A Study On Consumer Behaviour To Paytm Mobile Wallet At Kumbakonam

Dr. N. Prabha

M.com., M.phil., Ph.D,
Assistant Professor, Department of Commerce, Idhaya College For Women,
Kumbakonam

Abstract: In today – world, smart phone has become an essential part of one's daily life. Mobile users can nowadays use their Smartphones to make money transactions or payments by using applications installed in the phone. There are several mobile wallets which provide these services. Mobile wallets are digital versions of traditional wallets that someone would carry in their pocket. They offer payment services through which the individuals/business can receive /send money via mobile devices. The present paper throws light upon the customer satisfaction level towards the ewallet services provided by paytm. It focuses on the services provided by Paytm wallet and its satisfaction level.

Keywords: Customer Satisfaction, Paytm, E wallet, Paytm Services, Customer Satisfaction of E wallets

I. INTRODUCTION

Due to technological advancement, day-to-day life of the people has been drastically changed. Nowadays, the majority of people use smart phones as a means of communication, socializing, and even as a payment tool. A new payment option has been introduced namely mobile wallet, which means a virtual wallet. On a mobile device, it holds information from a credit card, debit card, loyalty cards, and coupons. Google Pay, Apple Pay, Samsung Pay and Paypal are among the most popular wallets. In a safe environment, mobile wallet contains various credit card data and bank account numbers, among other things. Data can be retrieved using the backup option if any of these items are lost. Mobile wallet can be used in various areas like companies, banks, hospitals, etc. for making payment, banks provides as easy transaction facilities to the people. Thus, it becomes more popular among the peoples, whereas most of the customers are attracted for easy payment and also it is very safe to transact and in secure environment, moreover it save time. On demonetization crisis, changes everyone's life, mobile wallet becomes drastic growth among the people. In mobile wallet, it classifies into four types such as open wallets, semi-opened wallets, closed wallets, and semi-closed. This mobile wallet becomes more aware by the people, because it is easy to use and make convenient to make the payment.

OBJECTIVES OF THE STUDY

- ✓ To identify the areas where paytm payments are more preferred by the users.
- ✓ To analyze the level of customer satisfaction towards the paytm payments with respect to its features.
- ✓ To focus on the challenges faced by the users while using paytm mobile wallet.
- ✓ To analyze the growing adaptation of paytm.
- ✓ To redesign marketing strategies it required.
- ✓ To evaluate the importance of paytm wallets.

II. RESEARCH METHODOLOGY

Research is defined as careful consideration of study regarding a particular concern of a problem using scientific methods. It is a systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions. It fact, research is an art of scientific investigation. The advanced learners dictionary of current

International Journal of Innovative Research and Advanced Studies (IJIRAS)
Volume 12 Issue 7 (Special Issue), July 2025, Website: www.ijiras.com

ISSN: 2394-4404

English lays down the meaning of research "a careful investigation of inquiry specially through search for facts in any brands of knowledge.

SAMPLE DESIGN

The study is done by using convenience sampling method with 95% confidence and 5% margin of error.

SAMPLE METHOD

I used judgmental sampling method for survey. I decided my respondents by using judgment as to whether they must be using paytm service or electronic financial services of not. I convenience the people in Kumbakonam city to fill up the questionnaire relating to paytm.

SAMPLE SIZE

Total sample size 100 people who are already using paytm service or who are interested and aware about this service.

AREA OF STUDY

The data is collected only from the respondents residing in Kumbakonam city. Since the area of study is limited to Kumbakonam due to lake of time.

SOURCE OF DATA

After establishing the objective and determining the design of the research study the data used for the study was collected from two sources, primary source and secondary source.

STATEMENT OF THE PROBLEM

✓ Digitization increasing in our country and government is encouraging a cashless society.
✓ Perhaps the main thought behind demonetization was first, to control the black money in the economy and anti-money laundering which has been used extensively by terrorist and second increase E-transactions in the country.
✓ Large number of purchases by consumer made online while cash on delivery option is available.
✓ Many prefer to make payments online through these mobile banking applications.
✓ Understanding the prevailing situation, many mobile banking applications offer different benefits which include the consumers to use their wallets.

LIMITATION OF THE STUDY

✓ Respondent bias was one of the major limitations of research and there might not be the perfect positive response from all the respondents.

✓ The sample size is very lass comparatively to the total population.
✓ The duration of the study is one of the limitations of this study.

III. REVIEW OF LITERATURE

Ngoc Doan (2014) Finland in this research paper reviewed that "Mobile wallet its researcher a new topic in this technology era and in order to make mobile wallet widely acceptable, it requires much effort in terms of change from money related stockholders, especially the merchants who will have to adopt and change the traditional way of payment".

Prem Kumar (2015) in his article has obtained "The cashless transaction system is reaching its growth day by day in India and markets have become globalised and the growth of banking scheme shows more and more people moving from cash less transaction".

Adu, Cecilia Adurayemi (2016), in their research paper said, "The introduction of electronic banking in Nigeria has a strong influence on the development of payment system. However, it involves commitment of huge amount of financial resources on computer technology, telecommunication facilities and constant electricity. The ATM has been the best and the most common means of effecting cashless policy in Nigeria by learned and unlearned poor and rich.

Tadse and Nannada (2017), collected data from 124 respondents and revealed that major reasons of using Paytm are paying bills and recharge. It was also discovered that payment gateway failure is one of the main problem faced by Paytm user.

Bagla (2018) surveyed 313 people from NCR and found that cash back, no transaction fees, easy to use, immediate transfer of money are the main reasons of increasing use of digital wallets.

Nair (2018) calculated data from 201 respondents and employed factor analysis to analyze the data. The author discovered that sustainability and transaction oriented are the main motive to use mobile payment.

IV. DATA ANALYSIS AND INTERPRETATION

Percentage analysis is the method to represent raw streams of data a percentage for better understanding of collected data Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total No. of Respondents}} \times 100$$

International Journal of Innovative Research and Advanced Studies (IJIRAS)
Volume 12 Issue 7 (Special Issue), July 2025, Website: www.ijiras.com

ISSN: 2394-4404

CRITERIA TO CHOOSE PAYTM ALLET

S.No	Opinion	No of Respondents	Percentage
1.	Rewards	20	27
2.	Discounts	10	13
3.	Cash backs	25	33
4.	Scratch Cards	20	27
5.	Others	0	0
	Total	75	100

Source: Primary Data

INTERPRETATION

The above table describe the criteria to choose paytm wallet, 33% of the respondents are choosing cash backs, 27% of the respondents are using rewards and scratch cards and 13% of the respondents are using discounts, No one having other paytm wallet.

CRITERIA TO CHOOSE PAYTM WALLET
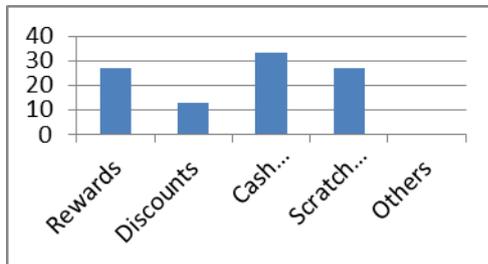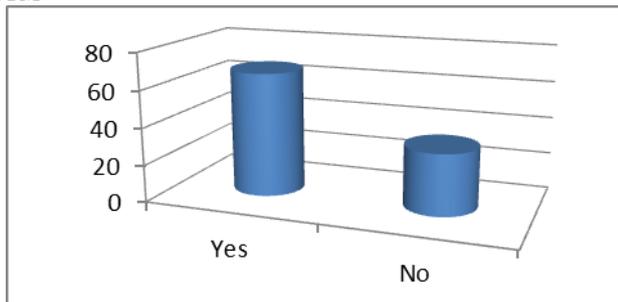

EXPERIENCE AN ISSUE DURING PROCESSING OF PAYTM

S.No	Opinion	No of Respondents	Percentage
1.	Yes	50	67
2.	No	25	33
	Total	75	100

Source: Primary Data

INTERPRETATION

The above table discloses the experience an issue during processing of paytm, 67% of respondents stated that they are interested the experience of issue of processing the paytm and 33% of the respondents are not experience of the paytm.
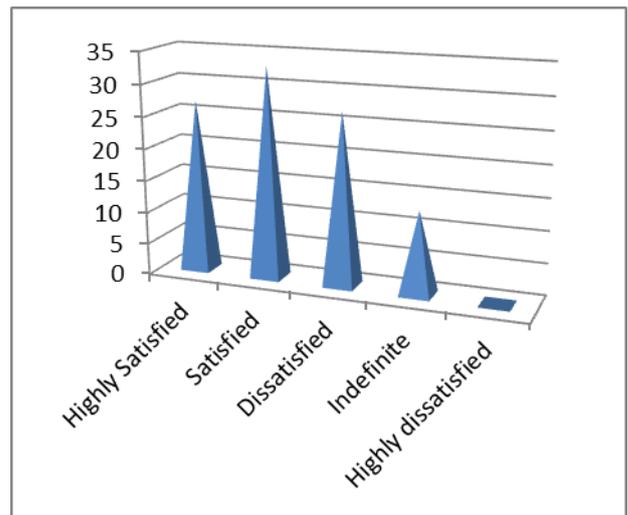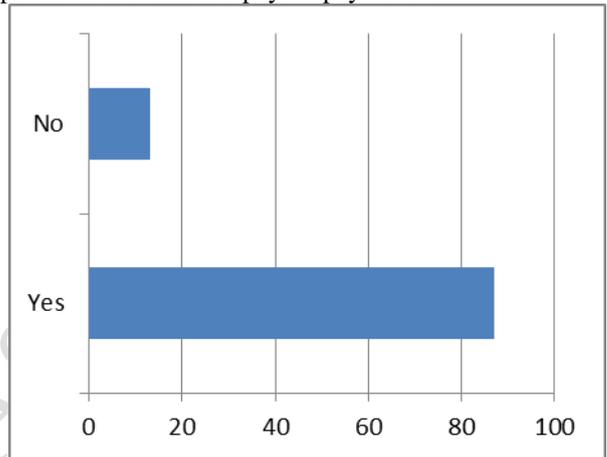
EXPERIENCE AN ISSUE DURING PROCESSING OF PAYTM

RAISE COMPLAINT

S.No	Opinion	No of Respondents	Percentage
1.	Yes	65	87
2.	No	10	13
	Total	75	100

Source: Primary Data

INTERPRETATION

The above table discloses the respondents are raise complaint against the payment issue, 87% of the respondents are raise the complaint the payment issue and 13% of the respondents are issue the paytm payment issue.

COMPLAINT GOT RESOLVED
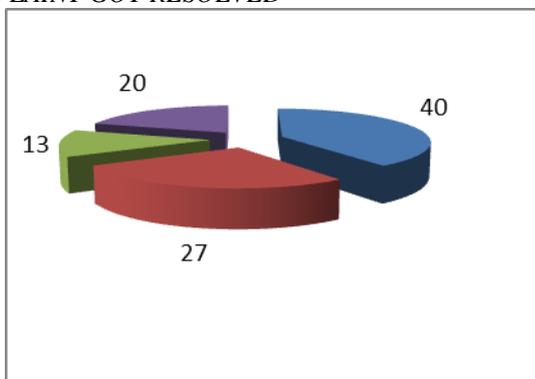
S.No	Opinion	No of Respondents	Percentage
1.	0-3 days	30	40
2.	3-6 days	20	27
3	6-8 days	10	13
4.	More than 8 days	15	20
	Total	75	100

Source: Primary Data

International Journal of Innovative Research and Advanced Studies (IJIRAS)
Volume 12 Issue 7 (Special Issue), July 2025, Website: www.ijiras.com

ISSN: 2394-4404

INTERPRETATION

The above table describe the complaint got resolved the process, 40% of the respondents are 0-3 days complaint got solved, 27% of the respondents are 3-6 days to solved the complaint, 20% of the respondents are more than 8 days are solved the complaint, 13% of the respondents are 6-8 days are complaint got resolved.

COMPLAINT GOT RESOLVED


POST PAID SERVICES IN PAYTM WALLET

S.No.	Opinion	No of Respondents	Percentage
1	Yes	50	67
2.	No	25	33
	Total	75	100

Source: Primary Data

INTERPRETATION

The above table describes the post-paid services in paytm wallet, 67% of the respondents are satisfied the post-paid service, 33% of the respondents are not satisfied the post-paid services of paytm wallet.

POST PAID SERVICES IN PAYTM WALLET
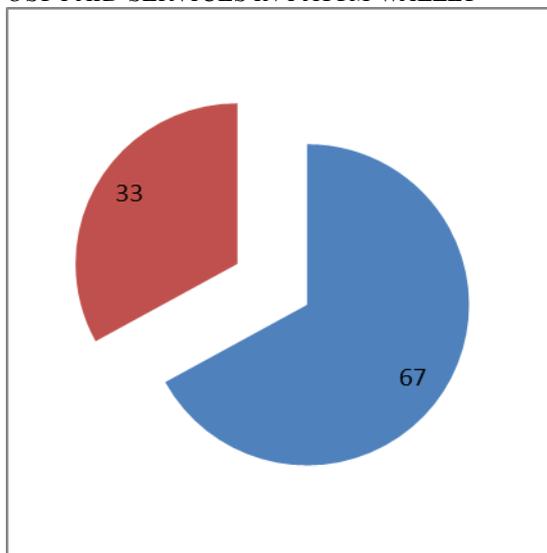
V. FINDING

✓ 27 % of respondents are collected rewards and scratch cards of Paytm.
✓ 67% of respondents are using issue during and processing of Paytm.
✓ 87% of respondents are raise complaint of payment issue.
✓ 67% of respondents are recognizing the latest advertisement of Paytm.
✓ 40% of respondents are 0-3 day are complaint and resolved the Paytm.
✓ 67% of respondents are satisfied post-paid services of Paytm.

VI. SUGGESTIONS

✓ Most of the respondents are satisfied with the Paytm wallet.
✓ The respondents are interested are interested in the selecting a Paytm wallet.
✓ Strong competitors are available of Paytm wallet.
✓ Paytm wallet shall try to salve the complaints of the buyers.
✓ The Paytm wallet has to adopt a perfectly suited market strategy. So as it attract more customers.
✓ Advertisement campaign should aim at teaching the ultimate Customer and authorized dealers should also device a suitable advertisement to catch local customers.
✓ Reduce the charges for wallet to bank transaction.
✓ Introduce more offers and cash backs and rewards.

VII. 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 of partners which makes it convenient whether you're taking a cab ride with uber, or ordering a meal via food panda. Measuring the affects that reviews, wall-posting, Blog, Photo video, Pop-up, tweets and posits can directly have on bookings could be quite difficult.

The ability to interact with the guests of the hotel should be viewed as a very positive aspect by hotel business it offers very real insight into how the hotels are viewed from my survey. I conclude that Paytm wallet had a large number of satisfied users until now.

Paytm started as recharge website in India pioneering today in diversified sectors like insurance, bill payments ticket booking to online shopping etc.Paytm has to work upon the payment gateway to improve the transaction efficiency as 67% of people faced Problem with payment gateway. Paytm is currently performing well in terms of privacy but it has to work upon discounts offers, transaction time and bring about innovation to increase customer satisfaction.

REFERENCES

[1] Pillai PSN Bagavathi - Modern marketing.
[2] Kothari C.R. Research Methodology, New Age International (P) Ltd.
[3] Dr. J. Jayasankar, "Marketing".
[4] Pub: Margbam Publications.
[5] Dr. N. Premavathy, "Marketing anagement".
[6] Pub: Sri vishnu publications.
[7] Dr Radha, "Marketing".
[8] Pub: Prasanna Publishers & Distributors.

WEBSITE

[1] www.slideshare.net.
[2] www.wikipedia.com
[3] https://garph-co.uk.
[4] www.jetir.org
[5] www.seribd.com.