

ISBN : 978-93-91286-12-5

Wednesday, 27th October 2021

**VIRTUAL INTERNATIONAL
CONFERENCE 2021**

on

**Make In India : Redefined In A Digital
Era for Sustainable Development**



Organised by the



**G R DAMODARAN
ACADEMY OF MANAGEMENT**

(Approved by the All India Council for Technical Education
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USERS PERCEPTION TOWARDS PAYTM

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ABSTRACT

The research paper aims at exploring the reasons for preferring Paytm and variables associated with the level of opinion towards Paytm. Data for the study have been collected through issuing questionnaire to 130 customers residing in Pollachi Taluk by adopting convenience sampling technique. Simple Percentage, Weighted Average Ranking and Chi-square test have been used to analyze the data. The study reveals that majority of the customers are male with the age group between 21 and 30 years and majority of them are employed in private sector with an earning of up to Rs.20000 per month and they are aware about paytm through friends. The reasons for using Paytm are recharge followed by online shopping, payment of bill, booking tickets, transfer funds and other payments. Chi-square test reveals that age, area, educational qualification, occupation, number of earning members in the family, monthly income, level of awareness are significantly associated with the level of opinion towards Paytm.

Keywords: Paytm-Digital Payment- Usage.

INTRODUCTION

Electronic payment system is growing popular now days due to development in digital. There are different types of digital payment method. Paytm is one such payment system which is used by many people because of its easy usage and safe method. Paytm was founded in August 2010 by Vijay Shekhar in Noida. Paytm is now available in more languages and provide online payment services. As of January 2018, Paytm is valued at \$10 Million. In July 2020, Paytm partnered with Tata Starbucks and allowed their customers to order food online during Covid 19 pandemic. The buying behaviour of people has been changed due to development in digital payment system. Anandalakshmy and Gayathri (2020) found that there is a relationship between the hypothesis "consumers perception to Paytm App". In this regard the present study is mainly focused on determinants of Paytm.

REVIEW OF LITERATURE

Avvai Kothal and Ramya Sekar (2019), in their study find that there is a positive relationship between perception of Paytm wallet and Satisfaction of Paytm wallet. **Rohini Rajesh Shinde et.al (2021)**, in their research discloses that maximum of Customers says Paytm is easy to download, data retention, ease of transaction and replaces traditional system. **Sivakumar and Balaji (2019)**, in their study find that most of respondents are aware about Paytm through friends. The result of Chi-square test discloses that there is no significant relationship between age and usage of Paytm wallet. **Sounthara Priya and Josephine Stella (2020)**, find that respondent's reason for preferring Paytm is user friendly. It also reveals that danger of losing money is the major factor affecting the customers to use Paytm.

STATEMENT OF THE PROBLEM

Now-a-days, Digital payment system usage has been increased in India. The Consumers use of smart phones has increased the usage of Mobile wallet services. Among that Paytm service is the most preferred one. Samudre and Gramopadhye (2018), in their study reveal that respondents are satisfied with bank transfer, less transaction time and ease to download. It is also found that there is no significant relation between security concern and transaction performed on paytm. Senthil (2019), in his research find that majority of the users are highly satisfied with convenience followed by safety & security, anytime/where transactions, add on services, charges of using Paytm. Also, Most of the users are satisfied by software issues, reliable, transaction speed whereas most of the users are dissatisfied with grievance offered by service providers. In this backdrop, an effort has been made to examine the reason for preferring Paytm and level of opinion towards Paytm.

OBJECTIVES OF THE STUDY

The following are the objectives of the study

- To identify the reasons for preferring Paytm.
- To examine the variables that influences the level of opinion towards Paytm.

RESEARCH METHODOLOGY

The study is based on primary data collected through issue of well-structured questionnaire. It contains questions relating to the socio-economic profile, awareness, for using paytm and level of Opinion towards paytm. A sample of 130 customers in Pollachi Taluk has been selected by adopting Convenience Sampling Technique. Simple Percentage, Weighted Average Ranking and Chi-Square test have been used to analyze the data.

FINDINGS

The findings of the study are divided into four sections namely, Socio-economic profile of the sample customers, Awareness on Paytm, Reason for using Paytm and variables associated with level of opinion towards paytm are showed in the following paragraphs.

(i) Socio - Economic Profile

- Majority of 87(66.92%) customers, belong to the age group between 21 and 30 years.
- Majority of customers, 78(60.00%) are male.
- Most of the customers, 52(40.00%) belong to semi-urban area.
- Majority of 76(58.46%) customers are unmarried.
- Most of the customers, 57(43.84%) are under graduates.
- Majority of the customers, 68(52.30%) are private employees.
- Majority of the customers, 81(62.30%) have two earning members in the family.
- Majority of 68(52.30%) customers earn a monthly income of up to Rs.20, 000.
- Majority of 73(56.15%) customers' family income per month is up to Rs.50, 000.

(ii) Awareness on Paytm

- Majority of the customers, 84(64.61%) came to know about Paytm through friends.
- Most of the customers, 56(43.07%) use Paytm frequently.
- Majority of 96(73.84%) customers using Paytm for a period of less than a year.
- Most of 54(41.53%) the customers are aware of the features available in Paytm.
- Majority of 84(64.61%) customers transactions per month by Paytm is between Rs.501 and Rs.1,000.

(iii) Reason for using Paytm

Weighted average ranking has been applied to identify the purpose for using Paytm.

Table : 1 Reason for using Paytm – Weighted Average Ranking

Reason	RANK
Bill Payment	III
Fund Transfer	V
Recharge	I
Ticket Booking	IV
Online Shopping	II
Others	VI

It is observed that Paytm is mostly used for recharge followed by online shopping, payment of bill, ticket booking, fund transfer and other payments.

(iv) Variables Associated with Level of Opinion towards Paytm

To examine the association between the select variables and level of opinion towards paytm, the Chi-square test has been used.

Table: 2 Variables Associated with Level of Opinion towards Paytm

Variables	d.f	Calculated χ^2 Value	Table Value @ 5% Level
Gender	2	2.580	5.991
Age	2	9.780*	5.991
Area	4	11.759*	9.488
Marital Status	2	3.404	5.991
Educational Qualification	6	16.999*	12.592
Occupation	8	19.598*	15.507
No. of Earning Members in Family	2	7.124*	5.991
Monthly Income	6	16.798*	12.592
Family Income(Per Month)	6	8.772	12.592
Level of Awareness	4	6.638*	9.488

It has been found that there exists a significant association between age, area, educational qualification, occupation, number of earning members in the family, monthly income, level of awareness and level of opinion towards Paytm.

Suggestions

- ❖ Awareness on Paytm can be created in rural area.
- ❖ Paytm may introduce promotion activities like, discounts/offers and rewards points
- ❖ Measures can be taken to reduce service charges.
- ❖ Paytm may also focus on increasing the security and privacy of their users

CONCLUSION

Digital payment system, like Google Pay, BHIM, Paytm, PhonePe offers the user the ability to pay retailers and other consumers on the Internet over the Smartphone. The study shows that age, area, educational qualification, occupation, number of earning members in the family, monthly income, level of awareness have significant association with level of opinion towards Paytm. The users have good opinion on Paytm facilities such as ease of use, convenience, multiutility, and customer service whereas Paytm have to improve facilities like promotions/offers and reduce service charges.

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