



## Consumer behaviour towards Digital Payment Platform with special reference to Paytm-Patna

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**Abstract :** *The study is undertaken with the objective to find out the perception and behaviour of consumers towards digital payment platform with special reference to Paytm, Patna. It highlights the features of Paytm which are getting favourable responses from the consumers. It includes the analysis of services offered by Paytm and its contribution towards cashless economy. It is an attempt to understand the behaviour of consumers towards digitalization of payment systems, taking Paytm into consideration.*

**Keywords:** *Consumer Behaviour, Paytm, Cashless Economy, Satisfaction Level.*

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### Introduction:

From cash to cashless, we have travelled a long way. In the era of digitalization, smartphones are very common among people. We can find it with every age group and also in different economic backgrounds. Earlier the concept of digitalisation was not so popular, but after demonetization it came into vogue and after that in true sense, we can say that we are at the threshold to a cashless era.

Paytm is one of the most popular and common e-commerce payment systems in India which was awarded as the Outstanding Startup of the Year at Forbes Leadership Award 2016 (About Paytm. Retrieved October 25, 2019). Paytm started with online recharge and DTH recharge. On different products, it provides promo code as cashbacks which attracted the consumers. In this way, Paytm started gaining popularity among the people. Further, it gave the facility of postpaid mobile recharge and bill payments. This was just a small history about Paytm. Today, Paytm has expanded its services by launching Paytm wallets and E-Banking. It unveiled uses like education fee, metro recharge, electricity, and gas and water bill payments. With Paytm, booking tickets on the Indian Railways, Airlines, buses, cabs, movies, events and Amusement Parks also got convenient. There's a Paytm Mall where one can buy the stuffs which are used in day-to-day life. Hence, these are the basic services provided by Paytm. Paytm succeeded in grabbing the attention of more than 100 million users