

Impact of PayTm on College students – Its Pros and Cons

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Abstract:

Smart phones have brought a whopping change in the lives of people. People enjoy great comfort with the advancement in technology. In present era, people search for easier way to make things better based on technology. One among such change is digital wallets. Digital wallets are one of the best innovations in the field of technology. Maximum of people are depends on making payments from these e-wallets, which are easy to use. India is gradually transforming from cash – centric to cashless economy. The whole country is undergoing the process of modernization in money transactions, with e-payment services gaining record momentum in current cashless economy. PayTm is the Indian mobile-first financial services company that offers payments, banking, lending and insurance to consumers and merchants through its mobile app. It is expanded as e-commerce, ticketing and distribution of financial products. PayTm is available on both platforms, Android and IOS. The Paytm wallet was the simplest answer for secure payments. The present research paper is focusing on student's perceptions about use of PayTm.

Key Words: Smart phone, PayTm, Digitalization, Modernization.

INTRODUCTION

After demonetization of 8th November 2016, Digital transactions are traceable, therefore easily taxable, leaving no room for the circulation of black money. The whole country is undergoing the process of modernization in money transactions, with e-payment services gaining unprecedented momentum. A large number of businesses, even street vendors, are now accepting electronic payments due to easy way of handling money and cash back, prompting the people to learn to transact the cashless way at a faster pace.

PAYTM

PayTm is India's largest mobile commerce platform. Paytm started by offering mobile recharge and utility bill payments and today it offers a full market place to consumers on its mobile apps. Paytm is the consumer brand of India's leading mobile internet company One97 communication. Paytm was founded on August 2010, with an initial investment of \$2 million by its founder VIJAY SHEKHAR SHARMA in NOIDA UTTAR PRADESH, INDIA.

In 2013, postpaid mobile and landline bill payments facilities also included in it. By January 2014, the company launched the Paytm Wallet, with Indian Railways and Uber forming its client base. It launched into E-commerce with online deals and bus ticketing. In 2015, it includes facilities 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 code. Later that year, it launched rail bookings and gift cards.

In 2017, Paytm became India's first payment app to cross over 100 million app downloads. In January 2018, Paytm was valued at \$10 billion.

PAYTM STATISTICS – 2019

- As of November 2019, Paytm is valued at \$16 billion and its planning to launch its IPO in 2022.
- Total number of paytm registered: 450 Million
- Number of active Paytm users: 130 Million
- Number of Paytm Gamepind user: 30 Million

- Total Number of Merchants: Over 12 Million
- Average Number of daily Paytm transactions: 5 Million transactions
- Average Number of Monthly Paytm transactions: 400 Million transactions
- Average amount of monthly transactions of Paytm: \$4 Million
- Future plan: By March 2020: 250 Million monthly active users.

PROS OF PAYTM:

1. It is fast & safe process.
2. You get access to a range of fantastic offers from Paytm with attractive Paytm Cash.
3. Enjoy recharges, bill payments and shopping at Paytm.
4. Exclusive access to frequent special offers from Paytm partners.
5. Easy registration process, directly linked to Aadhar
6. No need to carry debit or credit card means fewer chances for being fraud.
7. Easily return money to the same bank when you need.
8. Get Cash back on most of the store using Paytm wallet (but it's promotional, can be removed such offer any time),
9. Less documentation at your home to Upgrade paytm wallet limit (Now available for all cities)
10. Good wallet limit for KYC customer (25k) & Non-KYC customer (20k) both.
11. Easy & automatically refund to Paytm wallet in case of product cancellation at partners store.
12. Transfer money to the bank at any time at nominal charges (currently 2.04%).

CONS OF PAYTM:

1. Customer support is not up the level
2. You need to have high-speed mobile internet connection to transfer money
3. You will transfer money from paytm wallet to bank account may charge you 1% -4%.
4. You can't add money using UPI Services
5. You can't send wallet money using UPI Services
6. Paytm Website don't have Passbook services like send money to bank

RESEARCH DESIGN:

Research design is defined as a framework of methods and techniques chosen by a researcher to combine various components of research in a reasonably logical manner handled.

- **Need of the study:**

The study will help us to examine the impact of Paytm on students, after its introduction to market. It will show the study of pros and cons which students may face after using the Paytm.

- **Objectives of the study:**

1. To study the concept of PayTm.
2. To study the satisfaction level of Paytm users based on different parameters.
3. To study about the pros and cons of PayTm.

Research Methodology:

i. **Sources of data:**

- a. **Primary Sources:** Data collected by the researcher one's self for a specific purpose of study that researcher carrying on. The primary data are collected through questionnaires.
- b. **Secondary data:** Data are collected by someone else for some other requirement, but the same information is used by second researcher for their facilitating. The secondary data are collected from various journals, newspapers websites research articles in various journals.

ii. **Sample Size:** In this research paper, 58 samplings are taken into samples.

iii. **Analysis Methods:** Simple percentage method and graph is used to analysis the collected data.

Direct Interview with IPCC and article ship Students.

iv. **Scope of the study:** The study focus on usage of Paytm App by students in fulfilling their immediate needs.

Limitation of the study:

- a. The study is limited to 58 samples.

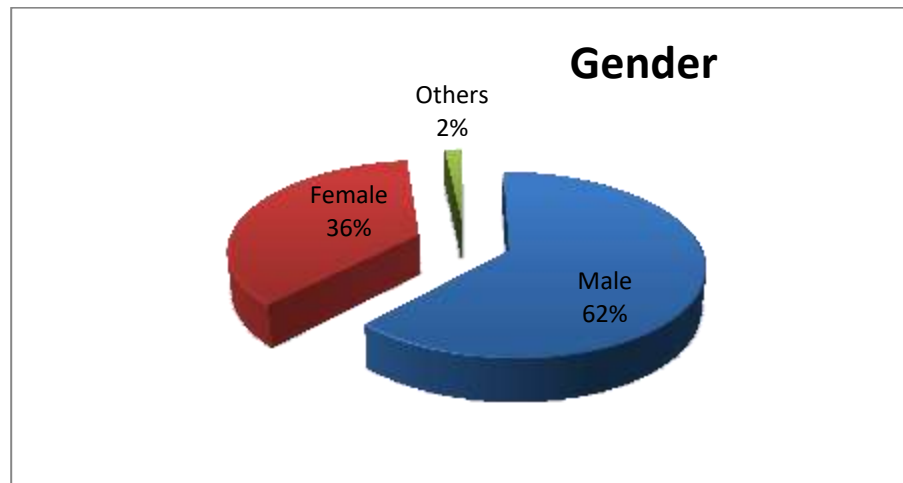
- b. The research work is limited for short period of time.
- c. Since the survey was carried out on the limited number of samples, the results obtained may vary with the change in sample size.

DATA ANALYSIS AND INTERPRETATION

1. GENDER:

Total No. of Respondents: 58

Particulars	Percentage	No. Of Respondents
Male	62.07%	36
Female	36.21%	21
Others	1.72%	1

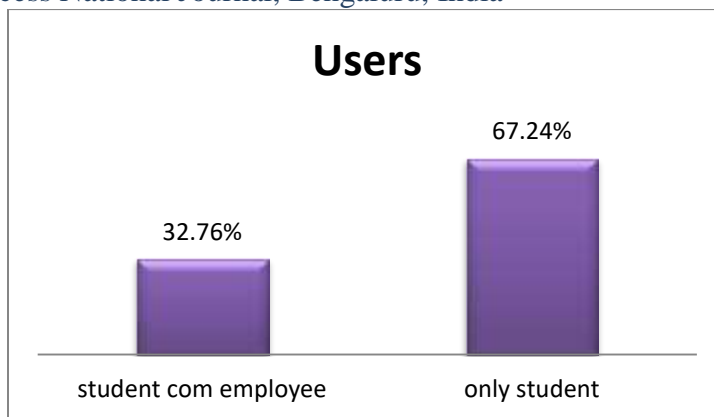


The study says that, 62% of respondents are male and 36% of respondents are female. This shows that male uses the paytm more than female.

2. USER:

Total No. of Respondents: 58

Particulars	percentage	No.of Respondents
student com employee	32.76%	19
only student	67.24%	39

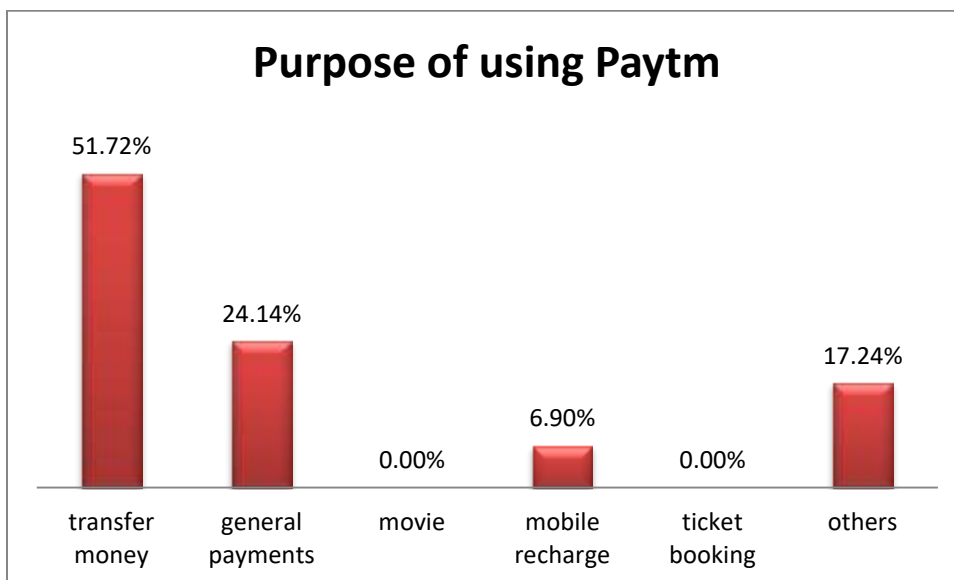


Through our research is mainly concentrated on college going students and our target segment also comprised the same, but in students segment working students also included. So it is clear from the above chart that Paytm is famous among students.

3. I USE PAYTM FOR THE FOLLOWING:

Total No. of Respondents: 58

Particulars	Percentage	No.of Respondents
Transfer Money	51.72%	30
General Payments	24.14%	14
Movie	0.00%	0
Mobile Recharge	6.90%	4
Ticket Booking	0.00%	0
Others	17.24%	10

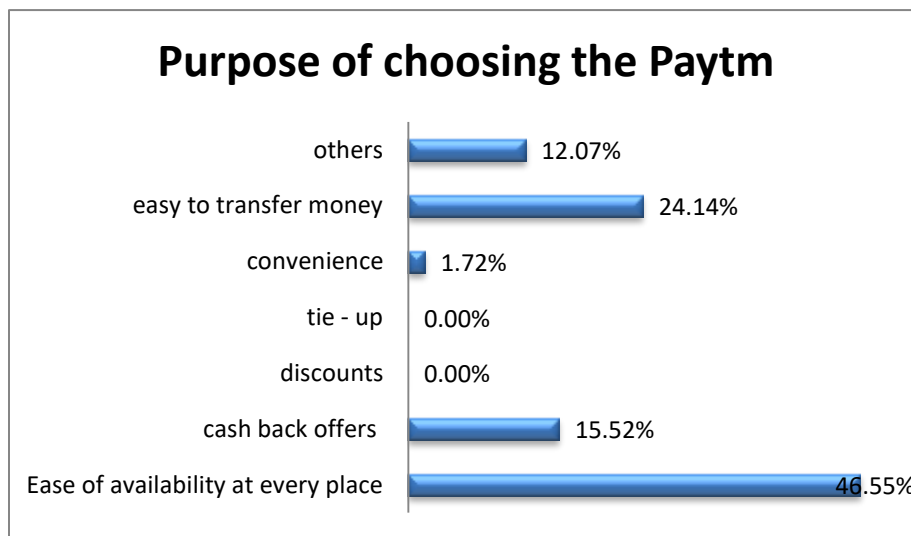


Through this graph, we can conclude that people use Paytm for different purpose. Majority of folk use Paytm for transfer of money and for general payments. Paytm is popular because it can be used for multipurpose which can be depicted from above graph.

4. I USE PAYTM FOR THE FOLLOWING:

Total No. of Respondents: 58

Particulars	Percentage	No.of Respondents
Ease of availability at every place	46.55%	27
Cash back offers	15.52%	9
Discounts	0.00%	0
Tie - up	0.00%	0
Convenience	1.72%	1
Easy to transfer money	24.14%	14
Others	12.07%	7



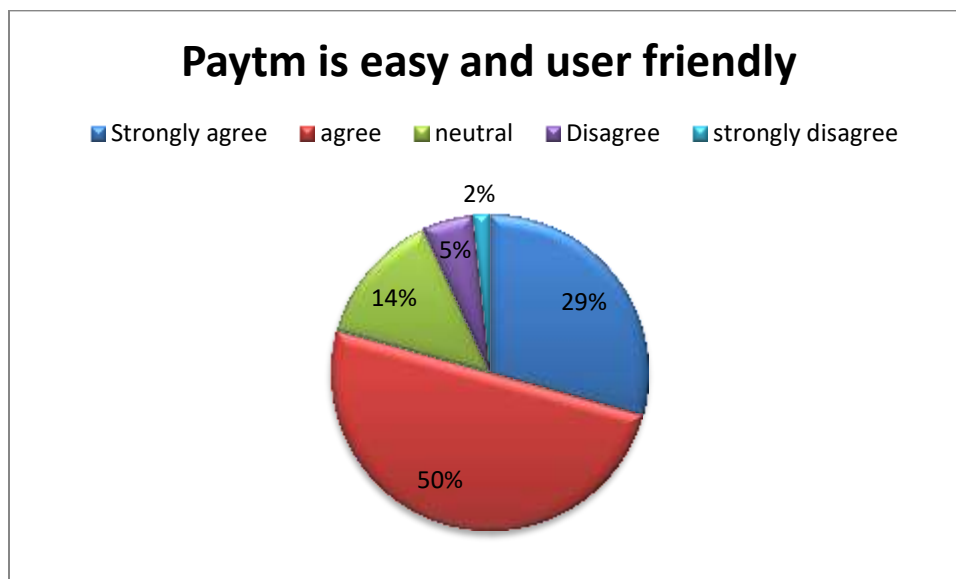
It is very important to identify why Paytm is most popular among different wallets. Through our responses it can be concluded that due to its ease of availability at every place. About 46.55% of our sample size agrees that ease of availability is the reason why they are using Paytm. Apart from ease of availability transfer money, various ad on facilities like cash back offers, discounts, are the other reasons backed for using Paytm. Through this chart we can conclude that people

use Paytm because it is convenient. Maximum our sample folk feels Paytm is hassle free and easy to use.

5. PAYTM INTERFACE IS EASY AND USER FRIENDLY:

Total No. of Respondents: 58

Particulars	Percentage	No.of Respondents
Strongly agree	29.31%	17
Agree	50%	29
Neutral	13.79%	8
Disagree	5.17%	3
Strongly disagree	1.72%	1



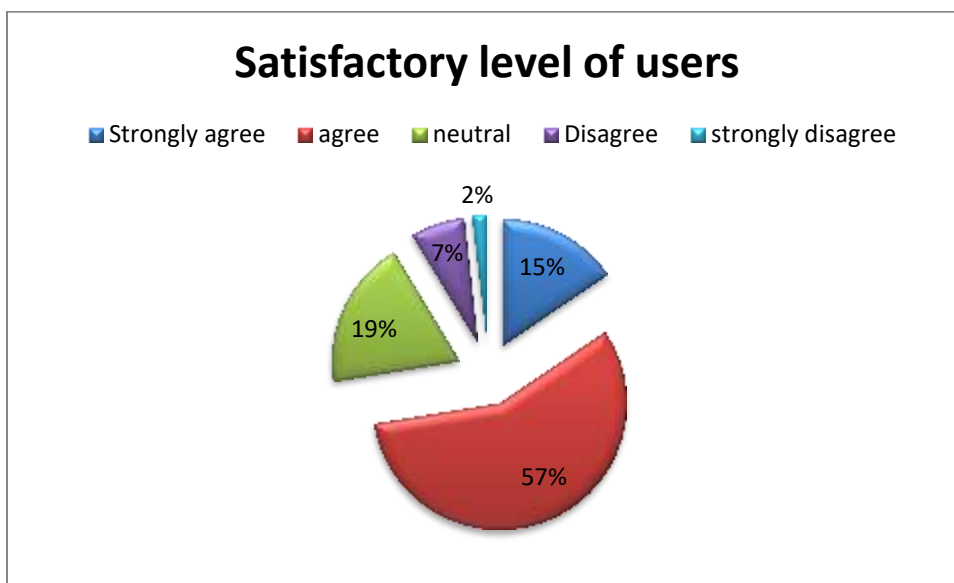
Through above graph, it is concluded that 50% of the folk is strongly agrees Paytm, is user friendly and easy. In same consequence, 29% of the folk agreed for the same. This concludes approximately 79% agrees that Paytm is hassle to use and user friendly.

6. SATISFACTORY LEVEL OF USERS FOR PAYTM SERVICES

Total No. of Respondents: 58

Particulars	Percentage	No.of Respondents
Strongly agree	15.52%	9
Agree	56.90%	33
Neutral	18.97%	11
Disagree	6.90%	4

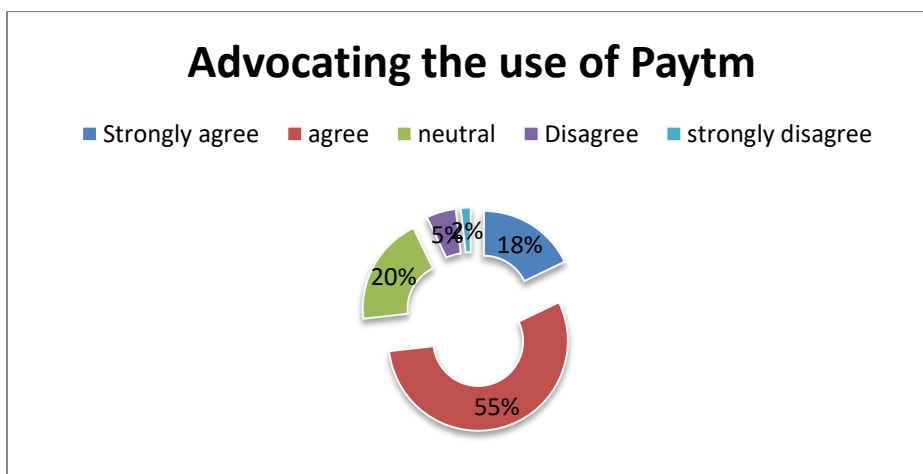
Strongly disagree	1.72%	1
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7. ADVOCATING OR REFER FOR USE OF PAYTM

Total No. of Respondents: 58

Particulars	Percentage	No.of Respondents
Strongly agree	17.86%	10
Agree	55.36%	31
Neutral	19.64%	11
Disagree	5.36%	3
Strongly disagree	1.79%	1



Through this graph, we can conclude that, Paytm carries positive word of mouth. About 80% of the people refer Paytm to others.

CONCLUSION

The main purpose of this study is to analyze the popularity of Paytm among college going students. Through our study we have analyzed that among different wallets, Paytm is the most successful wallet. We have analyzed Paytm popularity based on different independent variables like user friendly interface, ad on facilities, multipurpose, ease of availability at different locations. Paytm carries positive word of mouth and satisfaction level is extremely high with the services of Paytm.

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