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## **CUSTOMER SATISFACTION TOWARDS PAYTM ONLINE TICKET BOOKING WITH SPECIAL REFERENCE TO THIRUKAZHUKUNDRAM**

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### **Abstract**

*Digital payments provide the convenience of making payments for phone bills, insurance, energy bills, gas bills and credit card bills using a smartphone, at any time and from any location. Many payment apps provide substantial discounts for financial transactions and various deals on recharges and payments. An excellent instance is Paytm. Paytm is the preeminent application for doing online recharges and settling bill payments. This digital wallet and unified payment interface (UPI) app provides a wide range of services on its platform, including payments and money transfers. Our establishment offers a range of services including shopping, recharging facilities, bill payments, as well as the ability to purchase movie, bus, and flight tickets. Paytm entered the e-commerce industry in 2014. Currently; it provides a diverse range of things, including mobile recharges, clothes, and gadgets. It facilitates customers to acquire all their needs in a one location. Over time, it has evolved into both a payment platform and a marketplace. In this reference that, the researcher find out the Customer Satisfaction towards Paytm Online Ticket Booking with Special Reference to Thirukazhukundram.*

**Keywords:** *Digital payment, Paytm, Smartphone, Money Transfer and Customer satisfaction*

### **INTRODUCTION**

Paytm, India's foremost mobile payments startup, has enabled small merchants, promoted financial inclusion, and integrated millions of people into the mainstream economy through its pioneering use of QR payments. It has become a crucial component of India's narrative of digital transformation. Paytm's inventive solutions, like as the All-in-One QR and Soundbox, have facilitated the convenient acceptance of digital payments by small retailers and street vendors, enabling them to circumvent the challenges associated with cash handling. Furthermore, this

has played a substantial role in advancing financial inclusion in India. By embracing digital payments, these merchants have integrated themselves into the expanding digital economy.

### **STATEMENT OF THE PROBLEM**

Companies should strive to be adaptable and responsive to the evolving demands of consumers. Examining consumers' perceptions can provide valuable insights and opportunities for enhancement. A diverse range of customers, spanning various age groups, income brackets, and occupations are utilising Paytm. Determining the customer's perception can be highly intricate. There

are numerous complexities involved in determining the perspective of a service like Paytm, making it challenging to comprehend how people see it. One compelling factor driving the adoption of e-wallets, such as Paytm, is the process of demonetization. As technology advanced and became more widely used in various industries, there emerged a new way of dealing with currency. Therefore, the study focused on the subject of "Customer Perception towards Paytm Application with specific reference to Tirukazhukundram".

### REVIEW OF LITERATURE

A literature review is a comprehensive examination of the previously published works on a specific subject. The word can encompass either a complete academic document or a specific segment of an academic work, such as a book or an essay. Regardless, a literature review aims to furnish the researcher/author and the audience with a comprehensive overview of the current information pertaining to the subject in issue. An effective literature review can verify the formulation of an appropriate research topic and the selection of a suitable theoretical framework and/or research methodology.

According to **Arvind P. Rayalwar and Darshan S. Gaonkar (2023)**, customers have found the Paytm app to be convenient, secure, time-saving, cost-effective, and with a very low failure rate. The application provides a range of vouchers and price reductions to its clientele. Technological improvements have facilitated the process of online payment, making it more convenient and effortless. The availability of many online payment applications has enabled customers to conveniently settle their payments by scanning QR codes.

**Nagarajan et al. (2023)** observed that most of the payment methods mentioned earlier offer a safe means of exchanging credit/debit card information for settlement in contemporary financial systems. In this scenario, low-value transactions are not financially viable because of the expenses associated with processing the transactions. Established institutions with a substantial customer base can facilitate the introduction of EPS (electronic payment system).

In their study, **Dinesh Kumar et al. (2024)** investigated the level of customer knowledge and satisfaction with Paytm in Madurai City. The results suggest that Paytm has attained a certain degree of recognition among consumers, but there are aspects that can be enhanced to improve overall user satisfaction. Factors like as usability, reliability, and customer

assistance are crucial in influencing user experiences. In order to take advantage of the prospects in Madurai City, Paytm should contemplate investing in localised methods, tackling the distinct obstacles presented by the competitive environment, and consistently enhancing their services in accordance with user input.

In their study, **Dhanya and Midhuna Varshini (2021)** found that virtual wallets, such as Paytm, have gained widespread acceptance among customers in recent years. The Paytm issuer has the capability to make significant improvements to the security system, which might potentially increase the user base of Paytm. The issuer of Paytm should simplify the KYC process.

**Saviour (2019)** observed that the majority of individuals are well-informed about the diverse range of services offered by Paytm and utilise them to the fullest extent. Paytm is widely popular among young people and is progressively being utilised by students for their financial transactions. Customers express a high level of satisfaction with the comprehensive services provided by Paytm. The distinguishing factor of this mobile wallet is in its exceptional customer services.

### Research Gap

The primary objective of this study is to examine the level of popularity that Paytm enjoys among college students. Our analysis has determined that Paytm is the most successful wallet among several options. We have conducted an analysis of Paytm's popularity by considering many independent variables such as its user-friendly interface, advertising capabilities, versatility, and accessibility across different places. Paytm has garnered a strong reputation and enjoys a remarkably high level of customer satisfaction due to excellent word-of-mouth.

### THE SCOPE OF THE STUDY

The focus of this study is named "Consumer Perception of the Paytm application in Coimbatore city." The study aims to uncover the preferences, demands, and perceptions of customers about the utilisation of the Pay Tm application. It is also beneficial to determine whether the current services and offerings truly meet the needs of the consumers. The survey aims to determine consumer perception regarding many aspects such as services, payment system, and facility offerings.

### OBJECTIVES OF THE STUDY

1. To know the overview of Paytm application in India.
2. To study the customer Perception of Paytm Ticket Booking with Special Reference to Tirukazhukundram Block.

- To identify the customer satisfaction of Paytm Ticket Booking with Special Reference to Tirukazhukundram Block.

**METHODOLOGY FOR CONDUCTING RESEARCH**

The research technique is a crucial component of the research process, as it determines the framework and configuration of the study. Research methodology encompasses several key elements, including the research's nature, data sources, data gathering tools, sample techniques, and data processing tools.

**Research Nature**

This research study is descriptive and utilises both primary and secondary data. Methods for selecting a subset of individuals or items from a larger population, in order to gather data or make inferences about the population as a whole.

A Stratified Random Sampling technique was utilised to choose respondents for the study on consumer Perception of Paytm Ticket Booking with Special Reference to Tirukazhukundram Block.

During the initial phase, a total of 7 locations were picked in Tirukazhukundram based on the Customer Perception of Online Ticket Booking with Paytm. For the second stage, a sample size of 140 respondents (30% of the total) was selected for the study. For the third stage, a total of 20 respondents were selected from each location. The sample respondents were selected using proportionate stratified random sampling techniques.

**Data Sources**

The study necessitates the utilisation of both secondary and primary data. The primary data were gathered using structured interview schedules, which were provided to the respondents who were evaluating the customer perception of online ticket booking, specifically in relation to Tirukazhukundram. Secondary data were obtained from various sources such as journal articles, theses, dissertations, periodicals, and books.

**Sampling Size**

Sampling size calculator was applied to determine the sample size of the research study;

S . N o	Name of the Town Panchayat	No. of Questionnaire Issued	No. of Questionnaire Received
1	Kottucherry	30	20
2	Nedungadu	30	20
3	Neravy	30	20
4	Thirunallar	30	20

5	Tirumalairayanpattinam	30	20
6	Tirukazhukundram (S)	30	20
7	Tirukazhukundram (N)	30	20
Grand Total		210	140

**Source: Primary Data**

Population Size : 1,24,846  
 Confidence level : 95%  
 Confidence Interval: 4.36  
 Sampling Size : 140

**Statistical Tools for Analysis**

The researcher has used the following tools for analysis: advanced and appropriate statistical tools such as descriptive statistics for Percentage analysis, Chi-square test, Multiple Regression Analysis, Factor Analysis, were applied to analyses the data.

**Pilot Study**

A pilot study was undertaken before the data collection. Sample size for the pilot study comprises 50 respondents from the study area. Based on the response of the respondents, interview schedule's were modified and re-designed according to the need and relevance of the study.

**Study Area**

The study area is Customer Perception of Online Ticket Booking a Special Reference with Paytm in Tirukazhukundram. It is considered 'universe' for the purpose of data collection and analysis of data.

**Table Number – 1.1**

**Demographic Profile of the Respondents**

DEMOGRAPHIC PROFILE			
Demographic Profile (N = 140)	Description	Frequency	Percentage
Gender	Male	94	67.15
	Female	46	32.85
Marital Status	Unmarried	84	60.00
	Married	56	40.00
Nature of Family	Nuclear Family	45	32.14
	Joint Family	95	67.85
Place of Living	Urban	92	65.71
	Semi-Urban	38	27.14
	Rural	11	07.85
Age of the Respondents	17-21	13	9.28
	22-24	39	27.85

	25-28	88	62.85
Educational Qualification	Under Graduate	94	67.14
	Post Graduate	47	33.57
Descriptive Statistics (Age)			
Mean	Std. Deviation	Minimum	Maximum
23.561	2.742	17	28

Table Number 1.1 shows that the majority of the respondents are male (67.15%), unmarried (60%), living in joint families (67.85%), residing in urban areas (65.71%), age between 37-42 (62.85%) and have an undergraduate degree (67.14%). The descriptive statistics reveal that the age of the employees who participated in the evaluation varied between 17 and 28 years. The average age was 23.561, with a standard deviation of 2.742.

**Table Number 1.2**

**Kmo and Bartlett's Test of Customer Perception of Online Ticket Booking Paytm**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		<b>0.833</b>
Bartlett's Test of Sphericity	Approx. Chi-Square	864.112
	Df	49
	P value	0.000

**Table Number – 1.3**

**Descriptive Statistics of Customer Perception of Online Ticket Booking Paytm**

Variables Relating to Customer Perception of Online Ticket Booking Paytm	MSA	Communalities
Awareness	0.842	0.661
Service quality	0.827	0.707
Debit Card/ Credit Card	0.813	0.420
Brand image	0.892	0.447
Trust	0.882	0.401
Adequate Facilities	0.862	0.592
Understanding of Risk,	0.866	0.566
User Perceptions	0.866	0.554
24xy7 Availability	0.757	0.671

Minimum Statement	0.876	0.557
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Table Number 1.3 presents the Descriptive Statistics of Customer Perception of Online Ticket Booking Paytm. The highest factor, with a value of 0.892, is Brand image. The moderate element is 24xy7 Availability, with a value of 0.757. The lowest factor is Financial Risk Customer Perception of Online Ticket Booking Paytm.

**Table Number – 1.4**

**Regression Analysis of (Customer Perception of Online Ticket Booking Paytm)**

Dependent Variable	Significant Predictors	Mean (SD)	F-Value	R	R <sup>2</sup>	Adjusted R <sup>2</sup>	β (t-Value)	Si g.
AF	SF	42.324 (6.412)	41.032	0.637	0.812	0.374	-	-
		33.674 (4.434)					0.342 (5.756)	<b>0.000*</b>
		23.245 (4.256)					0.282 (2.367)	<b>0.000</b>
RF	KF	10.236 (2.386)					0.245 (3.689)	<b>0.000*</b>
P Value of >0.05* - (PSF, SF and KF all Factor significantly influencing the PF)								
Notes: *Significant @ 5% Level.								

The table above shows the values for R, R Square, and R Square Adjusted, which are 0.637, 0.812, and 0.374, respectively. This suggests that the AF (Awareness Factors) of Customer Perception of Online Ticket Booking Paytm is affected by the SF (Satisfaction Factors), KF (Knowledge Factors), and RF (Reliability Factors). The values F = 41.032 and p = 0.000 are considered statistically significant at the 5% level, based on the information provided in the table above. Regarding

financial knowledge awareness factors, it can be stated that marketing strategy, satisfaction factor (SF), knowledge factor (CF), and risk factor (TF) play a significant role.

### RECOMMENDATIONS

The survey suggests that the primary reason for using the Paytm app is the availability of many amenities in one place, such as recharging, bank cash transfers, due repayments, tax payments, ticket booking, and online shopping. Paytm is primarily utilised for the purpose of booking tickets and recharging mobiles or DTH services. This is primarily due to the attractive cashback offers provided by the platform. In the future, if Paytm offers more appealing deals and discounts, clients will be more likely to continue using the Paytm platform. This will also help to keep existing customers who are now utilising other digital platforms.

### CONCLUSION

PayTm facilitates users to conveniently transfer money using their mobile phones. PayTm is now excelling in terms of privacy, but it needs to improve its discounts/offers, transaction time, and innovation in order to enhance consumer satisfaction. Thus, we can extrapolate that we are transitioning towards a society where cash is no longer the primary medium of exchange. Paytm experienced significant success upon its launch. The clear layout of the platform was innovative for users seeking to make various payments or recharge prepaid phones. Paytm expanded alongside India's digital payments industry. Paytm is a prominent actor in India's digital ecosystem because to its positive financial outlook, strategic positioning, and consistent growth. The company's ability to adjust to market dynamics and competition positions it well for continued success in the changing world of digital commerce and financial services.

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