A STUDY ON CUSTOMER PERCEPTION OF PAYTM APP - COMPARATIVE STUDY ON RURAL AND
URBAN USERS IN ERNAKULAM DISTRICT OF KERALA.

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Abstract

The emergence of E-commerce has created new financial needs that in many cases cannot be effectively fulfilled by the traditional payments systems like cash and cheque..As payment is integral part of mercantile process ,electronic payment is an integral part of E-commerce.So the study focused on the customer perception of PAYTM APP among rural and urban users in Ernakualm District. 300 samples were taken from 7 taluks of Ernakulam District and Simple Percentage and Garretts ranking method was applied for data analysis.

I.   INTRODUCTION

Electronic payment is a financial exchange that takes place online between buyers and sellers.The content of this exchange is usually some form of digital financial instrument such as encrypted credit card numbers ,digital cash or electronic cheques that is backed by a bank or intermediary like payment gateways.

Digital or electronic wallet is the digital form of conventional wallet.It has a software component that allows a user to make payment with a financial instrumentand an encryptedstorage medium that can store user's payment information, a digital certificate to identify the user ,and shipping information to speed transactions. Customers prefer a particular app depends upon its quality, multiple purposes and functions, security, speed, accuracy, convenience etc. So the study focused on comparative study of rural and urban consumers regarding the perception of PAYTM APP in Ernakulam district of Kerala.

II.   STATEMENT OF THE PROBLEM

PAYTM APP is one of the most important digital payment app used by the common people. people use the PAYTM APP for various uses like bill payment, shopping, recharge etc. The 24*7 availability of the app helps the people for saving time and ensures security.

There is no need to wait for the opening bank or recharge counter whenever required for them.

Customer perception of PAYTM APP among urban and rural peoples may differ. Some users are totally aware about the uses ,but some people have not awareness These reasons made the researches to take up the research study entitled "A Study on Customer Perception of PAYTM APP– Comparative Study of Rural and Urban Users in Ernakulam District".

III.   OBJECTIVES OF THE STUDY

The main objectives of the present study is as follows.

- To analyze the Socio-Economic status of Rural and Urban respondents of Ernakulam District.
- To study the users perception towards PAYTM app among rural and urban respondents.

IV.   METHODOLOGY

The study is based on both primary and secondary data. For the collection of primary data Questionnaire cum interview schedule method were used. Secondary data were collected from books, journals, articles, newspapers and websites.

V.   SAMPLE DESIGN

The Ernakulam District consisted of 7 taluks. From these 7 taluks total of 300 samples were taken. 150 respondents from rural areas and 150 respondents from urban areas. Convenient method of sampling were used to choose samples.

VI.   FRAMEWORK OF ANALYSIS

The collected data were processed with the help of appropriate statistical tools in order to fulfil the objectives of the study. For the present study simple percentage analysis and Garrett's Ranking Technique were adopted.

VII.   ANALYSIS INTERPRETATION

This part analyses the socio-economic profile, level of satisfaction, reasons for the selection of PAYTM digital payment among rural and urban users in Ernakulam District of Kerala in various aspects.

1. GENDER OF THE RESPONDENTS

The following table shows the gender wise distribution of respondents.

Table 1

Gender of the respondents

Gender	Rural		Urban		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Percent
Male	85	56.67	105	70.00	190	63.33
Female	65	43.33	45	30.00	110	36.67
Total	150	100	150	100	300	100

Source: Primary data.

It is clear from the table that out of 150 rural users 85 (56.67%) are male and 65 (43.33%) users are female. Thus majority of the PAYTM usersare from male in rural area.

Among the 150 urban users 105 (70.00%) users are male and 45 (30.00%) users are female. Thus majority of the PAYTM users are male in urban area.

Among the total 300 users 190 (63.33%) users are male and 110 (36.67%) users are female. Thus majority of the PAYTM users are male.

2. AGE OF THE RESPONDENTS

The following table shows the age wise distribution of respondents.

Table 2

Age of the respondents

Particulars	Rural		Urban		Total	
Age (in years)	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Percent
Less than 20	25	16.67	34	22.67	59	19.67
21 – 40	72	48.00	65	43.33	137	45.67
41 – 60	41	27.33	35	23.33	76	25.33
61 and above	12	8.00	16	10.67	28	9.33
Total	150	100	150	100	300	100

Source: Primary data

It is clear from the table, among the rural users25(16.67%) users age is less than 20 , 72(48.00%) users age ranges between 21-40,41(27.33%) users age ranges between 41-60and the remaining 12(8.00%) users age is more than 61 and above. most of the rural PAYTM users age ranges between 41 – 60 years .

The table also shows, among the urban users 34(22.67%) users age is less than 20,65(43.33%) users age ranges between 21-40,35(23.33%) users age ranges between 41-60 and the remaining 16(10.67%) users age is more than 61 and above. Most of the urban PAYTM users' age ranges between 41 – 60 years.

Among the total 300 users, 59 (19.67%) users age ranges less than 20, 137 (45.67%) users age ranges between 21-40, 76 (25.33%) users age ranges between 41-60and the remaining 28(9.33%) users age ranges more than 61 and above. Thus most of the PAYTM users' age ranges between 41 – 60 years.

3. OCCUPATION OF THE RESPONDENTS

The following table shows the occupation of respondents.

Table 3
Occupation of the respondents

Occupation	Rural		Urban		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Per cent
Government Employee	15	10.00	37	24.67	52	17.33
Private Employee	45	30.00	78	52.00	123	41.00
Businessmen	60	40.00	15	10.00	75	25.00
Farmer	7	4.67	8	5.33	15	5.00
Others	23	15.33	12	8.00	35	11.67
Total	150	100	150	100	300	100

Source: Primary data

It is clear from the table 3, among the rural users 15(10.00%) users have Government job, 45(30.00%) users have private job, 60 (40.00%) users are businessmen, 7(4.67) are farmers and the remaining 23(15.33%) users have other jobs. Thus majority of the rural users are farmers.

Regarding urban users, 37(24.67%) respondents have Government job, 78(51.00%) respondents have private job, 15(10.00%) respondents have own business 8(5.33%) respondentsare farmers and the remaining 12(8.00%) respondents have other jobs. Thus, majority of the urban users are private employees.

Among the total 300 users, 52(17.33) users have Government job,123 (41.00) users have private job, 75 (25.00) users have own business, 15 (5.00%) users are farmers and the remaining 35 (11.67%) users have others jobs. Thus most of the consumers are private employees.

4. Monthly Income of the Respondents

The following table depicts monthly income of respondents.

Table 4

Monthly Income of the Respondents

Monthly Income	Rural		Urban		Total	
	No. of Respondents	Per cent	No. of Respondents	Perce nt	No. of Respondents	Per cent
Below 5000	14	9.33	4	2.67	18	6.00
5001 – 10000	64	42.67	50	33.33	114	38.00
10001 – 15000	39	26.00	48	32.00	87	29.00
15001 – 20000	20	13.33	32	21.33	52	17.33
Above Rs. 20000	13	8.67	16	10.67	29	9.67
Total	150	100	150	100	300	100

Source: Primary data

It is clear from table 4 that, among the rural PAYTM users 14(9.33%) users have monthly income less than Rs.5000, 64(42.67%) users' income ranges between Rs.5001-10000, 39(26.00%) users have income ranges between10001-15000, 20(13.33%) users have income betweenRs. 15001-20000 and the remaining 13(8.67%) users have income more than Rs.20000 per month.

Among the urban PAYTM users 4(2.67%) users have monthly income less than Rs.5000, 50(33.33%) users' income ranges between Rs. 5001-10000, 48(32.00%) users have income ranges between Rs.10001-15000, 32(21.33%) users have income between Rs.15001-20000 and the remaining 16(10.67%) respondents have income more than Rs.20000 per month.

Among the total PAYTM users 18(6.00%) users have monthly income less than Rs.5000, 114(38.00%) users' income ranges between Rs. 5001-10000, 87(29.00%) users have income ranges between Rs.10001-15000, 52(17.33%) users have income between Rs.15001-20000 and the remaining 29(9.67%) respondents have income more than Rs.20000 per month. Thus, most of the consumers earns between Rs. 10,001 – 15,000.

5. PURPOSE OF USING PAYTM

Table 5

Purpose of using PAYTM

PURPOSE	Rural		Urban		Total	
	No. of Respondents	Percent	No. of Respondents	Percent	No. of Respondents	Per cent
RECHARGE	72	48.00	48	32.00	120	40.00
BILL	38	25.33	34	22.67	72	24.00

PAYMENT						
TICKET BOOKING	26	17.33	35	23.33	61	20.33
SHOPPING	10	6.67	20	13.33	30	10.00
OTHERS	4	2.67	13	8.67	17	5.67
Total	150	100	150	100	300	100

Source: Primary data

It is clear from the Table No. 5, among the rural users seventy two (48.00%) users are choose PAYTM for recharge, 38(25.33%) users use for make bill payment ,26 (17.33%) users use for ticket booking, 10(6.67) users use for shopping and the remaining 4(2.67%) users use for other purposes. Thus, majority of the rural respondents use PAYTM for recharge purpose.

Among the urban users forty eight (32.00%) users are choose PAYTM for recharge, 34 (22.67%) users use for make bill payment, 35 (23.33%) users use for ticket booking, 20(13.33%) users use for shopping and the remaining 13(8.67%) users use for other purposes. Thus, majority of the urban respondents use PAYTM for recharge purpose.

Among the total 300 users one twenty (40.00%) users are choose PAYTM for recharge, 72(24.00%) users use for make bill payment, 61 (20.33%) users use for ticket booking, 30 (10.00%) users use for shopping and the remaining 17(5.67%) users use for other purposes. Thus, majority of the users use PAYTM for recharge, bill payment and shopping purpose.

6. FREQUENCY OF PAYTM USE

Usage	Rural		Urban		Total	
	Number of Resp.	Percent	Number of Resp.	Percent	Number of Resp.	Percent
Daily	30	20	72	48	102	34
Weekly	68	45.33	49	32.67	117	39
Monthly	52	34.67	29	19.33	81	27
Total	150	100	150	100	300	100

Source: Primary data

Among the total 300 members majority of the respondents use PAYTM weekly.

7. Reasons for choosing PAYTM among Rural users.

Table 7

Reasons for choosing PAYTM among Rural Users.

Sl. No.	Reasons	Garrett's Mean	Rank

		score	
1	Fast service	52.47	III
2	Convenience	60.84	II
3	Simple to use	61.75	I
4	Secured	43.25	V
5	Multiple purpose	48.33	IV
6	Promotional offers	40.48	VI
7	Any time available	38.47	VII

Source: Primary data

It is clear from the table number 7, that majority of the rural respondents prefer PAYTM because of simple to use with mean score 61.75 (ranked first),followed by convenience with mean score 60.84(ranked 2nd), fast service with mean score 52.47 (ranked 3rd), multiple purpose with mean score 48.33 (ranked 4th), secured transaction with mean score 43.25 (ranked 5 th), promotional offers with mean score 40.48 (ranked 6th) and any time availability with mean score of 38.47 (ranked 7 th).

Thus, majority of the rural users prefer PAYTM APP because of its simple to use feature.

8. Reasons for choosing PAYTM among Urban users.

Table 7
Reasons for choosing PAYTM among Urban users

Sl. No.	Reasons	Garrett's Mean score	Rank
1	Fast service	64.58	I
2	convenience	58.47	III
3	Simple to use	48.43	V
4	secured	57.43	IV
5	Multiple purpose	59.84	II
6	Promotional offers	34.80	VII
7	Any time available	42.84	VI

Source: Primary data

It is clear from Table No. 8 most of the urban respondentsprefer PAYTM because of fast service with a mean score of 64.58 (rank 1st) followed by Multiple purpose 59.84 (ranked 2nd), convenience with a mean score 58.47 (ranked 3rd), Secured with mean score 57.43 (ranked 4th), Simple to use with a mean score 48.43 (ranked 5th) any time available with a mean score 42.84 (ranked 6th) and Promotional offers with a mean score 34.80 (ranked 7 th).

Thus, majority of the urban consumers choose PAYTM because of its Fastservice, Multiplepurposes, Convenience.

VIII. FINDINGS

Following are the results of the study.

1. Thus majority of the consumers are male.
2. Most of the respondentss age ranges between 21 – 40 years.
3. Most of the respondents are private employees.
4. Most of the respondents earns between 5001 – 10,000.
5. Majority of the rural respondents use PAYTM for recharge and bill payment purposes.
6. Majority of the urban respondents use PAYTM for recharge purpose.
7. Majority of the rural respondents prefer PAYTM because of simple to use, convenience and fast service.
8. Majority of the urban consumers choose PAYTM because of its Fast service, Multiplepurposes, Convenience.

XI. SUGGESTIONS

Following are the suggestions.

1. The digital payment companies should create awareness among their users regarding the multiple uses of apps through various sales promotion techniques and advertisements.
2. Provide more facilities and add more features will engance the utilization of PAYTM app among more peoples.

XI. CONCLUSION

PAYTM APP makes their users to transfer their payments with the help of mobile phone. The study reveals that majority of the people uses the PAYTM app for mobile phone recharge, DTH recharge, making payment to Electicity bill, hotel bill, water bill and shopping.majority of the respondents prefer PAYTM because of simple to use ,secured, convenient and its fast service.

XII. PREFERENCE

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