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“IMPACT OF PAYTM IN ONLINE TRANSACTION”

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ABSTRACT:

In India around 200 million users use Paytm for their daily transaction for e.g.shopping, recharge, money transfer etc. The government of India launched “PAYTM” to develop cashless and digital transactions in the growth of country. Therefore the utility of paytm and its impact is considered high in usage because of its user friendliness. One of the famous tag line while using paytm is “**agar chuttanahihai to paytmkaro**”.

Paytm was developed in 2010 but it gained its importance during the duration of “**Demonetization or note bandi**” in 2017 and during this time the use of Paytm gained importance and demand as compared to 2010 to 2016.

Through the use of Paytm one can transfer or receive the cash payment and also enjoy the security for their transaction. In order to use the Paytm Wallet and transact cash-free, one has to only set up a paytm account using his/her mobile number and email id, add money to the paytm wallet using net banking debit/credit card or net banking and get connected directly with your bank account. It is updated by linking your aadhar card to your paytm account according to government rules and regulations.

KEYWORDS: Paytm, Cashless, Digital transactions, Demonetization, Mobile hand set, Aadhar card, Bank account, cashless etc.

INTRODUCTION

PAYTM was established in the year 2010 by Vijay Shekar Sharma who owns 21% of its share. It is an e-payment, e-commerce, e-transaction mode which is fully designed for common people. Currently its business is not only limited to recharge but has expanded as online payment platform including mobile recharge , utility bill payment, wallet payment and wallet to wallet

and wallet to bank transfers for many leading internet based companies like *bookmyshow, makemytrip, foodpanda, IRCTC* and many others.

This application can easily be used through mobile app PAYTM which denotes “PAY THROUGH MOBILE”. It is one of the largest growing website in India.

Paytm One97 a private company which launched PAYTM in India which is undertaken by Indian government and later having focus on mobile online transactions. One97 investors include SAIF partners (owns 30%), Intel Capital and SAP Ventures. It is not a company but a brand. According to Indian

Company Act Paytm provides Corporate Identity Number which is U72200DL2000PLC108985. Chinese company Alibaba and its affiliate Ant Financial has become the largest shareholder of One97 Communication and their stake in the company is about 40%. Only in 5 years of its launch there were 25 million users across India.

PAYTM is recognized as the most innovative startup of the year at the entrepreneur India event organized by Indian franchise in 2012. The android & IOS have been ranked it among the most popular app. It is also linked with BHIM UPI (unified payment interface) is a mobile payment

app that enables you to make instant money payment transfer directly between two bank accounts. Paytm maintain an open culture where everyone is a hand-on contributor and feels comfortable sharing ideas and opinions. It allows new features like book ticket for train, flight or bus journey; user can also book hotel room; it also enables to buy gold in stocks or get a loan or insurance and many more services. In addition to this the application offers a "nearby" option which shows all the places near your location that accept payment through Paytm.

PAYTM got a major boost in e-commerce when Indian industrialist Ratan Tata made personal investment in the firm in March 2015 in the same month the company received a 5575 million investment from Chinese art financial group and Alibaba group took 25% share in One97 as part of a strategic agreement.

OBJECTIVES OF STUDY:

1. To understand online transaction by PAYTM
2. To know the impact of PAYTM with other transactions
3. To understand the feasibility of CASHv/s. PAYTM
4. To study the frequency of usage of PAYTM
5. To study the device on which PAYTM is used

SCOPE OF THE STUDY:

1. Paytm is very smooth in functioning i.e. you can easily pay or send money by scanning code or dialing number.
2. It provides free coupons and cash back option during transaction on Paytm.
3. Paytm is even very secure and safe site by providing fingerprint ID feature for account access. Or whenever you lost your phone user account will be frizzed because only user know the PIN of Paytm.

NEED FOR THE STUDY:

1. Since this application is dealing with cashless transactions it becomes the need to understand the feasibility of its usage by both educated and uneducated people
2. Through paytm we need to understand how far the country has become successful in implementing cashless transactions.
3. To understand the need to what extent one can become cashless and have immediate and fraud less transactions.

LITERATURE REVIEW:

Review of people using Paytm are both positive as well as negative also positive mean it is easy to use in any emergency situation you can easily get money through your bank account or deposited in bank . Having full security. But negative review is that Paytm have less communication sector which became the negative impact of it.

Rajesh Krishna Balan, Narayan Ramasubbu, GirikumarTayi studied in their paper "DIGITAL WALLET: REQUIREMENTS AND CHALLENGES" (2006) that the requirements and the challenges of developing a nationwide digital wallet solution in Singapore. Further they discussed why Singapore is ready for a digital wallet and identify the key challenges in building and developing a digital wallet. Than discuss one of the key challenges, supporting peer to peer cash transactions between individual using a digital wallet in more detail and end their paper with proposed solution.

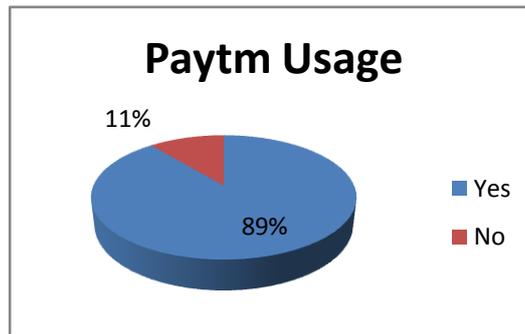
Dr. Poonam Painuly, Shalu Rathi in their paper "MOBILE WALLET : AN UPCOMING MODE OF BUSINESS TRANSACTION"(MAY 2016) has explained about mobile wallet, their types and trends. Than discuss about the role of mobile wallet in various sector like banks, retail and hospitality. The paper explains the importance of mobile wallet for bank, customers and companies. In future scope it talks of mobile wallet becoming a largest marketing channel in near future and contribute highly in a seamless shopping experience for the customers that increases their tendency for frequent and more

repurchases with delightful experience. To conclude they speak the importance and growth of mobile in money and business, social and economic perspectives. The presence of mobile wallet spreading from urban to rural area on largescale. Hence wallet money sees a high bright future in near time.

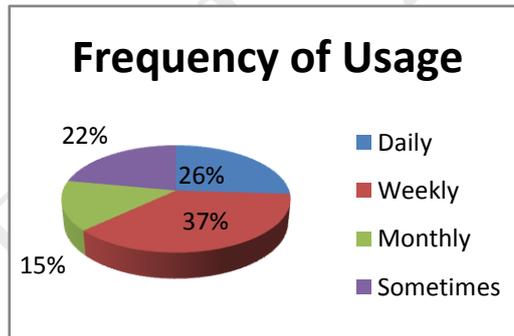
Dr.Karamind Ghuman and C.S.Shruti Shrivastav in their paper "RECHARGING THE RIFHT WAY??"A case study on e-payment giants Freecharge and PAYTM has asked readers strategic question that in the emergency internet base service provision industry, whether it is a better strategy to develop a unique position on the basis of single key service or its better for an organization to offer multiple service, thereby reduced risk, increasing transaction and thus increase in valuation and thus they have compared PAYTM and Free charge who are employing opposite strategy to find out which one is better.

OBSERVATIONS:

1. Do you use Paytm for online transaction?

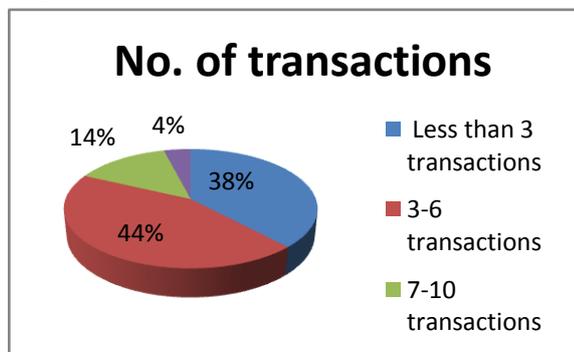


2. How often do you use Paytm for online transaction?

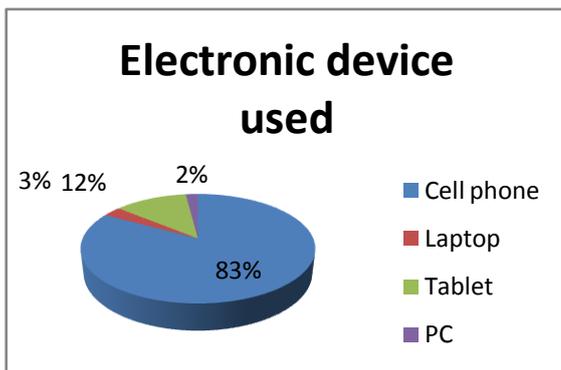


3.What types of online transactions you carry out through Paytm?

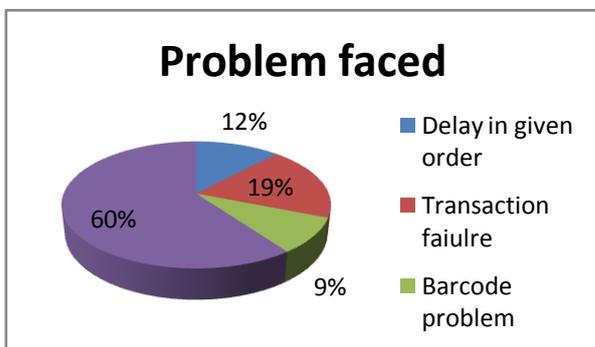
Mobile recharge/Electricity bill/Movie tickets/Train tickets/Bus booking/DTH/Insurance/ Restaurant bill/ Hotel bill/Online shopping/Any other



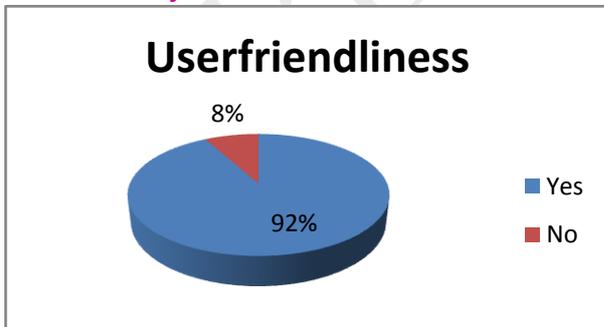
4. What electronic device do you prefer for Paytm transaction?



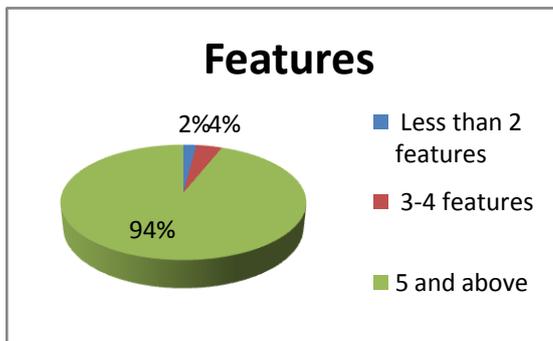
5. What problems do you face while using Paytm?



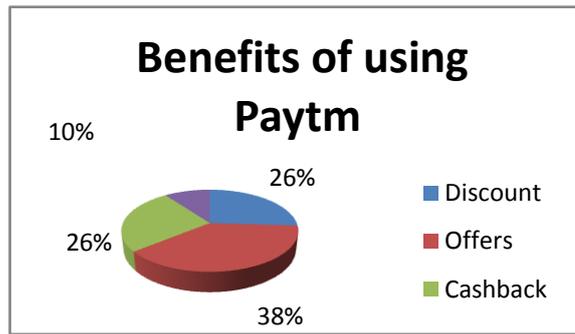
6. Is Paytm application user friendly?



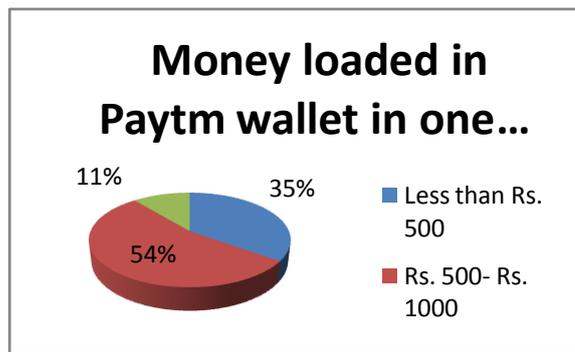
7. Why do you prefer Paytm over other modes of payment?



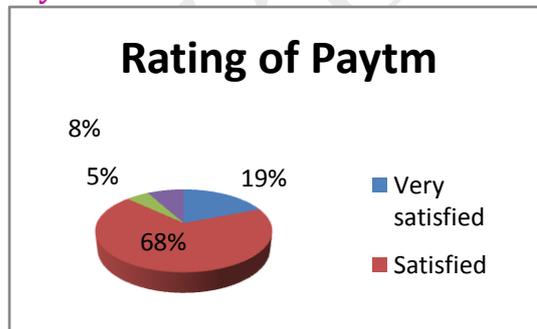
8. What do you keep in mind when you use Paytm?



9. How much money do you load in your Paytm wallet in a month?



10. How do you rate the Paytm service?



LIMITATIONS:

- Sometime user suffers or faces slow server while doing Paytm transaction.
- The limitation of amount paid or received is low.
- Customer support services need to be improved sometimes.
- Sometimes Mobile updating is compulsory for Paytm.
- KYC needs to be done through Paytm outlets.

CONCLUSION:

Of late Paytm is gaining lot of popularity for its easy on line transactions since cashless transactions is gaining importance in India this application has become user friendly with the masses.

It can also be conclude that the most of people started using PAYTM because of demonetization since it is convenient and easy to use as compared to other devices.

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Questionnaire

Name: _____

Gender: Male/Female

Age group: Less than 20 years/20-40 years/More than 40 years

- 1) Do you use Paytm for online transaction? YES/NO
- 2) How often do you use Paytm for online transaction?

Daily/Weekly/Monthly/Sometimes

- 3) What types of online transactions you carry out through Paytm?

Mobile recharge/Electricity bill/Movie tickets/Train tickets/Bus booking/DTH/Insurance/ Restaurant bill/ Hotel bill/Online shopping/Any other

- 4) What electronic device do you prefer for Paytm transaction?

Cell phone/Laptop/Tablet/PC

- 5) What problems do you face while using Paytm?

Delay in given order/Transaction failure/Problems faced with barcode/Any other

- 6) Is Paytm application user friendly?YES/NO

- 7) Why do you prefer Paytm over other modes of payment?

User friendly/Security/Transaction record available/Time saving/Any other

- 8) What do you keep in mind when you use Paytm?

Available discount/Premium offer/Cash back/Any other

- 9) How much money do you load in your Paytm wallet in a month?

Less than Rs. 500/Rs. 500 – Rs. 1000/More than Rs. 1000

- 10) How do you rate the Paytm service?

Satisfied/Very Satisfied/Unsatisfied/Neutral