

A STUDY ON AWARENESS AND SATISFACTION TOWARDS PAYTM USERS

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Abstract : Paytm is India's largest mobile commerce platform. It started by offering mobile recharge and utility bill payments and today it offers a full marketplace to consumers on its mobile apps. In a short span of time Paytm has scaled to more than 60 Million orders per month. In 2015 Paytm has started the business same like as the facilities are getting from the other E-Commerce company such as Flipkart, Amazon, and Snapdeal. Today, it is India's most popular online destination for prepaid mobile & DTH recharges and shopping, and its Android and IOS apps have been ranked among the most popular apps. In only few years since the founding, the company created a user base of 35 million wallet users and 15 million app downloads. The present study mainly focused on the awareness and satisfaction of paytm users. The primary data were collected from 150 paytm users. The collected data are analyzed using simple percentage and chi-square test method and draw the inferences. From that study observed that, majority of the respondents are highly aware about paytm through their friends and also highly satisfied with the payment of procedure and safety transaction of paytm.

IndexTerms - Paytm, Awareness, Satisfaction, Mobile and shopping.

INTRODUCTION

M-commerce (mobile commerce) is the buying and selling of goods and services through wireless handheld devices such as cellular telephone and personal digital assistants (PDAs). The phrase mobile commerce was originally coined in 1997 by Kevin Duffey at the launch of the Global Mobile Commerce Forum, to mean "the delivery of electronic commerce capabilities directly into the consumer's hand, anywhere, via wireless technology." Many choose to think of Mobile Commerce as meaning "a retail outlet in your customer's pocket."

Mobile commerce is worth US\$230 billion, with Asia representing almost half of the market, and has been forecast to reach US\$700 billion in 2017. According to BI Intelligence in January 2013, 29% of mobile users have now made a purchase with their phones. Walmart estimated that 40% of all visits to their internet shopping site in December 2012 was from a mobile device. Bank of America predicts \$67.1 billion in purchases will be made from mobile devices by European and U.S. shoppers in 2015. Mobile retailers in UK alone are expected to increase revenues up to 31% in FY 2013–14.

STATEMENT OF THE PROBLEM

There are various online Payment and they are playing an essential role in fulfilling the needs of customer. Now a days the customer are more dynamic. Their needs and preference can be changing as per current scenario. The development of the online payment sites mainly depends on the customer satisfaction. The following questions may arise regarding customer satisfaction.

- i. What is the level of satisfaction of paytm users?
- ii. What are the factors influenced the customers to choose paytm?
- iii. What are the problems faced by the paytm users?

OBJECTIVES OF THE STUDY

An earnest attempt has been made in the study to find solutions to the questions raised above accordingly the following objectives have been framed.

- To know the awareness level of Paytm towards customers.
- To determine the satisfaction level of customer towards Paytm.
- To identify the problems of paytm users.

RESEARCH METHODOLOGY

The primary data were collected from 150 paytm users through distributing the structured questionnaire using by convenient sampling method in pollachi Taluk.

FRAMEWORK OF ANALYSIS

The collected data are analyzed using simple percentage and chi-square test method and draw the inferences. Level of significance chosen for chi square test is five percent level.

LIMITATIONS OF THE STUDY

- The primary data are being collected using questionnaire. Hence, this also retains its own limitation.
- The study is based on the attitude and perceptions of the customers.
- The sample size was limited to 150 respondents.
- The study area covered Pollachi Taluk only.

FINDINGS OF THE STUDY

Now-a-days most of the people are interested to make online shopping and it is playing very important role in the world. The findings of the study is further classified into socio -economic profile, Sources of awareness, level of satisfaction and problems faced by the users.

I. Socio - Economic Profile of the Respondents

S.No	Factors	No of Respondents	Percentage
1	Area		
	Rural	99	66
	Urban	32	21
	Semi urban	19	13
2	Age		
	Below 25 years	84	56
	26-35 years	50	33
	36-45 years	10	7
	Above 45 years	6	4
3	Gender		
	Male	59	39
	Female	91	61
4	Marital Status		
	Married	65	43
	Unmarried	85	57
5	Type of family		
	Joint	56	37
	Nuclear	94	63
6	Position		
	Head	46	31
	Member	104	69
7	Number of members		
	Up to 2 Members	33	22
	3 - 4Members	67	45
	5 – 6Members	32	21
	Above 6 Members	18	12
8	Earning members		
	Upto 1 member	60	40
	2 to 3 members	64	43
	4 to 5 members	23	15
	Above 6 members	3	2
9	Educational status		
	Upto HSC	23	15
	Under Graduate	64	43
	Post Graduate	57	38
	Others	6	4
10	Occupation		
	Farmer	36	24
	Professional	7	5
	Government Employee	12	8
	Private Employee	35	23
	Student	55	37
	Others	5	3
11	Monthly Income		
	Upto Rs.10000	51	34
	Rs.10001 - Rs.20,000	38	25
	Rs.20,001 - Rs.30,000	40	27
	Above Rs.30,001	21	14
12	Monthly Income of the family		
	Upto Rs.50,000	55	36.7
	Rs.50,001 - Rs.70,000	40	26.7
	Rs.70,001 - Rs.1,00,000	39	26
	Above Rs.1,00,000	16	10.6
13	Sources		
	Friends	61	41

Relatives	22	15
Media	26	17
Newspaper	14	9
Neighbors	6	4
Internet	17	11.3
Existing customers	04	2.7

- The majority of the respondents 99(66%) residing in rural area.
- The majority of the respondents 84(56%) comes under the age group of below 25 years.
- The majority of the respondents 91(61%) are female category.
- The majority of the respondents 85(57%) who are utilizing the paytm is unmarried.
- The majority of the respondents 94(63%) comes under nuclear family.
- The majority 104(69%) of respondents are one of the member in their family.
- The majority of the respondents 67(45%) having 3 to 4 members in their family.
- The majority 64(43%) of the respondents having upto one earning member in their family.
- The majority of the respondents 64(43%) who are utilizing the pay tm is under graduates.
- The majority 55 (36.7%) of the respondents are students.
- The majority of the respondents 51(34%) monthly income (self) is upto Rs.10000
- The majority 55 (36.7%) of the respondents monthly income (family) is upto Rs.50,000 per year.

II. Level of Awareness

- The majority of the respondents 61 (40.7%) came to know about paytm through their friends.
- The majority 50 (33%) of the respondents are induced to choose paytm through their friends.
- The respondents 121 (81%) are account holder of Paytm.
- The majority of the respondents 89 (59%) often are using paytm.
- The majority 40 (27%) of them pay the amount through net banking.
- The majority 135 (90%) of the respondents are continue Paytm in future.
- The majority 113 (75%) of the respondents suggest Paytm to others.

III. Level of Satisfaction

- The majority 68 (45%) of the respondents are highly satisfied with Availability of Recharge coupons.
- The majority 48 (32%) of the respondents are highly satisfied with Better service.
- The majority 55 (37%) of the respondents are highly satisfied with Quick Process.
- The majority 55 (37%) of the respondents are highly satisfied with Cost effective transitions.
- The majority 65 (43%) of the respondents are satisfied with Convenience to recharge.
- The majority 56 (37%) of the respondents are highly satisfied with Better rate and lower service charges.
- The majority 52 (35%) of the respondents are highly satisfied with Bank familiarity.
- The majority 68 (46%) of the respondents are highly satisfied with Security of transaction.
- The majority 61 (41%) of the respondents are highly satisfied with Processing speed.
- The majority 74 (49%) of the respondents are highly satisfied with Amount displayed.
- The majority 64 (43%) of the respondents are satisfied with Amount transfer.
- The majority 51 (34%) of the respondents are highly satisfied with Receipt of payment.
- The majority 86 (57%) of the respondents are highly satisfied with Time saving.
- The majority 56 (37%) of the respondents are highly satisfied with Safety payment.
- The majority 79 (53%) of the respondents are highly satisfied with availability of Varieties of products.
- The majority 68 (45%) of the respondents are highly satisfied with Cost of the product.
- The majority 46 (30%) of the respondents are highly satisfied with Quality of the products.
- The majority 45 (30%) of the respondents are highly satisfied with Customer service .
- The majority 58 (39%) of the respondents are highly satisfied with Payment procedure.
- The majority 48 (32% of the respondents are neutral with Procedure for can selling order.
- The majority 58 (39%) of the respondents are highly satisfied with Payment procedure.
- The majority 95 (63%) of the respondents are highly satisfied with Discount and offers.
- The majority 56 (37%) of the respondents are highly satisfied with Packing.
- The majority 82 (55%) of the respondents are highly satisfied with Conveniences in online shopping.
- The majority 54 (36%) of the respondents are satisfied with Security for payment.
- The majority 51 (34%) of the respondents are satisfied with Shipping charges.
- The majority 49 (33%) of the respondents are satisfied with On time delivery.
- The majority 63 (42%) of the respondents are satisfied with New arrivals.
- The majority 44 (29%) of the respondents are satisfied with Cash back offer.

IV. Problems Faced by the Users

- The majority 80 (53%) of the respondents are strongly agree with wrong brand problems while using paytm.
- The majority 63 (42%) of the respondents are agree with Additional service charge problems while using paytm.
- The majority 55 (37%) of the respondents are agree with Delay in delivery problems while using paytm.
- The majority 47 (31%) of the respondents are strongly agree with Warranty and claims problems while using paytm.
- The majority 55 (37%) of the respondents are agree with Tax problems while using paytm.
- The majority 50 (33%) of the respondents are neither agree nor disagree with Poor customer services problems while using paytm.
- The majority 51 (34%) of the respondents are strongly agree with Poor quality of products problems while using paytm.
- The majority 55 (37%) of the respondents are agree with Late Recharge while using paytm.
- The majority 48 (32%) of the respondents are neither agree nor disagree with Slow Process problems while using paytm.

Chi-Square test

- There is no significant association between Area of residence of the respondents and their level of satisfaction with online shopping.
- There is a significant association between Age of the respondents and their level of satisfaction with online shopping.
- There is no significant association between Gender of the respondents and their level of satisfaction with online shopping.
- There is no significant association between marital status of the respondents and their level of satisfaction with online shopping.
- There is no significant association between type of family of the respondents and their level of satisfaction with online shopping.
- There is a significant association between type of family of the respondents and their level of satisfaction with online shopping.
- There is a significant association between Educational Qualification of the respondents and their level of satisfaction towards with online shopping.
- There is a significant association between Occupation of the respondents and their level of satisfaction with online shopping.
- There is no significant association between monthly income of the respondents and their level of satisfaction with online shopping.
- There is no significant association between annual income of the respondents and their level of satisfaction with online shopping.

SUGGESTIONS

Based upon the study conducted, the following are the suggestions made to the improvement of Paytm.

- More advertisement should be made about Paytm shopping.
- Should avoid sending wrong and damaged product.
- Should provide security for the buying product.
- Should provide more collection, gifts and discount for the product.
- Should intimate the new arrivals to the existing customer, through message.
- Security towards transaction must be increased
- Should increase the access speed of network connection
- They may give a detailed message to the customers regarding the scheme
- Improve the quality of products to attract more customers.
- Possibility of reducing service charge.
- Reduce formalities in booking ticket through online
- Reduce the time limit to change the ticket in online mode.
- Improve the structure of the website and make the procedure of booking easier.

CONCLUSION

Paytm service is also available in mobile so you can easily download and use this application in your mobile anywhere and mobile friendly application. paytm used many trusted software for their security purpose. The paytm easy to accessible and they are much easy as compare to other sites. Paytm also available on the mobile, tablets and laptops, and the high speed data connection is not required for paytm. It is easily work on mobile without any problem.

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