



## A Study on PAYTM Usage and Problems Faced among the Employees of XYZ Company Ltd.

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### ABSTRACT

In today's-world, Smartphone has become an important part of everyday life. As it has become more affordable, the number of Smartphone users has increased dramatically. Smart phones are able to run a variety of software components, known as "apps". PayTM, the mobile wallet and e-commerce start-up, became a household name in the last few months. So much so that it has become a generic term associated with any e-wallet and has become an all-pervasive brand with high recall value. Demonetisation gave a fillip to mobile wallet firms like PayTM helping them gain users at exponential rates every day.. The main objective is to study PayTM usage and problems faced by the employees of XYZ company Ltd. Study is analyzed considering 15 alternatives with a sample size of 150. Chi square analysis is done to examine if there is a significant influence of AGE on the usage of the Mobile wallet (PayTM). Study has proved it is.

**Keywords--** PayTM, Customer Satisfaction, Security, Product Quality, Demonetization

their research paper "Mobile wallet :An upcoming mode of business transaction "have analyzed that ease of transaction ,secured profile and convenience in handling application put forth the benefits of wallet money and also concluded that business sectors like banking ,retail, hospitality etc., are making use of wallet money and mobile payment instruments including contactless and remote payment in the customers –business and customers to customers areas. **Dr. Hem Shweta Rathore(2016)** in her research paper "Adoption of Digital wallet by consumers "have analyzed about the factors that influence consumers in adoption of digital wallet and also analyzed the risk and challenges faced by consumers in usage of digital wallet and concluded that shoppers are adopting digital wallet largely due to convenience and ease to use and in the future years digital wallet will gain more widespread acceptance. **Prof Trilok Nath Shukla (2016)** has discussed about mobile wallet, working, types and its advantages and disadvantages. Study includes perception of consumers and retailers about mobile wallets. He concluded that mobile wallets will be used to engage with the customer by the marketers and digital businesses. Irrespective of the market status of these mobile wallets, marketers should take advantage of the emerging opportunities. **Roopali et al.( 2016)** worked upon studying how digitalization of payments can be considered as a boon to growth of a country's economy. Authors also done an in depth analysis of adoption patterns i.e. how people reacts and adopts digital wallets. In his analysis, he concluded that the number of users incorporating the habit of believing and using digital wallets has increased enormously. People find it a more convenient and less time consuming way for making the payments. It also elaborates about top five digital wallets in India. However the question of security remains unanswered. People feel helpless at the time of making international transactions. A lot of security mechanisms are yet to be explored to make the transactions foolproof.

### I. INTRODUCTION

In today's scenario, when entire India is struggling to get a hand on some hard cash to cater to day-to-day needs post demonetization; Pay TM is a unique solution to go cashless is a huge step towards digital India. Pay TM, the mobile wallet became a household name in the last few months. So much so that it has become a generic term associated with any e-wallet and has become an all-pervasive brand with high recall value. Demonetization gave a fillip to mobile wallet firms like Pay TM helping them gain users at exponential rates every day.

Practically, this research will be useful for the business stakeholders of mobile wallet who would like to expand the business to earn more market shares. It is also helpful for individuals to improve the knowledge of mobile wallet which can possible lead to further research. **Poonam Painuly and Shalu Rathi (2016)** in

## II. RESEARCH METHODOLOGY

Smartphone has become important part of everyday life. As it has become more affordable, the number of smartphone users has increased dramatically. Due to demonetization, everyone is inclined towards mobile wallets. One among them is PayTM. The objectives of the study are to examine the usage of Pay TM among the employees, to identify the problems with reference to the usage of Pay TM at XYZ Company Ltd. To analyze there is a significant influence of AGE on the usage of the Mobile wallet (PayTM) with reference to features. A sample size of 150 employees is considered using convenience sampling. The data is collected

through the method of questionnaire in which the details are collected from the respondent by filling up questionnaire. Secondary Data is collected from company records, Internet and other sources.

From the above table, no: 1, 15 alternatives are selected to examine the usage of PAYTM Services (Mobile Wallet) at XYZ Company Ltd. Out of 15 alternatives, for 12 alternatives chi square 'P'Values are less than (0.05) level of significance and for 3 alternatives the 'P'Value is more than (0.05) level of significance, indicates there is a significant influence of Age on the usage of pay TM with reference to features. Hence alternative hypothesis is accepted.

Table No.: 1

USAGE OF PAYTM WITH REFERENCE TO AGE				
VARIABLES	VALUE	DF	P VALUE	SIGNIFICANT/NON-SIGNIFICANT
Faster usage	15.899 <sup>a</sup>	6	.014	Non-Significant
Flexibility, Speed	38.932 <sup>a</sup>	9	.000	Significant
User friendly Technologies	13.666	6	0.034	Non-significant
Clear understandability	11.618	6	0.0+71	Non-significant
Adding money through single screen	36.905	6	.000	Significant
User bank account security	33.887	6	.000	Significant
User Privacy	43.249	6	.000	Significant
PayTM usage charges	44.470	6	.000	Significant
Internet access charge	84.844	6	.000	Significant
Access time	34,939	6	.000	Significant
Wide range of banking services	54.326	6	.000	Significant
Banking services and payment services	30.578	6	.000	Significant
Recommend PayTM for friends	31.436	6	.000	Significant
PayTM satisfaction	32.813	6	.000	Significant
Continuing PayTM in the future	27.768	6	.000	Significant

XYZ Company Ltd employees are using PayTM services because the app possesses the qualities like Flexibility and Speed, User friendly technology, Time saving, User Credential security, Wide range of Banking services and payments offered by PayTM, and it can save the time by completing the transaction very low time with high speed.

## III. CONCLUSION

XYZ Company Ltd employees are cautious about the services offered by PayTM, number of alternatives available in payments, access time, low complexity. Hence the employees are using the app which possesses these qualities in PayTM.

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