

Consumer Perception towards Paytm with Special Reference to Kanyakumari District



Ashlin Nimo JR, Ganesh Kumar R

Abstract— We are living in a digital world where shopping is in its peak. In order to ease the payment procedure of the shoppers, the concept of Fintech emerged. Without the use of any cards, one can do shopping and make payment with the help of digital wallets. There are several digital wallets applications in India and Paytm is popular among them. We need to keep money in our paytm account and that can be used for making payments. The objective of this paper is to analyze the customer perception towards Paytm and the factors influencing customers to use Paytm in Kanyakumari District.

I. INTRODUCTION

Digital payment plays a vital role in day today life. One can perform any kind of money transactions using digital payment with the help of a smart phone. Recharges, credit card bill, electricity bill, gas bill, insurance, bus and air tickets can be performed with the help of digital wallets and especially with the help of paytm application. Paytm provides cash back and offers for its customers. Paytm entered in the market place in the year 2014. Initially it was only into payment side. Now it offers ecommerce services and which enables customers to get everything at one place. RBI have issued license to run a Payments Bank to Paytm. The aim of this research paper is to identify the customer perception and the various factors which influence the customers to use Paytm. Respondents are classified on the basis of age, qualification, frequency of usage, purpose of usage, average monthly spending on Paytm and factors such as ease of use, quick service, multi-utility and convenience.

II. STATEMENT OF THE PROBLEM:

There are many digital wallet applications in the market and we want to identify the reasons for choosing Paytm. The study analyses the user’s perception towards Paytm in Kanyakumari District.

III. SIGNIFICANCE OF THE STUDY:

This study was conducted to identify the factors which

influences customers to use Paytm and also the satisfaction level of customers towards Paytm by using several attributes like simple to use and easy to download, convenience, fast service, multi-utility, offers, security, privacy and customer service.

IV. OBJECTIVES OF THE RESEARCH

- To study the customer perception towards Paytm apps and factors influencing customers to use Paytm in kanyakumari District.
- To find out the acceptance level of Paytm as an alternative to card transactions.
- To analyse the flexible services provided by the Paytm.

V. RESEARCH METHODOLOGY

Research Area - Research Area is Kanyakumari District.

Respondents - Respondents are Paytm users in Kanyakumari District.

Population and Sample - In this study, 50 samples are selected for the study.

Sampling Method - Snowball sampling

Data Collection - Primary data collection is used in this study. A simple questionnaire has been used to collect data from respondents.

Data Analysis - The collected data are analysed with the help of Ms Excel and R Studio. Ms Excel is used for Percentage Analysis and R Studio is used for Chi-Square Analysis.

VI. RESULTS AND DISCUSSIONS

Percentage Analysis

Table 6.1: Age of the Respondents

Age	Frequency	Percentage(%)
Below 30	19	38
31 -40	16	32
40-60	10	20
Above 60	5	10
Total	50	100

Manuscript published on November 30, 2019.

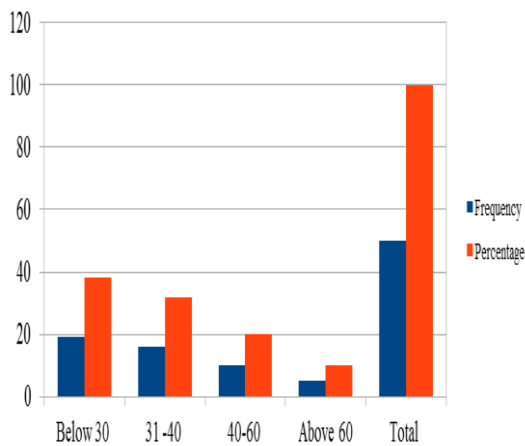
* Correspondence Author

Ashlin Nimo JR*, Assistant Professor, School of Management, VelTech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Chennai, Tamilnadu, India.

Dr. Ganesh Kumar R, Assistant Professor, School of Management, VelTech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, Chennai, Tamilnadu, India.

© The Authors. Published by Blue Eyes Intelligence Engineering and Sciences Publication (BEIESP). This is an open access article under the CC-BY-NC-ND license <http://creativecommons.org/licenses/by-nc-nd/4.0/>

Consumer Perception towards Paytm with Special Reference to Kanyakumari District

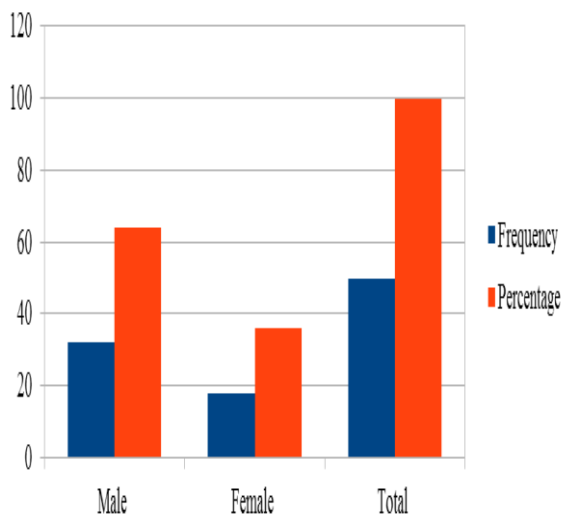


Inference:

The age and working experience of a person affects the views on Paytm services. The age of the respondents is classified as below 30 years, 31 to 40 years, 40 to 60 years and above 60 years.

Table 6.2: Gender of the Respondents

Gender	Frequency	Percentage(%)
Male	32	64
Female	18	36
Total	50	100

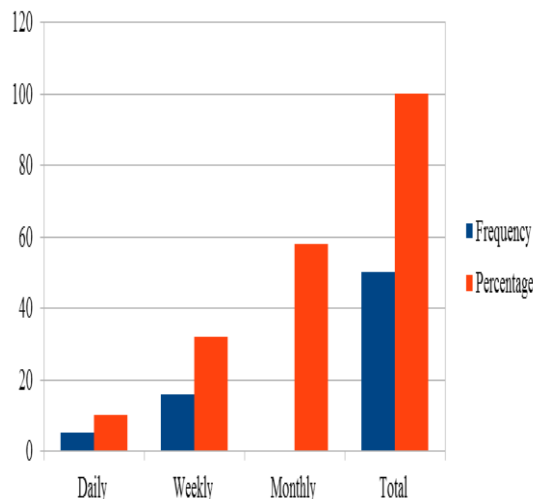


Inference:

The gender of the respondents is included as one of the profiles in the present study. Since the gender shapes knowledge and ability to deliver Paytm services and also their expectations of the Paytm services, it is included as one of the profiles. The classification of the respondents based on gender is shown in Table 2.

Table 6.3: Frequency of Paytm usage

Usage	Frequency	Percentage(%)
Daily	5	10
Weekly	16	32
Monthly	29	58
Total	50	100

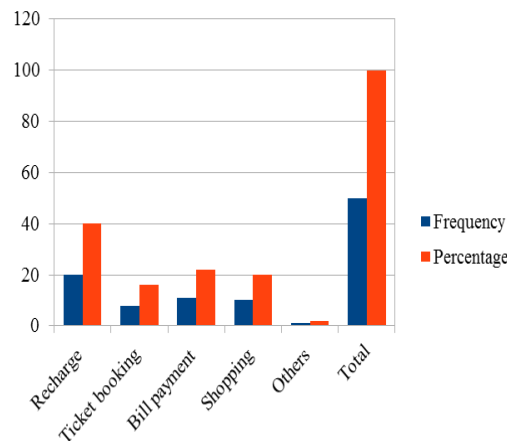


Inference:

The frequency of usage of Paytm is categorized as daily, weekly and monthly. The distribution of respondents is presented in Table 3.

Table 6.4: Purpose of Paytm usage

Purpose	Frequency	Percentage(%)
Recharge	20	40
Ticket booking	8	16
Bill payment	11	22
Shopping	10	20
Others	1	2
Total	50	100



Inference:

The Purpose of using Paytm by the respondents in the present study is classified as recharge, ticket booking, and bill payment and shopping. The distribution of respondents based on the purpose of using Paytm is shown in Table 4.

Chi-Square Analysis:

1. Gender and Acceptance Level of Paytm

Null Hypothesis (Ho):

There is no significant relationship between gender and acceptance level of Paytm.

Alternate Hypothesis (H1):

There is significant relation between gender and acceptance level of Paytm.

```
> mydata<-read.table(file = "clipboard", sep =
"\t",header=TRUE)
> summary(mydata)
Gender Frequency
Female: 22 Daily: 20
Male: 28 Monthly: 20
Weekly: 10
> ptmtable<-table(mydata$Gender,mydata$Frequency)
> ptmtable
Daily Monthly Weekly
Female 10 5 7
Male 10 15 3
> chisq.test(ptmtable)
Pearson's Chi-squared test
Data: ptmtable
X-squared = 5.9659, df = 2, p-value = 0.05064
```

Inference

The table value (0.05064) is lesser than the calculated value (5.9659). So, null hypothesis is accepted because there is no significant relation between gender and acceptance level of Paytm.

2. Gender and Purpose of Paytm Usage

Null Hypothesis (Ho):

There is no significant relationship between gender and purpose of paytm usage.

Alternate Hypothesis (H1):

There is significant relationship between gender and purpose of paytm usage.

```
>mydata<-read.table(file = "clipboard", sep =
"\t",header=TRUE)
> summary(mydata)
Gender Frequency
Female: 25 Bill Payments: 11
Male: 24 others : 1
Recharge : 19
Shopping : 10
Ticket Booking: 8
> ptmtable<-table(mydata$Gender,mydata$Frequency)
> ptmtable
Bill Payment others Recharge Shopping Ticket Booking
Female 9 0 5 6 5
Male 2 1 14 4 3
> chisq.test(ptmtable)
Pearson's Chi-squared test
Data: ptmtable
X-squared = 10.602, df = 4, p-value = 0.03142
```

Inference

The table value (0.03142) is lesser than the calculated value (10.602). So, null hypothesis is accepted because there is no significant relation between gender and purpose of Paytm usage.

VII. FINDINGS

- It is observed that majority (38%) of the respondents come under the age group of below 30 and least number (10%) of respondents come under that age group of above 60.
- It is observed that 64% of the respondents are male and rest of them are female.
- It is observed that monthly usage of Paytm(58%) is greater than its daily usage(10%).
- The major purpose Paytm usage is to recharge (40%).
- There is no significant relation between gender and acceptance level of Paytm.
- There is no significant relation between gender and purpose of Paytm usage.

VIII. CONCLUSION

Digital wallet applications are really helpful to mankind and Paytm is one amongst them. Without any gender differences both men and women are using Paytm for all kinds of transactions. Our country's dream towards Digital India will be fulfilled shortly and usage of digital wallet applications will be a part of it.

REFERENCES

1. James Darren Davis "Near Field Communication the Digital Wallet".
2. Shwetu Kumar, Vijay Yadav, Atiqu Aditi Bansal (2014), "A study on Paytm" Guru Gobind Singh Indraprastha University, Delhi.
3. <https://www.Paytm.com>