EXPLORATORY DATA ANALYSIS

➤ Use Of Online Money Transaction Apps



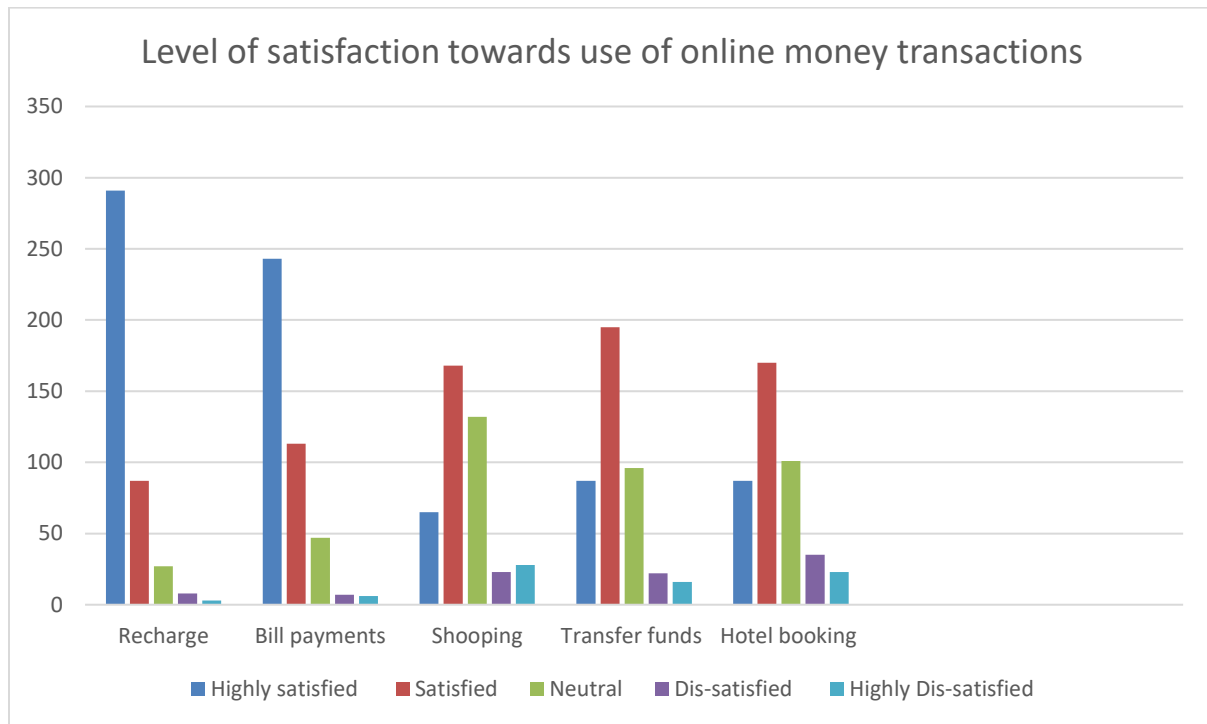
Conclusion: Google pay and Phone pay are most used app for online money transitions. Around 50% peoples are preferred Google Pay and Phone Pay App for Online money transaction.

➤ Online Money Transitions are Beneficial for Common People



Conclusion: Most of the people feels, online money transitions are beneficial for common people.

➤ Level of satisfaction towards use of online money transactions



Conclusion: Most of the people are Highly Satisfied with Recharge and Bill Payments, and satisfied in shopping, funds transfer and Hotel booking, facilities provided by apps during online money transitions.

TESTING OF HYPOTHESIS

➤ Chi square test for Occupation and Awareness

H_0 =Occupation and Awareness are Independent.

Vs

H_1 = Occupation and Awareness are Dependent.

Occupation	Awareness		Total
	Yes	No	
Student	151	72	223
Service person	49	27	76
Business person	27	11	38
Retired person	5	2	7
Farmer	15	7	22
House wife	25	22	47
Total	272	141	413

$$\chi^2_{\text{cal}} = 5.5715$$

$$\text{p-value} = 0.4729$$

Decision criteria: If p-value < 0.05 then, we may reject H_0 , otherwise accept it.

Here p-value = 0.4729

Hence, we may accept H_0 .

Conclusion: Occupation and Awareness may be Independent.

➤ Chi square test for Gender and Awareness

H_0 : Gender and Awareness are Independent.

Vs

H_1 : Gender and Awareness are Dependent

Awareness	Gender		Total
	Male	Female	
Yes	240	82	322
No	63	28	91
Total	303	110	413

$$\chi^2_{\text{cal}} = 0.76785,$$

$$\text{p-value} = 0.3809$$

Decision criteria:

If p-value < 0.05 then, we may reject H_0 , otherwise accept it.

Here, **p-value= 0.3809**

Hence, we may accept H_0

Conclusion: Gender and Awareness are Independent.

➤ Test for Proportion

Let P = Proportion of male aware with online transactions.

$$H_0: P = 0.75 \quad V_s \quad H_1: P \neq 0.75$$

Let x = Number of males aware = 240, n = Total number of males = 303, p = 0.75

$$\chi^2_{\text{cal}} = 2.6414, \text{ df} = 1,$$

$$\text{p-value} = 0.1041$$

Decision criteria: If p-value < 0.05 then, we may reject H_0 , otherwise accept it.

Here, p-value = 0.1041

Hence, we may accept H_0

Conclusion: 75% Males are aware with Online Transactions.

➤ Test for Proportion

Let P = Proportion of female aware with online transactions.

$$H_0: P = 0.75 \quad V_s \quad H_1: P \neq 0.75$$

Let x = Number of female aware = 240, n = Total number of female = 303, p = 0.75

$$\chi^2_{\text{cal}} = 0, \text{ df} = 1,$$

$$\text{p-value} = 1$$

Decision criteria: If p-value < 0.05 then, we may reject H_0 , otherwise accept it.

Here, p-value = 1, we may accept H_0

Conclusion: 75% Females are aware with Online Transactions.

➤ Chi square test for Age-group and Awareness

H_0 : Age-group and Awareness are Independent

Vs

H_1 : Age-group and Awareness are Dependent

Age group	Awareness		Total
	Yes	No	
18-40	295	62	357
40-60	42	7	49
Above 60	7	0	7
Total	344	69	413

$$\chi^2_{\text{cal}} = 1.7222,$$

$$\text{p-value} = 0.4227$$

Decision criteria: If p-value < 0.05 then, we may reject H_0 , otherwise accept it.

Here, p-value = 0.4227

Hence, we may accept H_0

Conclusion: Age-group and Awareness are Independent.

➤ Chi-square test for Use of service provider Apps and Age group

H_0 : Use of service provider apps and age group are independent.

Vs

H_1 : Use of service provider apps and age group are dependent.

Service provider apps	Age group			
	18-40	40-60	Above 60	Total
Paytm	134	13	1	148
Google pay	223	19	1	243
Bhim pay	71	19	1	91
Phone pay	194	18	1	213
Net banking	62	14	2	78
Credit/Debit cards	111	13	4	128
Others	25	7	2	34
Total	820	103	12	935

$\chi^2_{cal} = 34.758$

p-value = 0.0005118

Decision criteria: If p-value < 0.05 then, we may reject H_0 , otherwise accept it.

Here, p-value = 0.0005118

Hence, we may reject H_0

Conclusion: Use of service provider apps may dependent on age group.

➤ Chi-square test for use of service provider apps and gender

H_0 : Use of Service provider apps and age group are independent

Vs

H_1 : Use of service provider apps and age group are dependent

Service provider apps	Gender		Total
	Male	Female	
Paytm	105	43	148
Google pay	200	43	243
Bhim pay	67	24	91
Phone pay	154	59	213
Net banking	63	15	78
Credit/Debit cards	102	26	128
Others	27	7	34
Total	718	217	935

$$\chi^2_{\text{cal}} = 11.33$$

$$\text{p-value} = 0.07871$$

Decision criteria: If p-value < 0.05 then, we may reject H_0 , otherwise accept it.

Here, p-value = 0.4227

Hence, we may accept H_0

Conclusion: Use of service provider apps are Independent on Gender.

CONCLUSIONS

- ✓ Google pay and Phone pay are most used app for online money transitions.
Around 50% peoples are preferred Google Pay and Phone Pay App for Online money transaction.
- ✓ Most of the people feels, online money transitions are beneficial for common people.
- ✓ Most of the people are Highly Satisfied with Recharge and Bill Payments, and satisfied in shopping, funds transfer and Hotel booking, facilities provided by apps during online money transitions.
- ✓ Occupation and Awareness may be Independent.
- ✓ Gender and Awareness are Independent.
- ✓ Proportion of male and female aware of online money transaction are same.
- ✓ 75% Males are aware with Online Transactions.
- ✓ 75% Females are aware with Online Transactions.
- ✓ Age-group and Awareness are Independent.
- ✓ Use of service provider apps may dependent on age group.
- ✓ Use of service provider apps are Independent on Gender.

SCOPE & LIMITATION

SCOPE

We can extend our study in state level or national level, to know the awareness of customers about digitalization.

LIMITATION

- ✓ Due to time limit we collect data in Baramati region only.
- ✓ The number of customer who participated in the analysis was less then equal to 100 of which majority were men and women who are integral part of the customer of various banks.
- ✓ The customer is reluctant to answer the questionnaire based on the digitalization in banking.
- ✓ Digitalization in banking is totally technology up gradation factor, so customers do not easily understand the technological language.

REFERENCES

- <https://www.streebo.com/blog/role-of-digitization-in-banking-industry/>
- <http://www.groupdiscussionideas.com/role-of-digitization-in-banking/>
- Jun, M., & Cai, S. (2001). The key determinants of internet banking service quality: a content analysis. *International journal of bank marketing*, 19(7), 276-291.

QUESTIONNAIRE

- Name:
 - Gender
 - a. Male
 - b. Female
 - Age group
 - a. 18yrs-40yrs
 - b. 40yrs-60yrs
 - c. 60yrs and above
 - Occupation
 - a. Student
 - b. Service person
 - c. Business person
 - d. Retired person
 - e. Farmer
 - f. Housewife
1. Do you know about Digital India Mission of GOI?
 - a. Yes
 - b. No
 2. Do you know about the concept of online money transactions?
 - a. Yes
 - b. No
 3. How many following apps do you use regularly for online money transactions?
 - a. Paytm
 - b. Google pays
 - c. Bhim Pay
 - d. Phone Pay
 - e. Net banking
 - f. Credit/ Debit cards
 - g. Others
 4. How do you know about these apps?
 - a. By family
 - b. By friends
 - c. By advertisement
 - d. All of the above
 5. Do you think that these apps for online money transactions are beneficial for common people?
 - a. Yes
 - b. No
 - c. Can't say

6. Are these online apps helpful to contribute in business world?
 - a. Yes
 - b. No
 - c. May be
7. Some times hidden charges are there in online transactions, is that affect your online transactions next time?
 - a. Yes
 - b. No
8. Do you find difficulties in these apps while transactions?
 - a. Yes
 - b. No
 - c. Sometimes
9. While troubles you face mostly while using these apps?
 - a. In payment transactions
 - b. Internet connection
 - c. Do not know how to use these apps
 - d. Sometimes transactions is not possible due to bank server down
10. According to you, what are the benefits of these apps?
 - a. Fast transactions and hence time saving
 - b. No need to visit the banks
 - c. Can use anywhere and any time
 - d. All of the above
11. Have you ever lost money due to digital fund?
 - a. Yes
 - b. No
12. What are the safety measures of online transactions?
 - a. Do not share your UPI PIN/CVV/OTP.
 - b. Do not access unknown messages, emails or links?
 - c. Do not save cards and password while shopping online?
 - d. All of above
13. Would you recommend your friends and family to use these online money transaction apps?
 - a. Yes
 - b. No
14. Give your level of satisfaction towards use of online money transactions.
 - Recharge
 - a. Highly Satisfied
 - b. Satisfied
 - c. Neutral
 - d. Dissatisfied

e. Highly dissatisfied

- Bill payments

a. Highly Satisfied

b. Satisfied

c. Neutral

d. Dissatisfied

e. Highly dissatisfied

- Shopping

a. Highly Satisfied

b. Satisfied

c. Neutral

d. Dissatisfied

e. Highly dissatisfied

- Transfer of funds

a. Highly Satisfied

b. Satisfied

c. Neutral

d. Dissatisfied

e. Highly dissatisfied

- Hotel Booking

a. Highly Satisfied

b. Satisfied

c. Neutral

d. Dissatisfied

e. Highly dissatisfied

15. Do you think that online money transactions are most helpful to make payment easier, in the situation of Covid-19?

a. Yes

b. No