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“Consumer Payments Through Paytm”

(A STUDY IN HYDERABAD AREA)

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INTRODUCTION:

Unified payment interface is a mobile centric, real time interbank payment system which has the potential to transform and universalize digital payments in India. UPI is a system that powers multiple bank accounts in to a single mobile application, merging several banking features, seamless fund routing and merchant payments in to one hood. It also caters to the “peer to peer” collect request which can be scheduled and paid as per requirement and convenience. In august 2016, NPCI launched unified payment interface (UPI), a next generation mobile based payment system which enables real time bank payments thus making smart phone as a primary payment device for both consumers and merchants and to universalize digital payments in the country the UPI interface will allow account holders across banks to send and receive money from their smart phones using just their Aadhaar unique identity number, mobile phone number or virtual payments address without entering bank account details.

According to NPCI, so far only 29 banks have agreed to start this service. If your bank is UPI-enabled, you can ask it to connect you to the system. To initiate a transaction, you can use two types of address- global or local. Global address includes your mobile, Aadhaar and bank account numbers. A local address can be virtual address. Let's say your bank gives you virtual ID similar to your email ID this virtual address will allow you to send and receive money from multiple banks and prepaid payments issuers. Paytm India's largest mobile commerce platforms an Indian commerce shopping website. Since its launch it began to launch various services on the digital platform viz. offering mobile recharge, gas bill, electricity bill, telephone bill payments etc. lately, it offers various facilities such as DTH recharge, insurance facilities to wider market place to consumers n its mobile apps and web. Within in a short period of time paytm has scaled to more than 60 million orders per month. Paytm is an acronym for pay through mobile. It entered through India's ecommerce market in 2014 providing facilities and products similar to similar to online business such as flip kart, Amazon, snap deal etc. paytm has keep on changing from time to time to its terms and conditions as it is a legal contract between an individual customers , user or beneficiary. Paytm is owned by one 97 communications ltd and headquartered in NOIDA, India in 2010. It is privately held company founded by Vijay shekar Sharma.

Reserve bank of India in august 2015, granted payment license to launch a payments bank. The paytm payments bank is a separate entity in which founder Vijay shekar Sharma will hold 51% share, one 97 communications holds 39% and 10% will be held by a subsidiary of 197 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 directors pv bhaskar, saama capital director ash lilani and former shriram group directors gs sun darajan. Vijay shekar Sharma and renu satti are the others directors of paytm payments bank. Its target is to launch over 1 lakh banking outlets across India by end of 2018.

Paytm in 2017 became India's first payment app to cross over 100 million app downloads, with bonanza offer of paytm gold, a product that allowed users to buy as little as one of pune gold online. It also launced the paytm payments bank and inbox, a messaging platform with in-chat payments among other products. By 2018, it allowed merchants to accept paytm, UPI and card payments directly in to their bank accounts at 0% charge followed by paytm for business app, allowing merchants to track their payments and day to day settlements instantly. This led its mer4chant base to grow to more than 7 million by march 2018 paytm launched its paytm mall app in February 2017 whi9ch allows consumers to shop from 1.4 lakh registered sellers raised a whopping \$200 million from alibaba group and SAIF partners in march 2018

OBJECTIVES OF STUDY

1. To find out the level of customers satisfaction towards paytm apps.
2. To study the acceptance level of paytm in Hyderabad, as an alternate to the cash transactions.
3. To study the role played by paytm in Hyderabad area as an supporting growth towards digital India
4. To give suggestion for the improvement of service rendered by paytm

SCOPE OF THE STUDY:

Paytm has becomes synonymous with quick recharge, the company has made tremendous progress since its inception in the year 2009. a Vijay shekar Sharma offers online mobile recharge, dth recharges electricity bills, data crafts landline bills gas bills and money to paytm wallet, send money to friends, bus tickets, coupons and more paytm mobile application is available on android IOS and window to state your need of an the go payments.

RESEARCH METHODOLOGY

A Research design is the set of methods and procedures used in connecting and analyzing measures of the variables specified in the research problem.

Research design is the framework that has been created to find answers to research questions.

SOURCE OF DATA:

The task of data collection begins after a research problem has been defined. While deciding about the method of data collection to be used for the study, first all the sources of the data must be very clear. There are basically 2 sources of data.

a. PRIMARY DATA:

The primary data is collected through structured questionnaire and multiple choice type questions were given to the respondents.

b. SECONDARY DATA:

Secondary data has been collected from various books, magazines, newspapers and company profile.

c. SAMPLING PLAN:**SAMPLING UNIT:**

The sampling unit is the entity to which we have to follow during the whole research study. In the context of the project study, the sampling unit primarily consists of individuals.

SAMPLE SIZE:

For the study a sample of 50 respondents were choose at random on convenience basis.

DATA COLLECTION METHOD:

Data collection is done basically in 3 ways. Observation method, survey method and questionnaires method.

DATA ANALYSE AND INTERPRETATION:

Data analysis is based on the data collected by the data findings are extracted. The data is tabulated and frequency chart is prepared.

d. STATISTICAL TOOL:

Statistical techniques like sample percentage bar graph and pie charts may be applied on the data collected for the study

REVIEW OF LITERATURE

Myersin (1969) stated that the vast majority of the innovation are essentially advertisedriven and is acquainted as an answer with the particular needs of the customer. **Lynn(1966)** states that more development is presented in Consumer Market when contrasted with mechanical markets. **Galbraith (1970)**.

Madur Deora, CFO and senior VP of Paytm, expressed that an installment bank offers anessential store connection with the clients at first and also Paytm is building this relationship utilizing the cash by spending, sparing and acquiring. To him the installments bank permit is a colossal obligation.

Dr. Poonam Painuly , Shalu Rathi in their paper “Mobile Wallet: An upcoming mode of business transactions” (May 2016) clearly explains about the mobile wallet, it’s types and latest trends. At that point examined about Role of portable wallet in different divisions like Banks, Retail and Hospitality. The paper clarifies the significance of versatile wallet for Banks, Customers and Companies. In future extension it also discusses on the versatile wallets turning into a trend of advertising channel in not so distant future. Also, contributing exceedingly in a consistent shopping knowledge for the clients that expansion their inclination for regular and more repurchases with delightful encounters. They additionally talk on the significance and development of portable cash in business, social and monetary

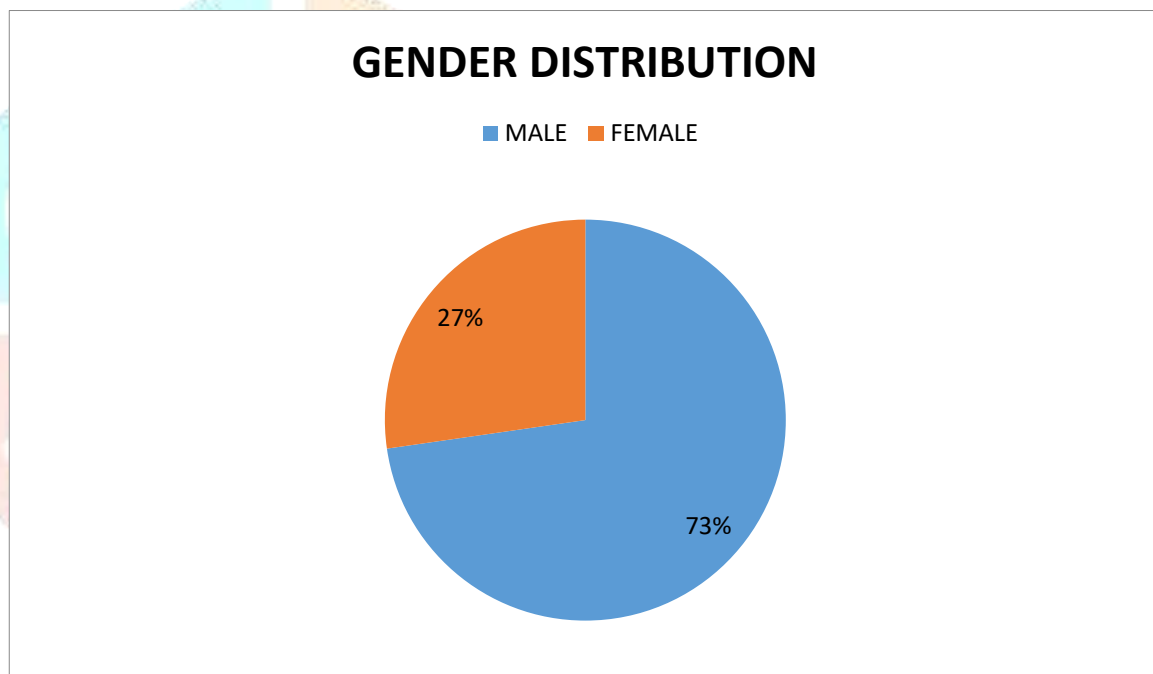
planned. The nearness of versatile wallet spreading from urban to country territories on a huge scale. Henceforth, wallet cash sees a high splendid future in close time

DATA ANALYSIS AND INTERPRETATION

The following are the Factor extracted from the survey done through questionnaire

1. Table showing them gender of the respondents?

choice	count	%
MALE	40	72.73%
FEMALE	15	27.27%

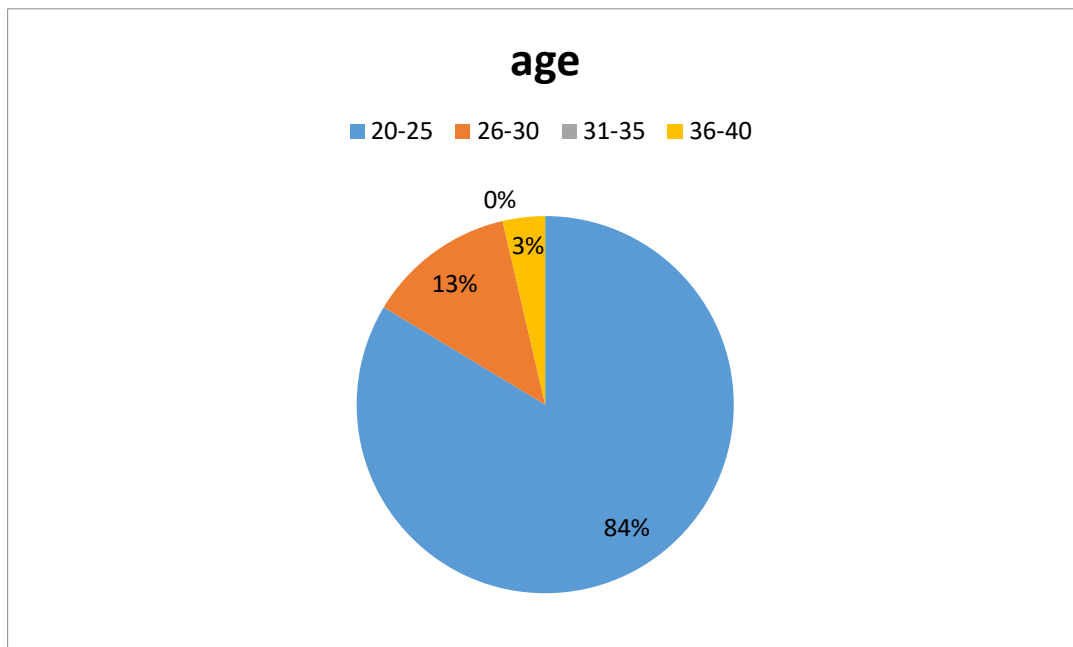


Interpretation:

From the above table 27% are female respondents 73% are male respondents.

2. Table showing age group of respondents?

choices	Count
20-25	46
26-30	7
31-35	0
36-40	2

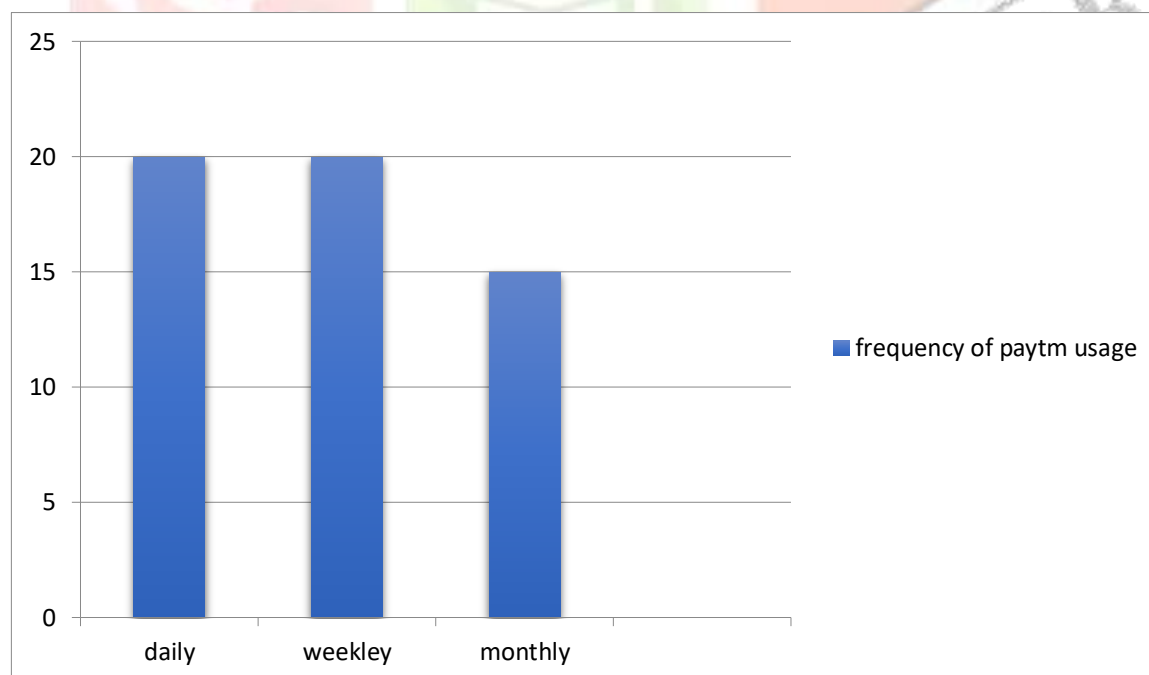


Interpretation

From the above table it is analyzed that 84% of respondents are between 20-25 years, 13% respondents are between 20-30 years, 3% of respondents are between 36-40 years.

3. Frequency of paytm usage

choices	count	%
Daily	20	36.36%
Weekley	20	36.36%
monthly	15	27.27%

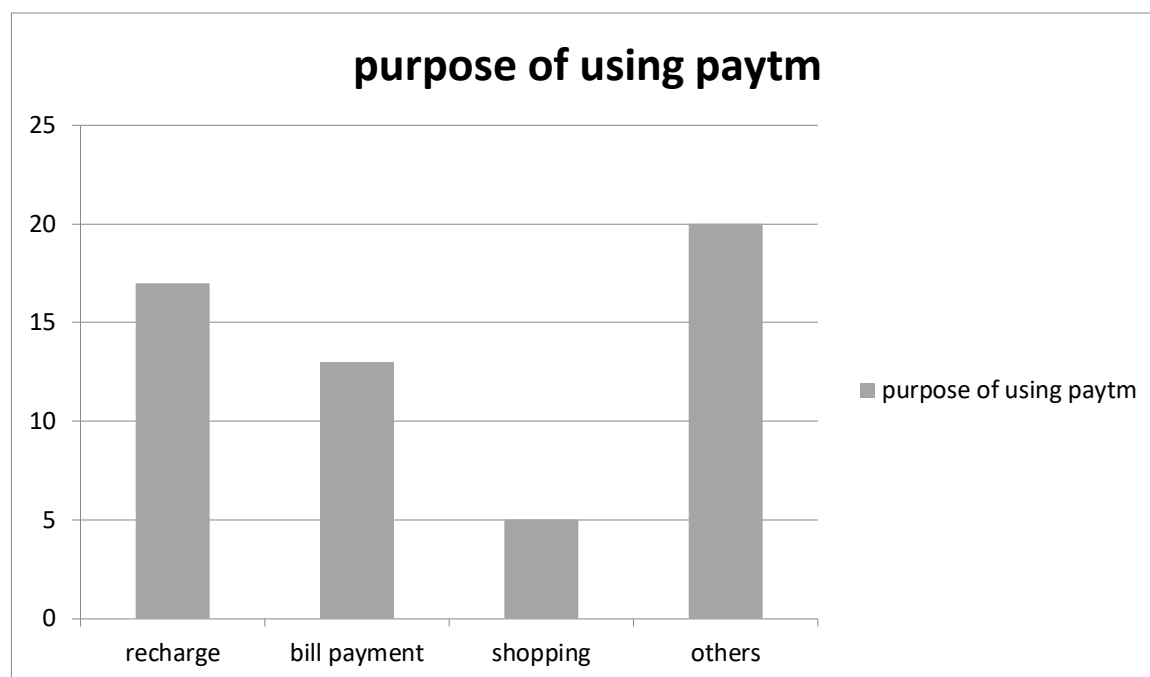


Interpretation:

From the above table it is analyzed that 20% of respondent are use paytm daily, 20% of respondents use paytm weekly, 15% of respondents use paytm monthly.

4. Purpose of using paytm

Choices	count	%
Recharge	17	30.91
Bill payment	13	23.64
Shopping	5	9.09
others	20	36.36

**Interpretation:**

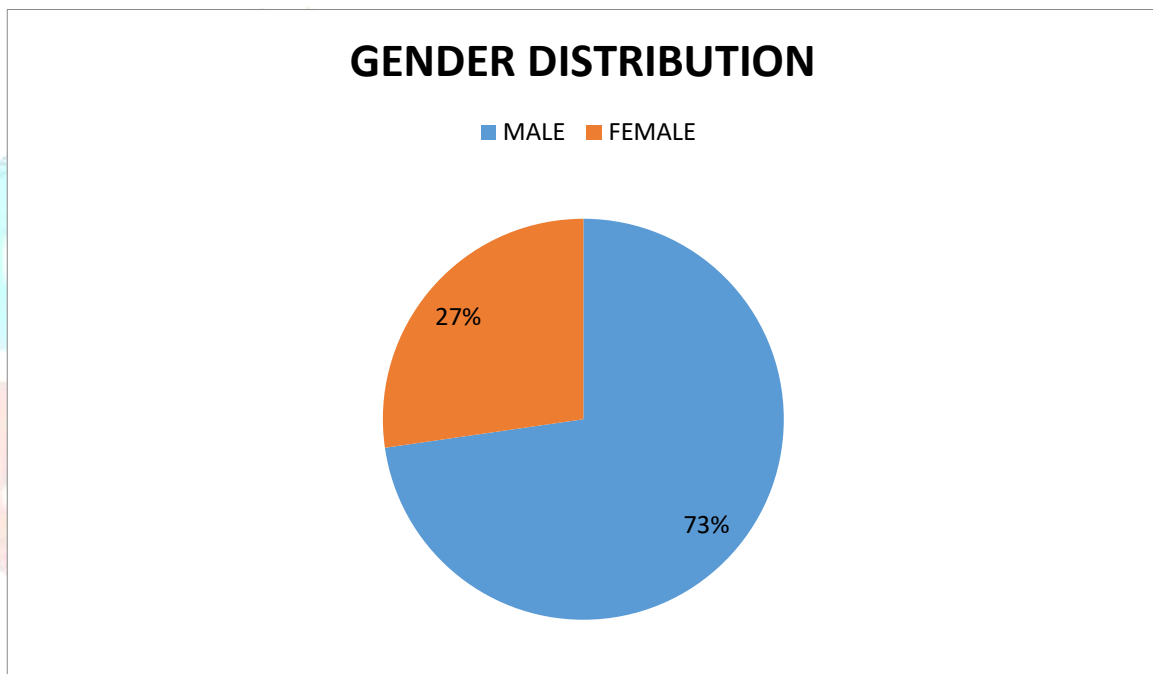
From the above table it is analyzed that 17% of respondents use paytm for the purpose of recharge, 13% of respondents use paytm for the purpose of billpayment, and 5% of respondents use paytm for the purpose of shopping, and 20% of respondents use paytm for other purpose.

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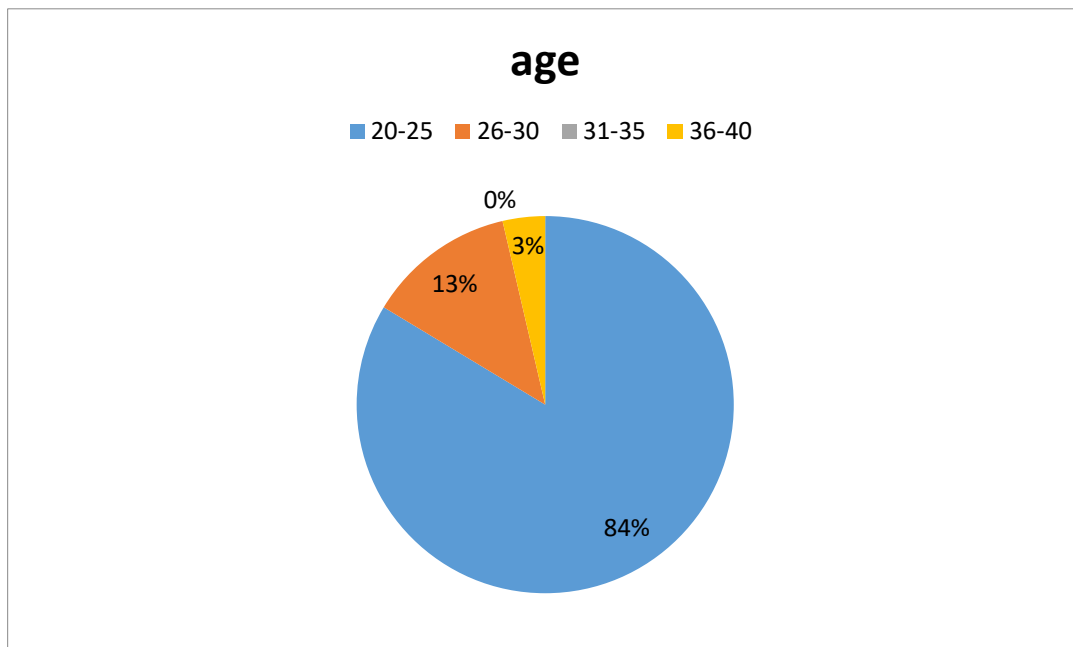


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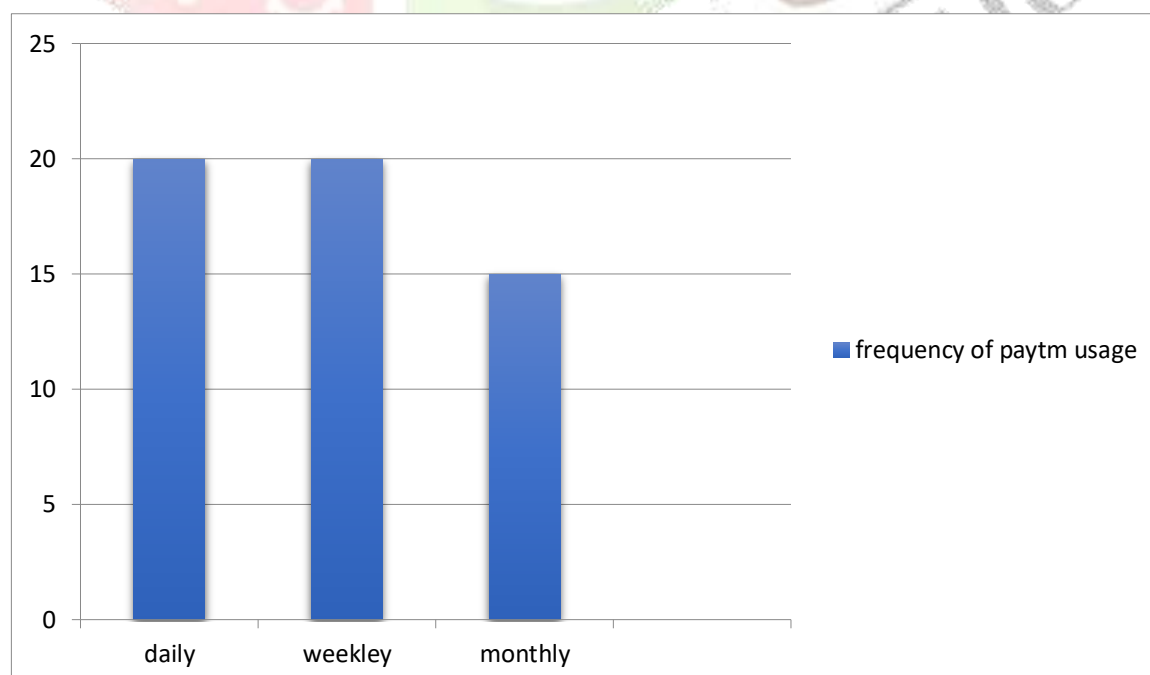


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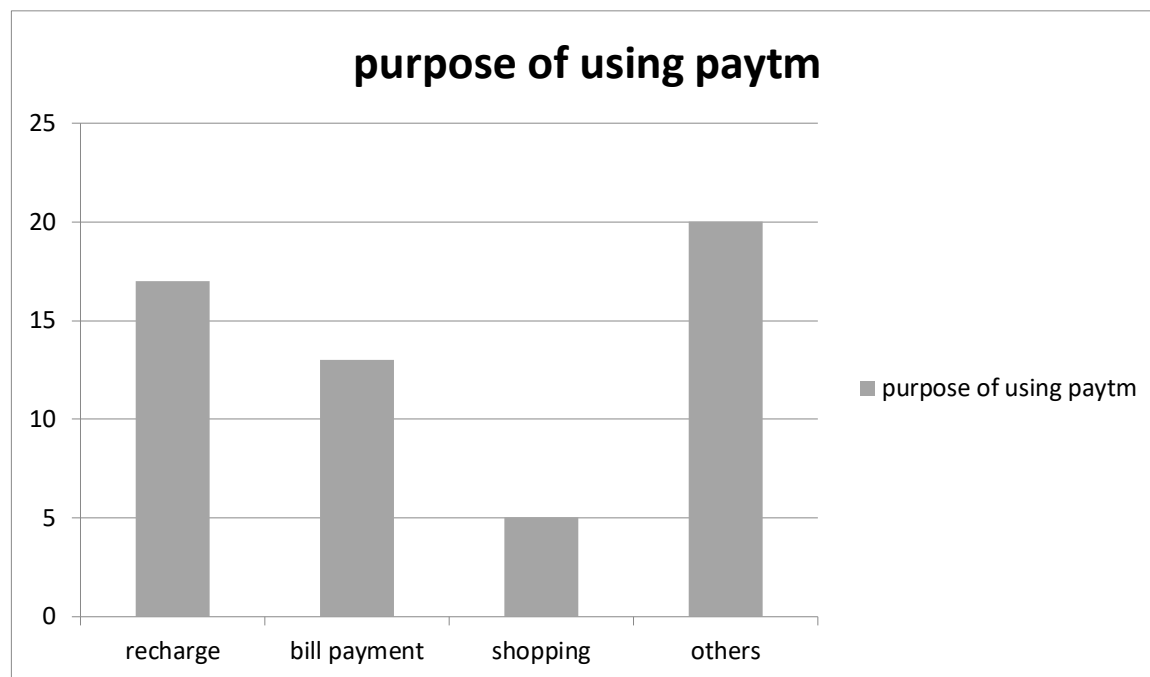


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FINDINGS:

- It is analyzed from the questionnaires that 84% are of age group 20-25.
- It is found that 92.73% of respondents use mobile to use Paytm.
- Maximum number of people spend around 100-500 monthly i.e., around 43.54%.
- 36.36% of employees use Paytm most of the time.
- 47.27% of respondents are satisfied with paytm compared to other payment system.
- It is analyzed from the questionnaires that 63.64% of respondents are satisfied with the services of Paytm.

Conclusions:

Paytm is one among the best mechanical advancement in the present century and the administrations offered by Paytm helps in Time utilization and furthermore it is anything but difficult to utilize. What's more, for the up and coming business visionary's Paytm example of overcoming adversity would be extremely motivational and a lesson to learn before beginning another wander. Achievement of Paytm could be it was a plan of action presented in the wake of concentrate the current circumstance winning in our nation and that is the reason it went ahead to wind up outstanding amongst other arrangement after demonetization. Can get consideration in the general public as it centers around making mindfulness among individuals. Instructing individuals about its administrations. Fruitful treatment of Paytm by purchasers and shippers is the best case of its positive effect in the general public. Paytm is the best case of an organization which used online business advertises better.

