



A STUDY ON CONSUMER PERCEPTION OF DIGITAL AND CASHLESS ECONOMY ON PAYTM IN COIMBATORE CITY

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ABSTRACT Strategy Structure Which was presented by using our Indian Authorities are closer to Innovation are make in India, Startup India and Skill India. And Paytm become one of such Innovation which got here as an Opportunity to the Cash Transactions. Demonetization has given Paytm an raise within the India's Money Exchange Economic System and restricted Individuals, and mainly the little Companies to look for Options. The Buyers began utilizing automatic Installment Modes and Paytm is presently enrolled as a Sage Versatile Wallet and is Slowly Expanding it's dating with Extra Carriers. It's miles a changeover to a virtual model Consistent with the Marketplace. In India Paytm is constantly developing to be the Pinnacle Platform for Cellular, e-Wallet and trade. After demonetizing the 500 and 1000 rupees notes Paytm understood that it can successful simplest with the aid of Offering in the direction of Cashless Economic System. Paytm is a hit Technological Innovation Which has created a stability between Price and Performance. The Principle Intention is to observe the Importance given to Paytm with the aid of people in their day by day habitual life and success of Paytm in Motivating the Cashless Economic System. The Purpose is also to study the Bendy Offerings presented by Paytm Promoting the cashless economic system and also supporting the Virtual India.

KEYWORDS :

INTRODUCTION:

In Nowadays-global, phone has become Essential a Part of each Day Life. India Will Exceed 2 hundred million cell phone Customers, topping America as the sector's 2nd Largest Smartphone Marketplace by way of the end of 2016 due to increasing Penetration of Affordable Smart Mobile gadgets inside the U.S. Shoppers are adopting digital Wallets at an Exceptionally Speedy Tempo, in large part due to Convenience and Ease of Use.

Paytm made its Manner into the e-commerce Marketplace inside the Year 2014. Paytm now offers more than One Merchandise ranging from number one mobile recharges to buying apparels or Electronics permitting Clients to get the Whole lot at One Place. Consequently, Over a Time frame, it has emerge as each a charge platform in addition to the Market. It has even acquired the license from Reserve Bank of India to run a Bills Bank.

The aim of this Research Paper is to research the Usage of Paytm by using Users for Which Respondents were categorized on the basis of Age, Frequently of Usage, Purpose of Utilization and Common month-to-month Spending on Paytm.

LITERATURE REVIEW:

Prof Trilok Nath Shukla in his Paper “**Mobile Wallet: Present and the Future**” June (2016) has mentioned approximately cell wallet, Operating, Kinds and Its Blessings and drawbacks. His Evaluation included notion of purchasers and retailer about cell Wallets. He Concluded that cellular Wallets could be used to engage with the client through the Entrepreneurs and Virtual Businesses. No matter the Marketplace status of those Mobile Wallets, Marketers need to take gain of the Emerging Opportunities.

Key Pousttchi and Dietmar G.Wiedemann in their Paper “**What Impacts Purchasers**” aim to apply mobile payments? (2008) studied the adoption of Cellular Payments and evaluated what key affects affected Purchasers to use Mobile Bills and determined that subjective security changed into not a primary driving force of cellular charge reputation. They found that perceived confidentiality of Price info and Perceived trust worthiness had been strongly correlated. 4 key variables have been found to directly impacting purchaser goal and usage Conduct: Overall Performance Expectancy, attempt expectancy, Social have an effect on, and facilitating Conditions.

STATEMENT OF THE PROBLEM:

Paytm Customers have been Facing such Issues for the Last few Days... When contacted, a Paytm Spokes Person said there are regular cases wherein Owing to server Connectivity Issues, Bank downtime or

other **Technical** reasons, many times Money gets deducted from the Account but does not get credited to the Recipient.

Paytm was not accepting Debit Cards from some of the Banks (State Bank of India) for some days.

New Update of Paytm was not available on App stores (iOS) due to which iPhone users were not able to access to Paytm for 2 days.

OBJECTIVES:

1. To Examine the Flexible Services supplied through the Paytm.
2. To Examine the Opinion among Human Beings in Adopting Paytm as a technique to the Indian Demonetization.
3. To Examine the function played by Paytm in making India Digital.
4. To have a look at the Importance of Paytm in day to day Life.
5. To Look at the Reputation Stage of Paytm in India as an alternative to the Cash Transactions.

Research Methodology:

The Purpose of this Studies paper is to research the use of Paytm with the aid of Customers. So one can reach the goal a dependent questionnaire was sent to 230 Smart Telephone users who use Paytm for online Charge. The respondents were Categorized on the basis of Age, Frequency of Utilization, Cause of Utilization and Average month-to-month Spending on Paytm. Out of 230 People most effective 151 replied to the Questionnaire. This research used descriptive Technique So that you can get the Statistic end Result from Respondents.

- **Sample Design:** The take a Look is completed via the use of Comfort Sampling Method with 95% self Assurance and Five% margin of Error. A Sample of 50 Employees have been taken throughout India. The Statistics amassed became analyzed the usage of percentage analysis, Correlation take a look at and Chi-Square test.

- **Information Series:** In View of this Questionnaires had been sent to 50 Respondents and the Inquiries were asked Where the Ir responses are noted. Respondents are mainly College Students, Employed and Non-Hired Youths, Center Elderly Human beings both Hired and Non-Employed and the Merchants.

- **Records Evaluation Device:** Microsoft Excel Program.

PAYTM:

Paytm, as its Abbreviation States, pay though Mobile became released in 2010 by means of One 97 communications as a prepaid Mobile and

DTH recharge Organization. Gradually, it made its Manner into the e-trade marketplace inside the year 2014 and further introduced bus ticketing to its Kitty in 2015. Paytm now gives more than one products ranging from Primary Cell recharge to shopping for apparels or electronics enabling Clients to get the Whole lot at one Vicinity. Thus, over a time Period, it has grow to be both a charge platform as well as the Market.

This Strategy now not only enables Paytm to serve more than one desires of the Clients, giving them a holistic enjoy via saving their time and efforts but is likewise predicted to be helpful in go – selling and up-selling and as a result increasing the overall profitability of the Organization. It has even Obtained the license from reserve financial institution of India to run a bills bank. As a Result, Paytm is among the Pinnacle 7 e-commerce agencies in India to have Billion-dollar valuation and converted the enterprise version of Paytm from a recharge net site to a payment cum e-trade Market. It has a hundred million Paytm Pockets Customers that perform over Seventy Five Million Transactions each month. China's Alibaba Institution with its associate ant Monetary Invested.

ANALYSIS:

The analysis of the Collected data is done based upon the Parameters as shown below [Sample Size = 50]

Frequency of Paytm:

Out of total 50 Respondents, 30 respondents (20%) use Paytm daily for various reasons such as recharge, Bill Payment and Shopping while 68 (45%) use weekly and 53 (35%) use monthly or rarely.

Purpose of Using Paytm:

Majority of the Respondents (nearly 80%) use PayTm for recharge since it is very Convenient to recharge your Phone Anytime and Anywhere without being dependent on the recharge Shops. Nearly 50% of the respondents Pay their Bills via Paytm as it prevent time and also it prevents the respondents from status in long queues. Mainly human beings use Paytm for recharge, Price Ticket reserving, Invoice fee and Shopping.

Failure in Paytm Transaction:

Round 51% people claimed that they confronted a few trouble throughout their paytm transaction. This failure can be due to various reasons consisting of charge gateway failure, hassle with reputation of debit/credit card, failure of Paytm app, etc.,

Area of the Study:

The study area refers to Coimbatore city.

Sampling procedure and sampling size:

A total of 50 respondents residing in the Coimbatore city were selected as sample.

SOURCE OF DATA:

(i)Primary data:

Questionnaire was the main tool used for collecting the primary data.

(ii)Secondary data:

The back ground of the present study was collected from various secondary sources which include magazine, journals, books, internet.

(iii)Tools:

The collected data has been classified into suitable tables for analysis and interpretation. The following statistical tools have been used for the study.

- Correlation Analysis
- Chi-Square Analysis

ANALYSIS AND INTERPRETATION:

Table: 1: CORRELATION ANALYSIS

Correlation of Q1 & Q2	0.966	tc	6.8	Degree of freedom 35 and p=0.05
Correlation of Q1 & Q3	0.962	tc	3.11	Degree of freedom 11 and p=0.01
Correlation of Q1 & Q4	0.81240271	tc	4.48	Degree of freedom is 11 and p=0.01
Correlation of Q2 & Q1	0.82898129	tc	4.78	Degree of freedom 5 and p=0.001

Correlation of Q2 & Q3	0.93445079	tc	5.89	Degree of freedom 6 and P=0.001
Correlation of Q2 & Q4	0.99591749	tc	3.11	Degree of freedom 11 and p=0.001
Correlation of Q3 & Q1	0.95203983	tc	4.78	Degree of freedom 5 and P=0.001
Correlation of Q3 & Q2	0.95203983	tc	5.52	Degree of freedom 6 and P=0.001
Correlation of Q3 & Q4	0.95203983	tc	9.93	Degree of freedom 2 and P=0.001
Correlation of Q3 & Q4	0.899	tc	3.92	Degree of freedom 18 and P=0.001

The above Correlation Results states that H0 is accepted.

H0: Services offered by Paytm are flexible in supporting the Cashless Economy

H1: Services offered by Paytm are not flexible Services in supporting the Cashless Economy

H0: Paytm is solution to the India Demonetization.

H1: Paytm is a solution to the India Demonetization.

H0: People give importance to Paytm in their day to day life.

H1: People don't give importance to Paytm in their day to day life.

H0: Paytm plays an important role in making India Digital.

H1: Paytm does not play any role in making India Digital.

Table: 2: CHI-SQUARE TEST:

Range	Chi-Square Value	Degree of Freedom	P – Value	P – Value <0.05 Or P-Value >0.05	Hypothesis Validation
Q1 to Q2	0.06	165	1	P-Value>0.05	H0 accepted
Q3 to Q4	0.289	22	1	P-Value>0.05	H0 accepted
Q5 to Q6	0.5165	160	1	P-Value>0.05	H0 accepted
Q12 to Q13	0.066	55	1	P-Value>0.05	H0 accepted
Q14 & Q15	1.237	6	1	P-Value>0.05	H0 accepted

H1: There is an acceptance level for Paytm as an alternative to the cash transactions among People.

H0: There is no acceptance level for Paytm as an alternative to the cash transactions among People.

CONCLUSION:

Paytm is One Some of the First-Class Mechanical development inside the present century and the Administrations supplied via Paytm allows in time Utilization and moreover it's far anything but difficult to make use of. What's greater, for the up and coming commercial enterprise visionary's paytm instance of overcoming adversity would be extremely motivational and a lesson to study before starting another wander. Fulfillment of Paytm can be it was a course of action supplied inside the wake of Pay attention the Modern Situation winning in our Kingdom and this is the cause it went ahead to wind up Incredible amongst other arrangement after Demonetization. Can get attention in most People as it facilities round making mindfulness amongst individuals. Educating individuals approximately its administrations. Fruitful treatment of Paytm via Customers and Shippers is the best case of its high Quality impact in most of the People. Paytm is the exceptional case of an business enterprise which used online Commercial Enterprise Promote it Better.

Paytm helps their Customers to switch their Payments with the use of their Cell Phones inside the Simplest Manner. Paytm is a good app to download due to its Extensive Network of Companies which makes it handy whether or not You are taking a Cab Journey with Uber, or ordering a Meal through Food panda. Paytm has to work upon the Charge gateway to improve the transaction performance as 70% people confronted trouble with fee gateway. Best five% human beings declare to have were given help every time they had a failure so the carrier might be progressed to cater the wishes of maximum Clients. Paytm is presently performing well in terms of Privatness however it has to paintings upon discounts/gives, transaction time and bring about innovation to growth Consumer Satisfaction.

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