

ISSN : 2249-7803 (P)  
ISSN : 2456-7302 (O)

₹ 400



# ITIHAAS

The Journal of Indian Management

Volume : 10

Issue : 2

April - June 2020

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Dr. J. Madhavi

Associate Professor, R.G. Kerla College, Hyderabad

ABSTRACT

Due to the continuous changes in the value of money and the value of money which we receive, it is important that the value of money we receive after some time. Human needs and wants are not the same in future. From the earnings we can meet present requirement and we need to save some money for the future requirement and in Indian traditions we got a habit of savings, compare to traditional methods we people use to put to deposit their money in banks but in modern world there are so many alternatives are available where we can make our savings double or triple according to risk taking ability of an investor. But to what extent investors are about these investment alternatives is a question and specifically I am aware of IT sector is a booming industry with heavy salaries and most of the people are choosing IT as a career for employment, therefore in my research I have chosen IT employees for my study and want to know about their and among different investment avenues which are available in the market and how they come to know about the different investment opportunities.

Keywords: investment, IT employees, awareness, investment avenues, investor, savings

Introduction

Every investor would like to get a return more than the risk-free return, i.e., interest on a savings bank account, but it always falls short of the estimated returns. The risk and return of various investment avenues or securities must be carefully estimated and measured separately and collectively. The entire process of estimating return and risk for individual investment opportunities is Security or Investment Analysis. Traditionally, Investment or Security Analysis was concerned with analyzing the risk and return effect on securities. But today, it is strongly influenced by the efficient market hypothesis, which sees only indirect benefits emanating from the analyst's risk-return calculations. Market efficiency refers to making all the information of stock prices and enables the investor or analyst to have access to "secret" or "inside" information, superior analytical tools and superior forecasting abilities to maximize their returns on the investments. These things should enable the investor or analyst to forecast the earnings per share for some future period to be able to assess the impact of technological and economic developments on the firm's future.

Securities or investments, that have return and characteristics of their own, in combination, make a portfolio. Portfolios may or may not take on aggregate characteristics of their individual parts. Portfolio analysis takes the ingredients of risk and return for individual securities and considers the blending interactive effects of combining securities. Portfolio Selection is choosing the one Best set of investments to suit the risk-return preferences of each investor. Portfolio Management is the dynamic function of evaluating and revising the portfolio in terms of investors' objectives. It is a dynamic function and are no techniques that everyone can use or apply in making investment decisions. The whole process of investment management is a hard work and requires discipline and patience and the work is not rewarded by exceptional returns.

Investment

An investment is the employment of funds with the aim of earning a satisfactory return through capital appreciation. An investment is the commitment of funds in the expectation of some profit.

# A Study on Customer Satisfaction of Mobile Wallet Services Provided by Paytm

Dr. K. Kiran Kumar

Assistant Professor, Department of Business Management, R G Kedia College, Hyderabad

Corresponding Author: kemakiran@gmail.com

## ABSTRACT

In today – world, smart phone has become an essential part of one's daily life. Mobile users can nowadays use their Smartphones to make money transactions or payments by using applications installed in the phone. There are several mobile wallets which provide these services. Mobile wallets are digital versions of traditional wallets that someone would carry in their pocket. They offer payment services through which the individuals/business can receive /send money via mobile devices. The present paper throws light upon the customer satisfaction level towards the ewallet services provided by paytm. It focusses on the services provided by Paytm wallet and its satisfaction level..

**Keywords--** Customer Satisfaction, Paytm, Ewallet, Paytm Services, Customer Satisfaction of Ewallets

## I. INTRODUCTION

An electronic device that allows an individual to make electronic commerce transactions is termed as a digital wallet. This can include purchasing items online using a Smartphone or with a computer to purchase something at a store. Digital wallet is also a system that securely Store users payment information and passwords for numerous payment methods and websites. Digital wallets can be used in conjugation with mobile payment systems that which allow the customers to pay for purchases with the help of their smart phones. They can also be used to store loyalty card information and digital coupons. It is also known as an e-wallet.

In India, where most of the population doesn't have credit and debit cards, the mobile phone is fast becoming a tool that act as a catalyst for digital payment solution. After E-commerce, the digital and wallet payments will be the next big wave. Paytm is one among them. Every human being is a consumer of different produces if there is no consumers, no business. Therefore, customer satisfaction is very important to every business concerns. Organizations that strive beyond minimum standards and exceed the expectations of their customers are likely to be leaders in their sector. Customers are recognized as key partners in shaping service development and assessing quality of service delivery. Here in this study, an attempt is made to study the customer satisfaction on various services provided by paytm.

## II. RESEARCH PROBLEM

We are living in a world which is growing and developing without any limitations. In older ages, the banking started with merchant bankers, goldsmiths, money lenders and at that time there were no speedy transactions, no virtual banking, and no proper account maintenance. But now the banking field has achieved development up to a higher extent. Buying and selling, transfer of money, balance enquiry, changing the address, bill payment are done through internet and day by day it is increasing and also the e-banking offers a wide variety of services.

Paytm is an e-wallet that is helping in money transactions without having solid money and also offering safety to customer's transactions. At present, especially in India there is a growing opportunity for mobile wallet business. The main attractions of these mobile wallets are making fast and quick transactions, time saving, less costly, easy to access etc. Besides these advantages, there are some limitations on paytm such as insecurity, limitations on fund transfer, non-availability of auction facility etc. Due to these facts a comprehensive study is required to study the customer satisfaction of mobile wallet services provided by paytm. The purpose of this research is to study the satisfaction level of customers towards paytm services and know the most dissatisfied areas of services.

## III. SIGNIFICANCE OF STUDY

From the ancient times banking plays a vital role in the development of nation as well as the individual. For the stable economic condition, banking helps to a higher extent. Nowadays the lifestyle of the people is getting too busy and therefore significance of e-banking are increasing day by day. They have no time to visit banks for the purpose of depositing or accepting cash, as well as for the other services provided by the bank. E-wallet services offer a lot of advantages to the common people that they can pay bills, and can take and give cash at any time anywhere without visiting a bank. These services help to save their money and also can be done with a good form of security. This will helps customers to engage in their own works and avoids additional expenses like travelling cost etc. Paytm is an e-wallet software which can be used for the purpose of paying mobile bills, Electricity bills, and insurance and

also for e-business and also pre booking of bus, car and bike, hotel, movies etc...It also deals with exclusive discount deals to satisfy and attract their customers. This research is important to study the satisfaction level of customers towards the services of Paytm.

**IV. OBJECTIVES THE STUDY**

The primary objective of the study is "to study the satisfaction level among the Paytm users". Secondary objectives are:

1. To identify the most prominent area of dissatisfaction.
2. To study the factors that influence consumers in adoption of mobile wallets.
3. To find out suggestions to improve the services.

**V. RESEARCH METHODOLOGY**

The survey method is used as the main research tool for data collection. At first, the investigator approaches the user's paytm for gathering details. Then the prepared questionnaire is issued to user's to fill it. The direct interview method is also used for collecting primary data. After getting feedback from users, the data is evaluated properly and the results are interpreted.

**VI. DATA ANALYSIS AND INTERPRETATION**

The data collected in the research were not simply because it contained unnecessary information and over or under emphasized facts. Therefore only relevant data were included in the analysis chapter. For better understanding, the collected data are simply tabulated and are also represented in the form of diagram and charts. Interpretation of the data is also given to share the meaningful information.

**FIGURE 1 : Age Group of Customers**



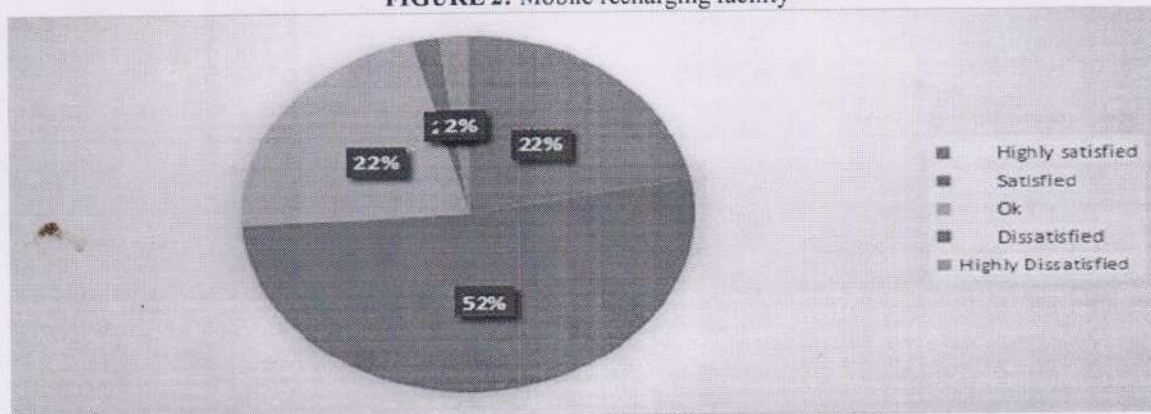
Source: Primary Data

**INTERPRETATION**

26% of the customers belong to the age group of 26-35. 52% covers 18-25 age groups and 14% belongs to

36-45 age groups. Only 8% belongs to the age group of Above 45.

**FIGURE 2: Mobile recharging facility**



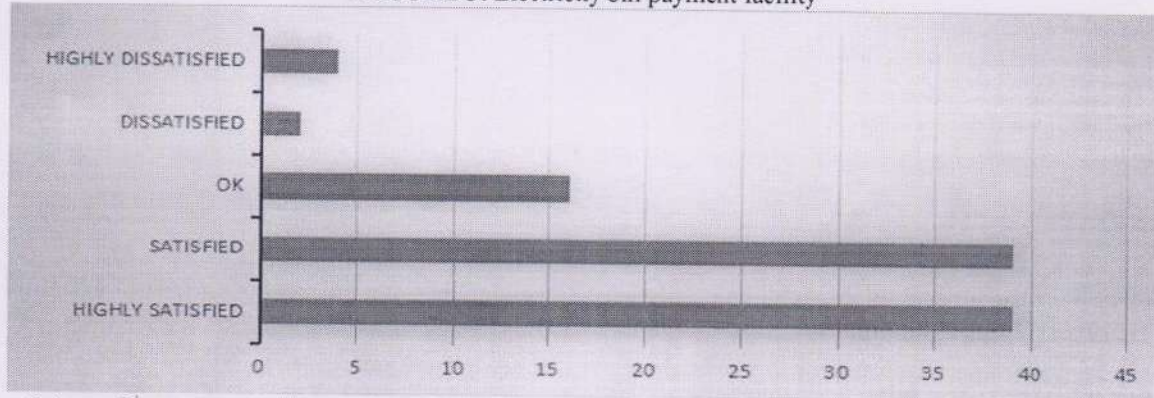
Source: Primary Data

**INTERPRETATION**

It shows that 52% of respondents are satisfied with the mobile recharging facility of Paytm.

Only 22% are highly satisfied and 22% are OK to this facility.

**FIGURE 3: Electricity bill payment facility**

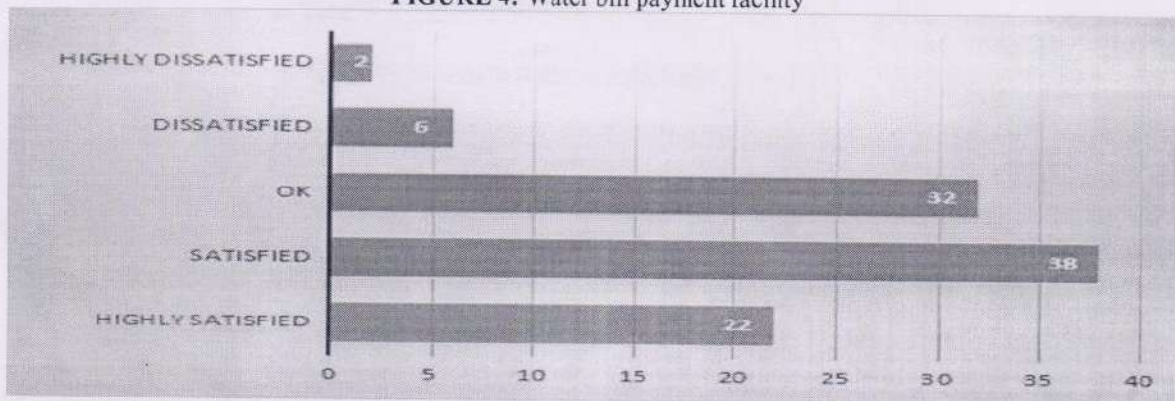


Source: Primary Data

**INTERPRETATION**

39% are highly satisfied, 39% are satisfied, 16% are ok with the Service, 2% are dissatisfied and 4% are highly dissatisfied

**FIGURE 4: Water bill payment facility**

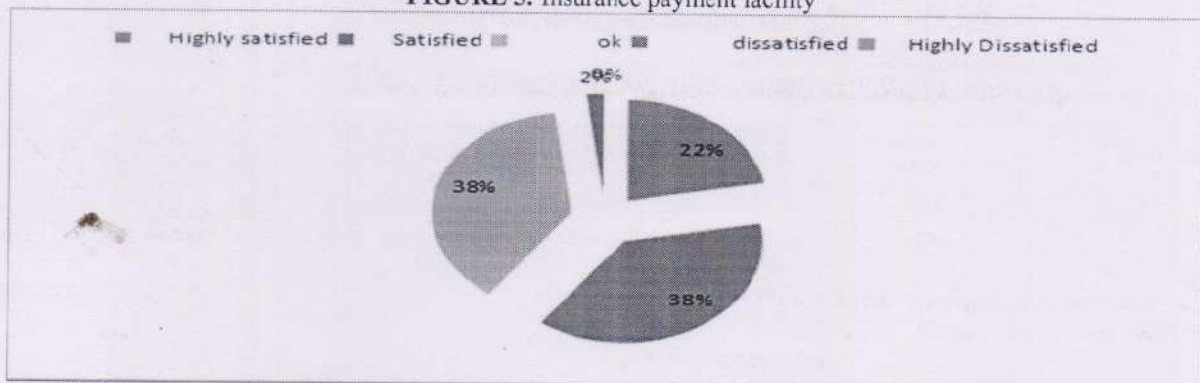


Source: Primary Data

**INTERPRETATION**

22% are highly satisfied, 38% are satisfied, 32% are ok with the Service, 6% are dissatisfied and 2% are highly dissatisfied.

**FIGURE 5: Insurance payment facility**

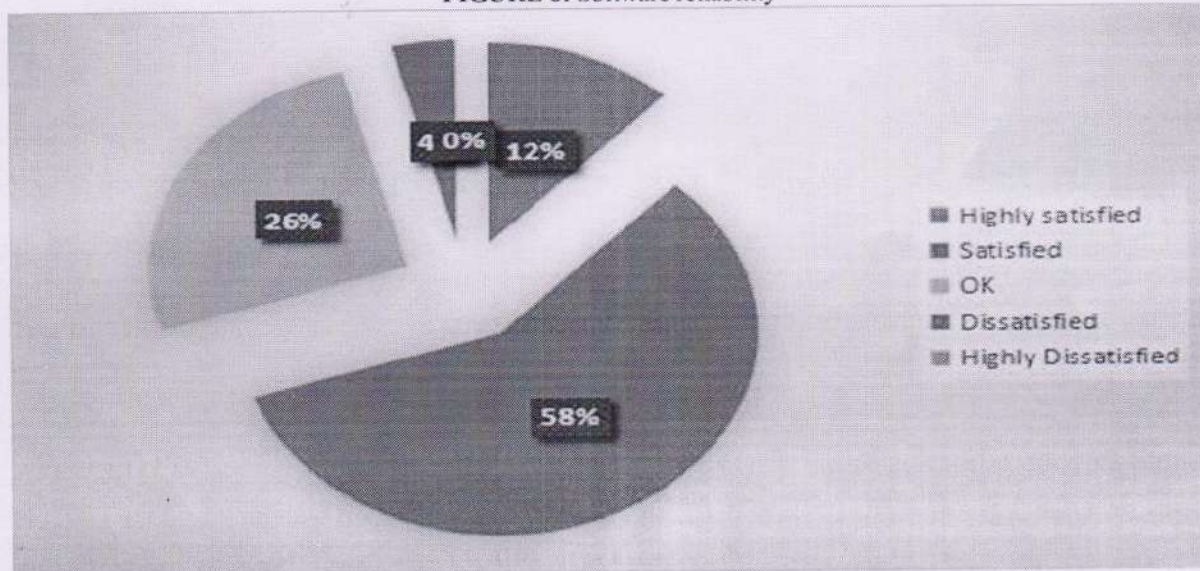


Source: Primary Data

**INTERPRETATION**

22 % are highly satisfied, 38 % are satisfied, 38 % are ok, 2% are dissatisfied

**FIGURE 6: Software reliability**

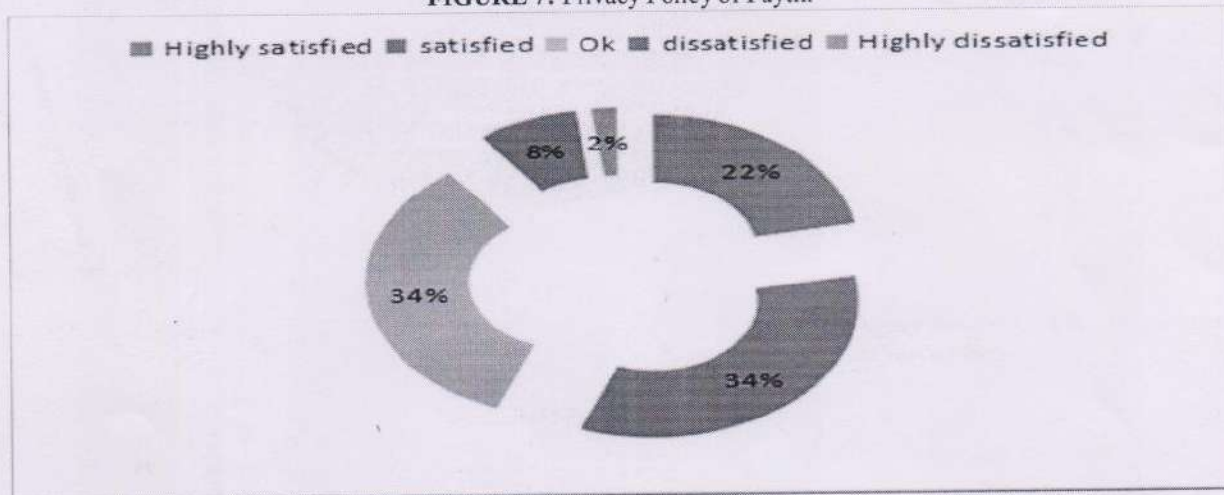


Source: Primary Data

**INTERPRETATION**

12 % are highly satisfied, 58 % are satisfied, 26 % are ok and 4 % are dissatisfied

**FIGURE 7: Privacy Policy of Paytm**

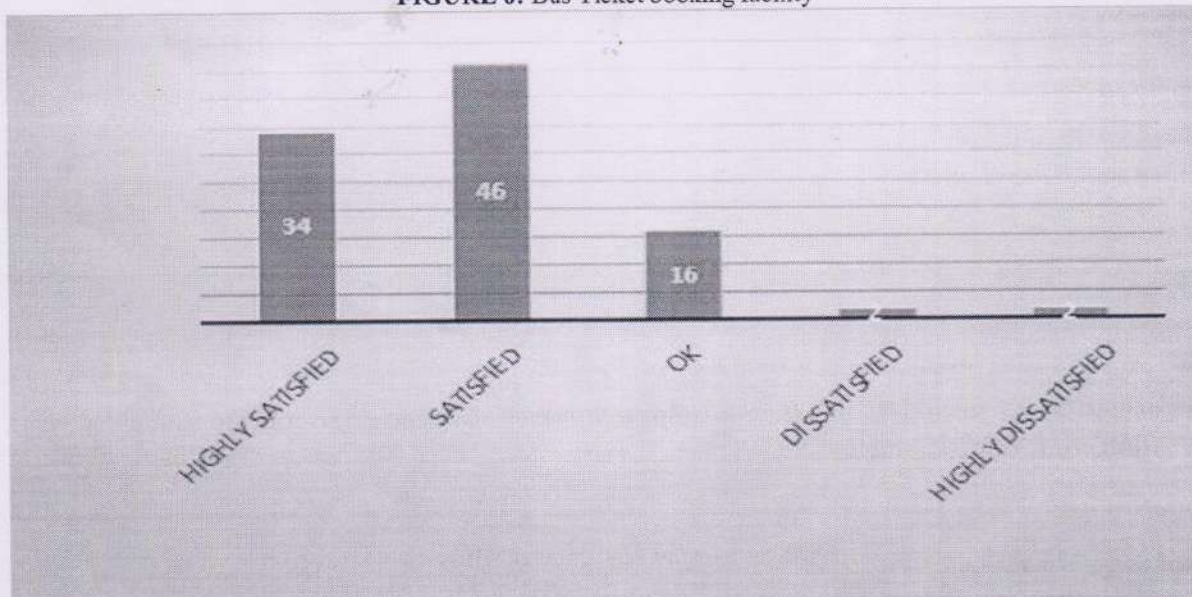


Source: Primary Data

**INTERPRETATION**

22% are highly satisfied, 34% are satisfied, 34% are ok with the service, 8% are dissatisfied and only 2% are highly dissatisfied with the services.

**FIGURE 8: Bus Ticket booking facility**

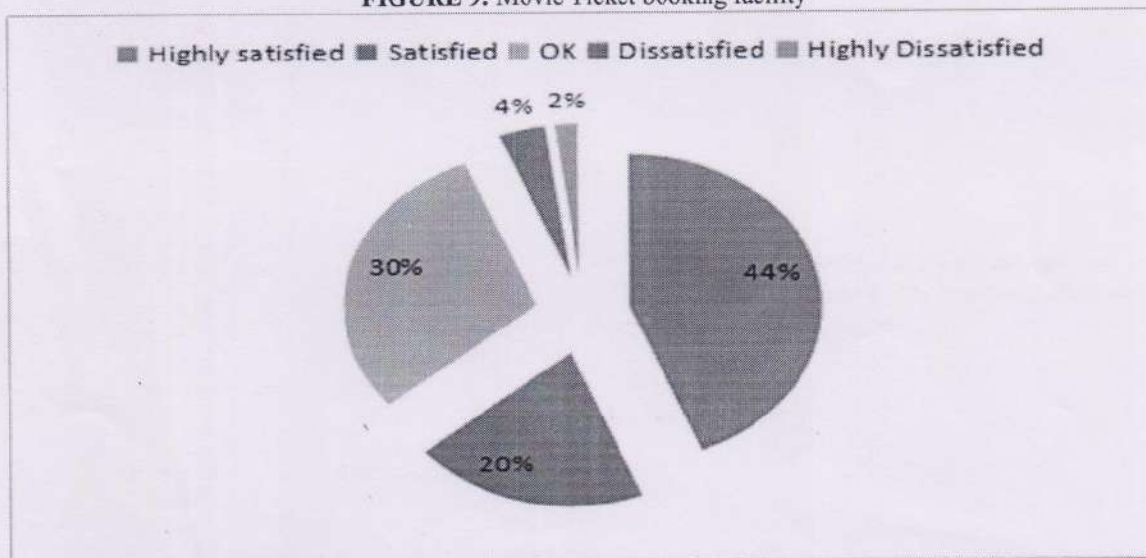


Source: Primary Data

**INTERPRETATION**

34% are highly satisfied, 46% are satisfied, 16% are ok with the services, 2% are dissatisfied and 2% are highly dissatisfied.

**FIGURE 9: Movie Ticket booking facility**

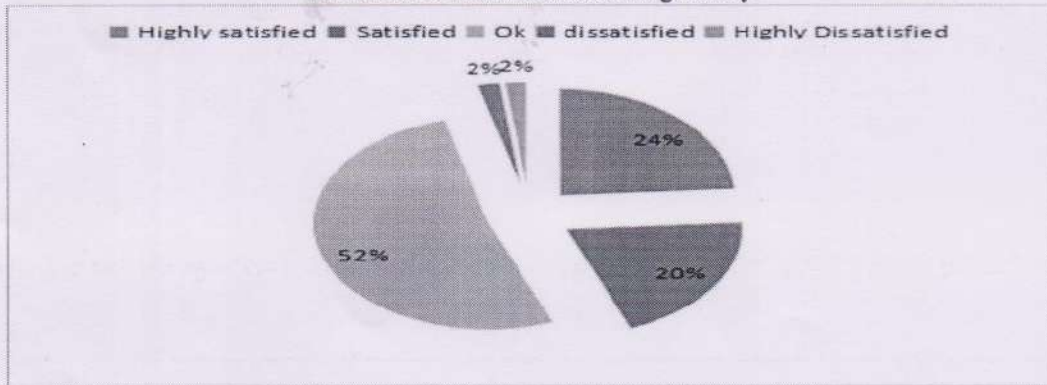


Source: Primary Data

**INTERPRETATION**

44% are highly satisfied, 20% are satisfied, 30% are ok with the services, 4% are dissatisfied and 2% are highly dissatisfied.

**FIGURE 10: Hotel Room booking facility**

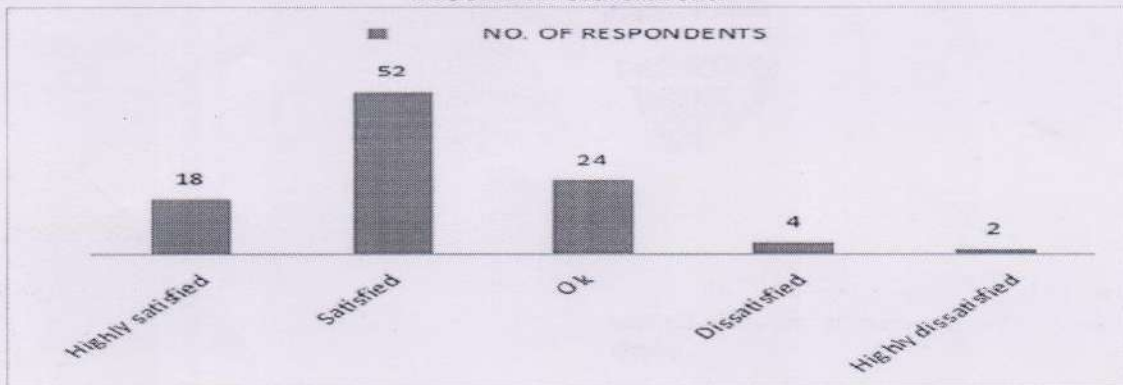


Source: Primary Data

**INTERPRETATION**

The diagram reveals that 24% are highly satisfied, 20% are satisfied and 50% are ok with the service.

**FIGURE 11: Cash back offer**

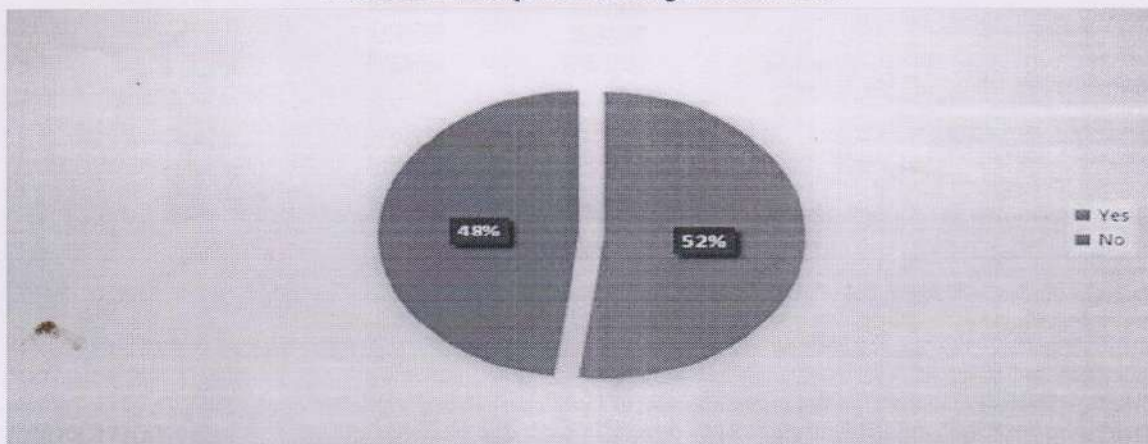


Source: Primary Data

**INTERPRETATION**

18% are highly satisfied, 52% are satisfied, and 24% are ok with the service, 4% are dissatisfied and 2% are highly dissatisfied.

**FIGURE 12: Respondents facing technical errors**



Source: Primary Data