

**MBA Semester – IV**  
**Research Project**

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A study on “Online banking in digital payment platform on  
customer awareness of Paytm”

Research Project submitted to Jain Online (Deemed-to-be University) In partial  
fulfillment of the requirements for the award of: **Master of Business**

**Administration**

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*Under the guidance of:* **Dr. Mithun**

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Jain Online (Deemed-to-be University)

Bangalore

**2023-24**

## DECLARATION

I, *Ayesha Kashifa*, hereby declare that the Research Project Report titled “*Online banking in digital payment platform on customer awareness of Paytm*” has been prepared by me under the guidance of the *Dr. Mithun*. I declare that this Project work is towards the partial fulfillment of the University Regulations for the award of the degree of Master of Business Administration by Jain University, Bengaluru. I have undergone a project for a period of Eight Weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Bangalore

Date: 13-06-2024

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## CERTIFICATE

This is to certify that the Research Project report submitted by Mr./Ms. *Ayesha Kashifa* bearing *221VMBR04863* on the title “*Online banking in digital payment platform on customer awareness of Paytm*” is a record of project work done by him/ her during the academic year 2023-24 under my guidance and supervision in partial fulfillment of Master of Business Administration.

Place: Bangalore

Date: 13-06-2024

Dr Mithun

*Faculty Guide*

## ACKNOWLEDGEMENT

I would like to express my deepest gratitude to Dr. Mithun for his invaluable guidance, support, and encouragement throughout the course of this research project on online banking and digital payment platforms, focusing on customer awareness of Paytm. His extensive knowledge and expertise in the field provided a strong foundation for this study, and his insightful feedback greatly contributed to the depth and quality of the research.

Dr. Mithun's commitment to academic excellence and his willingness to share his time and resources were instrumental in navigating the complexities of this research topic. His mentorship has not only enriched my understanding of the subject matter but has also inspired me to pursue future studies in this domain with greater enthusiasm and dedication.

I am also grateful for the resources and facilities provided by the institution, which facilitated the smooth conduct of this research. The constructive discussions and continuous support from Dr. Mithun played a crucial role in the successful completion of this project.

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*Ayesha Kashifa*  
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## **EXECUTIVE SUMMARY**

This study investigates the level of customer awareness of online banking services within the Paytm digital payment platform. It aims to assess current awareness levels, usage patterns, and satisfaction levels among Paytm users. Through a mixed-methods approach combining quantitative surveys and qualitative interviews, the study seeks to identify factors influencing customer perception and adoption of Paytm's online banking features, as well as recommend strategies to enhance customer awareness and utilization. The study recognizes limitations such as sample size constraints and time limitations but aims to provide valuable insights to inform strategies for improving customer awareness and satisfaction within the digital payments landscape.

The review of literature provides background information on Paytm's evolution as a leading digital payment platform, highlighting its diverse offerings and strategic partnerships. A gap analysis identifies disparities between the extensive range of services offered by Paytm and customer awareness levels, emphasizing the need for educational initiatives and targeted marketing campaigns. A SWOT analysis further examines Paytm's strengths, weaknesses, opportunities, and threats within the digital payment space.

The research methodology outlines a structured approach involving quantitative surveys, qualitative interviews, in-app analytics, and potential focus groups to gather comprehensive insights from Paytm users. Objectives of the study include assessing awareness levels, identifying factors influencing adoption, and recommending strategies for improvement. Limitations such as sample size constraints and time limitations are acknowledged, but efforts will be made to mitigate these challenges.

Overall, this study aims to provide actionable insights and recommendations to enhance customer awareness and satisfaction within the Paytm digital payment platform, contributing to the broader goals of financial inclusion and digital transformation.

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3.14	Rating of Paytm app	49-50
3.15	Statistics of respondents payment usage while making online payments?	50-51

# PAYTM

Title

“ONLINE BANKING IN  
DIGITAL PAYMENT  
PLATFORM ON CUSTOMER  
AWARENESS OF PAYTM”



**CHAPTER 1**  
**INTRODUCTION AND BACKGROUND**

## INTRODUCTION

### 1.1 Purpose of the Study

Undertaking a self-study on the topic of Online Banking in Digital Payment Platform on Customer Awareness of Paytm involves a thorough exploration of the intersection between digital payment platforms and customer awareness of online banking services. This study delves into the multifaceted dynamics shaping users' understanding, utilization, and perception of online banking features within the Paytm ecosystem. Through comprehensive research, data collection, and analysis, this self-study seeks to achieve several objectives. Firstly, it aims to assess the current level of awareness among Paytm users regarding the availability and functionalities of online banking services offered by the platform. By identifying existing gaps and challenges in customer awareness, the study endeavours to pinpoint factors contributing to these gaps, ranging from limited visibility of educational resources to potential barriers in user comprehension. Additionally, this self-study acknowledges certain limitations inherent in its methodology, including the constraints of sample size, the potential for self-report bias, and challenges related to generalizability. Despite these limitations, the study adopts a mixed methods approach, combining quantitative surveys and qualitative interviews to gather rich and diverse insights from Paytm users. Through rigorous data analysis, including statistical techniques and thematic analysis, the self-study aims to derive meaningful conclusions and actionable recommendations to enhance customer awareness of online banking services within the Paytm digital payment platform. Ultimately, the overarching goal of this self-study is to empower Paytm users with the knowledge, skills, and confidence to make informed decisions and fully leverage the benefits of online banking for their financial needs within the digital realm.

Firstly, such a study aims to measure the level of awareness among customers regarding the functionalities and benefits offered by Paytm in all the terms. With the rapidly evolving landscape of digital payments, and understanding the extent to which customers understanding the diverse services provided by Paytm, including bill payments, money transfers, and online shopping, is all important. This awareness assessment forms the foundation for identifying potential gaps in customer knowledge and areas where educational initiatives may be beneficial. Secondly, the study that go through into the usage patterns of customers on the Paytm payment platform. By analyzing factors such as the frequency and types of transactions conducted, as well as the preferred features utilized on the time of payments and services provided by Paytm, researchers can gain insights into how customers integrate Paytm into their daily financial activities. Understanding these usage patterns is essential for optimizing the platform's offerings by Paytm through banking, tailoring services to better meet customer needs, and identifying areas for improvement so that it can develop the customer knowledge about Paytm and get more awareness.

Furthermore, the study aims to identify any barriers or challenges that customers may encounter in adopting Paytm for their online banking and digital payment needs. This could include concerns related to security, usability issues, or simply a lack of awareness about certain features. By pinpointing these barriers, stakeholders can develop targeted strategies to address them, thereby enhancing the overall user experience and increasing adoption rates.

Moreover, the study that undertake to evaluate customer satisfaction levels with Paytm's online banking services. This insight is invaluable for refining existing features, introducing new functionalities, and encourage the greater customer loyalty. By gathering feedback and surveys on aspects such as ease of use, reliability, and customer support, researchers can identify areas where Paytm excels and areas where there is room for enhancement.

Ultimately, the overarching goal of the study is to provide actionable insights and recommendations to Paytm to improve its services, enhance customer awareness and satisfaction, and drive continued growth in the digital payments market. By addressing these objectives, the study contributes not only to the body of knowledge on online banking within digital payment platforms but also to the ongoing evolution of the fintech industry as a whole.

## **1.2 Introduction to the Topic**

Paytm was founded in August 2010 by Vijay Shekhar Sharma in Noida, Delhi NCR, with an initial investment of US\$2 million. Initially focusing on prepaid mobile and DTH recharge services, it later expanded to include debit card, postpaid mobile, and landline bill payments in 2013. In 2014, Paytm introduced the Paytm Wallet, which quickly gained popularity as a convenient payment option for various services, including Indian Railways and Uber. The company ventured into e-commerce, online deals, and bus ticketing, further diversifying its offerings to include education fees, metro recharges, and utility bill payments by 2015. Strategic investments from companies like Alibaba Group and partnerships with Ratan Tata contributed to its growth. Paytm continued to expand its services, introducing features like flight and rail bookings, movie ticketing, and gift cards. In 2017, Paytm received a significant investment from SoftBank, leading to a valuation of \$10 billion, and became India's first payment app to surpass 10 crore app downloads. It launched Paytm Gold, Paytm Payments Bank, and 'Inbox', a messaging platform with in-chat payments. Subsequent years saw the introduction of Paytm Money for investment and wealth management, Paytm First, a subscription-based loyalty program, and the Paytm First credit card in partnership with Citibank. In November 2019, Paytm raised \$1 billion in funding led by T Rowe Price, Ant Financial, and SoftBank Vision Fund. In July 2021, Paytm filed for its initial public offering (IPO), launching it in November 2021 and raising ₹18,300 crore (US\$2.3 billion) at a valuation of US\$20 billion, making it the largest ever IPO in India. Despite a challenging listing day, Paytm continued to expand its offerings, launching the Paytm Wealth Academy in December 2021.

In an era characterized by rapid technological advancement and the proliferation of digital solutions, online banking has emerged as a cornerstone of modern financial services. Within this landscape, digital payment platforms like Paytm have revolutionized the way individuals manage their finances, offering a convenient and

secure avenue for conducting a myriad of transactions. As such, understanding the dynamics of online banking within the context of platforms such as Paytm is essential for comprehending evolving consumer behaviors and preferences.

Paytm, one of India's leading digital payment platforms, has witnessed exponential growth in recent years, garnering a substantial user base drawn to its diverse array of services, including bill payments, money transfers, and online shopping. However, amidst this rapid expansion, questions linger regarding the extent to which customers are aware of the full spectrum of functionalities offered by Paytm. Moreover, as digital payment platforms continue to evolve, it becomes imperative to assess the factors influencing customer awareness and usage patterns, as well as any barriers hindering widespread adoption.

This study seeks to delve into the realm of online banking within the domain of digital payment platforms, with a specific focus on customer awareness of Paytm. By examining the awareness levels, usage patterns, and satisfaction levels of customers utilizing Paytm's online banking services, this research aims to shed light on key insights crucial for both industry stakeholders and consumers alike.

Through a comprehensive analysis of customer perceptions, behaviors, and experiences, this study endeavors to uncover the factors driving awareness and adoption of Paytm as a digital banking solution, as well as identify any challenges or barriers that may impede its widespread usage. Ultimately, by elucidating these dynamics, this research aims to provide valuable insights and recommendations to inform strategies aimed at enhancing customer awareness, satisfaction, and engagement within the digital payments landscape.



# Paytm

Type of business	Private
Type of sites	Online shopping Payment systems
Founded	Paytm banking services August 2010
Headquarters	Noida, Uttar Pradesh, India
Owners	One97 Communication Ltd.
Founder	Vijay Shekhar Sharma
Key people	Vijay Shekhar Sharma (CEO) Madhur Deora (President) Neeraj Arora (Director)
Products	Paytm insider Paytm money Paytm payment bank PayPay Paytm insurance
Revenue	▲ ₹7,990 crore (US\$1.0 billion) (FY23)
Operating income	₹-1,730 crore (US\$-220 million) (FY23)
Net income	₹-1,568 crore (US\$-200 million) (FY23)
Website	Paytm.com



### **1.3 BACKGROUND**

In recent years, the advent of digital payment platforms has transformed the way individuals manage their finances, offering a seamless and efficient alternative to traditional banking methods. Among these platforms, Paytm has emerged as a prominent player in the digital payment's ecosystem, providing users with a diverse range of services including bill payments, money transfers, and online shopping. However, amidst the proliferation of such platforms, questions arise regarding the level of customer awareness and understanding of the features and benefits they offer.

As consumers increasingly embrace digital solutions for their banking needs, it becomes essential to assess the extent to which they are aware of and utilize the services provided by platforms like Paytm. Understanding customer awareness levels, usage patterns, and satisfaction with online banking services is crucial for both industry stakeholders and consumers alike. This background underscores the importance of conducting research to elucidate the dynamics of online banking within the context of digital payment platforms and its impact on customer awareness of Paytm.

**CHAPTER 2**  
**REVIEW OF LITERATURE**

## REVIEW OF LITERATURE

## 2.1 Domain/ Topic Specific Review

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- v. ["Paytm's gaming platform Gamepind rebranded as First Games"](http://www.businesstoday.com). Business Today.
- vi. Chaturvedi, Anumeha (24 August 2017). ["Paytm bets on local travel boom, eyes 3-fold business growth"](http://www.economictimes.com). The Economic Times. Retrieved 7 April 2018.
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- x. Ranjan, Abhinav (22 November 2021). ["Paytm, India's biggest IPO in corporate history, is also the biggest listing day loser"](http://www.indiatvnews.com). www.indiatvnews.com. Retrieved 30 November 2021.
- xi. ["The inspiring journey of Paytm Founder Vijay Shekhar Sharma"](http://paytm.blog). Paytm Blog. 11 March 2017. Retrieved 4 April 2018.
- xii. ["Nearbuy and Little merge to create India's largest discovery and deals platform for local..."](http://paytm.blog). Paytm Blog. 6 December 2017. Retrieved 7 April 2018.

## 2.2 Gap Analysis

A gap analysis of online banking within digital payment platforms, particularly regarding customer awareness of Paytm, reveals several key areas for exploration and improvement. Firstly, there exists a notable disparity between the expansive range of

services offered by Paytm and the level of awareness among customers regarding these offerings. While Paytm provides various features such as bill payments, money transfers, and online shopping, many users may not fully comprehend the breadth of functionalities available to them. This gap highlights the need for educational initiatives and targeted marketing campaigns to enhance customer awareness and promote the utilization of Paytm's diverse services. Furthermore, the analysis reveals a discrepancy between the potential benefits of using Paytm for online banking and customers' understanding of these advantages. Despite the convenience, security, and efficiency that digital payment platforms like Paytm offer, some users may remain hesitant or unaware of the benefits of transitioning from traditional banking methods. Bridging this gap requires efforts to effectively communicate the value proposition of Paytm, emphasizing its ability to streamline financial transactions and enhance overall user experience. Moreover, there is a gap between the perceived and actual barriers to adopting Paytm for online banking purposes. While factors such as security concerns or lack of familiarity with digital payment platforms may deter some customers from using Paytm, these barriers may be based on misconceptions or misinformation rather than actual limitations of the platform. Addressing these misconceptions through transparent communication and robust security measures is essential for overcoming barriers to adoption and fostering greater trust and confidence among users. Overall, the gap analysis underscores the importance of bridging the divide between customer awareness and utilization of Paytm's online banking services. By identifying and addressing these gaps, stakeholders can enhance customer education, improve user experience, and drive greater adoption of digital payment platforms like Paytm, thereby advancing the broader goals of financial inclusion and digital transformation.

## SWOT Analysis



## **SWOT analysis**

### **Strengths:**

1. Convenience: Online banking through Paytm offers customers the convenience of managing their finances anytime, anywhere, as long as they have internet access.
2. Accessibility: Paytm has a large user base and is widely accessible across different devices and platforms, making it easy for customers to use.
3. Targeted marketing: Banks can leverage customer data (with consent) to target promotions and educational resources about Paytm to specific demographics or user groups most likely to benefit from the platform
4. Integration: Paytm integrates various financial services such as bill payments, money transfers, and shopping, providing a one-stop solution for many financial needs.
5. Security: Paytm invests in robust security measures, including encryption and two-factor authentication, to ensure the safety of customer transactions.
6. Promotional Activities: Paytm often runs promotional activities and offers cashback incentives, which can increase customer awareness and engagement.

### **Weaknesses:**

1. Technical Issues: Online platforms are prone to technical glitches, such as server downtime or app crashes, which can frustrate customers and erode trust.
2. Digital Literacy: Some customers may lack the digital literacy required to navigate online banking platforms effectively, leading to low adoption rates.
3. Dependency on Internet: Online banking relies heavily on internet connectivity, which may be unreliable or unavailable in certain areas, limiting access for some customers.
4. Competition: Paytm faces intense competition from other digital payment platforms, which may hinder its ability to stand out and capture market share.
5. Trust Concerns: Despite security measures, some customers may still have concerns about the safety of online transactions, particularly in the wake of cyberattacks and data breaches.

### **Opportunities:**

1. Education and Awareness: There is an opportunity to educate customers about the benefits and features of online banking, increasing awareness and adoption rates.
2. Expansion of Services: Paytm can expand its range of financial services to attract more customers and enhance their overall experience.
3. Partnerships: Collaborating with banks, merchants, and other institutions can broaden Paytm's reach and offer customers more value-added services.

4. **Technological Innovation:** Investing in new technologies such as artificial intelligence and blockchain can improve the efficiency and security of Paytm's platform.

5. **Market Growth:** The increasing penetration of smartphones and internet access presents a growing market for online banking services, especially in emerging economies.

**Threats:**

1. **Regulatory Changes:** Regulatory changes or government interventions in the financial sector could impact Paytm's operations and profitability.

2. **Cybersecurity Risks:** The threat of cyberattacks, phishing scams, and data breaches poses a significant risk to the security and trustworthiness of online banking platforms.

3. **Competitive Pressure:** Intense competition from established players and new entrants in the digital payment space could erode Paytm's market share and margins.

4. **Customer Dissatisfaction:** Negative experiences such as poor customer service or unresolved disputes could lead to customer churn and damage Paytm's reputation.

5. **Economic Uncertainty:** Economic downturns or fluctuations could affect consumer spending habits and reduce demand for online banking services, impacting Paytm's revenue growth.

**CHAPTER – 3**  
**RESEARCH METHODOLOGY**

## RESEARCH METHODOLOGY

### 3.1 Research methodology

The methodology for studying customer awareness of online banking within the Paytm digital payment platform involves a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive insights.

**1. Quantitative Surveys:** A structured questionnaire will be designed to assess users' awareness levels, perceptions, and usage patterns of online banking services on the Paytm platform. The survey will include multiple-choice questions, Likert scale items, and open-ended questions to gather both quantitative and qualitative data. A sample of Paytm users will be selected using random sampling techniques, aiming for diversity in demographics and usage patterns.

**2. Online Survey:** A well-designed questionnaire distributed through the Paytm app or targeted social media ads will gather data on:

- ❖ User demographics (age, location, etc.)
- ❖ Paytm usage patterns (frequency, primary uses)
- ❖ Specific awareness of online banking features (fund transfers, bill payments, etc.)
- ❖ User perceptions of the platform's clarity and ease of use

**3. In-App Analytics:** Analyzing user behavior within the Paytm app will provide insights on:

- ❖ Frequency of accessing online banking features
- ❖ Areas with low engagement, potentially indicating awareness gaps
- ❖ User journeys within the app, revealing potential navigation challenges

**4. Qualitative Interviews:** In-depth interviews will be conducted with a subset of Paytm users to gain deeper insights into their experiences, attitudes, and suggestions regarding online banking services. Semi-structured interviews will be used to explore users' perceptions in more detail, allowing for a rich understanding of the factors influencing customer awareness and utilization of online banking features within Paytm.

**5. Ethical Considerations:** Ethical considerations, including informed consent, confidentiality, and data protection, will be ensured throughout the research process. Participants will be provided with clear information about the purpose of the study, their rights as participants, and the confidentiality of their responses. Data will be securely stored and anonymized to protect participants' privacy.

**6. Data Analysis:** Quantitative data from surveys will be analyzed using statistical techniques such as descriptive statistics, correlation analysis, and regression analysis to identify trends, patterns, and associations. Qualitative data from interviews will be analyzed using thematic analysis to identify key themes, categories, and patterns in



users' responses. Triangulation of findings from both quantitative and qualitative data sources will provide a comprehensive understanding of customer awareness of online banking within the Paytm platform.

**7. Focus Groups (Optional):** Conducting focused group discussions with Paytm users can offer qualitative data on:

- ❖ User perceptions and understanding of online banking functionalities
- ❖ Any confusion or challenges encountered when using these features
- ❖ User suggestions for improvement in terms of user interface or education

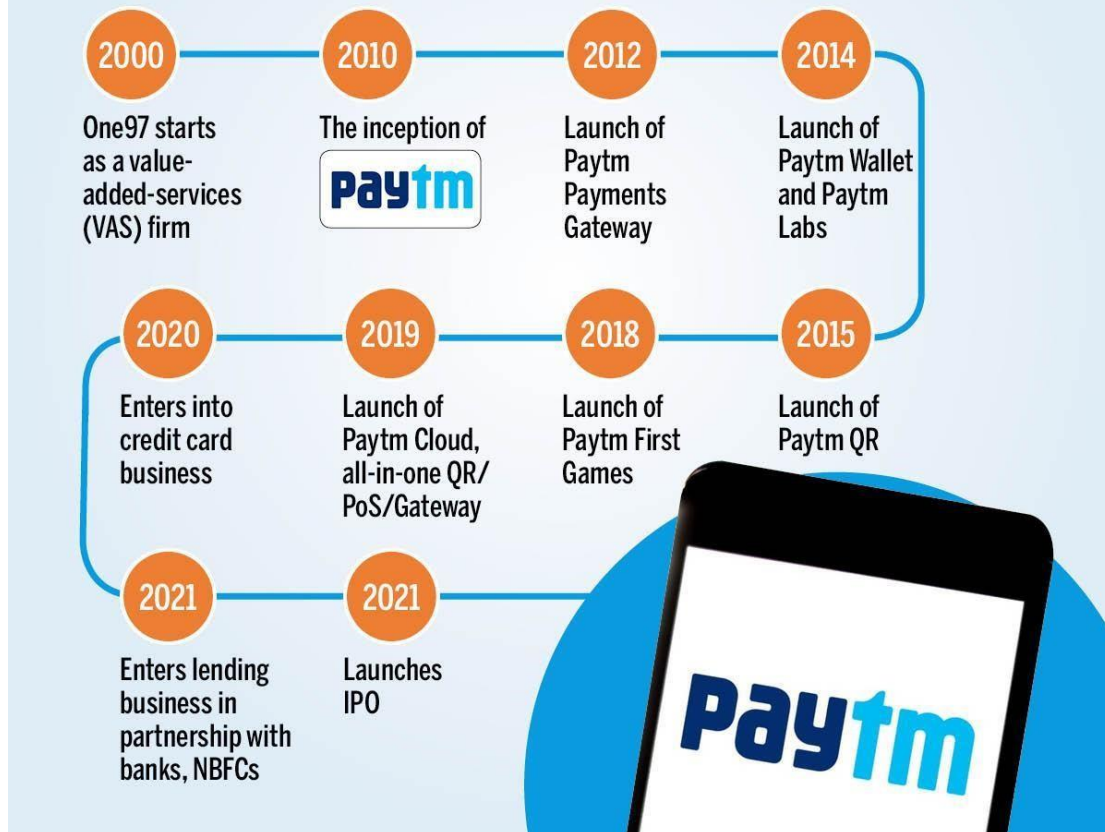
### **3.1 Objectives of the Study**

- ❖ Assessing the current level of awareness among Paytm users about online banking features and functionalities.
- ❖ Paytm customer can assess the online banking features like fund transfer, bill payments, account management, etc.
- ❖ To identify the factors influencing customer perception and adoption of Paytm.
- ❖ Recommending strategies to enhance customer awareness and improve the utilization of online banking services on Paytm.
- ❖ Identifying factors contributing to gaps in customer awareness within the Paytm digital platform.
- ❖ To analyze the impact of customer awareness on their usage and satisfaction with Paytm services.
- ❖ Understand the aspects of Paytm's online banking platform that users find most and least clear

### **3.2 Scope of the Study**

PAYTM JOURNEY

## A LOOK AT PAYTM'S JOURNEY – FROM A RECHARGE AND SHOPPING PLATFORM TO AN ALL-ROUND FINANCIAL AND TECHNOLOGICAL SERVICES COMPANY.



Let's look at the Paytm's journey evolution in the inception from 2000 in the year to 2023:

### 2000-2010: Foundation and Early Years

2000: Paytm was founded by Vijay Shekhar Sharma as One97 Communications, initially focusing on providing mobile content and services.

2007: One97 launched its first mobile content services, offering news, cricket scores, and ringtones.

2010: Recognizing the potential of mobile payments, Vijay Shekhar Sharma pivoted the company's focus towards digital transactions.

### 2011-2015: Emergence as a Digital Payment Platform

2011: Paytm launched its mobile wallet service, allowing users to recharge their mobile phones and pay bills conveniently.

2014: Alibaba Group, along with its affiliate Ant Financial, invested \$575 million in One97 Communications, marking a significant milestone in Paytm's growth.

2014-2015: Paytm experienced rapid adoption as India witnessed a surge in digital payments, driven by factors like increasing smartphone penetration and government initiatives to promote cashless transactions.

### **2016-2018: Expansion and Diversification**

2016: Demonetization in India acted as a catalyst for Paytm's growth, with millions of users turning to digital payments during the cash crunch.

2017: Paytm Payments Bank was launched, offering savings accounts, debit cards, and other banking services.

2018: Paytm expanded its ecosystem to include services like Paytm Mall (e-commerce platform), Paytm Money (investment platform), and Paytm for Business (merchant solutions).

### **2019-2021: Innovation and Strategic Partnerships**

2019: Paytm introduced Paytm First, a subscription-based loyalty program offering exclusive benefits to its users.

2020: Despite the challenges posed by the COVID-19 pandemic, Paytm continued to innovate, introducing features like contactless payments and QR code-based transactions to promote safety and convenience.

2021: Paytm strengthened its position in the market through strategic partnerships with leading banks, fintech companies, and government initiatives like the National Common Mobility Card (NCMC) project.

### **2022-2024: Consolidation and Future Outlook**

2022: Paytm focused on enhancing user experience and security measures, leveraging technologies like artificial intelligence and blockchain to detect and prevent fraud.

2023: Paytm expanded its international presence through strategic acquisitions and partnerships, aiming to tap into new markets and serve a global customer base.

2024: Paytm continued to innovate and evolve, exploring emerging technologies like decentralized finance (DeFi) and non-fungible tokens (NFTs) to stay ahead of the curve in the rapidly evolving digital landscape.

### **Paytm IPO - Making history**

With the biggest ever IPO in India, Paytm scripted history on Thursday (November 18, 2021). Its public offer is bigger than Coal India's Rs 15,200 crore IPO in 2010.

Despite making a tepid market debut, Paytm managed to cross the milestone of Rs 1 lakh crore market capitalisation. The digital payments firm reached a market cap of Rs 1.19 lakh crore on BSE.

The share listed at Rs 1,955 on BSE, a discount of 9.06% to the issue price. Later, the market cap of the firm fell to Rs 1.10 lakh crore, as the share further dipped 20.47% to

Rs 1,704 on BSE. On NSE, the share of Vijay Shekhar Sharma-led company opened at Rs 1,950, a 9.30% discount to the IPO issue price. The share further fell 20.93% to Rs 1,700 on NSE.



## Sponsorship

The Board of Control for Cricket in India (BCCI) on Wednesday awarded One 97 Communications Pvt. Ltd. (Paytm) the title sponsorship rights for the 2019-23 international and domestic matches to be played in the country. “The winning bid was at a price of Rs 326.80 crore to be paid for the 2019-23 home season. The winning bid was Rs 3.80 crore which is at 58 per cent incremental value in comparison to the previous per match value of Rs 2.4 crore,” BCCI said in a statement.

“I am pleased to announce Paytm as the BCCI home series title sponsor. Paytm is one of the new generation companies of India and we at the BCCI are proud of Paytm continuing its long-standing commitment with Indian cricket,” BCCI CEO Rahul Johri said.

Earlier this year, the cricket board had announced that BYJU'S will be the new sponsor for the Indian team. BYJU'S will be taking over from OPPO in September this year in the home series against South Africa. In a statement, Vijay Shekhar Sharma, Founder and CEO, Paytm, said, “We are excited to continue our long-term association with BCCI and the Indian cricket team. Our commitment to Indian cricket gets stronger with every season. India loves cricket and we at Paytm are the biggest fans of it.”



### 3.4 Period of Study

#### Work Plan (Week 1 to Week 8)

##### Week – 1

##### Planning and preparation

- ❖ Define the research plan and Problem statement.
- ❖ Set up data gathering and analysing framework.
- ❖ Conduct the comprehensive literature review.

##### Week – 02

##### Survey design

- ❖ Design the questionnaire for quantitative surveys.
- ❖ Launch the online survey through various platform.
- ❖ Finalize the survey questionnaire for data collection.
- ❖ Continuous of literature review.

### **Week – 03**

#### **Survey testing**

- ❖ Survey collection analysis.
- ❖ Determining the survey sampling.
- ❖ Progress on literature review.

### **Week – 04**

#### **Data collection**

- ❖ Finalizing the plan on data collection.
- ❖ Strategies and timeline on survey sampling.
- ❖ Identifying pre data testing on survey sampling.

### **Week – 05**

#### **Data analysing**

- ❖ Survey to the identified sample of Paytm users through online platforms or other suitable channels.
- ❖ Identify potential participants for qualitative interviews based on survey responses.
- ❖ Conduct in deep interviews with selected Paytm users to gather qualitative insights.

### **Week – 06**

#### **Survey theme sand findings**

- ❖ Identifying the themes
- ❖ Organizing the collected survey data.
- ❖ Conduct descriptive statistical analysis to summarize key findings.

### **Week – 07**

#### **Final Data Analysis:**

- ❖ Report Writing and finalization.
- ❖ Presentation Preparation.
- ❖ Summarize key findings and insights from the research.

### **Week – 08**

#### **Presentation and conclusion**



- ❖ Evaluating the research project outcomes.
- ❖ Prepare final research report summarizing the research methodology, findings, and conclusions.
- ❖ Acknowledge team contribution and finalize project documentation.

### 3.5 Limitations of the Study

- ❖ Limited Sample Size: The study's findings may be influenced by the size and representativeness of the sample of Paytm users surveyed.
- ❖ Time Constraints: Limited time for data collection and analysis may restrict the depth and comprehensiveness of the research findings.
- ❖ External Factors: Rapidly evolving features and functionalities within the Paytm platform may necessitate further research to maintain consistent insights about customer awareness through survey and sample questionnaires.
- ❖ the potential challenge of obtaining a representative sample of users for research purposes.
- ❖ Many users might primarily utilize Paytm for basic functions like mobile recharges or bill payments.
- ❖ Not all users may possess the necessary digital literacy skills to comfortably navigate online banking features. This could be due to age, lack of exposure to technology, or limited access to digital education.
- ❖ Analyzing in-app behaviour provides valuable data on feature usage, but it doesn't reveal the reasons behind it.
- ❖ Large-scale surveys with careful sampling to capture diverse demographics.
- ❖ Analyzing marketing materials and app notifications can reveal if online banking features are adequately highlighted.
- ❖ These methods often attract users with a higher level of technical literacy or internet access, potentially excluding those with lower awareness.

### 3.6 Utility of Research

#### 1) Enhancing Marketing Strategies:

- a) **Targeted Campaigns:** Insights into customer awareness levels and perceptions allow Paytm to design more effective and targeted marketing campaigns. By understanding the specific needs and preferences of different demographic segments, Paytm can tailor its promotional efforts to reach and engage these audiences more effectively.
- b) **Brand Positioning:** The research helps in refining Paytm's brand positioning by highlighting its unique features and advantages over competitors. This can assist in crafting a compelling brand message that resonates with potential users.

## 2) Improving Customer Experience:

- a) **Identifying Pain Points:** By analyzing customer feedback and usage patterns, Paytm can identify common pain points and areas for improvement in its service. This enables the company to make data-driven decisions to enhance user experience and satisfaction.
- b) **Feature Development:** Understanding what customers value most in a digital payment platform can guide Paytm in developing new features and services that meet these needs, thereby increasing user adoption and loyalty.

## 3) Competitive Analysis:

- a) **Market Insights:** Comparative analysis with other digital payment platforms provides valuable insights into market trends and competitive dynamics. This information can help Paytm stay ahead of competitors by adapting its strategies in response to market changes.
- b) **Benchmarking Performance:** The research allows Paytm to benchmark its performance against industry standards and competitors, helping to identify strengths and areas for improvement.

## 4) Policy and Regulation:

- a) **Informed Policymaking:** Policymakers can use the research findings to understand the challenges and opportunities in the digital payment sector. This can inform the development of regulations that promote security, innovation, and consumer protection in online payments.
- b) **Encouraging Adoption:** Insights into barriers to adoption can help in formulating policies and initiatives aimed at increasing digital payment adoption among underserved populations.

## 5) Consumer Education:

- a) **Awareness Programs:** The research highlights areas where consumer awareness is lacking, enabling Paytm and other stakeholders to design educational programs that inform users about the benefits and safe usage of digital payment platforms.
- b) **Building Trust:** By addressing common concerns related to security and reliability, Paytm can build greater trust among potential users, encouraging more people to transition to digital payments.

## 6) Business Strategy and Planning:

- a) **Strategic Decision-Making:** The findings provide a data-driven foundation for strategic planning and decision-making within Paytm. This includes expansion strategies, partnerships, and resource allocation to maximize growth and market penetration.



- b) Risk Management:** Understanding customer concerns and market dynamics helps Paytm anticipate potential risks and develop mitigation strategies to safeguard its operations and reputation.

# **CHAPTER 4**

## **DATA ANALYSIS AND INTERPRETATION**

## DATA ANALYSIS AND INTERPRETATION

This data id for the study to gather the survey information through the distribution of questionnaires to the individual in the Karnataka region, resulting in the survey collection of the sample size of 30 participants.

### 3.1 AGE OF THE RESPONDENTS

**TABLE 3.1**

Age category that uses online payment

Table 3.1		
Age category that uses online payment		
AGE GROUP	NO. OF RESPONDENTS	NO. OF PERCENTAGE
Above 18	16	53%
25 - 35	11	37%
36 - 45	1	3%
Above 45	2	7%
Total	30	100%

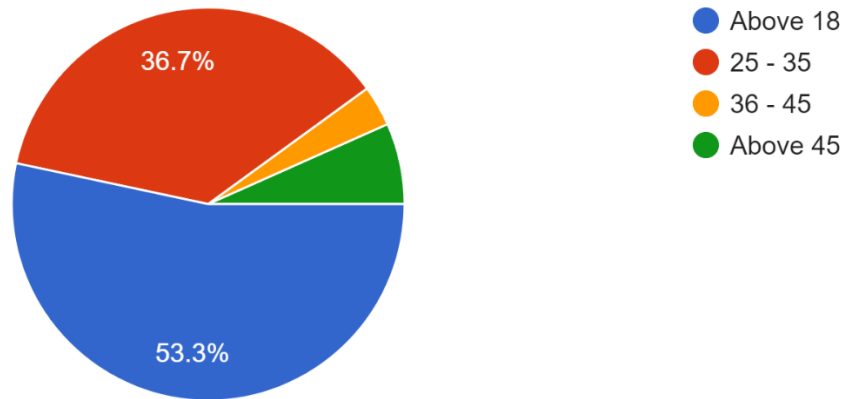
Source: Primary data

**Figure 3.1**

Age category that uses online payment

## Age

30 responses



Source Table 3.1

### INTERPRETATION:

In the above pie chart, it is interpreted that of the respondents are of the age group 53% of respondents age of Above 18, 37% of respondents are between the ages of 25-35, 3% of respondent are between the ages of 36-45 and 7% of respondent are more than the age of 45 above. This observation implies that online payment is more category of the demographic in comparison to the other age groups.

**Table 3.2**

Statistics of Online Banking on the basis of Gender

Table 3.2		
Online banking usage on the basis of Gender		
AGE GROUP	NO. OF RESPONDENTS	NO. OF PERCENTAGE
Male	17	57%
Female	13	43%
Others	0	0%
Total	30	100%

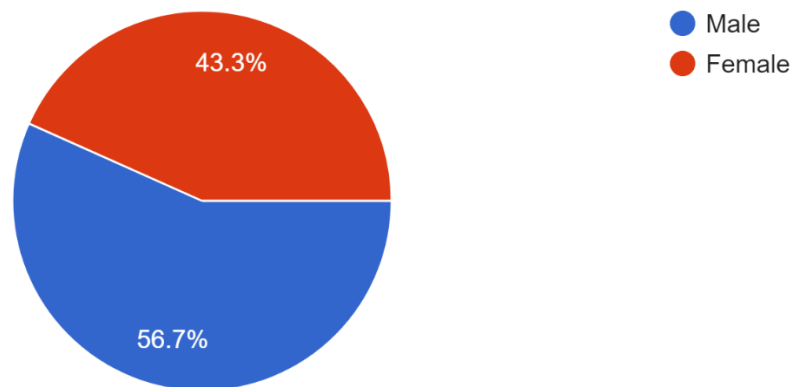
Source: Primary Data

**Figure 3.2**

Statistics of Online Banking on the basis of Gender

Gender

30 responses



Source: Table 3.2

### INTERPRETATION:

In the above pie chart, it is interpreted that of respondent while using Paytm are of gender the minimum is female respondent of 43% and then maximum is male respondent of 57% . this indicates a higher engagement and possibly greater preference for using Paytm among male compared to female

**Table 3.3**

Statistics Online payment usage of respondents on the basis of occupation

Table 3.3		
Online payment usage of respondents on the basis of occupation		
Occupation	NO. OF RESPONDENTS	PERCENTAGE
Employee	23	77%

Student	5	17%
Others	2	7%
Total	30	100%

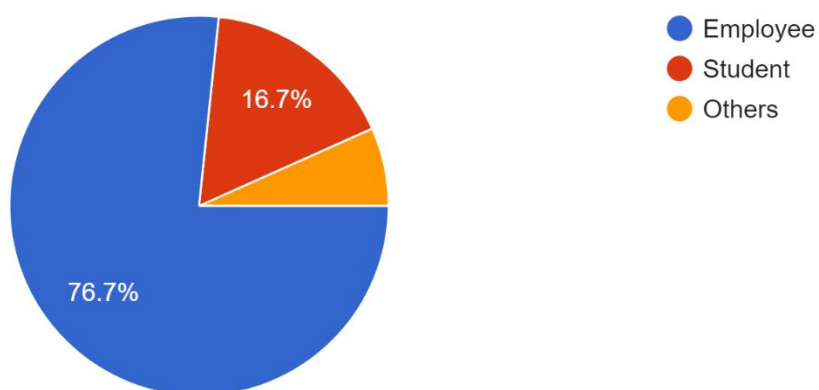
Source: Primary data

**Figure 3.3**

Statistics Online payment usage of respondents on the basis of occupation

Basis of occupation

30 responses



### INTERPRETATION:

In the above pie chart of the respondent of employee is 76.7% the respondent of student is 16.7% and the respondent of others are 7% the maximum respondents is employed are 77 and minimum respondents of others are 7%.

**Table 3.4**

Statistics of respondents using Online payment

Table 3.4		
Respondents using online payment on Paytm		
Particulars	NO. OF RESPONDENTS	PERCENTAGE

Yes	27	90%
No	1	3%
Maybe	2	7%
Total	30	100%

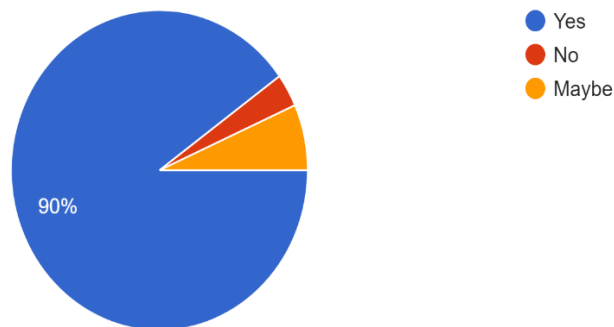
Source: Primary data

**Figure 3.4**

Statistics of respondents using Online payment on Paytm

Do you think using online payment can offer you a wider range of banking services and payment options?

30 responses



Source: Table 3.4

### INTERPRETATION:

In the above chart of the respondent of online banking services 90% is the respondent of YES, 3% is the respondent of NO and 7% is the respondent of MAYBE

**Table 3.5**

Respondents whose phones supports the Paytm app

Table 3.5		
Respondents whose phones supports the Paytm app		
Particulars	NO. OF RESPONDENTS	PERCENTAGE
Yes	28	93%
No	2	7%
Total	30	100%

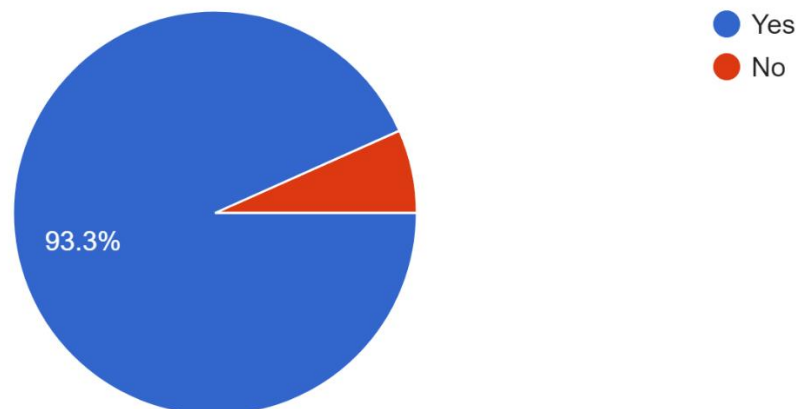
Source: Primary data

**Figure 3.5**

Respondents whose phones supports the Paytm app

Does your phone supports Paytm app ?

30 responses



Source: Table 3.5

#### **INTERPRETATION:**

In the above chart the respondents of does their phone support Paytm app 93.3% respondents is YES and 7% respondents is NO while using online banking Paytm app.



**Table 3.6**

Respondents usage of Online payment app

Table 3.6		
Respondents' usage of Online payment app		
Usage	NO. OF RESPONDENTS	PERCENTAGE
Below 1 Year	6	20%
1 - 2 Years	5	17%
Above 3 Years	19	63%
Total	30	100%

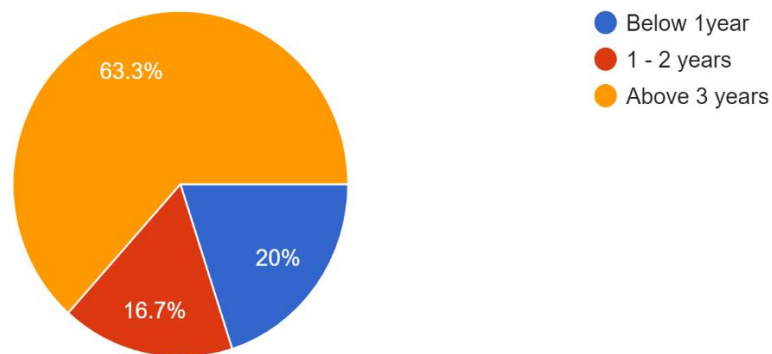
Source: Primary data

**Figure 3.6**

Respondents usage of Online payment app

How long are you been using Paytm app ?

30 responses



Source: Table 3.6

**INTERPRETATION:**

In the above chart majority of respondent are using the app from long time, 63.3% of people are using payment app from below 1 year ,16.7% respondents are using from 1 – 2 years and 20% respondents are using Paytm from above 3 years.

**Table 3.7**

Usage of Online payment by respondents on Paytm

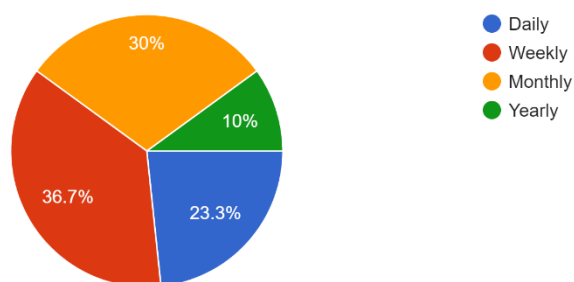
Table 3.7		
Usage of Online payment by respondents on Paytm		
Usage	NO. OF RESPONDENTS	PERCENTAGE
Daily	7	23%
Monthly	9	30%
Weekly	11	37%
Yearly	3	10%
Total	30	100%

Source: Primary data

**Figure 3.7**

Usage of Online payment by respondents on Paytm

How often do you use Paytm app ?  
30 responses



Source: Table 3.7

### INTERPRETATION:

Most of 36.7% of the respondent using Paytm app weekly for their transactions and it shows the increasing popularity of the applications which improve the usage of online payment on Paytm app.

**Table 3.8**

Cash loss of respondents from Paytm app

Table 3.8		
Cash loss of respondents from Paytm app		
Particulars	NO. OF RESPONDENTS	PERCENTAGE
Yes	5	17%
No	25	83%
Total	30	100%

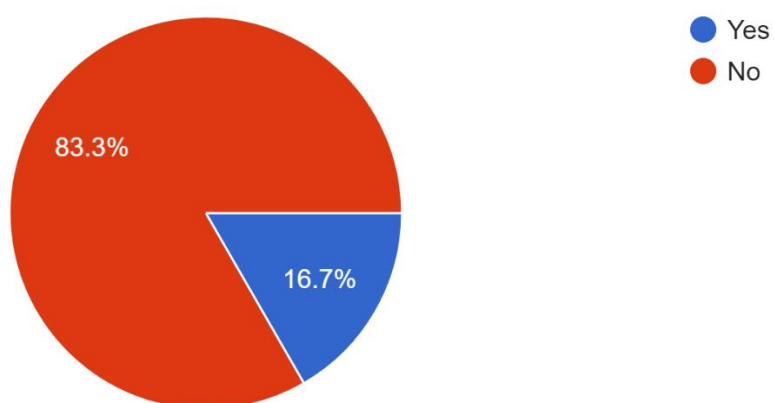
Source: Primary data

**Figure 3.8**

Cash loss of respondents from Paytm app

Have you ever had lost cash from Paytm app ?

30 responses



Source: Table 3.9

**INTERPRETATION:**

Majority of the respondents, constituting 83.3%, have not any issues related to cash loss. But 16.7% of respondents has reported the incidents of cash loss through Paytm while the transactions.

**Table 3.9**

Security of Online Banking Services

Table 3.9		
Security of Online Banking Services		
Particulars	NO. OF RESPONDENTS	PERCENTAGE
Yes	21	70%
No	2	7%
Maybe	7	23%
Total	30	100%

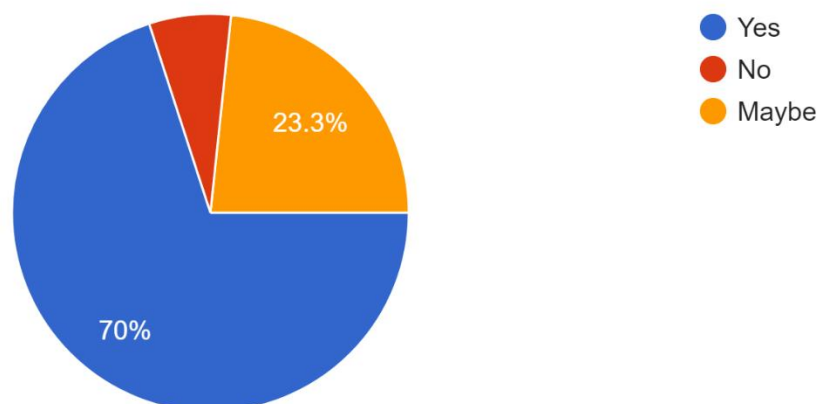
Source: Primary data

**Figure 3.9**

Security of Online Banking Services

Do you trust the security of Online banking service ?

30 responses



Source: Table 3.9

## INTERPRETATION:

Majority of the respondents 70% of respondents are express their confidents in the security of online banking services, 23.3% of respondents have adopted the neutral stance and 7% of respondents have small fraction of contrast about the security of online banking service.

**Table 3.10**

Quality of Paytm

Table 3.10		
Rate the Quality of Paytm		
Particulars	NO. OF RESPONDENTS	PERCENTAGE
Excellent	10	33%
Average	14	47%
Fair	6	20%
Poor	0	0%
Total	30	100%

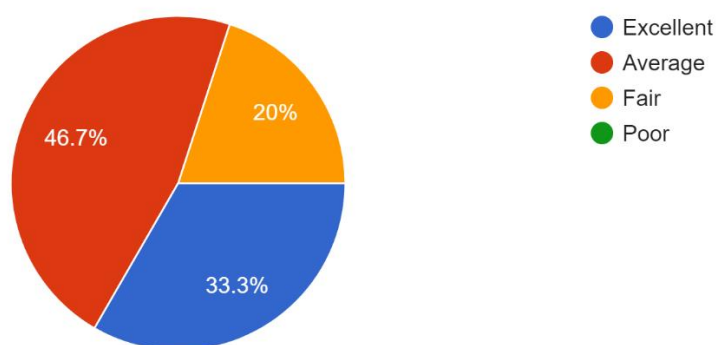
Source: Primary data

**Figure 3.10**

Quality of Paytm

How would you rate the quality of Paytm app ?

30 responses



Source: Table 3.10

### INTERPRETATION:

Majority of 46.7% of respondents had find the quality of Paytm as Average and 33.3% respondents had find the quality of Paytm as Excellent.

**Table 3.11**

Respondents of usage of Paytm app for transactions

Table 3.11		
Rate the Quality of Paytm		
Particulars	NO. OF RESPONDENTS	PERCENTAGE
Online shopping	16	53%
In-store payments	17	57%
Mobile recharge	19	63%
Transfer money	21	70%
Bills payments	22	73%
Online ticket booking	16	53%
Paytm bank	1	3%

Others	2	7%
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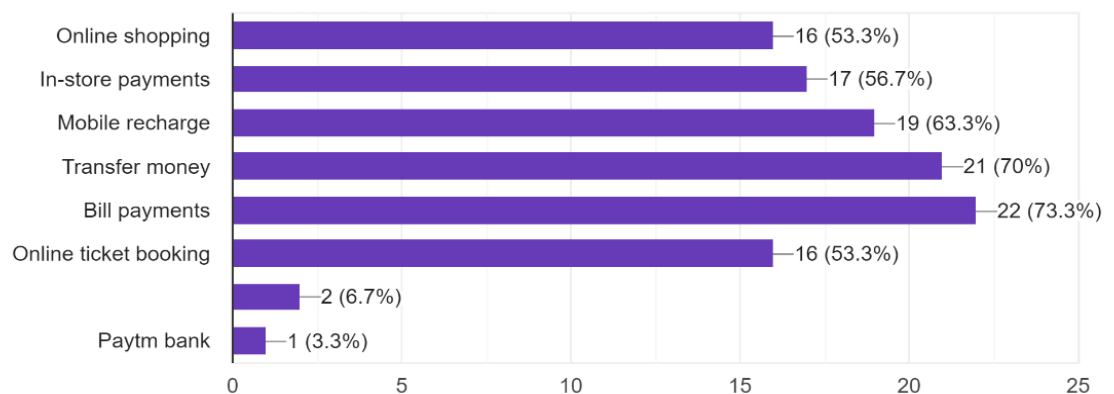
Source: Primary data

**Figure 3.11**

Respondents of usage of Paytm app for transactions

What types of transactions do you primarily use Paytm app for? (Select all that apply)

30 responses



Source: Table 3.11

### INTERPRETATION:

Majority of 73% of respondents has preferred to using Paytm app for Bills payment, money transfer and mobile recharge. 56.7% for in store payments. 53.3% for online ticket booking and online shopping and 6.7% and 3.3% for other transactions. this indicates the Paytm is primarily uses of transactions in our day-to-day lifestyle and activities.

**Table 3.12**

Statistics of respondents satisfied service of Paytm app

Table 3.12		
Statistics of respondents satisfied service of Paytm app		
Particulars	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	4	14%
Satisfied	13	43%
Neutral	13	43%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	30	100%

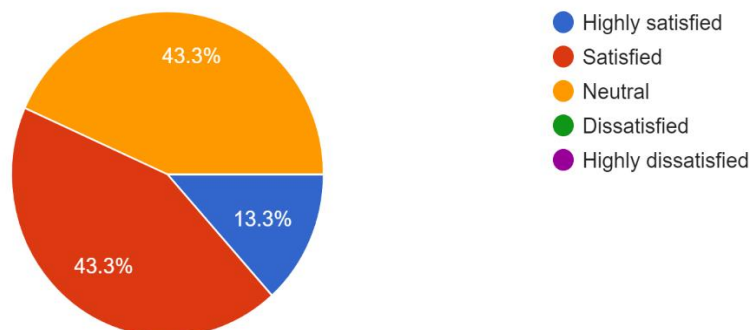
Source: Primary data

**Figure 3.12**

Statistics of respondents satisfied service of Paytm app

Are you satisfied with the services Paytm provide you ?

30 responses



**INTERPRETATION:**



Majority of 43.3% of the respondents find the services provided by Paytm satisfied and neutral and 13.3% of the respondents has find the services highly satisfied.

**Table 3.13**

Statistics of respondents of recommend Paytm to friends or family?

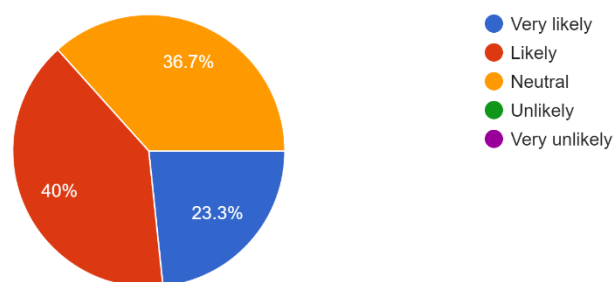
Table 3.13		
Statistics of respondents of recommend Paytm to friends or family		
Particulars	NO. OF RESPONDENTS	PERCENTAGE
Very likely	7	23%
Likely	12	40%
Neutral	11	37%
Unlikely	0	0%
Very Unlikely	0	0%
Total	30	100%

Source: Primary data

**Figure 3.13**

Statistics of respondents of recommend Paytm to friends or family?

How likely are you to recommend Paytm to friends or family?  
30 responses



### INTERPRETATION:

Here, 40% of the respondents stated that they are likely refer Paytm to their family /friends and 36.7% of the respondents stated that they are neutral in recommending towards Paytm.

**Table 3.14**

Rating of Paytm app

Table 3.14		
Rating of Paytm app		
Particulars	NO. OF RESPONDENTS	PERCENTAGE
1	2	7
2	0	0
3	0	0
4	1	3
5	3	10
6	1	3
7	5	17
8	9	30
9	1	3
10	8	27
Total	30	100

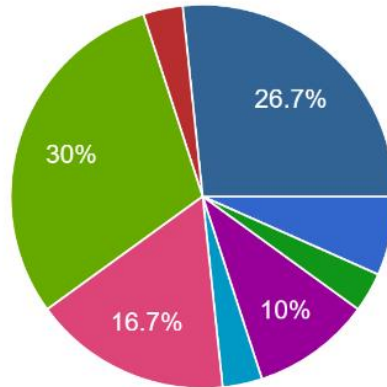
Source: Primary data

**Figure 3.14**

Rating of Paytm app

How would you rate Paytm on a scale of 10?

30 responses



### INTERPRETATION:

Majority of the respondents (80%) have given rating between 6 and 10, rating 7,8 and 10 collectively received the highest rating (74%) this indicating the positive perception among the respondents and lowest rating from 1 to 5 collectively received the smallest rating (20%).

**Table 3.15**

Statistics of respondents payment usage while making online payments?

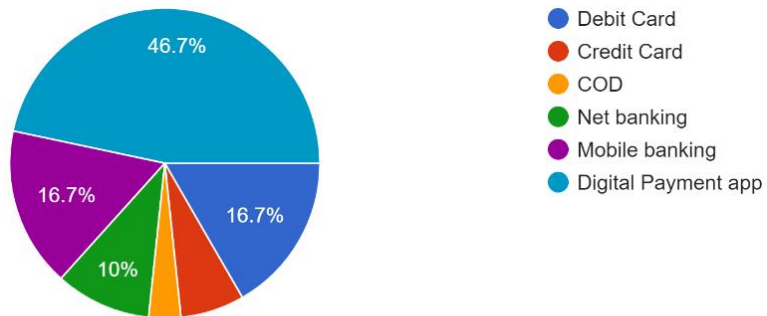
Table 3.15		
Statistics of respondents' payment usage while making online payments?		
Particulars	NO. OF RESPONDENTS	PERCENTAGE
Debit card	5	17%
Credit card	2	7%
Cash on delivery (COD)	1	3%
Net banking	3	10%
Mobile banking	5	17%
Digital payment app	14	47%
Total	30	100%

Source: Primary data

**Figure 3.15**

Statistics of respondent's payment usage while making online payments?

What payment gateway do you use while making online payments?  
30 responses



**INTERPRETATION:**

The majority of the respondents using Digital payment app (46.7%) and in the other payments debit card and mobile banking has equal usage of online payment (16.7) and the least online payment usage is Cash on delivery (COD) of (3%).

**CHAPTER 5**

**FINDINGS, RECOMMENDATIONS AND  
CONCLUSION**

## FINDINGS, RECOMMENDATIONS AND CONCLUSION

### 5.1 Findings Based on Observations

1. **High Penetration and Usage:** Paytm is widely recognized and utilized across diverse demographics, indicating a high level of market penetration. Many users are aware of Paytm's extensive suite of services beyond just digital payments, including bill payments, ticket bookings, and financial services like insurance and mutual funds.
2. **Customer Awareness and Education:** There is a high level of general awareness about Paytm among users due to extensive advertising and brand visibility. However, detailed knowledge about all features and benefits varies, with some users only utilizing basic functionalities such as peer-to-peer payments and bill payments.
3. **Security and Trust Concerns:** While many users trust Paytm for its security measures, there are still concerns about online fraud and data privacy. Paytm's implementation of robust security features like two-factor authentication and regular user education campaigns help in maintaining trust.
4. **User Experience and Interface:** The user interface of Paytm is generally considered user-friendly and intuitive, contributing to positive user experiences. Some users, particularly older adults or less tech-savvy individuals, may find it challenging to navigate advanced features.
5. **Competitive Landscape:** Paytm faces strong competition from other digital payment platforms like Google Pay, PhonePe, and traditional banking apps. Despite this competition, Paytm's diverse service offerings help it maintain a significant market share.
6. **Customer Support and Service:** Users appreciate the availability of customer support but report mixed experiences in terms of response time and issue resolution. Effective customer support and prompt resolution of issues are critical in maintaining user trust and satisfaction.
7. **Promotional Strategies:** Paytm's promotional strategies, including cashback offers, discounts, and loyalty programs, are highly effective in attracting and retaining customers. These promotions are well-communicated to users through in-app notifications, emails, and social media campaigns.
8. **Adoption Drivers:** Key drivers for adopting Paytm include convenience, wide acceptance at merchants, and the ability to integrate multiple financial services in one platform. Younger demographics are particularly drawn to the convenience and tech-savviness of digital payment platforms like Paytm.
9. **Regulatory Awareness:** Users are becoming increasingly aware of regulatory measures and compliance requirements for digital payments. Paytm's adherence to regulatory standards and proactive communication about compliance enhances user confidence.
10. **Future Trends:** With the increasing adoption of digital payment platforms, continuous innovation and feature expansion will be crucial for Paytm. Enhancing customer awareness through targeted education about new features and services can drive further engagement and usage.

## 5.2 Findings Based on analysis of Data

1. **Market penetration:** - the analysis of the data revealed that most of the younger demographics, particularly those who are in the age of 18 – 30 is higher level of customer awareness towards Paytm. This group of people are displayed more active on the online platform and that suggests more participation towards younger generation people.
2. **Usage of Patterns:** - Findings indicated that most of the customers using primarily use Paytm for their transaction's correlation between customer awareness and usage patterns. Majority of Paytm users likes to utilize its features regularly and they are more likely to aware of additional services. So further it develops Paytm to improve more about the digital payment platform.
3. **Promotional strategies impact user understanding:** - This study highlights the significance of promotional strategies that encourages the communication by Paytm. Data analysis indicated that users are likely getting rewards, cashback offers and loyalty programs by Paytm. It improves the customer satisfaction about the Paytm from the promotions which can motivate the users to use the online platform features for the better understanding from Paytm.
4. **Future trends:** - The study indicates that the changes which can be improved and influence the users to take interested in exploring new features and services offered by Paytm. So that continuous innovation and feature expansion are expected to drive future user engagement and adoption.
5. **Regulatory customer awareness:** - Most of users are aware of Paytm's compliance with regulatory standards. Regulatory adherence positively impacts user confidence for respondents. This insight suggests that the necessity of targeted awareness campaigns the distinct needs and contexts of users to bridge existing gaps.

## 5.3 General findings

1. **Customer Support and Service:** Users appreciate the availability of customer support but report mixed experiences in terms of response time and issue resolution. Effective customer support and prompt resolution of issues are critical in maintaining user trust and satisfaction.
2. **Promotional Strategies:** Paytm's promotional strategies, including cashback offers, discounts, and loyalty programs, are highly effective in attracting and retaining customers. These promotions are well-communicated to users through in-app notifications, emails, and social media campaigns.
3. **Adoption Drivers:** Key drivers for adopting Paytm include convenience, wide acceptance at merchants, and the ability to integrate multiple financial services in

one platform. Younger demographics are particularly drawn to the convenience and tech-savviness of digital payment platforms like Paytm.

4. **Regulatory Awareness:** Users are becoming increasingly aware of regulatory measures and compliance requirements for digital payments. Paytm's adherence to regulatory standards and proactive communication about compliance enhances user confidence.
5. **Future Trends:** With the increasing adoption of digital payment platforms, continuous innovation and feature expansion will be crucial for Paytm. Enhancing customer awareness through targeted education about new features and services can drive further engagement and usage.

## 5.4 Recommendation based on findings

- **Enhancing educational campaigns** to improve user knowledge of advanced features and to increase the public knowledge and understanding the specifics issues or topics related to some solving problem issues.
- **Improving the visibility and accessibility** of these features within the app. While it brings to increase quality of Paytm and create more visible understanding about what's happening in creation of influence and impact in Paytm.
- **Strengthening security communication** to address user concerns about data privacy. It helps us to securing data that is being processed by Paytm network through the security app. It helps us to communicate with the security related behavior by the users and the customers.
- **Streamlining customer support** to ensure quick and effective issue resolution. It allows customer service reps to devote more time while addressing the customer support and increase social media response rate.
- **Personalizing promotional efforts** to align with user preferences and behaviors. It targets your inventively only selected customers which predefine customer contribute to all strategies aimed to firm new market strategies.
- **Continuously innovating** to introduce valuable new features and services. It shows the improvement of existing innovative products, services or processing over time performance of customer satisfaction.
- **Proactively communicating regulatory compliance** to build user trust. It's a commitment to understanding the nuances of regulations, anticipating changes and integrating compliance seamlessly into the fabric of corporate culture.

## 5.5 Suggestions for areas of improvement



1. **Co-branded Marketing Campaigns:** Partner with online banking platforms for targeted campaigns.
  - Highlight the ease of using Paytm directly within online banking for bill payments, recharges, etc.
  - Offer exclusive discounts or cashback for transactions done via online banking with Paytm.
2. **User Interface:** Emphasize the online banking integration within the Paytm app.
  - Showcase a seamless transition between platforms for a smooth user experience.
  - Consider tutorials or explainer videos within the app demonstrating how to connect Paytm with online banking.
3. **Educate on Paytm's Diverse Services:**
  - **Targeted Communication:** Based on user data and demographics, personalize communication to showcase relevant Paytm services.
    - For younger audiences, highlight features like investments or movie ticketing within Paytm.
    - For those using online banking for bill payments, emphasize Paytm's bill pay capabilities.
  - **Content Marketing:** Create informative blog posts, social media content, or short explainer videos showcasing the breadth of Paytm's offerings beyond just a mobile wallet.
4. **Leverage Regional Strategies:**
  - **Localized Marketing:** If Paytm's brand awareness is lower in rural areas, consider regional language campaigns.
    - Partner with local influencers or community leaders to promote Paytm's benefits in local languages.
    - Develop marketing materials with relatable examples showcasing how Paytm can simplify daily life in rural areas (e.g., paying utility bills, online shopping).
5. **Build Trust and Security:**
  - **Transparency:** Clearly communicate the security measures taken by Paytm to protect online banking transactions.
  - **Customer Testimonials:** Showcase positive user experiences with online banking and Paytm integration.
    - Feature success stories of individuals who benefited from the convenience and security of this combined approach.

## 5.6 Scope for future research

In Future research on customer awareness of Paytm's online banking and digital payment platforms should delve into various dimensions to enhance understanding and improve service delivery. A key area for exploration is the segmentation of user demographics to identify unique needs and challenges across different groups, such as urban versus rural users and varying levels of tech-savviness. Longitudinal studies could track changes in user behavior over time, while behavioural analysis could reveal how promotional campaigns and incentives drive engagement. Additionally, assessing the impact of educational initiatives on increasing awareness and adoption of advanced features can provide insights into effective strategies for user engagement. Investigating the factors influencing technology adoption, such as perceived ease of use and social influence, can further inform Paytm's approach. Comparative studies with other digital payment platforms can highlight best practices, and regional analyses can uncover cultural factors affecting adoption. User experience research should focus on optimizing the interface to make advanced features more accessible, and security studies should examine user perceptions and the effectiveness of communication strategies. Lastly, understanding the impact of regulatory changes and long-term engagement strategies will be crucial for sustaining user satisfaction and retention.

## **5.7 Conclusion**

The exploration of customer awareness regarding Paytm's online banking and digital payment services reveals a landscape of high recognition and widespread basic usage, yet with notable gaps in the understanding and utilization of more advanced features. While Paytm's strong security measures and user-friendly interface have cultivated trust and satisfaction among users, concerns about data privacy and the complexity of advanced features remain. Customer support, although generally available, faces challenges in responsiveness and issue resolution. Effective promotional strategies have succeeded in user retention, but there is a need for better communication about the full range of services. To maximize its potential, Paytm should focus on enhancing educational campaigns, improving feature visibility, streamlining customer support, and continuously innovating. Addressing these areas will help Paytm enhance customer satisfaction, increase the utilization of its services, and maintain its competitive edge in the digital payment market, ultimately empowering users with the knowledge and confidence to make informed financial decisions.

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(APA style; below is only a sample)

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## **ANNEXURE (if any)**

### **AWARENESS ON CUSTOMER TOWARDS PAYTM**

1. Name
2. Age
  - a) Above 18
  - b) 25 – 35
  - c) 36 – 45
  - d) Above 45
3. Gender
  - a) Male
  - b) Female
4. Basis of occupation
  - a) Employee
  - b) Student
  - c) Others
5. Do you think using online payment can offer you a wider range of banking service and payment option?
  - a) Yes
  - b) No
  - c) Maybe
6. Does your phone supports Paytm app?
  - a) Yes
  - b) No
7. How long are you been using Paytm app?
  - a) Below 1 year
  - b) 1 – 2 years
  - c) Above 3 years
8. How often do you use Paytm app?

- a) Daily
  - b) Weekly
  - c) Monthly
  - d) Yearly
9. How you ever had lost cash from Paytm app?
- a) Yes
  - b) No
10. Do you trust the security of online banking services?
- a) Yes
  - b) No
  - c) Maybe
11. How would you rate the quality of Paytm app?
- a) Excellent
  - b) Average
  - c) Fair
  - d) Poor
12. What types of transactions do you primarily use Paytm app for?  
(select all that apply)
- a) Online shopping
  - b) In-store payments
  - c) Mobile recharge
  - d) Transfer money
  - e) Bills payments
  - f) Online ticket booking
13. Are you satisfied with the services Paytm provide you?
- a) Highly satisfied
  - b) Satisfied
  - c) Neutral
  - d) Dissatisfied

e) Highly dissatisfied

14. How likely are you to recommend Paytm to friends or family?

a) Very likely

b) Likely

c) Neutral

d) Unlikely

e) Very unlikely

15. How would you rate Paytm on scale of 10?

a) 1

b) 2

c) 3

d) 4

e) 5

f) 6

g) 7

h) 8

i) 9

j) 10

16. What payment gateway do you use while making online payments?

a) Debit card

b) Credit card

c) COD

d) Net banking

e) Mobile banking

f) Digital payment app