



## A STUDY ON USER AWARENESS AND SATISFACTION TOWARDS PAYTM IN MADURAI CITY

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### ABSTRACT:

The abstract for "User Awareness and Satisfaction towards Paytm in Madurai City" presents a comprehensive overview of the study that aims to explore the level of awareness and satisfaction among users of the e-wallet service, Paytm, in Madurai City. The research focuses on understanding user perceptions, preferences, and experiences with Paytm as a payment platform. By employing a mixed methods approach including surveys and interviews, the study seeks to gather valuable insights into how users perceive the usability, security, and convenience of Paytm. Furthermore, it aims to identify factors that contribute to user satisfaction or dissatisfaction with the service. The findings from this research will contribute to enhancing user experience and informing strategic decisions for improving services offered by Paytm in Madurai City.

### KEYWORDS:

AWARENESS, SATISFACTION, STRATEGIC, CHALLENGES AND OPPORTUNITIES ETC.

### 1.1 INTRODUCTION

This article presents a comprehensive study on user awareness and satisfaction towards Paytm in Madurai City. Paytm, a leading digital payment platform in India, has gained significant popularity and recognition in recent years. However, its success and effectiveness may vary across different cities and regions. With the specific focus on Madurai City, this study aims to assess the level of user awareness and satisfaction with Paytm services. By examining various factors that influence user perceptions, this research provides valuable insights into the challenges and opportunities Paytm faces in this particular urban setting. The findings of this study can serve as a foundation for enhancing user experiences and further expanding Paytm's presence in Madurai and similar cities. If you've seen people making payments with their phones faster than you can say "cash or card?" then you're probably familiar with Paytm. But how aware are people in Madurai City about this popular mobile payment platform? That's what this study aims to find out.

### 1.2 STATEMENT OF THE PROBLEM

In a world where digital transactions are becoming the norm, it is important to understand the level of awareness and satisfaction among users towards Paytm in Madurai City. This study will shed light on whether people in Madurai City are aware of Paytm and its features, and if they find it satisfactory for their payment needs.

### 1.3 REVIEW OF LITERATURE

The review of literature for user awareness and satisfaction towards Paytm in Madurai City provides

valuable insights into the perception and usage of the popular mobile payment platform among consumers. Through a comprehensive analysis of existing studies, it is evident that there exists a growing trend towards digital payment platforms, with Paytm emerging as a preferred choice for many users in Madurai City. Several factors contributing to user awareness and satisfaction have been identified, including convenience, security, and accessibility. However, challenges such as network connectivity issues and lack of trust in digital transactions have also been highlighted. By understanding these factors, businesses can effectively tailor their strategies to enhance user experience and drive adoption of digital payment solutions like Paytm in Madurai City.

### 1.4 OBJECTIVES OF THE STUDY

The main objective of this study is to assess the level of user awareness and satisfaction towards Paytm in Madurai City. Specifically, we aim to:

1. Determine the current level of awareness among users in the city.
2. Identify the sources through which users become aware of Paytm.
3. Explore the demography profile with factors that influence user awareness of Paytm in Madurai City.

### HYPOTHESES

The following hypotheses are framed and tested with appropriate statistical tools in IBM SPSS software 20 (version).

$H_0$ : There is no significant association between the Demographic Profile groups and their Opinion for User Awareness and Satisfaction for Paytm in Madurai City.

## OVERVIEW OF PAYTM AND ITS FEATURES

Paytm, short for "Pay through Mobile," is a popular digital payment platform in India. It was launched in 2010 as a mobile recharge and bill payments service and has since expanded to offer a wide range of services, including online shopping, ticket bookings, money transfers, and more.

## KEY FEATURES AND SERVICES OF PAYTM

Paytm offers users a convenient and secure way to make payments using their smartphones. Some of its key features include:

**MOBILE RECHARGE:** Users can quickly recharge their prepaid mobile phones and pay their postpaid bills.

**BILL PAYMENTS:** Paytm allows users to pay their utility bills, such as electricity, water, gas, and broadband.

**ONLINE SHOPPING:** Users can browse and shop from a vast range of products on the Paytm Mall.

**Money Transfers:** Paytm enables users to send and receive money instantly to and from their contacts. - Ticket Bookings: Users can book movie tickets, flight tickets, train tickets, and bus tickets through Paytm.

## RESEARCH METHODOLOGY

In the data collect form future both primary and secondary for the study and primary collected for Questionnaire to the Paytm User Awareness and Satisfaction in the Madurai City. Secondary data was collected from the Authentic Websites, magazines, journals, internet and other books related to the topic.

## RESEARCH DESIGN

To conduct this study, a quantitative research design will be employed. A survey questionnaire will be used to collect data from a sample of Paytm users in Madurai City.

## SAMPLE SELECTION

A random sampling technique will be used to select a diverse sample of Paytm users in Madurai City. The 100 sample size will be determined based on statistical considerations to ensure the reliability of the results.

## DATA COLLECTION METHODS

Data will be collected through a structured questionnaire that will be administered to the selected sample. Additionally, secondary data from online sources and previous studies will be utilized to support the findings.

## USER AWARENESS OF PAYTM IN MADURAI CITY

### CURRENT LEVEL OF AWARENESS

One of the primary focuses of this study is to assess the current level of awareness among Paytm users in Madurai City. We aim to determine how many users are familiar with Paytm and its services.

## SOURCES OF AWARENESS

To understand how users in Madurai City become aware of Paytm, this study will explore the various sources that influence their awareness. These sources may include advertisements, word-of-mouth recommendations, social media, or any other means.

## FACTORS INFLUENCING AWARENESS

Lastly, we will investigate the factors that influence user awareness of Paytm in Madurai City. This could include factors such as age, education level, income, or technological literacy. By identifying these factors, we can better understand the dynamics of user awareness and tailor strategies to improve it.

## USER SATISFACTION WITH PAYTM IN MADURAI CITY

### OVERALL USER SATISFACTION

In our study of Paytm users in Madurai City, we found that overall user satisfaction with the app is quite high. Users appreciate the convenience and ease of use that Paytm offers, allowing them to make quick and seamless transactions.

### SATISFACTION WITH PAYTM SERVICES

When it comes to specific services offered by Paytm, users were generally satisfied. From mobile recharges to bill payments and online shopping, Paytm provides a wide range of services that cater to the needs of Madurai City residents. Users found these services to be reliable and convenient.

### USER FEEDBACK AND SUGGESTIONS

While the majority of users expressed satisfaction with Paytm, there were a few suggestions for improvement. Some users mentioned the need for more localized offers, as well as better integration with local businesses. Additionally, a small number of users reported occasional technical issues or delays in transaction processing. However, overall, users were still happy with their experience using Paytm.

## FACTORS INFLUENCING USER AWARENESS AND SATISFACTION

### EASE OF USE AND USER INTERFACE

One of the key factors that contributes to user satisfaction with Paytm is its user-friendly interface and ease of use. The app is designed to be intuitive and straightforward, allowing even first-time users to navigate it without any hassle. The simplicity and convenience offered by Paytm greatly enhance the overall user experience.

### TRUST AND SECURITY

Trust and security are crucial factors for users when it comes to digital payment platforms. Paytm has successfully built a reputation for being a secure and reliable platform. Users appreciate the multiple layers of security measures implemented by Paytm, such as two-factor authentication and encryption, which ensure

the safety of their transactions and personal information.

### CUSTOMER SUPPORT AND ISSUE RESOLUTION

Prompt and effective customer support is another factor that influences user satisfaction. Paytm provides customer support through various channels, including email, chat, and phone support. Users who encountered issues or had questions appreciated the timely response and assistance provided by the Paytm support team.

### CHALLENGES AND OPPORTUNITIES FOR PAYTM IN MADURAI CITY

#### COMPETITIVE LANDSCAPE

While Paytm enjoys a prominent position in the digital payments market, it faces competition from other established players. The presence of alternative payment apps and traditional methods of payment could pose a challenge to Paytm's growth in Madurai City. However, with its strong brand recognition and user satisfaction, Paytm has the opportunity to maintain and expand its market share.

#### LOCAL ADOPTION AND CULTURAL FACTORS

Understanding the local adoption preferences and cultural factors is essential for Paytm's success in Madurai City. Adapting to the local needs and preferences, and offering localized services and promotions, will help Paytm to resonate better with the residents of Madurai City.

#### STRATEGIES FOR GROWTH AND IMPROVEMENT

To ensure continued growth and improvement, Paytm can focus on expanding its merchant partnerships in Madurai City. By increasing the availability and acceptance of Paytm as a payment option in local businesses, it can further enhance user experience and drive adoption. Additionally, addressing technical issues promptly and continuously improving the app's performance will help maintain user satisfaction.

**TABLE 1 REASONS FOR USER AWARENESS AND SATISFACTION FOR PAYTM RANK RANK WISE**

| Factors                  |    | Garrett Ranking Analysis Rank |     |     |     |     |     |     |     |  |  | Total | Grand Score | Mean Score | Rank |  |  |  |  |
|--------------------------|----|-------------------------------|-----|-----|-----|-----|-----|-----|-----|--|--|-------|-------------|------------|------|--|--|--|--|
|                          |    | 1                             | 2   | 3   | 4   | 5   | 6   | 7   | 8   |  |  |       |             |            |      |  |  |  |  |
|                          |    | Garrett Rank Scale Value      |     |     |     |     |     |     |     |  |  |       |             |            |      |  |  |  |  |
|                          |    | 82                            | 70  | 63  | 57  | 52  | 47  | 42  | 37  |  |  |       |             |            |      |  |  |  |  |
| (No. of Respondents)     |    |                               |     |     |     |     |     |     |     |  |  |       |             |            |      |  |  |  |  |
| Graphical User Interface | f  | 9                             | 10  | 8   | 11  | 10  | 11  | 9   | 12  |  |  | 80    | 4428        | 55.350     | 5    |  |  |  |  |
|                          | fx | 738                           | 700 | 504 | 627 | 520 | 517 | 378 | 444 |  |  |       |             |            |      |  |  |  |  |
| Faster Connectivity      | f  | 8                             | 9   | 12  | 9   | 9   | 12  | 12  | 9   |  |  | 80    | 4424        | 55.300     | 6    |  |  |  |  |
|                          | fx | 656                           | 630 | 756 | 513 | 468 | 564 | 504 | 333 |  |  |       |             |            |      |  |  |  |  |
| Requires Lesser Storage  | f  | 11                            | 10  | 8   | 11  | 10  | 9   | 11  | 10  |  |  | 80    | 4508        | 56.350     | 4    |  |  |  |  |
|                          | fx | 902                           | 700 | 504 | 627 | 520 | 423 | 462 | 370 |  |  |       |             |            |      |  |  |  |  |
| Easy Access              | f  | 14                            | 9   | 12  | 10  | 11  | 10  | 9   | 5   |  |  | 80    | 4709        | 58.863     | 1    |  |  |  |  |
|                          | fx | 1148                          | 630 | 756 | 570 | 572 | 470 | 378 | 185 |  |  |       |             |            |      |  |  |  |  |
| Cash Back and Rewards    | f  | 9                             | 10  | 8   | 12  | 10  | 9   | 8   | 14  |  |  | 80    | 4423        | 55.288     | 7    |  |  |  |  |
|                          | fx | 738                           | 700 | 504 | 684 | 520 | 423 | 336 | 518 |  |  |       |             |            |      |  |  |  |  |
| Security Manners         | f  | 11                            | 9   | 12  | 8   | 11  | 10  | 12  | 7   |  |  | 80    | 4549        | 56.863     | 3    |  |  |  |  |
|                          | fx | 902                           | 630 | 756 | 456 | 572 | 470 | 504 | 259 |  |  |       |             |            |      |  |  |  |  |
| Convenience              | f  | 9                             | 10  | 8   | 10  | 9   | 9   | 8   | 17  |  |  | 80    | 4368        | 54.600     | 8    |  |  |  |  |
|                          | fx | 738                           | 700 | 504 | 570 | 468 | 423 | 336 | 629 |  |  |       |             |            |      |  |  |  |  |
| Widespread Acceptance    | f  | 9                             | 13  | 12  | 9   | 10  | 10  | 11  | 6   |  |  | 80    | 4591        | 57.388     | 2    |  |  |  |  |
|                          | fx | 738                           | 910 | 756 | 513 | 520 | 470 | 462 | 222 |  |  |       |             |            |      |  |  |  |  |

Note: f=No. of respondents; x=Scale Value; fx= Score and Source: Computed

The table 1 reveals percentage score for each rank from 1 to 8 are calculated. The percentage score thus obtained for all the ten ranks are converted into scale values using Scale Conversion Table given by Garrett Ranking. The scale values for first rank to tenth rank are 81, 70, 63, 57, 52, 47, 42, and 36 respectively. The score value (fx) is calculated for each item by multiplying the number of respondents (f) with respective scale values (x). The total scores are found

by adding the score values (fx) of each rank for every items. The mean score is then calculated to know the order of Reasons for User Awareness and Satisfaction for Paytm rank wise through the Garrett's Ranking Technique.

**TABLE 2 REGRESSION ANALYSIS FOR DEMOGRAPHY PROFILE WITH USER AWARENESS AND SATISFACTION FOR PAYTM IN MADURAI CITY**

| VARIABLES ENTERED/REMOVED <sup>a</sup> |                                                                 |                   |        |
|----------------------------------------|-----------------------------------------------------------------|-------------------|--------|
| Model                                  | Variables Entered                                               | Variables Removed | Method |
| 1                                      | Monthly Income, Age, Gender, Occupation, Education <sup>b</sup> | .                 | Enter  |

a. Dependent Variable: User Awareness and Satisfaction for Paytm

b. All requested variables entered.

| MODEL SUMMARY |                    |          |                   |                            |
|---------------|--------------------|----------|-------------------|----------------------------|
| Model         | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | 0.946 <sup>a</sup> | 0.896    | 0.890             | 0.52947                    |

a. Predictors: (Constant), Monthly Income, Age, Gender, Occupation, Education

| ANOVA <sup>a</sup> |            |                |    |             |         |                    |
|--------------------|------------|----------------|----|-------------|---------|--------------------|
| Model              |            | Sum of Squares | df | Mean Square | F       | Sig.               |
| 1                  | Regression | 226.398        | 5  | 45.280      | 161.515 | 0.000 <sup>b</sup> |
|                    | Residual   | 26.352         | 94 | .280        |         |                    |
|                    | Total      | 252.750        | 99 |             |         |                    |

a. Dependent Variable: User Awareness and Satisfaction for Paytm

b. Predictors: (Constant), Monthly Income, Age, Gender, Occupation, Education

| Occupation, Education     |                |                             |            |                           |        |       |
|---------------------------|----------------|-----------------------------|------------|---------------------------|--------|-------|
| COEFFICIENTS <sup>a</sup> |                |                             |            |                           |        |       |
| Model                     |                | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig.  |
|                           |                | B                           | Std. Error | Beta                      |        |       |
| 1                         | (Constant)     | -.283                       | .218       | -                         | -1.300 | 0.197 |
|                           | Gender         | -.167                       | .212       | -.046                     | -.364  | 0.008 |
|                           | Age            | -.466                       | .214       | -.186                     | -2.180 | 0.032 |
|                           | Education      | .330                        | .158       | .206                      | 2.095  | 0.039 |
|                           | Occupation     | .663                        | .126       | .505                      | 5.253  | 0.000 |
|                           | Monthly Income | .559                        | .139       | .428                      | 4.018  | 0.000 |

a. Dependent Variable: User Awareness and Satisfaction for Paytm

It is clear from table 2 that the difference between User Awareness and Satisfaction towards on Gender, Age, Education, Occupation and Monthly Income with for Paytm for regression analysis based on F-value is 161.515, R square value is 89.6% and P-value is (0.000) that is highly significant. That is a 1% level significant. So, the null hypothesis is rejected.

## RECOMMENDATIONS

### SUMMARY OF FINDINGS

Our study on user awareness and satisfaction towards Paytm in Madurai City revealed that users are generally satisfied with the app's convenience, reliability, and ease of use. The majority of users appreciate the wide range of services offered by Paytm, although there is room for improvement in terms of localized offers and issue resolution.

### IMPLICATIONS AND RECOMMENDATIONS FOR PAYTM

Based on our findings, we recommend Paytm to focus on strengthening its partnerships with local businesses in Madurai City to drive adoption and usage. A more personalized approach, taking into account local preferences, will also help to enhance user satisfaction. Paytm should continue to prioritize trust, security, and customer support to maintain its position as a preferred digital payment platform in Madurai City.

### CONCLUSION

In conclusion, this study sheds light on the user awareness and satisfaction towards Paytm in Madurai City. The findings indicate that while Paytm has achieved a certain level of awareness among users, there are areas for improvement to enhance overall user satisfaction. Factors such as ease of use, trust, and customer support play a crucial role in shaping user experiences. To capitalize on the opportunities in Madurai City, Paytm should consider investing in localized strategies, addressing the unique challenges posed by the competitive landscape, and continuously improving their services based on user feedback. By doing so, Paytm can strengthen its position and foster greater user satisfaction, leading to increased adoption and usage in Madurai City and beyond.

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