

**A PROJECT REPORT ON  
A STUDY ON BANKING HABITS OF RURAL CUSTOMERS  
WITH REFERENCE TO USAGE OF ONLINE PAYMENT  
GATEWAY IN UDUPI DISTRICT**

**Submitted By  
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**Submitted To**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

**In partial fulfilment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

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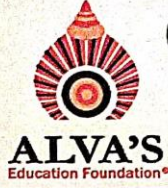


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Date: 01-09-2023

## CERTIFICATE

This is to certify that **DEEKSHITH SHETTY** bearing USN 4AL21BA114 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "A STUDY ON BANKING HABITS OF RURAL CUSTOMERS WITH REFERENCE TO USAGE OF ONLINE PAYMENT GATEWAY IN UDUPI DISTRICT." is prepared by him under the guidance of Mrs. Maithri, Assistant Professor PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

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## DECLARATION

I, Deekshith Shetty., hereby declare that the project report entitled "A study on banking habits of rural customers with reference to usage of online payment gateway in Udupi district" is prepared by me under the guidance of Mrs. Maithri, Assist Professor of PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar.

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of the degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree or diploma from any other University or Institution.

Place: Mijar

Signature of the student

Deekshith

Date: 04-09-2023

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## **EXECUTIVE SUMMARY**

Online payment gateways are digital platforms or services that facilitate electronic transactions between buyers and sellers over the internet. They act as intermediaries, ensuring the secure and smooth transfer of funds from a customer's bank account or credit card to the merchant or service provider. This study reveals key insights. Rural customers are increasingly adopting online payment gateways for various transactions, including utility bill payments, online shopping, and money transfers. The study highlights the positive impact of digital financial inclusion on rural communities, improving convenience and reducing dependency on traditional banking methods. However, challenges such as limited internet access and digital literacy persist. The findings emphasize the need for tailored educational programs and improved internet infrastructure to further empower rural customers in embracing online payment solutions, ultimately fostering financial inclusion in Udupi district.