

A STUDY ON AWARENESS OF FINANCIAL PRODUCTS AND DIGITAL PAYMENT METHODS AMONG UNIVERSITY STUDENTS

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ABSTRACT:

Financial inclusion is the major means of connecting individuals to the financial system. Therefore, financial organisations and governments must collect information from societies and individuals to make more informed decisions. The researcher used an analytical descriptive research approach to collect primary data from Swami Ramanand Teerth University Nanded which comes under Maharashtra State in India through an electronic questionnaire. As a result, the researcher reached the following conclusions: According to the respondents, there are no educational programmes in universities and colleges about financial services and most of the students have knowledge of financial products and digital methods for transactions but not in detail knowledge and not utilizing for day to day transactions.

KEYWORDS: *Financial Inclusion, Bitcoin, Digital Payments, Financial Products.*

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