

# A Study on the Usage of Paytm with Special Reference to Vatakara Taluk

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## ABSTRACT:

As more and more people buy goods and services online, the payment system must adapt as well, pushing us toward digital payments. In this way, we have switched from using cash to digital payment methods like debit cards, credit cards, and smart cards, which allows us to avoid carrying actual currency around. A digital payment system known as an electronic wallet enables users to send and receive money using plastic cards or by uploading monies directly from their bank account into the wallet. The smartphone has become an indispensable tool in today's environment. Due to the rising adoption of reasonably priced smart mobile devices, India is expected to surpass 200 million smart phone users, surpassing the United States as the second largest smart phone market globally. Because digital wallets are so convenient and simple to use, consumers are embracing them at a very quick rate. 2014 saw the introduction of Paytm into the e-commerce sector. Paytm now allows users to purchase a variety of goods in one location, from basic cell phone recharges to clothing and electronics purchases. As a result, it has developed into a marketplace and a platform for payments throughout time. The RBI has granted it a license.

**Keywords:** Paytm, digital payment, E-commerce.

## INTRODUCTION

According to their most recent data, Paytm is expanding more quickly and has over 20 million registered users. Their mobile app and website have been upgraded to a fully functional e-commerce marketplace with sections for electronics, smartphones, sports & health, kitchen & home, books, toys & babies, and many other categories. The number of downloads for the app across many platforms has exceeded 7 million. Paytm aims to provide accessibility, ease, and credibility in addition to use. Our home page design is simple, and this approach has been used throughout the entire website and app. People at pay TM have the option of recharging whenever and wherever they need to, and they are provided with a safe online wallet called pay TM Cash. This is because people desire access from anywhere, at any time.

## Feature of Paytm:

- 1. Mobile Wallet:** Paytm began as a platform for mobile wallets, where users could save money digitally and do a variety of operations, including online shopping, bill payment, and cell recharges.
- 2. Digital Payments:** Paytm allows digital payments through a number of channels, including wallets, debit/credit cards, online banking, and UPI (Unified Payments Interface).
- 3. Paytm made QR code-based payments** possible by introducing the ability for customers to use the Paytm app to scan QR codes at physical retailers and stores in order to make purchases.

4. **Online shopping:** Paytm customers have access to a large online marketplace where they may purchase a variety of goods, such as food, fashion items, gadgets, and household necessities.
5. **Bill Payments and Recharges:** Through the Paytm platform, users may pay a variety of bills, including those for gas, electricity, water, and DTH recharge.
6. **Banking Services:** Through collaborations with banks, Paytm has extended its services to include banking features including fixed deposits, savings accounts, and loans.
7. **Investment options:** Through its platform, Paytm provides users with access to mutual funds, equities, gold, and insurance products.
8. **Cashback & prizes:** In order to promote user engagement, Paytm frequently offers consumers cashback incentives, discounts, and prizes for purchases done on the platform.
9. **Travel Bookings:** The Paytm app serves as a one-stop shop for all things connected to travel, allowing users to book hotels, buses, trains, and flights.
10. **Entertainment and Utility Payments:** Paytm makes it simple for customers to pay for services like cinema tickets, reservations for events, and utility bills.

## OBJECTIVES OF THE STUDY

1. To study the factors that influence consumers in adoption of Paytm.
2. To find the customer satisfaction towards the usage of Paytm.

## REVIEW OF LITERATURE

This chapter's primary goal is to review the literature on work connected to mobile phones. Stated differently, this chapter reviews the studies that different researchers in India and abroad have conducted regarding the Paytm app.

Prof Trilok Nath Shukla in his paper "Mobile Wallet: Present and the Future" (June 2016) has discussed about mobile wallet, working, types and its advantages and disadvantages. His analysis included perception of consumers and retailers about mobile wallets. He concluded that mobile wallets will be used to engage with the customer by the marketers and digital businesses. Irrespective of the market status of these mobile wallets, marketers should take advantage of the emerging opportunities.

Dr. Poonam Painuly, Shalu Rathi in their paper "Mobile Wallet: An upcoming mode of business transactions" (May 2016) has explained about mobile wallet types and trends. Then discussed about Role of mobile wallet in various sectors like Banks, Retail and Hospitality. The paper explains the importance of mobile wallet for Banks, customers and Companies. In future scope it talks of mobile wallet becoming a latest marketing channel in near future. And contribute highly in a seamless shopping experience for the customers that increase their tendency for frequent and more repurchases with delightful experiences. To conclude they speak the importance and growth of mobile money in business, social and economic prospective. The presence of mobile wallet spreading from urban to rural areas on a large scale. Hence, wallet money sees a high bright future in near time.

## RESEARCH METHODOLOGY

Primary and secondary sources of data were gathered. 60 respondents each received a standardized questionnaire, which was used to gather primary data. Convenience sampling was used in the selection process. Through journals and the internet, secondary data was gathered. Microsoft Excel was used for data categorization and tabulation.

**DATA ANALYSIS**

**TABLE 1. SOCIO-ECONOMIC PROFILE OF RESPONDENTS**

SL.NO	Category	No. of Respondents	% of Respondents
1	<b>GENDER</b>		
	Male	40	67
	Female	20	33
2	<b>AGE GROUP</b>		
	Below 20	5	8
	20-30	17	28
	30-40	22	37
	Above 40	16	27
3	<b>OCCUPATION</b>		
	Student	10	17
	Employees	17	28
	Business	23	38
	Other	8	13
4	<b>MONTHLY INCOME</b>		
	Up to 10000	16	27
	10000-20000	22	37
	20000-30000	12	20
	Above 30000	10	16
5	<b>QUALIFICATION</b>		
	SSLC	9	15
	Plus Two	14	24
	Degree	11	18
	PG	15	25
	Others	11	18

Source: Primary Data

**TABLE 2: TENURE OF USING PAYTMAPP**

Usage	No of respondents	Percentage (%)
Less than 1 year	22	37%
1-2 years	20	33%
2-3 years	8	13%
More than 3 years	10	17%
<b>Total</b>	<b>60</b>	<b>100%</b>

Source: Primary data

**Table 3: PAYMENT WITH PAYTM APP**

Easiness	No of respondents	Percentage
Very easy	20	34%
Easy	15	25%
Neutral	18	30%
Difficult	5	8%
Very difficult	2	3%
<b>Total</b>	<b>60</b>	<b>100%</b>

Source: Primary data

**Table 4: SHOPPING WITH PAYTM APP**

Interest	No of respondents	Percentage (%)
Very much interested	12	20%
Interested	24	40%
Neutral	16	27%
Less interested	8	13%
Not interested	0	0%
<b>Total</b>	<b>60</b>	<b>100%</b>

**Table 5: PAYTM APP AS TIME SAVING APP**

Saving time	No of respondents	Percentage (%)
Strongly agree	19	32%
Agree	26	43%
Neutral	8	13%
Strongly disagree	5	8%
Disagree	2	4%

<b>Total</b>	<b>60</b>	<b>100%</b>
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Source: Primary data

## FINDINGS

1. Majority of respondents use pay tm for less than 1 year.
2. Most of respondents' opinion is that pay tm is very easy to use.
3. Most of respondents are interested in using Paytm.
4. Most of respondents strongly agree that Paytm helps to save time.
5. Most of respondents have the income level in between 10000 –20000.

## CONCLUSION

Paytm supports their customers to transfer their payments with the usage of their mobile Phones in the easiest way. Paytm is a good app to download due to its wide network which The customers more convenient. It is being really helpful for the society to make quick payment and thus part is considered as one of the easiest modes of payment. Majority of people prefer paytm due to the availability of more offers provided by the pay tm app. Moreover, people find it easy to handle paytm app and also paytm ensures customer's safety helps to save time. Thus from the study it can be concluded that paytm is best in terms of usage, Preference, easiness, security, convenience, time effective etc.

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