Final Project Report

"CUSTOMER AWARENESS & SATISFACTION TOWARDS PAYTM
SERVICE CONCERNING NAGPUR"

Submitted to:

G.S. College of Commerce and Economics, Nagpur

(An Autonomous Institution)

Affiliated to:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

In partial fulfilment for the award of the degree of

Bachelor of Business Administration

Submitted by:

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Under the Guidance of:

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Academic Year 2023-24

G.S. College of Commerce & Economics,
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Academic Year 2023-24

CERTIFICATE

This is to certify that **Prashant Kumar** has submitted the project report titled," CUSTOMER AWARENESS & SATISFACTION TOWARDS PAYTM SERVICE CONCERNING NAGPUR ", towards the partial fulfillment of the **BACHELOR OF BUSINESS ADMINISTRATION** degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he has ingeniously completed his project as prescribed by **G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

Dr. Pragati R Pandey   **Dr. Afsar Sheikh**

(Project Guide)   **(Co-Ordinator)**

Place: Nagpur

Date:

G.S. College of Commerce & Economics,
Nagpur NAAC Accredited "A" Grade Institution

Academic Year 2023-24

DECLARATION

I hereby declare that the project with the title **"CUSTOMER AWARENESS & SATISFACTION TOWARDS PAYTM SERVICE CONCERNING NAGPUR"** has been completed by me   in partial fulfillment of the **BACHELOR OF BUSINESS ADMINISTRATION** degree examination as prescribed by **G. S. College of Commerce and Economics, Nagpur, (NAAC Reaccredited "A" Grade Autonomous Institution)** affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does   not form the part of any other course undertaken by me.

Prashant Kumar

Place: Nagpur

Date:

G.S. College of Commerce & Economics,
Nagpur NAAC Accredited "A" Grade Institution

Academic Year 2023-24

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With immense pride and a sense of gratitude, I take this golden opportunity to express my sincere regards to **Dr. Praveen Mustoor**, Principal, G. S. College of Commerce & Economics, Nagpur.

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I will fail in my duty if I do not thank the non-teaching staff of the college for their Cooperation.

I would like to thank all those who helped me in making this project complete and successful.

Prashant Kumar

Place: Nagpur

Date:

INDEX

CHAPTER-I
INTRODUCTION

INTRODUCTION

1.1   OVERVIEW OF THE INDUSTRY

The Indian mobile wallet market was worth USD 0.81 trillion in 2023-24. According to the study, the market is estimated to grow at a CAGR of 46.3%, earning revenue of USD 429.2 billion by the end of 2027. Mobile wallet transactions spiked after the government demonetized Rs. 500 and Rs 1,000 in 2016. The Indian government has provided individuals with a variety of digital wallets, including UPI, BHIM, Aadhaar Pay, and Payment Banks, which have reshaped payment processes.

Paytm is India's largest mobile payments and commerce platform. It allows you to pay bills and make online transactions. It started off as a prepaid mobil e and DTH recharge platform and later added data card, postpaid mobile, and landline bill payments in 2013.

By January 2014, the company had launched the Paytm wallet, which the Indian Railway and Uber added as a payment option. It launched into e-commerce with online bus ticketing.

In 2015, it unveiled more use cases like education fees, metro recharges, electricity, gas, and water bill payments.

In 2016, Paytm launched movies, events, and amusement park ticketing as well as flight ticket bookings and Paytm QR Later that year, it launched rail booking and gift cards.

In 2017, Paytm became India's first payment app to cross over 100 million app downloads. The same year, it launched Paytm Gold, a product that allowed users to buy as little as RS. 1 of pure gold online. It also launched Paytm Payments Bank is an „Inbox", a messaging platform with in-chat payments among other products.

In 2018, it started allowing merchants to accept Paytm, UPI, and card payments directly into their bank accounts at 0% charge. It also launched the Paytm for Business" app which is now called Business with Paytm APP. The company launched two new wealth management products Gold Savings Plan and Gold Gifting to simplify long-term savings.

In March 2018, Paytm Money was set up with an investment of Rs. 9 crores to bring investment and wealth management products for Indians.

In March 2019, Paytm launched a subscription-based loyalty program called Paytm First.

In May 2019 Paytm partnered with Citibank to launch Paytm First credit card.

In July 2020, Tata Starbucks partnered with Paytm allowing its customers to order food online during the coronavirus (COVID-19) pandemic.

In 2021, The introduction of the Paytm Soundbox, an IoT device for instant audio alerts on payments, improved the merchant experience.

In 2022, Paytm achieved profitability ahead of its target, demonstrating its robust business model.

In 2023, Paytm continued to innovate in mobile payments, with features like QR Codes and the Paytm AI Router. The company aimed to serve 500 million payment consumers and 100 million merchants in the near future.

1.2 PAYTM MISSION, VISION & VALUES

Paytm Mission Statement

We will bring half a billion Indians to the Mainstream Economy.

Paytm Vision Statement

Our goal is to increase digital excellence, increase earnings growth, and improve cross-selling opportunities.

Paytm Values

- Excellence
- Integrity
- Quality
- Will to win
- Teamwork

Paytm IPO

Incorporated in 2000, One 97 Communications Ltd is India's leading digital ecosystem for consumers as well as merchants. As of March 31, 2021, the company has a 333 million+ client base and 21 million+ registered merchants to whom it offers payment services, financial services, and commerce and cloud services.

In 2009, the company launched the first digital mobile payment platform, "Paytm App" to offer cashless payment services to customers and now, it has become India's largest payment platform and the most valuable payment brand with a total brand value of US$6.3 billion as per Kantar BrandZ India 2020 Report. The app enables customers to do cashless transactions at stores, top-up mobile phones, online money transfers, pay bills, access digital banking services, purchase tickets, play games online, buy insurance, make investments, and more. However, merchants can use the platform for advertising, online payment solutions, offering products to customers, and loyalty solutions.

Competitive strengths

- India's leading digital payment service platform.
- Strong brand identity with a brand value of US$6.3 billion.
- Large customer base with 333 million total customers, 114 million annual transacting users, and 21 million registered merchants.
- Paytm Super-app to access a wide range of digital payment services over mobile phones.

Objects of the Issue

The net proceed from the IPO will be utilized towards the following purposes;

- Growing and strengthening Paytm ecosystem, including through acquisition and retention of consumers and merchants and providing them with greater access to technology and financial services - ` 4,300 Crores
- Investing in new business initiatives, acquisitions and strategic partnerships - ` 2,000 Crores
- General corporate purposes

1.3   HOW PAYTM WORK

Paytm wallet is a secure and RBI-approved digital/mobile wallet that the user can use for multiple purposes. It is like digital cash that the user can utilize for any kind of consumer payment. The user can add money to the Paytm wallet through UPI, internet banking, or credit/debit cards. Also, the user can send money from a Paytm wallet to a bank account or another person's Paytm wallet.

How to Use Paytm Wallet

Paytm Wallet is quite simple and convenient to use. All the users need to do is register once, free of cost and log in anytime to use it. The user can also stay logged in to the application on his /her mobile by securing it with a password, pin, or touch security/fingerprints.

Follow the below steps to create an account and make benefits of the Paytm wallet, without paying any charges –

Step 1: Download the Paytm app on mobile phone. Create an account by signing up using email id.

Step 2: The user can always go to profile on the app and alternatively, the user can also visit Paytm's official website. Once the user go to this link on operating system, scan it with your Paytm app on the phone. Now the user can access his or her profile on desktop as well

Step 3: Once account is registered and verified through One Time Password (OTP), the user can add money to your wallet. The user can add through credit/debit cards, UPI, or net banking

Step 4: If one wishes, the user can save card details or bank UPI details for easier and faster transactions. It is safe and secure. Paytm is the first and the largest virtual wallet with millions of users who do financial transactions daily.

Online payments are done with 128-bit encryption SSL security to ensure security. CVV of the credit/debit cards is never stored on the app for consumer safety purposes.

1.4   GROWTH, PRESENT AND FUTURE

HIGH GROWTH AFTER DEMONETIZATION

Paytm has focused on building its brand image more concrete in the running competition. Recently it has appeared to be ahead of its rivals Mobikwik, phonePe, and others. As per the records, it was found that currently around 350 million of the users use Paytm in their day-to-day life and make a total of 7 million transactions in a day. After demonetization, it had achieved a total of 75 million unique users per month but in July 2023 it reached 93 million users per month. Among all users around 40% of users belong to small cities, 89% population belong to 56 big cities, and the rest are from small towns.

In FY 22-23, information about the total number of users, unique visitors, and other things has been mentioned below.

Total users: 350millions

Product: E-wallets Service online payment/ offline

Payment Merchant enrolls: 68 lakhs

Monthly unique visitors: 93 million

Monthly transactions: 82 million

Employees: 16,000

After demonetization, Paytm made it easier to pay with its digital payment option. There was around 1000% growth in the money added to its wallet, a 300% rise in app downloads, and a gain of 20 million new users was recorded within 2 months.

Figure 1.1: Daily Transactions

Paytm's market share among the e-payment companies was 26%. Paytm is now planning to explore new avenues. Paytm plans to tap the loan market and disburse small loans to 500 million people. The Paytm Payment Bank was launched in May 2017. A 5-member board committee has been formed to expand the physical presence of the Payment Banks. Paytm is also planning to give WhatsApp a run for its money by launching a chat app with more sophisticated features. Paytm acquired Shifu and Near. in to improve and strengthen its offline and online platform and enhance customer experience.

As per the Paytm Annual Report for the period 2020-21, the growth numbers in many terms are mentioned below:

PAYTM IN NUMBERS

33.3 cr CONSUMERS

2.11 cr MERCHANTS

₹ 4,03,300 cr TOTAL GROSS MERCHANDISE VALUE

₹ 9,151 cr BALANCE SHEET SIZE

₹ 6,534 cr NETWORTH

₹ 3,186 cr TOTAL INCOME

₹ 1,701 cr NET LOSS

FIGURES FOR 2020/21;
SOURCE: PAYTM ANNUAL REPORT

Figure 1.2: Paytm in numbers

Foreign brokerage firm Goldman Sachs expects fintech major Paytm's owner One97 Communications Ltd to report 70% topline growth year on year for the December quarter, while operational losses are likely to expand on higher ESOP expenses. The brokerage firm also trimmed the target price of Paytm to Rs 1,600 from Rs 1,630 earlier, which is still nearly 74% higher from its today's closing price. The brokerage firm has remained neutral on the stock. Paytm stock is currently down 57% from its issue price of Rs 2,150. It will announce December quarter earnings on February 4. It is expected non-UPI GMV growth of 62% YoY in 3QFY22 for Paytm, an acceleration vs 52% in 2Q; coupled with strong growth in financial services revenues (280% YoY), it is also forecasted 70% YoY topline growth (vs 64% in 2Q) for Paytm in 3Q," said Goldman Sachs in its latest report. Goldman Sachs forecast GMV/revenues for Paytm to grow 6x/5x from FY22E levels to reach US$653 bn/US$3 bn by FY30E, with an adjusted

EBITDA margin of c.30%. However, the competitive intensity across most of Paytm's verticals is quite high, which is expected to impact Paytm's near term earnings and hence forecast EBITDA to turn positive only by FY25E. The regulatory landscape across Paytm's businesses is also fast evolving, with multiple guidelines and potential regulations that could positively or negatively impact Paytm.

CHAPTER-II
COMPANY PROFILE

COMPANY PROFILE

Paytm (acronym for "**pay through mobile**") is an Indian multinational financial technology company, that specializes in digital payments and financial services, based in Noida, India. It was founded in 2010 by Vijay Shekhar Sharma under One97 Communications. The company offers mobile payment services to consumers and enables merchants to receive payments through its QR code, Payment Soundbox, Android-based point-of-sale and online payment gateway offerings.

★**Type of business: -** Private

★ **Industry: -** Fintech

★ **Established: -** 2010

★**Products/Services: -** Payment, e-wallet, loan, pay later, ticket booking, sound box,

★**Slogan: -** Paytm Karo

★**Founder & Chairman: -** Shri. Vijay Shekar Sharma.

★**Director: -** Arvind Kumar Jain,
             Pankaj   Vaish,
          Manju   Agarwal,
          Ramesh Abhishek
★**Headquarters: -** Noida, India

★**Website: -** http://www.paytm.com

1.5   PROFILE OF THE ORGANISATION

One97 Communications Ltd established "Pay Through Mobile" which is popularly known as PayTM in August 2010 as a prepaid mobile recharge website. Vijay Shekhar Sharma is the CEO of PayTM. PayTM was launched as a mobile recharge website but today it is India's leader in e-commerce. It allows to transfer of money into its integrated wallet by debit card, credit card, and net banking. This wallet can be further used to make payments for recharge, bill payments, and shopping. In the last years, it has evolved andhas become the first choice of users among all the existing payment platforms in India. It started by allowing recharges for mobile phones, but soon it started providing payment options for other utilities such as metro card, direct-to-home (DTH), data cards, electricity and water bills, and flight and bus tickets. Additionally, it gives the advantage of buying goods from its e-retail platform. After capturing the e-commerce market, it has also jumped into M-commerce which allows small business owners to list their products on its website. The Paytm mobile wallet was launched in the year 2013. There are various other payment platforms like PayTM but PayTM has managed to dominate the market with its high-security features, it is highly secured because it is an approved wallet by the Reserve Bank of India.

Paytm was founded in August 2010 with an initial investment of $2 million by its founder Vijay Shekhar Sharma in NOIDA, a region adjacent to India's capital New Delhi. It started off as a prepaid mobile and DTH recharge platform, and later added data card, postpaid mobile and landline bill payments in 2013.

By January 2014, the company launched the Paytm Wallet, and the Indian Railways and Uber added it as a payment option. It launched into Ecommerce with online deals and bus ticketing.

In 2015, it unveiled more use-cases like education fees, metro recharges, electricity, gas, and water bill payments. It also started powering the payment gateway for Indian Railways.

In 2016, Paytm launched movies, events and amusement parks ticketing as well as flight ticket bookings and Paytm QR. Later that year, it launched rail bookings and gift cards.

Paytm's registered user base grew from 11.8 million in August 2014 to 104 million in August 2015. Its travel business crossed $500 million in annualized GMV run rate while booking 2 million tickets per month.

In 2017, Paytm became India's first payment app to cross over 100 million app downloads. The same year, it launched Paytm Gold, a product that allowed users to buy as little as ₹1 of pure gold online. It also launched the

Paytm Payments Bank and „Inbox", a messaging platform with in-chat payments among other products.

By 2018, it started allowing merchants to accept Paytm, UPI and Card payments directly into their bank accounts at 0% charge. It also launched the „Paytm for Business" app, allowing merchants to track their payments and day-to-day settlements instantly. This led its merchant base to grow to more than 7 million by March 2018. The company launched two new wealth management products - Paytm Gold Savings Plan and Gold Gifting to simplify long-term savings. It launched into gaming and investments, partnering with AGTech to launch a mobile game platform Gamepind, and setting up Paytm Money with an investment of ₹9 Crores to bring investment and wealth management products for the Indians.

In March 2019, the firm launched a subscription-based loyalty program called Paytm First, and in May 2019, it partnered with Citibank to launch Paytm First credit card. On 25 November 2019, Paytm raised $1 billion in a funding round

led by US asset manager T Rowe Price along with existing investors Ant Financial and SoftBank Vision Fund.

In 2020, Tata Starbucks partnered with Paytm allowing its customers to order food online during the COVID-19 pandemic.

In 2021, One97 Communications filed a draft red herring prospectus with the Securities and Exchange Board of India to launch its initial public offering (IPO). It launched its IPO in November 2021, raising ₹18,300 crore (US$2.4 billion) at a valuation of US$20 billion. It was the largest ever IPO in India. The shares began trading on 18 November 2021, opening at ₹1,950 on the NSE, 9.3% below the upper band of the IPO price range, and closed down more than 27% at ₹1,560, making it the biggest drop on a listing day in Indian IPO history. In December 2021, Paytm launched Paytm Wealth Academy.

1.6   FUNDING

 In 2007, Paytm's parent One97 Communications Ltd. got its first institutional investor, venture capital firm SAIF Partners.

In March 2015, Paytm received its funding from Chinese e-commerce company Alibaba Group based in Hangzhou, China, after Ant Financial Services Group, an Alibaba Group affiliate, took 25% stake in One97 as part of a strategic agreement. Soon after, it received backing from Ratan Tata, the MD of Tata sons.

It subsequently launched a „Paytm for Business" app in 10 regional languages of India, allowing these merchants to track their payments and day-to-day settlements conveniently. In August 2015, the Reserve Bank of India granted 'in-principle' approval for Payments Bank to Paytm. In 2017, the company launched the Paytm Payments Bank with the aim to bring banking and financial services access to half-a-billion un-served and underserved Indians.

The same year, Paytm launched an app for Canadian mobile phone, cable, Internet, electricity and water bill payments. In 2018, it set up Paytm Money to build investment and wealth management offerings for its users. This business was expected to bring direct mutual funds and money-market funds to the Indian masses. In August 2016, Paytm raised funding from Mountain Capital, one of Taiwan-based MediaTek's investment funds at a valuation of over $5 billion.

In May 2017, Paytm received its biggest round of funding by a single investor – SoftBank which also has a large stake in Alibaba, thus bringing the company's valuation to an estimated $10 billion. In August 2018, Berkshire Hathaway invested $356 million for 3%- 4% stake in Paytm, although Berkshire Hathaway confirmed that Warren Buffett was not involved in the transaction.

The major investors in Paytm includes:

- Ant financial known as Alipay,
- Alibaba groups,
- SAIF partners,
- Silicon Valley Bank and
- Sapphire venture (Bailay & Chakravarty 2015)

In March 2015, Paytm received an investment of US$ 575 million from Alibaba group a famous Chinese e-commerce company. Similarly Indian industrialist Ratan Tata too made a huge personal investment in it.

Furthermore, paytm has also started working on Alibaba's financial services model which helps sellers and consumers to borrow small loans on their debit cards from the ecommerce firm

In August 2015, Paytm received a license from Reserve Bank of India to launch a payments bank. The Paytm Payments Bank is a separate entity in which founder Vijay Shekhar Sharma will hold 51% share, One97

Communications holds 39% and 10% will be held by a subsidiary of One97 and Sharma. The bank was officially inaugurated in November 2017 by the Indian Finance Minister, Arun Jaitley. The inauguration ceremony featured prominent banking personalities including former RBI Executive Director PV Bhaskar, Saama Capital Director Ash Lilani and former Shriram Group Director GS Sundarajan. In February 2017, Paytm launched its Paytm Mall app, which allows consumers to shop from 1.4 lakh registered sellers. Paytm mall is a B2C model inspired by the model of China's largest B2C retail platform Tmall. For 1.4 lakh sellers registered products have to pass through, Paytm certified warehouses and channels to ensure consumer trust. Paytm Mall has set up 17 fulfilment centers across India and partnered with 40+ couriers.

Paytm Mall raised $200 million from Alibaba Group and SAIF Partners in March 2018.

1.7 SERVICES

- Pay bills like electricity, challan, broadband/landline, municipal taxes, water, or gas (cylinders or prepaid gas).

- With Paytm, one can recharge your mobile, landline, or broadband, metro card, DTH, FASTag, Google Play, etc. using Paytm.

- Pay mobile postpaid bills.

- Book flight tickets, train tickets on IRCTC, bus tickets, book movies, etc. The user can book these either directly on the Paytm application or use Paytm payment modes on applications like BookMyShow, IRCTC, etc.

- Avail services through other partner applications like Uber, Zomato, Flipkart, etc. One can pay directly at these third party/3P apps as well as add money to your wallet

- Online shopping through the Paytm Ecommerce site – Paytm Mall as well as other e-commerce sites like Myntra, Ajio, and others.

- Buy and share gift vouchers with friends or purchase subscriptions to several apps

- Use Paytm to pay credit card bills, loans, or rent

- Paytm FASTag payments as well as bank-issued FASTag's payments from the Paytm Wallet

- Apart from the services and facilities mentioned above, one can order medicines, consult doctors, access various lifestyle or service applications from the mini store.

- Paytm Wallet not only makes online payments easier and faster but also safer. It gives an overall better experience to the user. Paytm Wallet helps in cashless and digital payments. It is safer as one does not pay through the bank directly.

1.8   BUSINESS MODEL

Paytm has remained at the forefront of innovation and providing top-notch online recharge and bill payment services to its clients. Naturally, them business model also garners significant interest
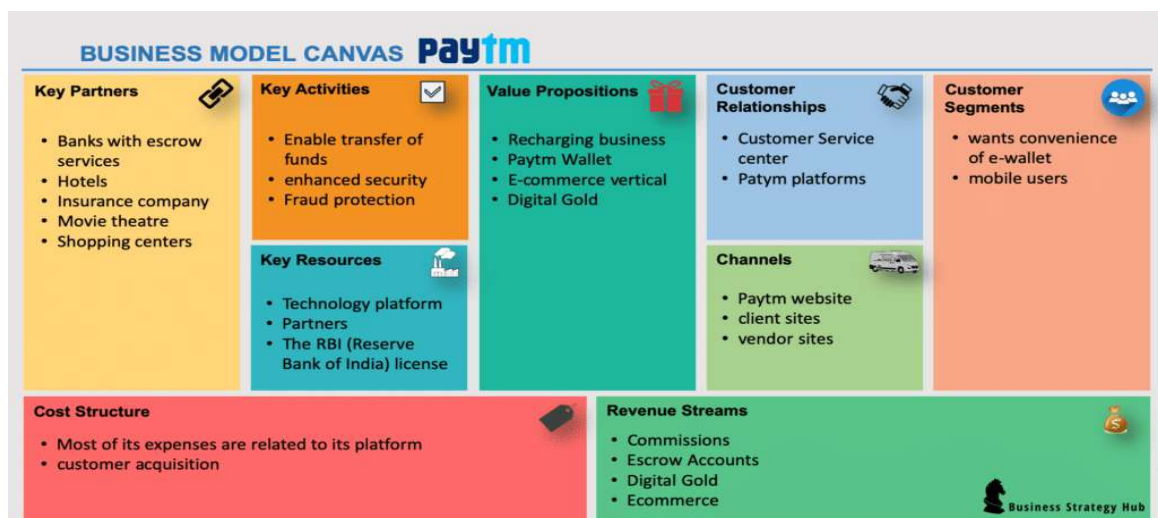
Figure 1.3: Business Model

1. Customers of Paytm

The purpose of Paytm is to serve its Indians customer base particularly the mobile phone users. Many Indian customers viewed the digital world as providing an easy opportunity for them to open a bank account. However, it didn't turn out to be the case. The idea of accessing easy online payments fell short, and customers ended up with nothing but poor experience. Paytm offered itself as a better alternative in this regard.

2. Value Proposition of Paytm

Some of Paytm's more prominent propositions was its recharging business which was the company's initial service proposition. Then it went on to diversify and advance to producing newer services from the likes of Paytm Wallet, E-commerce vertical to Digital Gold.

Paytm has also launched several services in 2020 that enhances its value proposition further. In September 2020, it launched Paytm Money's stockbroking service that enticed over 2.2 lakh registrations, most between 18 to 30 years.

The company also launched a subscription service for businesses known as „Paytm Subscriptions" that enables entrepreneurs to use flexible payment methods. It also allows customers to pay their preferred payment option and supports different business models and use cases.

These have garnered it the Chinese giant Alibaba's blessings who donated huge sums of money to the organization, thereby increasing its investment potential. Paytm utilized cricket and TV advertising to reach more customers. Paytm Cricket League cashback allows users to collect playing cards, add

them to their album on the Paytm app, and complete the milestones related to the player cards to be eligible to get cashback up to Rs. 1,000.

3. Customer Relationships of Paytm

Paytm has 24* 7 customer care center to connect with its users. At the same time, most of the Paytm services are self-serve in nature and are accessible through their platforms directly.

4. Channel of Paytm

Paytm uses many channels to attract customers. Apart from its own website which drives clicks, it has formed partnerships with many client and vendor sites that sponsor its enterprise.

Demonetization in India allowed the company to prosper significantly and reach new customers as well. Offline marketing is also a part of their customer acquisition process.

5. Key Resources of Paytm

The RBI (Reserve Bank of India) license serves as Paytm's main resource. It needs to be specific to Paytm. The other resources are the design/software culture that makes it easier for lower-income Indians to use. In 2020, Paytm Payments Bank partnered with Mastercard to issue both virtual and physical debit cards. Virtual debit cards will help new customers to transact securely, which physical debit cards provide the option to withdraw cash from more than 1 million ATMs.

6. Key Activities of Paytm

Paytm, being a technology platform, risks dangers such as security and fraud which is why it has to take effective measures in protecting its consumer's money by enhancing its security.

It is also making new changes within its platform to attract new users and gain access to their digital wallets. Paytm recently updated its user interface to allow customers to use its Stay-at-home Essential payment feature to pay bills like electricity, car insurance, DTH recharge, water, gas, and so on without leaving their homes.

7. Key Partners of Paytm

Paytm partners with the banks that provide it with payment getaways into the banking system as well as escrow services.

It collaborates with a myriad of organizations that gather bills and payments from its consumers for its services.

8. Cost Structure of Paytm

Paytm serves many customers that is the reason why it is so cost driven. Most of its expenses are related to its platform and customer acquisition. It's a common expense shared by many businesses across the world where customer acquisition cost is substantial. The money used in this process is higher than the revenue it makes in its initial purchases.

The majority of its budget is invested in ramping up of its security and avoid the risk of fraud especially when it has to handle over 65 million customers in its platform. It includes a system that enables customers to prevent any money laundering risk.

9. Revenue Stream of Paytm

The Paytm Revenue Models come in two forms.

1. Paytm makes commissions from the customer transactions through their usage of its platform.

2. Escrow Accounts – escrow accounts from where it generates its revenue. Owing to the absence of its underlying capital, it offers customers no interest. As of 2019, Paytm has accumulated 3,629 crore INR in revenue. Paytm's revenue for FY20 has increased to Rs. 3,629 crore and is focused on optimizing its expenses to become profitable by 2022.

1.9   STRATEGY

Over the past few years, Paytm has resorted to many marketing techniques which have often come under the fire of many critics and regulatory agencies. Yet, they have always left a good impression on the audience. In 2019, for instance the company spent INR 200 crore on above-the-line media (ATL), including TV and digital marketing, while INR 150 crore was utilized for below-the-line (BTL) mediums, such as retail initiatives.

For ATL, the funds were split between Cricket sponsorship, TV, print and Radio, with TV getting the majority of the share. Meanwhile, roughly INR 50 crore was spent on digital marketing mediums such as Google Ads and Social Media ads.

Paytm has always been an active sponsor of cricket tournaments hosted in

India, including the IPL and domestic tournaments such as Duleep Trophy, Ranji Trophy, etc. Having served as the official partner of Mumbai Indians, Paytm has been acting as the umpire partner of IPL since 2018.

1.10 MARKETING MIX OF PAYTM

Pay Through Mobile is simply referred as Paytm and it is associated with ecommerce industry. It is of Indian origins and was founded in the year 2010 by its founder Vijay Shekhar Sharma. Paytm is a subsidiary of its owner company One97 Communications but a major part of its share is also owned by Alibaba Group from neighboring country China. Paytm has targeted each and every person irrespective of age, income, gender or status as its target customer because it wants to penetrate in every nook and corner of India. Some of its major competitors are as follows-

•   JioMoney

•   Airtel Money

•   Mobikwik

•   phonePe wallet

Product in the Marketing Mix of Paytm:

Paytm is actually a payment system via the electronic-commerce medium. It started its operations as a B2B organization but realized the importance of customer participation and opened B2C option also. Paytm offered mobile recharging and later added bill payment like payment of DTH, electricity and broadband along with e-commerce to its portfolio.

In the year 2015, it ventured towards new horizons and added travel booking for busses and in the year 2016 for movies in partnership with Cinepolis. It acts as a portal to shop for multiple products from apparel to electronic items. Paytm has increased its operations to include services like booking air tickets, taxis and payment at petrol pumps.

The government is propagating cashless economy system and this endeavor will be a step in right direction. Payment bank will be opened and it will attain a separate entity with the founder of Paytm Vijay Shekhar Sharma, One96 Communication and its subsidiaries holding 51%, 30% and 10% respectively. Paytm has gained approval from Bharat Bill Payment System and users can easily pay bills through this medium from now onwards.

Place in the Marketing Mix of Paytm:

Paytm has a Pan-India presence and has set up its headquarters base at Noida in Uttar Pradesh. It is actually a platform that can be used easily by anybody and everybody at his/her convenience. Paytm launched a toll-free number which is first of its kind and was at that point of time unheard of. 1800-18001234 was a simple number that was used for recharges. Paytm was launched as a recharge website via a mobile application. It can be accessed via browser and its app is also on iOS, Windows and Android operating systems. Paytm Wallet was launched in the year 2014 and it became largest service portal for mobile payment in India. It has signed a deal with In Mobi, one of the largest portals in online industry to increase its user base.

Price in the Marketing Mix of Paytm:

Paytm is a medium which helps to pay bills in an easy manner without going to that related office and standing in the queue for payments. It has become one of the most successful ventures related to online payment. In the year

2015 Reserve Bank of India granted it a license to start first payment bank in India. The intention of the bank is to use existing user-base of Paytm to offer diversified new services like online transfer, savings account, online banking and debit cards. Paytm has become easy-to-use and innovative interface and this has been possible because of its features as well as its pricing policy. The company was the first to start a trend of cashback and instead of discounts they offered a money back in wallets.

Promotions in the Marketing Mix of Paytm:

Paytm has adopted an aggressive and unique marketing policy to create better brand visibility. They initiated net banking and launched several schemes and offers as part of their promotions. Ad campaigns were shown via multiple channels on radio, television, newspapers, magazines and billboards. It also relied heavily on mouth publicity. Demonetization of currency notes worked heavily in its favour and garnered huge publicity and an increase in active users. Paytm is the title sponsor for every cricket series in India hosted by BCCI for four years since the year 2015. It is the recipient of several accolades and awards like Disruptive Digital Innovator Award in the year 2015 and The Most Innovative Company of the year 2014.

1.11 RESULTS ACHIEVED AND AWARDS

2023
- Best Fintech Company of the Year & Best Mobility Solution Provider in Fintech.
- Fintech Leader of the Year & ESG Leader Of the Year.

2021

- It won the IAMAI's India Digital Award 2021 for Best FinTech Growth Story by the Internet and Mobile Association of India.

2017

- Paytm wins Diamond SABRE Award in Company of The Year at SABRE Awards 2017
- Paytm wins Diamond SABRE Award in Superior Achievement in Reputation Management at SABRE Awards 2017
- Paytm wins Gold SABRE Award in Financial Professional Services at SABRE Awards 2017
- Vijay Shekhar Sharma recognized among the 50 Most Influential Young Indians by GQ
- Vijay Shekhar Sharma wins at Entrepreneur India Awards 2017
- Vijay Shekhar Sharma named to the 2017 Time 100 List of Most Influential People in the World
- Vijay Shekhar Sharma recognized as the Entrepreneur of the Year at The Entrepreneur's Money tech Awards 2017
- Vijay Shekhar Sharma announced Data Quest IT Person of the Year.
- Vijay Shekhar Sharma wins Forbes Top 40 Under 40 Award.
- Paytm wins Best Digital Wallet award at the 11th IAMAI India Digital Summit.
- Paytm wins Best Consumer Mobile Service award at the 11th IAMAI India Digital Summit

2016

- Paytm wins ET Brand Equity Most Trusted Brand of the Year 2016.
- Vijay Shekhar Sharma wins IMPACT Person of the Year Award 2016.
- Paytm wins FT Future of Fintech Award. Paytm wins Outstanding Startup of the Year Award at Forbes Leadership Awards 2016.
- Vijay Shekhar Sharma wins Uttar Pradesh government's top Yash Bharti Award.

- Vijay Shekhar Sharma wins ET Panache Trendsetting Entrepreneur Award.

- Vijay Shekhar Sharma chosen as Entrepreneur of the Year at ET Awards for Corporate Excellence.

- Vijay Shekhar Sharma named Businessman of the Year at GQ Men of the Year Awards.

2015

- Paytm won NDTV Cisco Digitizing India Awards for Disruptive Digital Innovator.

- Vijay Shekhar Sharma featured in Economic Times "India's Hottest Business Leader under 40"

- Paytm won the Frost & Sullivan India ICT Award for Mobile Commerce Company of the Year in B2C segment. One97/Paytm recognized among Smart Innovators of 2014 at the Inc India Awards.

- Vijay Shekhar Sharma recognized among the most Innovative CEOs of 2014 by Inc India.

- Paytm Wallet gets the Best Digital Wallet Award at IAMAI' India Digital Awards in Delhi on 15th Jan 2015.

2014

- Paytm App gets featured in Apple App Store's Best of 2014 in the Mobile/DTH Recharge & Shopping Category

- Paytm is the winner of Indian Express IT Award in Mobility Solutions 2014

- Paytm App is a finalist at the international Meffys in Consumer Trust category

- Gold Winner at the MMA Smarties in the Mobile App category
- Silver Winner at the MMA Smarties in the mCommerce category

- Among Delhi/NCR"s Top 50 Brands at a celebration by Paul writer
- Best Mobile Money product at the 4th India Digital Awards

2013

- Knowledge Faber Best Mobile Wallet Program Award
- Special mention in m Billionth Awards in mCommerce/mBusiness category
- Gold Winner at the MMA Smarties for mCommerce

2012

- Most Innovative Startup of the Year at the Entrepreneur India event by Franchise India

1.12   COMPETITORS

There are many digital wallet and UPI companies competing against Paytm for the top spot. Among them are Google Pay, PhonePe and Amazon Pay. While all of them are great in their own rights, Paytm holds the highest market share; though, it faces stiff competition from PhonePe, a venture of Flipkart.

1.13   SWOT ANALYSIS OF PAYTM

In addition to the portal the company also owns the Paytm payment gateway and the Paytm Wallet. Paytm achieved a major landmark by securing funding from the Chinese e-commerce kingpin Alibaba after it raised over $625 million at a valuation of $1.5 billion. Currently, Alibaba Group hold the highest stakes the owner company of in Paytm, One97 Communications.

Strengths:

Strengths are defined as what each business does best in its gamut of operations which can give it an upper hand over its competitors. The following are the strengths of Paytm:

- First mover advantage: Paytm was the first online payment company to set up operations in India. Their timing was perfect since they started operations at around the same time when smartphones started becoming popular.

- Convenience options: Paytm is an epitome of convenience since it is operational round the clock and facilitates easy payment or transfer of funds anytime, anywhere. This makes it increasingly accepted by an urban population who rely on online shopping for even daily use items.

- Tie-ups with merchants: Paytm can be used to transact with more than 3 million merchants across India and the number is said to be growing every day. This makes Paytm an easy shopping option for most customers irrespective of their economic background or education.

- Bucket of services: Most of what one desires to do online can be done through Paytm. In addition to the Paytm Wallet, today the brand has online reservation facilities, online retail, and online recharge and there is also no need to go through payment gateways of you are using paytm.

- Offers: Paytm has been able to grab and hold the attention of customers primarily because of the never-ending offer stream it has been announcing. these are custom designed with the Indian mindset in the frame and thus works like magic for zooming sales.

Weaknesses: Weaknesses are used to refer to areas where the business or the brand needs improvement. Some of the key weaknesses of Paytm are**:**

- Need for IT infrastructure: If Paytm functions have to be robust there has to be good bandwidth and speed. This may be there in most cities

in India but may not the case in remote locations or even tier 2 towns. Lack of awareness amongst users: Most users are unaware of what Paytm can do for them and confused about how the app needs to be used. The level of awareness of technology tools and the inherent fear of making erroneous transactions is making things worse.

- Fear of going cashless: Most Indians are used to transacting on cash and are yet to get used to being used to cashless transactions. However, with digitization and demonetization, things are expected to pick up and this will help online wallet services.

- Poor customer care: One criticism levelled against Paytm is its poor customer service. The app and the portal cater to a wide variety of customers whose concerns may be minor. It is alleged that the call center executives are often rude and unable to handle many of the queries,

Opportunities:

Opportunities refer to those avenues in the environment that surrounds the business on which it can capitalize to increase its returns. Some of the opportunities include:

- Growing demand for aggregators: Aggregators and middlemen are in demand everywhere today. With growing technology usage people prefer to make most payments from the convenience of their homes. This has increased the role of payment aggregators in India.

- Demonetizations: One of the services that benefitted heavily from the Indian government's demonetization drive was online payment services and Paytm was one of the biggest beneficiaries. In a move to digitize the country, such services will have more opportunities coming their way.

- The surge in the number of working professionals: The number of working professionals is increasing profusely. This means that for most couple's time is scarce making them rely more on home delivery services for their sustenance. When the demand for online shopping increases there will be a corresponding increase in the payment portals as well.

Threats

Threats are those factors in the environment which can be detrimental to the growth of the business. Some of the threats include:

- Competition: With lowered barriers to entry, every new entrepreneur is looking at aggregating services. There are a lot of online portals like pay charge, mobikwik etc and even telecom service providers like Airtel and Vodafone are providing online payment gateways.

- Growing concerns about safety: Today there is negative imagery of information security and tracking of shopping habits. There is also growing concerns about how safe the information submitted to payment portals are and the level to which such portals or payments made through them are monitored.

1.14 PROBLEMS TO PAYTM

The company's servers were sharing information with China-based entities that indirectly own a stake in the bank. Paytm Payments Bank had also onboarded several customers without adequate know-your-customer (KYC) documentation, which could be a breeding ground for money laundering, the report said. Data localization has become a significant policy issue in India over the past decade. The RBI has even penalized foreign card-payment network companies such as Visa, Mastercard, and American Express for not complying with the country's data localization norms.

Paytm is facing torrid times. Due to RBI imposed some restrictions on it.

CHAPTER-III

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Dr. P. Dhanya (2021) conducted a study on customer satisfaction towards Paytm services in Coimbatore City. The reason in examine is to research the delight degree of customer's the usage of paytm offerings. Data has been accrued through survey technique with 120 respondents. The tools and technique used on this examine are simple percentage, Likert scale and Ranking analysis. This examine cautioned that clients need to enhance transaction speed and steps to make price of paytm to be had in petty shops. It concluded that paytm is acting nicely in private; it has to paintings upon cut price and gives, transaction speed and innovation to enhance customer's delight.

Dr. K. Sounthara Priya (2020) tried to understand the perception and satisfaction level of consumers towards Paytm. The research is carried by means of descriptive research. Paytm is not only used online but offline as well. Most of the people are using their mobile app of Paytm as it is very convenient easy-to-use others are using various other electronic devices. It was also found that in the areas/region where education level its high such as Delhi NCR and another metropolitan area, the possibility of acceptance of digital payment is much higher. Paytm app should be made available to the different sections of the community so that we can achieve the goal of Digital India.

N. Siva Kumar, S. Balaji (2019), as per analysis that Paytm is maximum handy and it's far accepted as true with worthy. The respondents are all impartial approximately the offerings rendered through paytm. It ought to increase fine of provider and offer cognizance approximately Paytm. It helps

its clients to switch their payments with the utilization in their mobile phones in the simplest way. Paytm is a good app for download because of its huge community of companions makes it handy and so on.

Dr. T. Venkatesan (2018) found that utilization of paytm is handiest at a pleasant degree. The customers face troubles in ease of use, protection problem and sluggish paytm server within of paytm. Paytm set up a separate wing for skilled team of workers to deal with the troubles and problems associated with it. Paytm may also provoke important motion for periodic updating, up gradation and maintenance of hardware and software storages.

Daravath and Arun (2018) discusses the Indian consumer perception towards Paytm mobile wallet application. The research data for the study is collected using a survey questionnaire which was distributed to 250 respondents but only 205 responses were valid and considered for analysis. Further, the data was analyzed using SPSS 23.0 version software. The findings conclude that consumers opined that the use of Paytm application was both easy and made them move from place to place without carrying a physical wallet

Sandhya (**2018**) studies about Paytm usage and problems faced by the employees of XYZ Company Limited. To analyze the study, the data was collected by convenience sampling method through a questionnaire from 150 employees and they were analyzed using Chi-square statistical tool. The findings concluded that XYZ company limited employees are cautious about the services offered by Paytm, the number of alternatives available in payments, access time, and low complexity. Hence, the employees are using the application which possesses these qualities in Paytm.

Vijay Shekhar Sharma. (Paytm founder) Oct 23, 2018 China's Alibaba and Japan's SoftBank-backed Paytm Mall is stepping up focus on categories like grocery and fashion, which can increase repeat customer transactions as it

looks to compete with Walmart-backed Flipkart and Amazon India, which control over 80% of the online retail market. Paytm Mall wants to differentiate itself, with online to offline (O2O) push to deliver 50% of the orders in 24 hours from 33% right now,

Kiran Vasireddy, COO – Paytm, December 12, 2018 said, "Paytm has become the preferred payment choice amongst customers for in-store payments in India. Today, Paytm is accepted at the largest variety of stores ranging from large brand outlets to online platforms as well as small retailers across India. With „Paytm Cashback Days", we celebrate our customers choosing Paytm as their preferred mode for payments at offline or online merchants by rewarding them with the best deals & cashback of the year. This will be a significant part of our efforts to push the adoption of mobile payments in the country & also help our Merchant partners significantly."

Pooja (2017) explains about the scenario of using Paytm after demonetization.

The study reveals that most of them after demonetization have shifted their payment method to Paytm mobile wallet. In addition, the study also finds that convenience and user-friendly are the main reasons to opt Paytm mobile wallet application

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.

NCTJ-qualified journalist Rian Boden in his Report on Mobile wallet market in India (2016) said that, "Paytm is the most popular mobile payment app among, Android smart phone owners in Urban India"

Rajesh Krishna Balan, Narayan Ramasubbu, Giri Kumar Tayi, described "the requirements and challenges of deploying a nationwide digital wallet solution in Singapore and they discussed why Singapore is ready for a digital wallet and identified the key challenges in building and deploying a digital wallet, supporting peer-to-peer cash transactions between individuals using a digital wallet".

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 a commitment of a huge number of financial resources to 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"

Dr. Poonam Painuly and Shalu Rathi (2016), in this research paper researchers found that there is business, social and economic perspective in the growth of mobile money. The presence of mobile wallet is spreading from urban to rural areas on a large scale. Hence wallet money experiences a bright future in near time. There will be higher penetration in small business with rural as well as urban areas as it helps in gaining large customers.

In an interview (2016) Vijay Shekhar Sharma (CEO of Paytm) said," There is a high level of dormancy in the bank account of lower-income group, as traditional bank treat these as additions and not be "core" of their portfolio."

According to Reporter Jubin Mehta (2015), Paytm is a silent but powerful contender that has a first mover advantage on mobile. half of the Paytm's run rate will come from M-Commerce market-place push.

Aparna et al. (2015) discovered that safety issues, inaccessibility of the internet, less technical acquaintance, etc. are the main problems in using e-wallets.

CHAPTER-IV

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

3.0 OBJECTIVES

The objectives of the research project are as under:

- To study the customer satisfaction level with regard to Paytm services on the basis of various parameters i.e. safety and security, transaction speed, convenience, add on services, software issues, charges, anytime /anywhere/ 24*7 access, etc.

- To study the major factors that influence the customer to avail of services of the Paytm application.

- To study the customer awareness level and problems faced while using the Paytm application.

3.2   SCOPE OF THE STUDY

The scope of this research study was only limited to the services provided by Paytm application to its users in District Nagpur. The scope of the research will describe the relationship between Paytm services on the basis of various parameters i.e. safety & security, transaction speed, convenience, recharge, ticket booking, shopping, booking hotels, insurance premium and transfer of funds, which can directly put an impact on the customer satisfaction level and intention to use in further. Moreover, the respondents of this research were randomly selected from business class, professionals, government and private sector employees, housewife's and students of District Nagpur, who normally use the Paytm services.

3.2 HYPOTHESIS

H0: The level of customer satisfaction among Paytm users in District Nagpur is not correlated with the safety and security of the Paytm services.

H1: The level of customer satisfaction among Paytm users in District Nagpur is positively correlated with the safety and security of the Paytm services.

H0: The variety of services offered by Paytm, such as recharge, ticket booking, shopping, booking hotels, insurance premium payment, and fund transfer, does not affect the customer satisfaction level among its users in District Nagpur.

H1: The variety of services offered by Paytm, such as recharge, ticket booking, shopping, booking hotels, insurance premium payment, and fund transfer, affect the customer satisfaction level among its users in District Nagpur.

H0: The demographic factors of Paytm users in District Nagpur do not influence their satisfaction level and feedback on the usage of Paytm services.

H1: The demographic of Paytm users in District Nagpur influences their satisfaction level and feedback on the usage of Paytm services.

3.3 METHODOLOGY

The methodology has a specified framework for effectively collecting the data. Methodology means "defining a problem, defining the research objectives, developing the research plan, collecting the information, analyzing the information, and presentation of findings."

Such a framework is called "Research Design". The research process was followed, consisting of the following steps: -

Research Design:

A research design is the arrangement of conditions for the collection and analysis of data in a manner that aims to combine relevance to research purpose with economy in procedure.

This research was descriptive in nature. The users of the Paytm application in urban, semi-urban, and rural areas of Nagpur District were interviewed. This step of the study consists of developing the most efficient plan for gathering the relevant data. The following factors were under focus in the research plan:

- Data Design: It involves different aspects like the nature of data, the data sources, the data frequency and the data tools.

- Nature of Data: The nature of data used under the project was both primary and secondary in nature. The term data can be defined as facts, figures and information, systematically collected and presented to draw inferences. The first-hand information bearing on any research, which has been collected by the researcher, or his agent or assistant, is called "primary data". The results based on primary data are bound to be empirical and of great utility. Once the primary data has been put to use, the original characters disappear and the data becomes secondary. The data which has already been collected, compiled and presented earlier by any agency may be used for the purpose of investigation.

- Type of Research: Survey is best suited for descriptive and analytical research. Survey is undertaken to learn about people's knowledge, beliefs, preferences, satisfaction and so on and to measure these magnitudes in the general public. Therefore, this survey was done for Descriptive and analytical research process. Descriptive research includes surveys and fact-finding enquiries of different kinds. The main purpose is description of the state of affairs is noted down and analytical research used to analyze the material and facts.

Sampling Design: It is a definite plan for obtaining a sample from a given population. It refers to the technique or procedure the researcher would adopt in selecting items for the sample. The sampling plan or design calls for the following decisions:

- **Population**: 100+

Sample Unit: Who is to be surveyed? The target population must be defined that will be sampled. It is necessary to develop a sampling frame so that everyone in the target population has an equal chance of being sampled. The sample unit in present study was the users of the Paytm application residing in urban, semi-urban, and rural areas of Nagpur

- **Population Size**: How many people will be surveyed? This refers to number of respondents to be selected from the universe to constitute a sample. The sample size of 50+ served the purpose of study.

- **Sample Method:** The sampling method used is non-probability convenience sampling (where the researcher selects the most accessible population members from which to obtain information). Finally, a questionnaire was prepared and a sample size of 100 respondents was randomly selected.

Data Collection and Analysis

Methods of Data Collection and analysis: The researcher can get two types of data:

a) Primary Data

b) Secondary Data

- Primary Data: Primary data is a data which did not exist earlier and is being collected by the researcher first time for its specific objectives. In this research study, the primary data was collected through telephonic or personal interviews of the customers.

- Secondary data: Any data which have been collected earlier for some purposes is the secondary data. Indirect collection of data from sources containing past or recent information like brochures, annual publications, books, etc.

  The secondary sources for the study were collected through:

- Textbooks
- Internet sites   ☐ Newspaper articles
- Journals and Reports.

Tools of presentation and analysis

To analyze the data obtained with the help of questionnaire, following tools were used:

- **Tables –** This is a tool to present the data in tabular form.

- **Percentage and graphs**– These tools were used for analysis of data.

3.4   LIMITATIONS OF THE OF STUDY

- Due to Uncooperative behavior of people, the researcher faced many difficulties with regard to the collection of data, and the primary data for the research study was collected through telephonic interviews and personal interview.

- During the telephonic/online survey, some of the respondents were unwilling to share accurate and proper information.

- The research was limited only to Nagpur District.

- The research was carried out in a short period, so the sample size and other parameters were selected accordingly to finish the work within the given time frame.

- The information given by the respondents might be biased because some of them might not be interested in giving correct information.

CHAPTER-V

DATA ANALYSIS

AND

INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

1. What is the age group?

Age Group

Age	No. of respondents	Percentage
Below 25 years	167	84%
25 – 40 years	29	14%
40 – 50 year	4	2%
Above 50 years	0	–
Total	**200**	**200%**
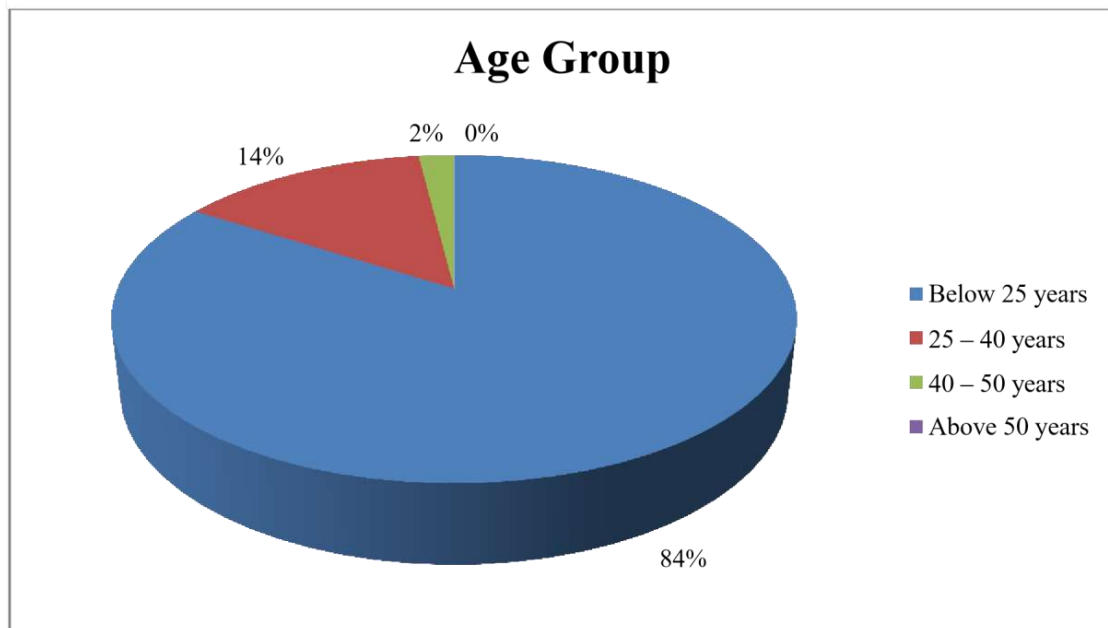
INTERPRETATION: From the above graph, it is clear that majority of the respondents belongs to below 25 years age group followed by other age groups.

2. **What is the educational Qualification?**

Table of Educational Qualification

Educational Qualification	No. of respondents	Percentage
Diploma	18	9
Graduate	121	20
Post-graduation	40	61
Doctorate	10	5
Others	7	4
Total	**200**	**200%**

Educational Qualification
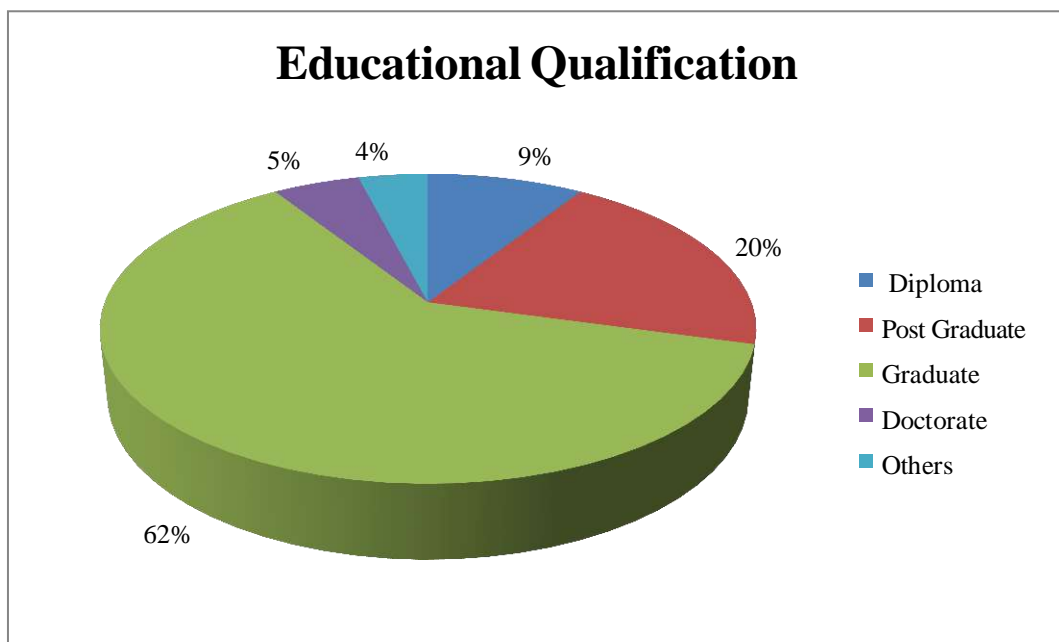
INTERPRETATION: From the above graph, it is clear that majority of respondents are graduates with 62%.

3. What is your occupation?

Table of occupation

Occupation	No. of respondents	Percentage
Student	127	64
Homemaker	2	1
Professionals	16	8
Pvt employee	25	13
Govt employee	27	14

Occupation
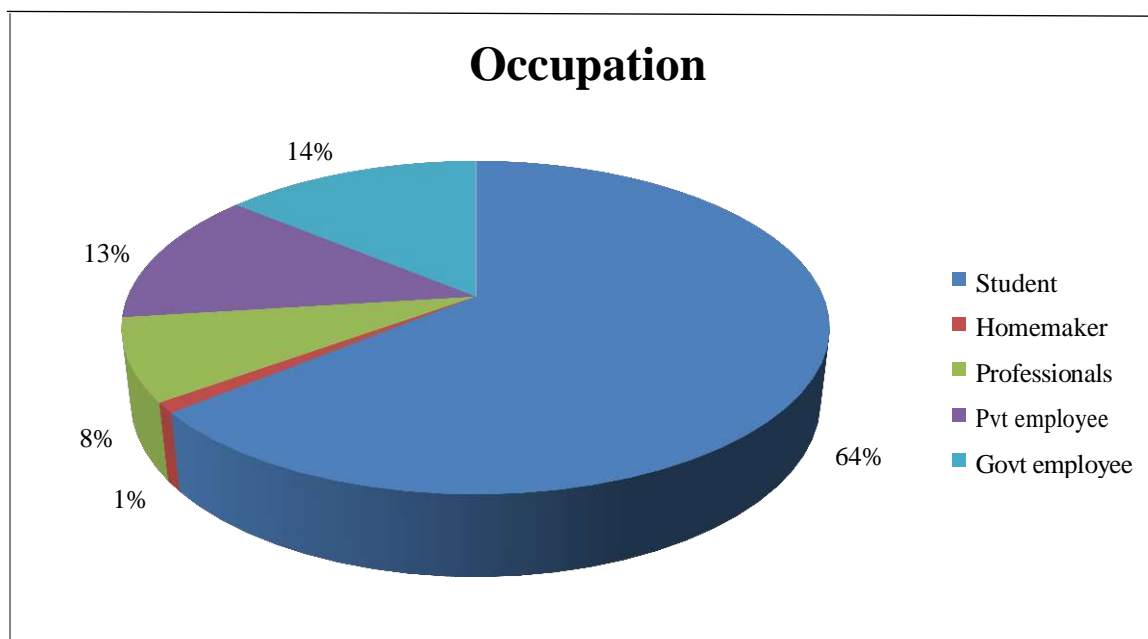
INTERPRETATION: From the above chart, the Majority of Respondents are Students with the Majority Of 64%.

4. WHAT IS THE LOCATION OF RESIDENCE?

Table of location of residence

Location	No. of respondents	Percentage
Urban	186	96
Semi Urban	11	6
Rural	3	3
Tota	**200**	**200%**

Location

- URBAN
- SEMI URBAN
- RURAL

6% 3%

91%
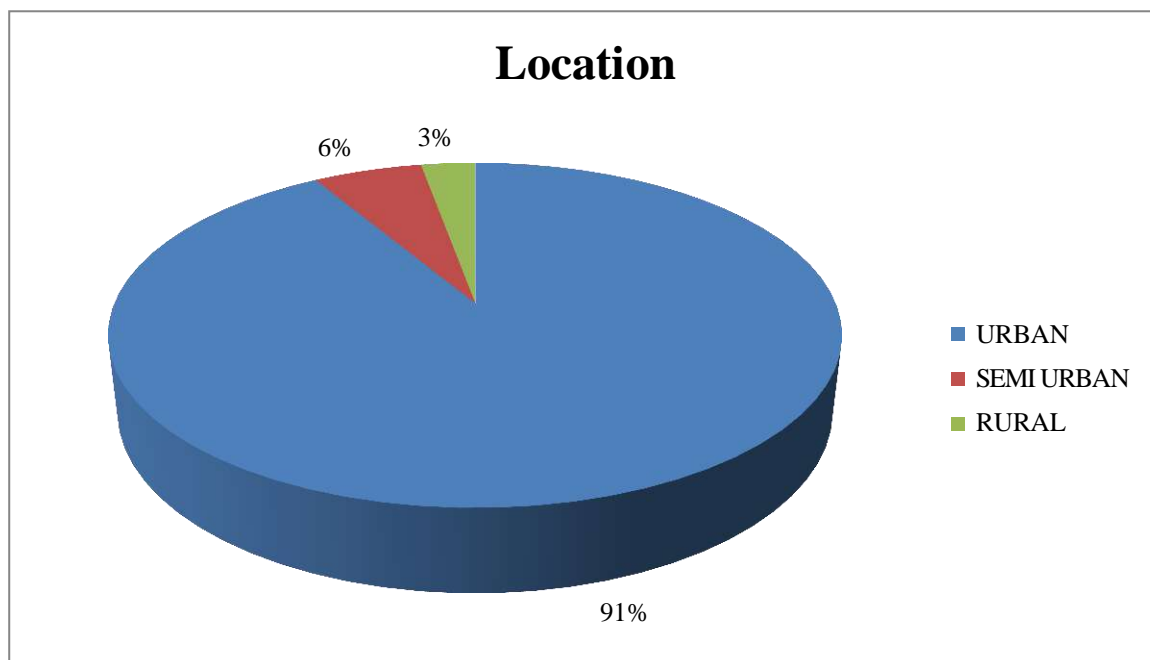
INTERPRETATION: From the Above Chart, the Majority of Respondents as the Surveys Shows the Result of 92%

5. **What is your monthly income?**

Table of Monthly Income

Monthly Income	No. of respondents	Percentage
Less than Rs. 25000	43	21.5
Rs 25000 – 50000	79	40
Rs.50000 – 100000	59	29.5
Above Rs. 100000	15	7.5
Total	**200**	**200%**

Monthly Income
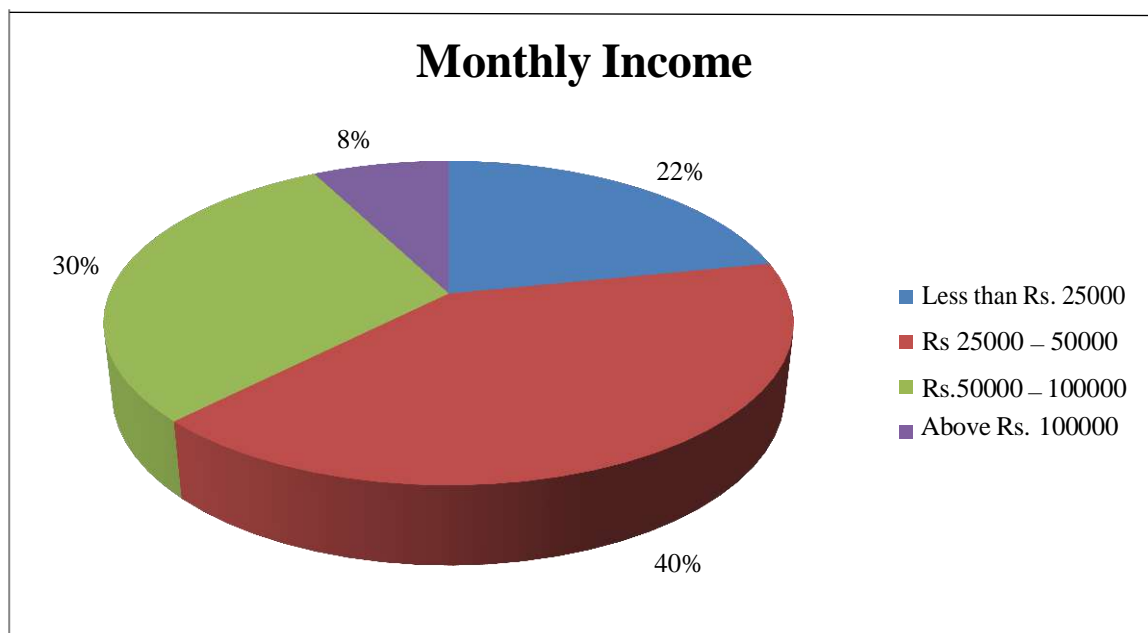
INTERPRETATION: From the above chart, the majority of respondents are from the income level of 25000 to 50000

6. Do you have a smartphone?

Table of respondents having smartphones

Response	No. of respondents	Percentage
Yes	200	200
No	0	0

Respondents having smart phones

0%

100%

- Yes
- No
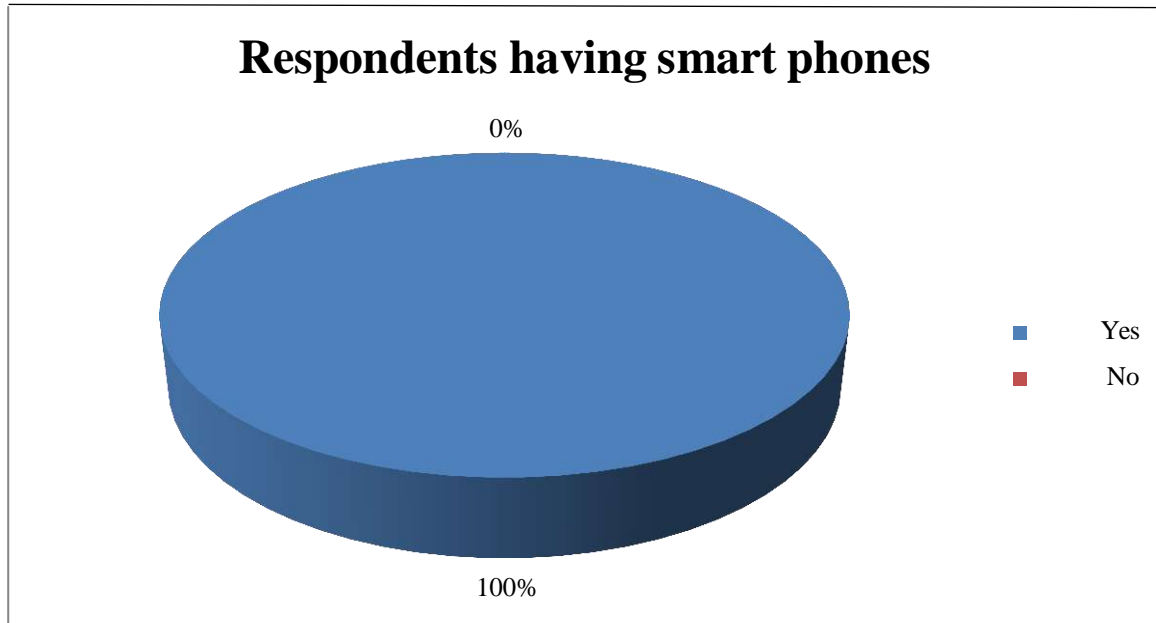
INTERPRETATION: From the above chart, the majority of respondents with 200% having the smartphones.

7. Have you ever used a digital payment method?

Table of respondents using digital payment method

Response	No. of respondents	Percentage
Yes	199	99.5
No	1	0.5

Frequency
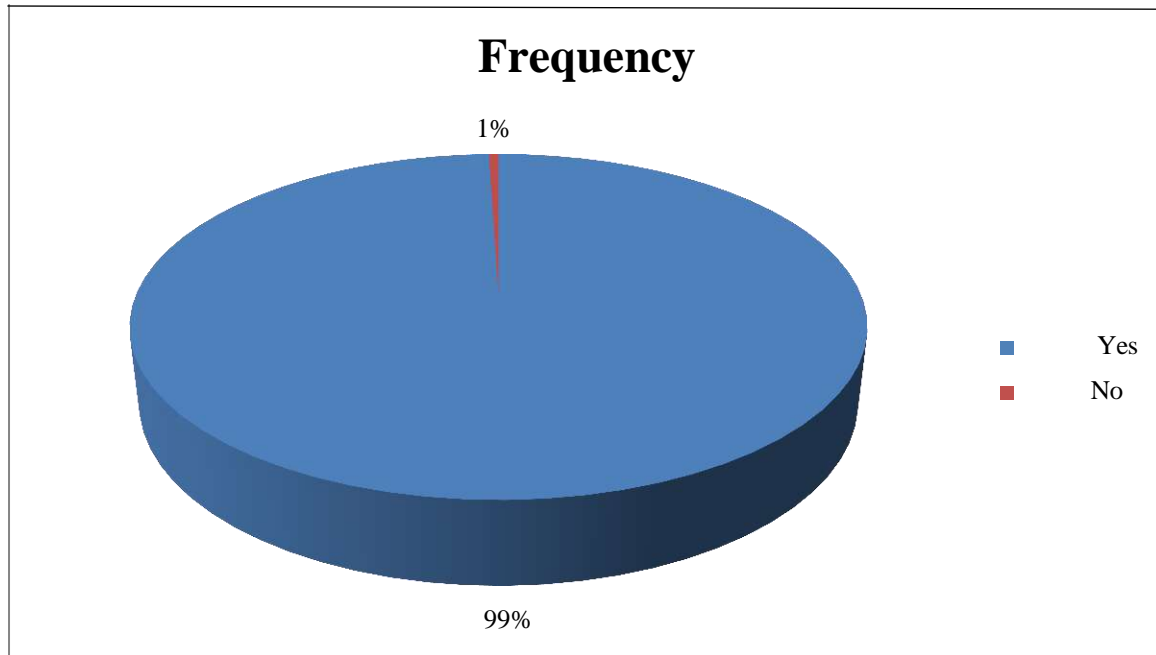
INTERPRETATION: From the above table, majority of respondents 99% use digital Payment method.

8. From how long you have been using Paytm Services?

Table of Respondents using Paytm Services

Time Period	No. of respondents	Percentage
Less than 6 months	14	7
6 months – 1 year	26	13
1 year - 2 year	40	20
More than 2 years	120	60

Frequency
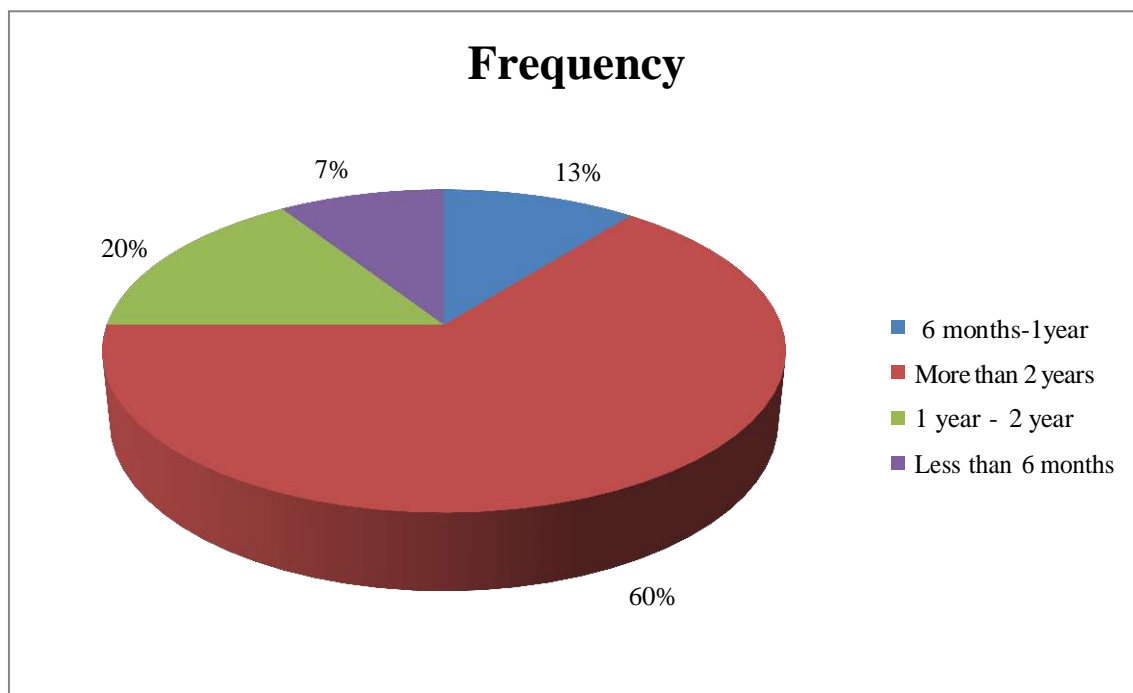
INTERPRETATION: From the above table, the majority of respondents with 64% are using the paytm from 6 months to 1 year.

9. Which device do you use for paytm services?

Table of Devices

Device	No. of respondents	Percentage
Mobile	200	100
Tablet	–	–
Laptop / PC	–	–

51

Devices used for Paytm

0%

- Mobile
- Tablet
- Laptop/pc

100%
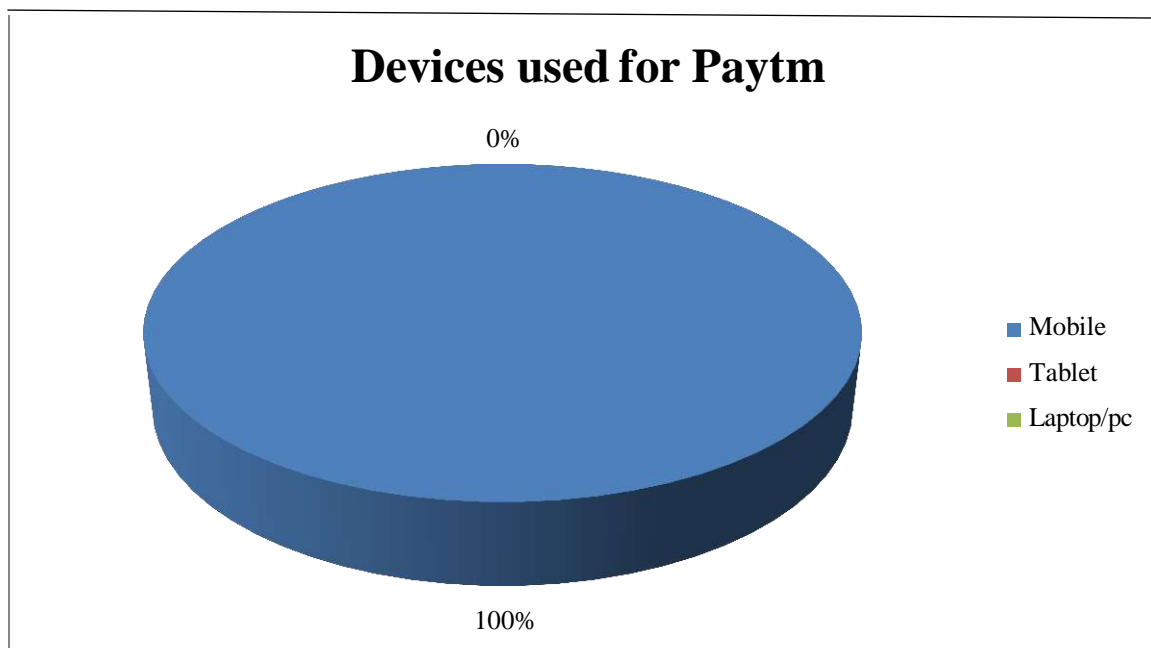
INTERPRETATION: From the above table, majority of respondents use mobile 100%.

10. Have you linked your all UPI based accounts bank accounts with the paytm application?

Table of Respondents Accounts Linked with Paytm

Response	No. of respondents	Percentage
Yes	196	98
No	3	2

Linking of Accounts with Paytm

2%

98%

- yes
- no
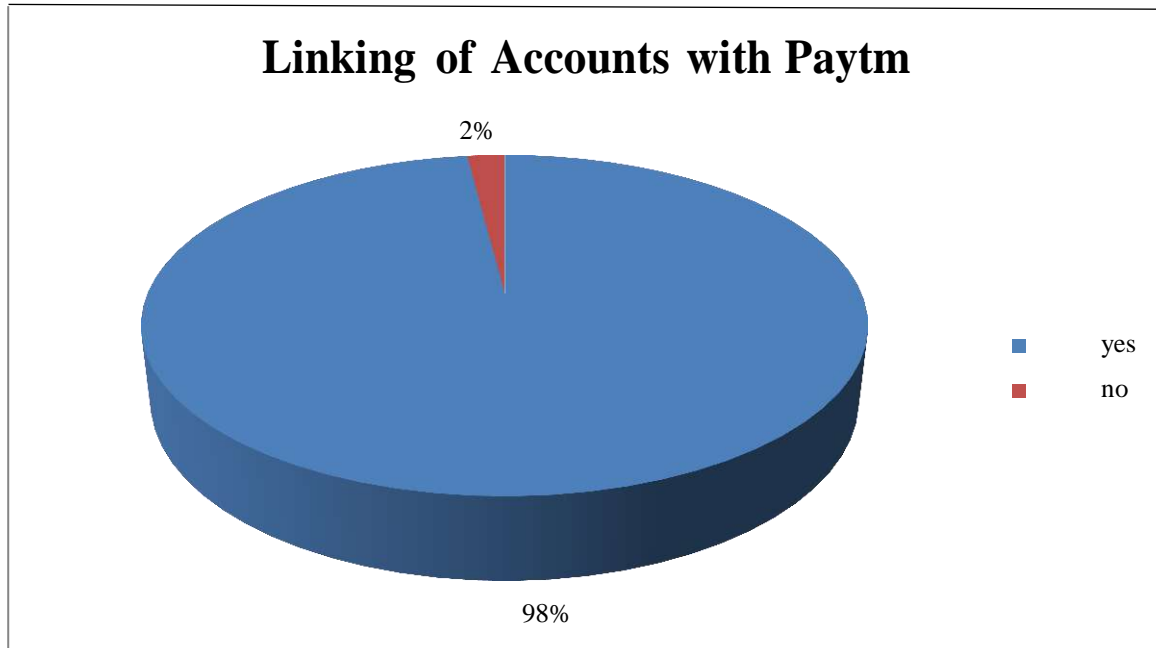
INTERPRETATION: From the above table, 98% of majority had linked UPI based accounts with the paytm application and 2% had not linked their account.

11. Are you fully aware of all types of services?

Table of Respondents Aware of Paytm Services

Response	No. of respondents	Percentage
Yes	194	97
No	6	3

Awareness about Paytm Services

3%

97%

- Yes
- No
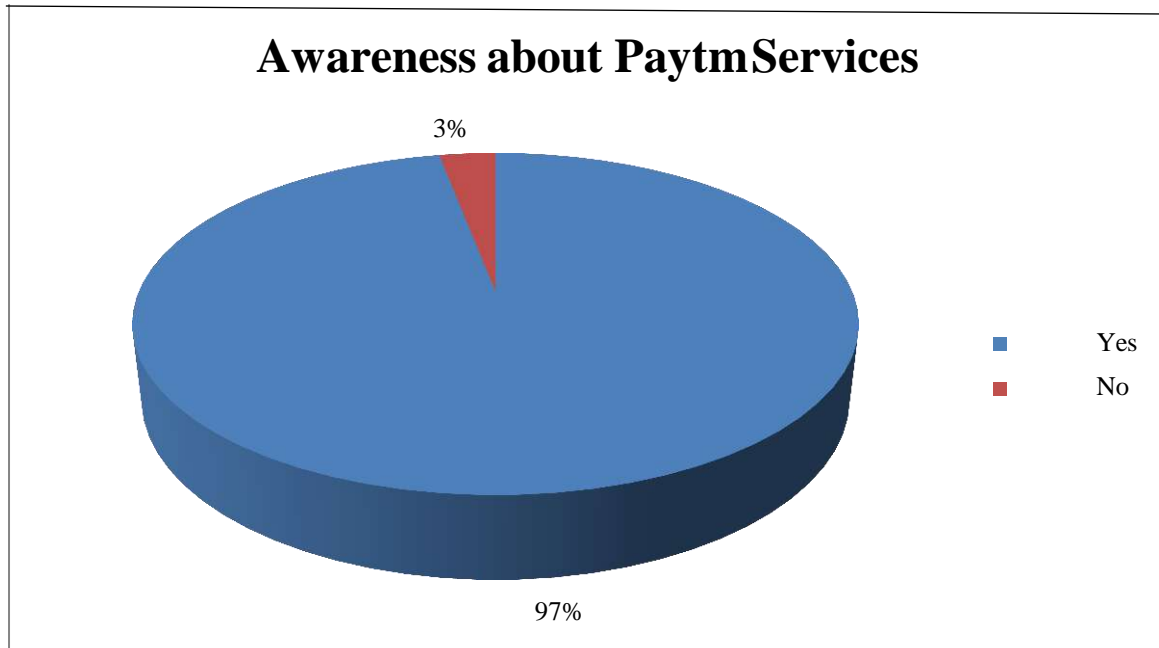
INTERPRETATION: From the above table, 97% people are aware of all types of services of paytm,3% are not aware.

12. What is your main purpose behind using paytm application?

Table of Respondents purpose for using Paytm

Purpose	No. of respondents	Percentage
UPI/ Payments	110	59.5
Recharge Bill payment	103	52.5
Ticket booking	97	46
Shopping	120	59.5
Others	37	19

Purpose behind using Paytm Application
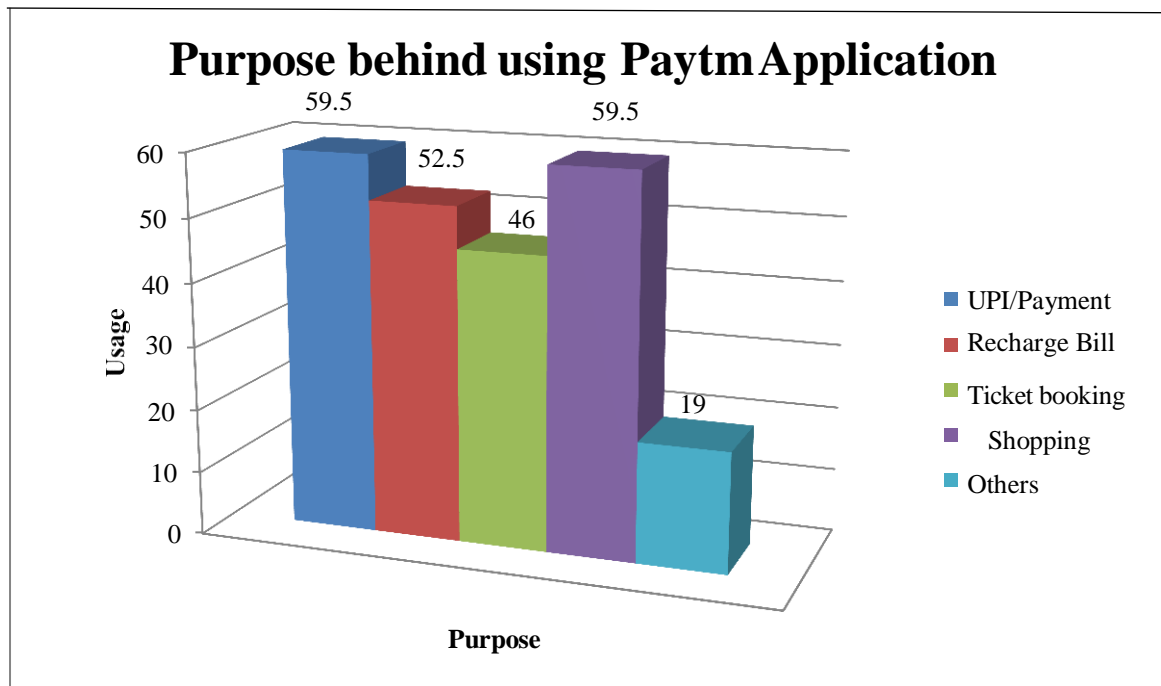
INTERPRETATION: From the above table, 59.5% majority of respondents are using paytm services for UPI/Payment and 59.5% majority of respondents are using paytm services for shopping.

13. What is your frequency of paytm usage in a month?

Table of Respondents Usage in a Month

Frequency	No. of respondents	Percentage
Less than once	30	15
1 to 5 Times	126	63
5 to 10 Times	29	14.5
More than 10 Times	15	7.5

Frequency of Paytm Usage

- Less than once
- 1 to 5 Times
- 5 to 10 Times
- More than 10 Times
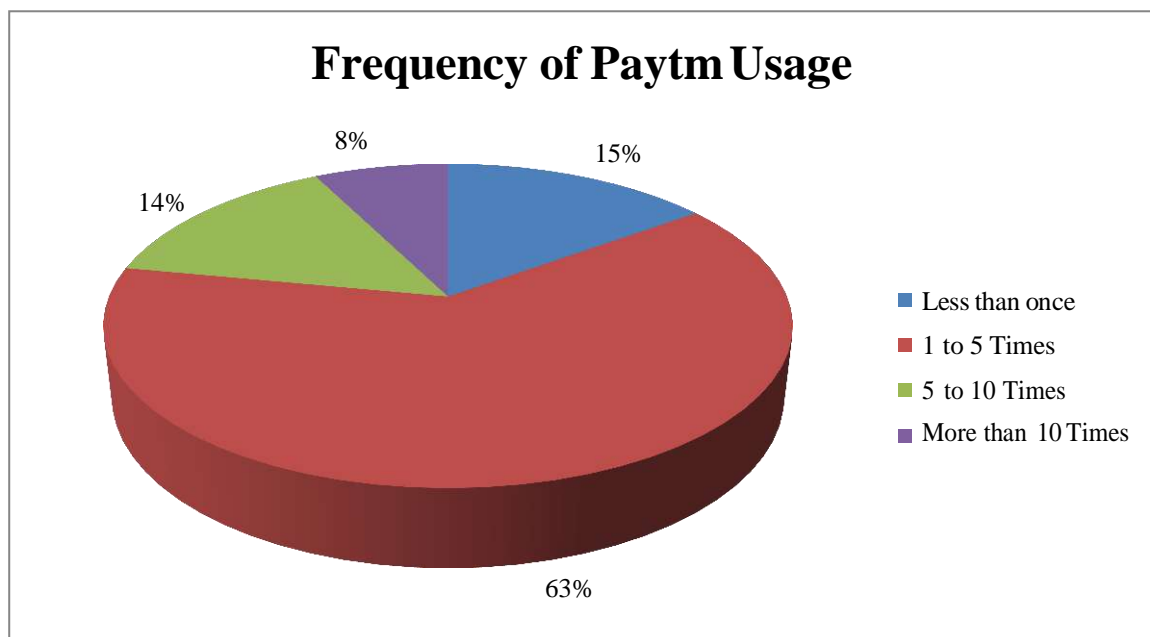
INTERPRETATION: From the above table, the frequency of usage paytm services. In a month by the majority of 1 to 5 Times in a month with 63%.

14. How much do you spend for shopping transactions via using paytm application?

Table of Respondents Spending's for Shopping Via using Paytm

Spendings	No. of respondents	Percentage
Less than Rs. 1000	29	14.5
Rs.1000 to Rs. 5000	98	49
Rs. 5000 to Rs. 10000	68	34
More than Rs. 10000	5	2.5
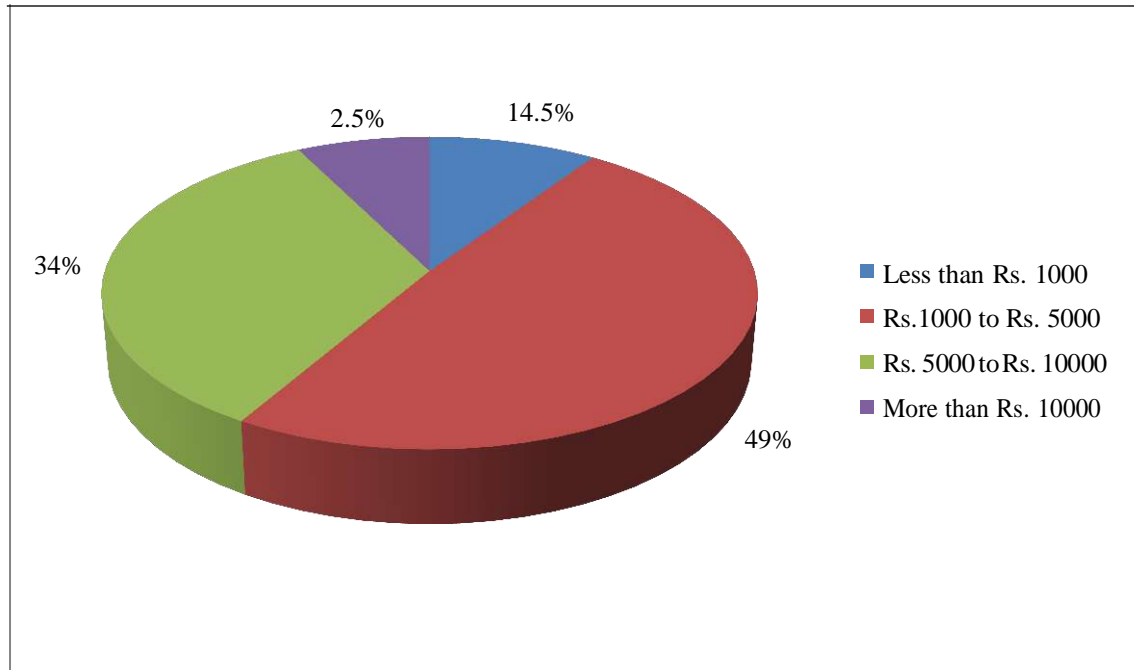
INTERPRETATION: From the above table, 49% of majority spend between Rs. 1000 to Rs. 5000 for shopping transaction via paytm services.

15. How do you come to know about paytm application?

Table of Respondents know about paytm application.

Response	No. of respondents	Percentage
Friends	32	16
Radio	2	1
Magazine	4	2
Social media	159	80
Others	3	1.5

Know about Paytm application

- Friends
- Radio
- Magazine
- Social media
- Others

1%
16%
1% 2%
80%
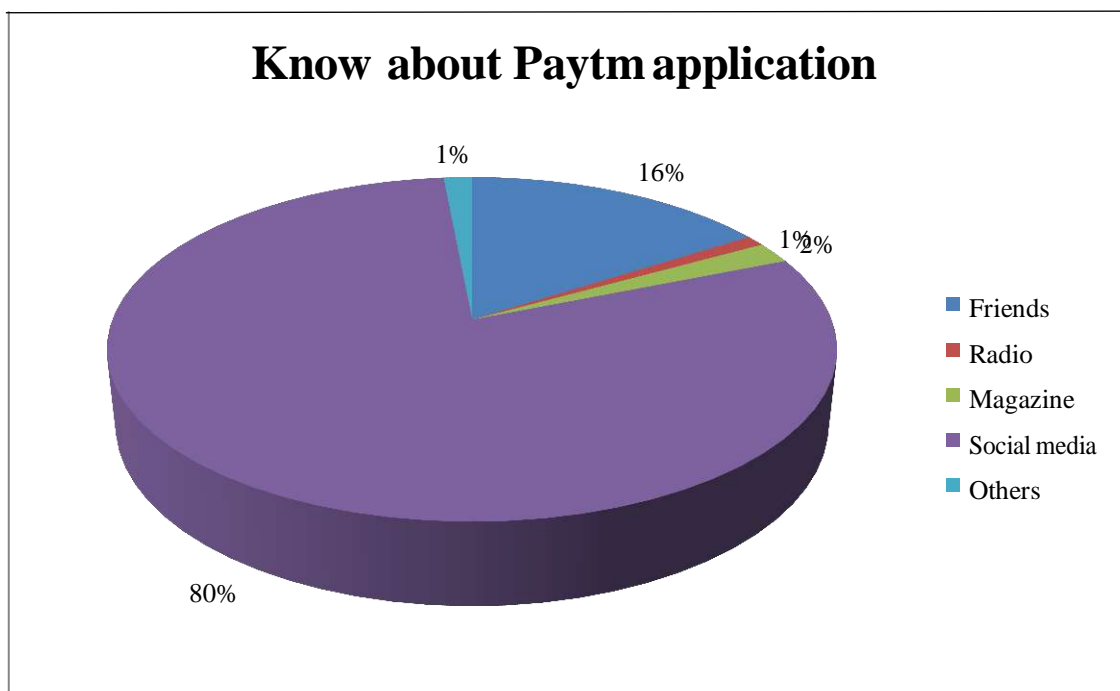
INTERPRETATION: From the above table, majority of respondents came to know about paytm from social media.

16. Are you aware of post-paid service in paytm wallet?

Table of Respondents Post Paid Service in Paytm Wallet

Response	No. of respondents	Percentage
Yes	193	96
No	7	4

Post Paid Service in Paytm Wallet

4%

96%

- Yes
- No
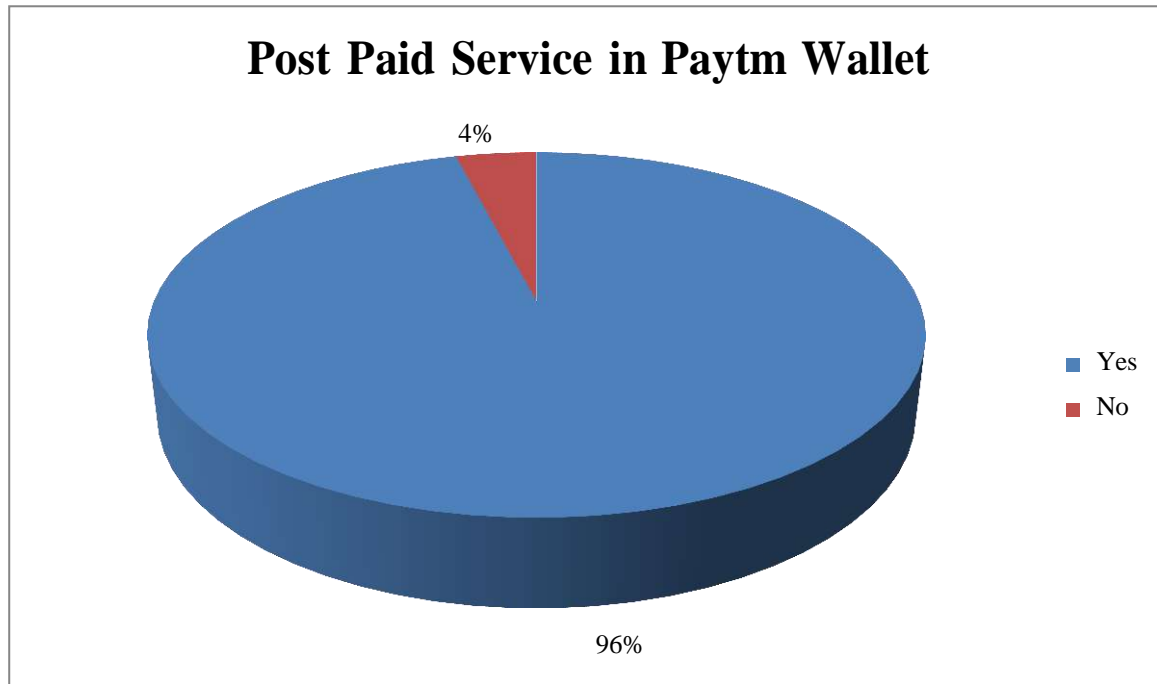
INTERPRETATION: From the above table, 96% majority of respondents are aware about post-paid service of paytm.

17. Are you aware of receiving Transaction statement in paytm service?

Table of Respondents Receiving Transaction Statement in Paytm Service

Response	No. of respondents	Percentage
Yes	192	96
No	8	4

Receiving Transaction Statement in Paytm Service

4%

96%

- Yes
- No
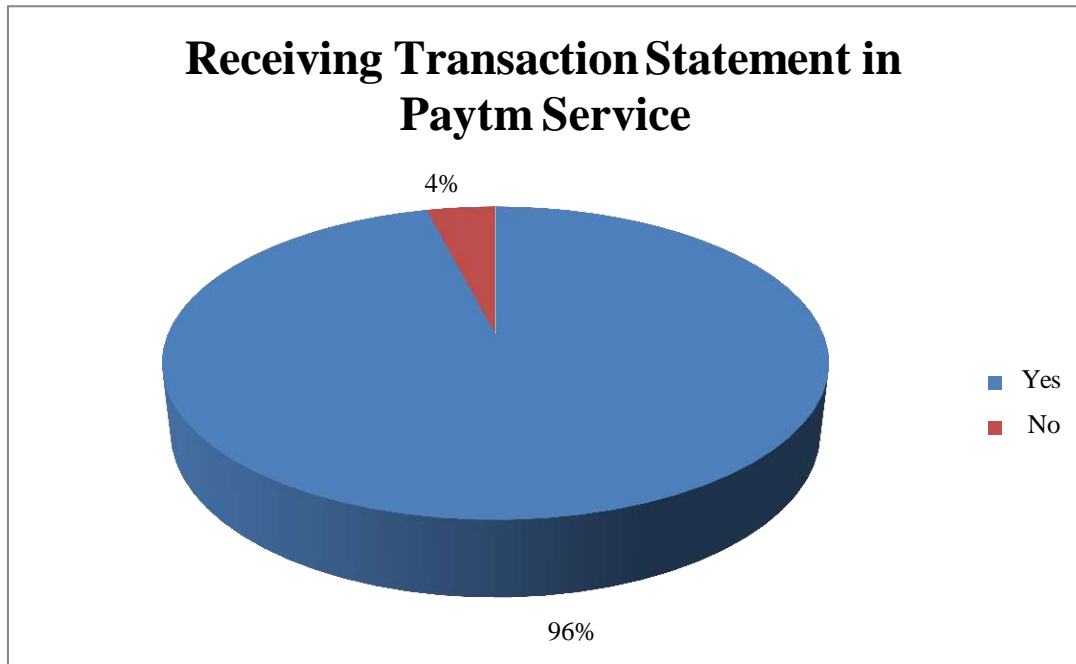
INTERPRETATION: From the above table, 96% of majority are aware about the receiving transaction statement in paytm services.

18. **Kindly mention the extent of satisfaction level with the usage of Paytm Application which you consider while going through following statements, on the basis of your transactions with the said Application. (As per opinion expressed in Q. No.10) Assign**

"5" for "Highly Satisfied", "4" for "Satisfied", "3" for "neutral", "2" for "Dissatisfied", "1" for "Highly dissatisfied": -

Table of Satisfaction Level with the usage of Paytm Application

Purpose	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Mobile recharge	66	29	4	1	0
Bill payment	64	28	7	1	0
Ticket booking	53	36	7	3	0
Shopping	46	39	11	3	1
Hotel booking	42	36	14	6	2
Overall %	54	39	9	10	0.2

Satisfaction Level with the usage of Paytm Application
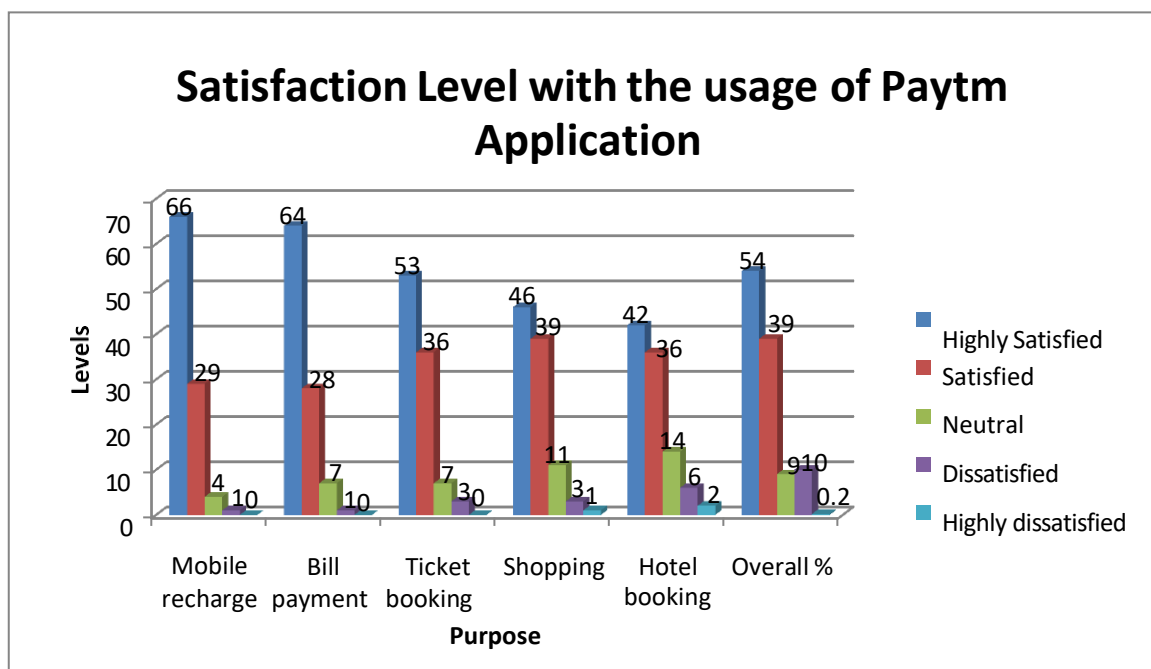
INTERPRETATION: From the above table, it is clear that majority of the respondents are highly satisfied for their transactions made with regard to Mobile Recharge, Bill payment, Hotel Booking and other purposes etc. Overall, most of the respondents are satisfied with the transactions made on Paytm Applications.

61

19. **Kindly mention the extent of satisfaction level with the usage of Paytm. Application which you consider while going through following statement. on the basis of your transactions with the said Application. (As per opinion expressed in Q. No.10) Assign "5" for "Highly**

Satisfied", "4" for "Satisfied", "3" for "neutral", "2" for "Dissatisfied", "1" for "Highly dissatisfied": -

Table of Satisfaction Level with the usage of Paytm Application

Pupose	Highly Satisfied				Highly dissatisfied
Safety & security	52	35	9	2	2
Transaction speed	51	33	11	3	2
convenience	39	39	16	5	0
Add on Services	27	25	29	15	3
Software issues	6	23	34	17	21
Charges	10	26	25	18	22
Anytime/ anywhere	70	24	4	2	1
Reliability	66	24	7	4	0
Grievance	28	24	28	14	6
Overall %	38	29	20	8	5

Satisfied Neutral Dissatisfied
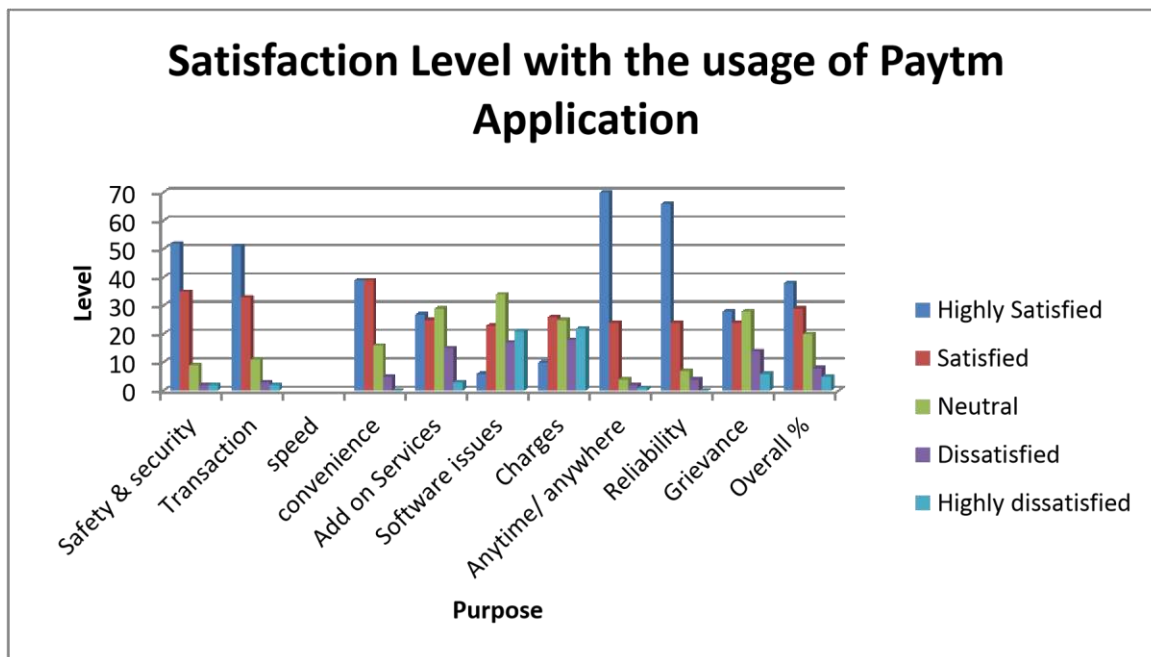
INTERPRETATION: From the above table, it is cleared that majority of the respondents are highly satisfied with the Paytm Services on the basis of various parameter e.g. safety & security, convenience, add on services, reliability, while the other respondents have shown only satisfaction level with regard to other parameters e.g. transaction fee, software issue & charges.

20. How satisfied are you with the customer service unit?

Table of Respondents Satisfaction with customer service unit

Response	No. of respondents	Percentage
Highly Satisfied	105	53
Satisfied	71	35
Neutral	19	9
Dissatisfied	5	3
Highly Dissatisfied	0	0
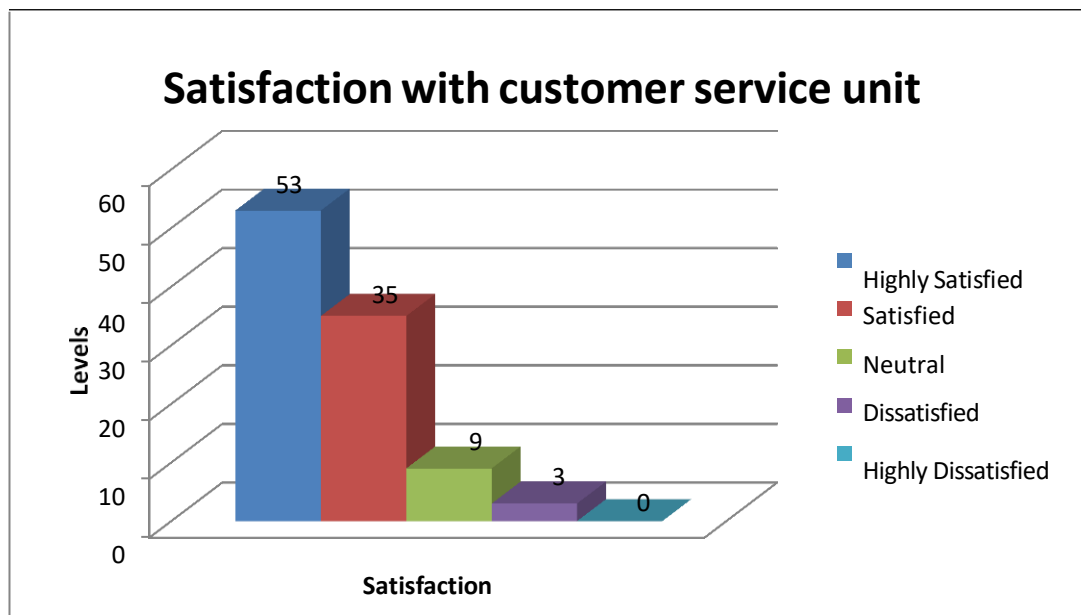
INTERPRETATION: From the above table, majority of respondents are highly satisfied with customer service unit.

21. Do you recommend paytm wallet to others?

Table of Respondents Recommend Paytm Wallet to Others

Response	No. of respondents	Percentage
Yes	186	93
No	-	-
May Be	14	7
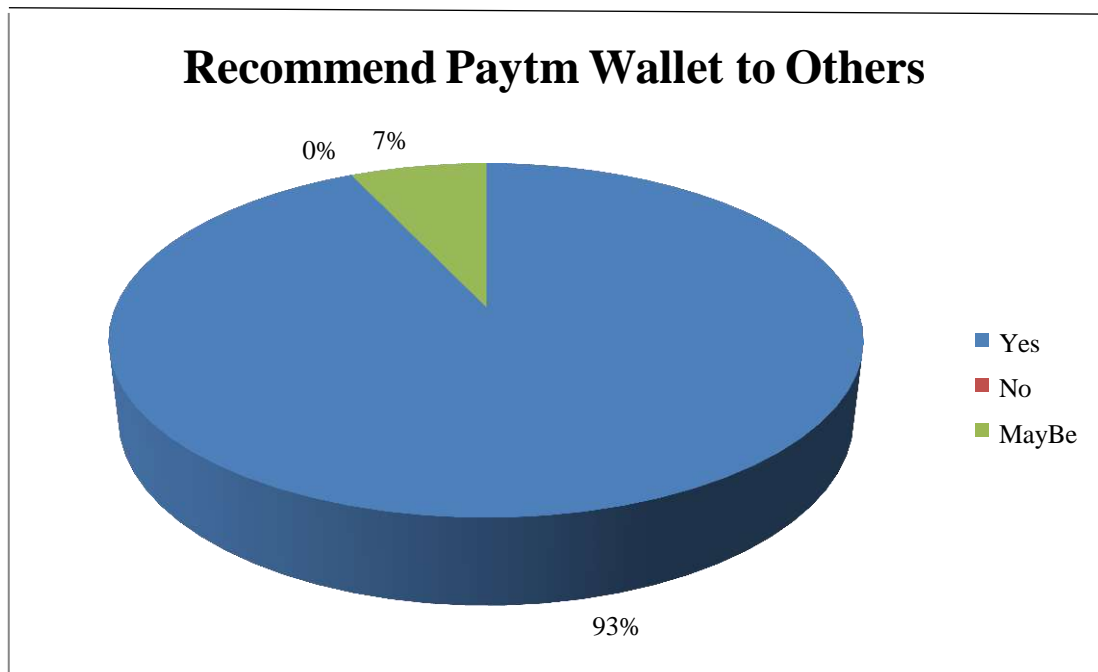
INTERPRETATION: from the above table, majority of respondents would recommend paytm to others.

22. What is yours overall experience with paytm services?

Table of Respondents overall experience with paytm

Response	Sum of respondents	Percentage
Highly Satisfied	96	48
Satisfied	80	40
Neutral	15	8
Dissatisfied	8	4
Highly Dissatisfied	1	0.5
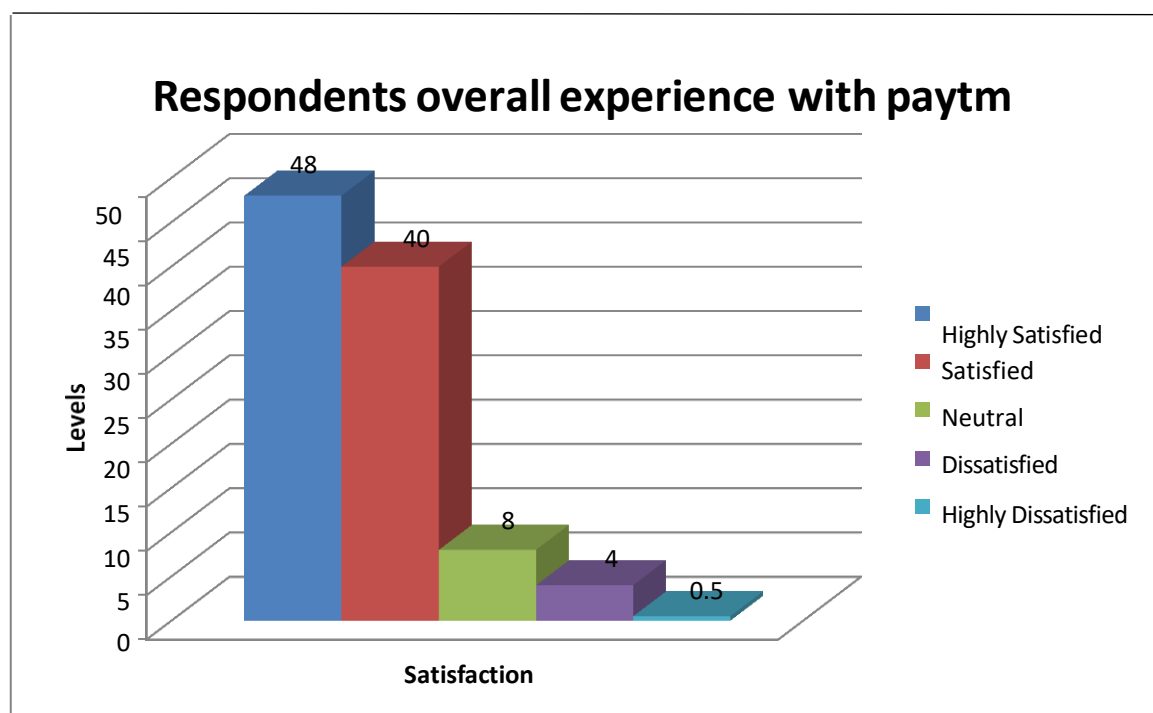
INTERPRETATION: from the above table, majority of respondents are highly satisfied with the overall service of paytm.

23. Mention your overall satisfaction level towards the paytm services?

Table of Respondents overall satisfaction

Response	Sum of respondents	Percentage
Highly Satisfied	101	50
Satisfied	74	37
Neutral	18	9
Dissatisfied	6	4
Highly Dissatisfied	1	0.5
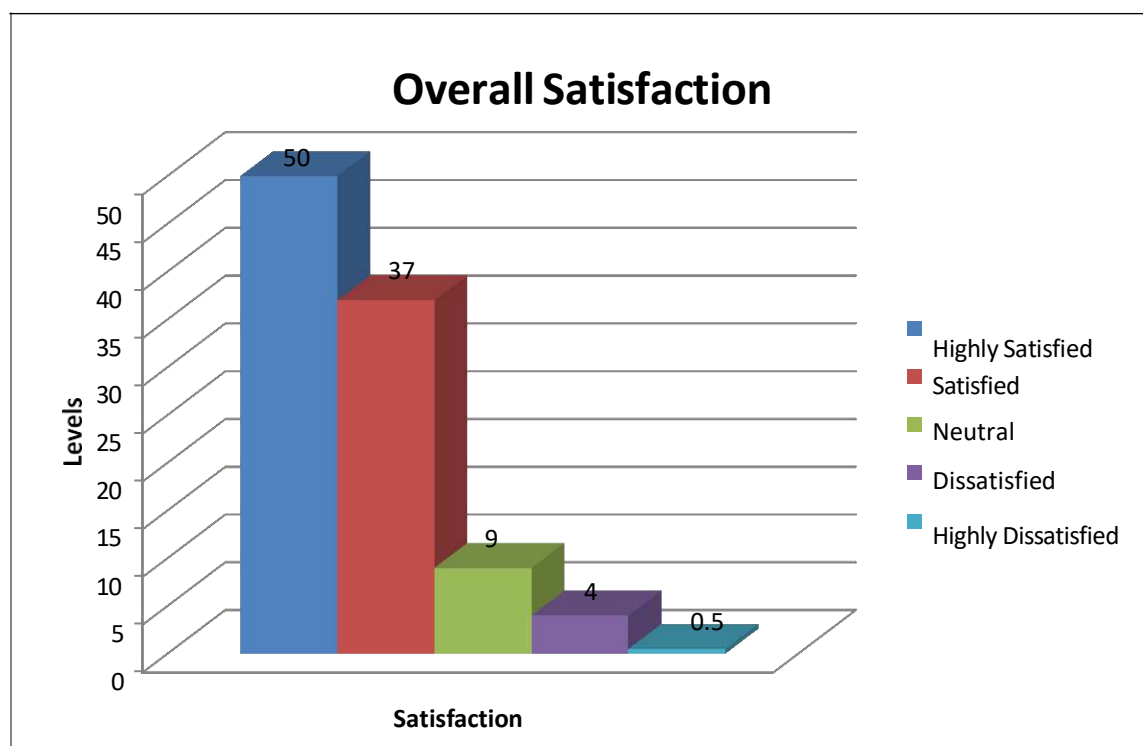
INTERPRETATION: From the above table, the majority of respondents are highly satisfied with overall paytm services.

CHAPTER-VI

FINDINGS OF THE STUDY

FINDINGS OF THE STUDY

a. Majority of the respondents belongs to 0 to 25 years age group followed by other age groups.

  b. Majority of the respondents are not post graduates.

  c. Majority of the respondents are students.

  d. Majority of the respondents are residing in urban areas of Nagpur City.

e. Majority of the respondents are earning between Rs. 25000 to 50000 per month.

f. Majority of the respondents are using Paytm services for 6 months to 1 year

g. Majority of the respondents are using Mobile for operating Paytm application.

h. Majority of the respondents have linked their all UPI based bank accounts with the Paytm Application.

  i. Majority of the respondents are fully aware of all type of Paytm services.

j. Majority of the respondents are using Paytm application for funds transfer followed by other purposes.

k. Majority of the respondents are highly satisfied for their transactions made with regard to mobile recharge, bill payment, hotel booking, insurance premium and other purposes etc., while other respondents have expressed their satisfaction level with regard to ticket booking, shopping, funds

transfer, loan payment. Overall, most of the respondents are satisfied with the transactions made on Paytm application.

l. Majority of the respondents are highly satisfied with the Paytm services on the basis of various parameters i.e. safety and security, convenience, add on services, anytime/anywhere/24*7 access, reliability and grievance handling, while the other respondents have shown only satisfaction level with regard to other parameters i.e. transaction speed, software issues and charges.

m. Majority of the respondents are using Paytm application for 5 to 10 times in a month.

n. Majority of the respondents spend between Rs.1000 to 5000 per month for shopping via Paytm application.

o. Instant fund transfer and ease of transaction are the major factors that influence the users to avail the services of Paytm application.

p. Less rewards/discounts are the major problems followed by others.

q. Majority of the respondents come to know about Paytm Application through their friends.

r. Majority of the respondents have rated their experience with Paytm Application as good.

s. Majority of the respondents would like to recommend Paytm Application to others.

CHAPTER-VII
RECOMMENDATIONS

RECOMMENDATIONS

I) Paytm officers should frequently visit the customers and enquire about their requirements and problems they face.

II) Paytm has to increase its advertising in television media in order to increase the awareness to the general public.

III) Proper awareness should be created among the people that Paytm would save their time as they can do transactions even in their traveling time.

IV) Paytm services may also introduce some sales promotion activities, such as more cash discounts; reduce service charges and gift etc.

V) The factors determining the e-wallet i.e. Paytm adoption needs continuous innovation for improvement. To strengthen these factors, it is recommended that the company has to upgrade technology in its products and services to meet the requirements of the current scenario. The company should take a sincere effort to reduce the risk in online transactions and give assurance for secured transactions.

VI) It is suggested to the company to make necessary arrangements for the reduction of signal problems so as to provide uninterrupted services.

VII) Paytm may agree with a mobile phone service provider to guarantee a strong signal all the time.

VIII) The charges levied by Paytm for some of the financial transactions are comparatively higher than other E-wallets. It is suggested the company to charge reasonably for the transactions so that usages get improved and the ultimate aim of customer satisfaction is possible.

CHAPTER-VIII

CONCLUSION

CONCLUSION

Paytm usage awareness spread among the people in India due to government policy of demonetization and this has forcefully induced the usage of Paytm. It has made tremendous growth after demonetization and even, the smaller vendors have introduced Paytm to promote cashless payment methods. Therefore, it can be generalized that the current trends are moving towards a cashless economy. It also indicates that adoption of Paytm is influenced by the education level of the customer. If a person has studied beyond matriculation and internet savvy, he or she will be inclined to use the Paytm. Paytm supports their customers to transfer their payments with the usage of their mobile phones in the easiest way.

Paytm is determined to improve its products, services and customer experience. Paytm has shown to be a model in the field of e-wallets. This study found the main reasons of using Paytm are ease of transaction, reward points, discounts, instant transfer of funds and encrypted security. From the survey, it can be concluded that Paytm pockets had a massive quantity of glad customers till now. Paytm connected as recharge internet site in India pioneering these days in varied sectors like insurance, bill payments, ticket booking to online shopping etc.

CHAPTER-IX
BIBLIOGRAPHY

BIBLIOGRAPHY AND REFERENCES

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CHAPTER-X
ANNEXURE

ANNEXURE

QUESTIONNAIRE

I am a student of BBA-VIth Semester studying in G.S College of Commerce and Economics, Nagpur and preparing a project work on the topic titled, **"Customer Awareness & Satisfaction towards Paytm Service with Reference to Nagpur District".** Kindly co-operate and give your precious time for filling the following questionnaire: -

Part-A

Kindly furnish your personal details: -

Name   : _____

Address: _____

Contact No: _____

E-mail: _____

Part-B:

1.   What is your age group?

    Below 25 years ☐   25 to 40 years ☐

    40 to 50 years ☐   Above 50 years ☐

2.   What is your educational qualification?

    Diploma   ☐   Graduate   ☐

    Post Graduate ☐   Doctorate   ☐

Others ☐

3. What is your occupation?

Student ☐   Homemaker ☐

Professional ☐   Government Employee ☐

Pvt. Sector Employee ☐

4. Where your place of residence is located?

Urban ☐   Semi-Urban ☐

Rural ☐

5. What is your monthly income?

Less than Rs. 25000/- ☐   Rs. 25000/- to Rs. 50000/- ☐

Rs. 50000/- to Rs. 1 Lac ☐   Above Rs. 1 Lac ☐

6. Do you have a Smartphone?

Yes ☐   No ☐

7. Have you ever used a Digital Payment Method?

Yes ☐   No ☐

8. From how long you have been using Paytm Services? Less than 6

months ☐   6 months to 1 Year ☐

1 to 2 years ☐   More than 2 years ☐

9. **Which device do you operate for Paytm Application?**

   Mobile ☐   Tablet ☐

   Laptop / PC ☐

10. **Have you linked your all your UPI based bank accounts with the Paytm Application?**

    Yes ☐   No ☐

11. **Are you fully aware of all type of Paytm services?**

    Yes ☐   No ☐

12. **What is your main purpose behind using Paytm Application?**

    Mobile Recharge ☐   Bill payment ☐

    Ticket Booking ☐   Shopping ☐

    Others ☐

13. **What is your frequency of paytm usage in a month?** Less

    than once ☐   1 to 5 times ☐

    5 to 10 times ☐   more than 10 times ☐

14. **How much do you spend for shopping /transactions via Paytm Applications in a month?**

    Less than Rs. 1000/- ☐   Rs.1000/- to Rs.5000/- ☐

    Rs.5000/- to Rs. 10000/- ☐   More than Rs. 10000/- ☐

15. **How do you come to know about Paytm Application?**

Magazine	☐	friends	☐
Radio	☐	social media	☐
Others	☐		

16. **Are you aware of post-paid service in paytm wallet?**

Yes ☐ No ☐

17. **Are you aware of receiving transaction statements in paytm wallet?**

Yes ☐ No ☐

18. **Kindly mention the extent of satisfaction level with the usage of Paytm Application which you consider while going through following statements, on the basis of your transactions with the said Application. Assign "1" for Highly satisfied, "2" for Satisfied, "3" for Neutral, "4" for Dissatisfied and "5" for Highly Dissatisfied.**

Statements:	Highly Satisfied	Satisfied	Neutral Dissatisfied (1)	Dissatisfied (2)	Highly (3) (4) (5)
a) Mobile Recharge	☐	☐	☐	☐	☐
b) Bill payment	☐	☐	☐	☐	☐
c) Ticket Booking	☐	☐	☐	☐	☐
d) Shopping	☐	☐	☐	☐	☐
e) Hotel Booking	☐	☐	☐	☐	☐

19. How do you rate your satisfaction level with regard to Paytm services on the basis the following parameters. Assign "1" for Highly satisfied, "2" for Satisfied, "3" for neutral, "4" for Dissatisfied and "5" for Highly Dissatisfied.

Parameters:	Highly Satisfied	Satisfied	Neutral Dissatisfied (1)	Dissatisfied (2)	Highly (3)	(4)	(5)
a) Safety and security	☐	☐	☐	☐	☐		
b) Transaction speed	☐	☐	☐	☐	☐		
c) Convenience	☐	☐	☐	☐	☐		
d) Add on services	☐	☐	☐	☐	☐		
e) Software issues	☐	☐	☐	☐	☐		
f) Charges	☐	☐	☐	☐	☐		
g) Anytime/ Anywhere 24*7	☐	☐	☐	☐	☐		
h) Reliability	☐	☐	☐	☐	☐		
i) Grievance	☐	☐	☐	☐	☐		

Strongly Agree ☐

20. How satisfied are you with customer service unit?

Strongly Disagree ☐ Disagree ☐

Neutral ☐ Agree ☐

Strongly Agree ☐

21. Do you recommend paytm wallet to others?

Yes ☐ No ☐

Maybe ☐

22. What is your overall experience with Paytm services?

Strongly Disagree ☐ Disagree ☐

Neutral ☐ Agree ☐

Strongly Agree ☐

23. Mention your overall satisfaction level towards Paytm wallet?

Highly ☐ Dissatisfied ☐
Dissatisfied

Neutral ☐ Satisfied ☐

Highly Satisfied ☐

Thanks for participating in the survey.

83