

STUDY OF EMPLOYEE SATISFACTION AT PAYTM / ONE 97

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EXECUTIVE SUMMARY

The growing use of Internet in India provides a developing prospect for online shopping.

If E-marketers know the factors affecting online Indian behavior, and the relationships between these factors and the type of online buyers, and then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existent online customers. This project is a part of study, and focuses on factors which online Indian buyers keep in mind while shopping online.

This research found that information, perceived usefulness; ease of use; perceived enjoyment and security/privacy are the five dominant factors, which influence consumer perceptions of online purchasing.

A model was developed indicating online shopping behavior and acceptance among customers in India. The model was tested with a survey sample (n=100). Factor analysis technique in SPSS was used to classify these factors which buyers keep in mind while shopping online.

INTRODUCTION

Paytm means 'Pay through mobile'. It is one of the largest and fastest growing Indian e-commerce shopping websites launched in 2010.

Paytm is the consumer brand of India's leading mobile internet company One97 Communications. One97 investors include Ant Financial (AliPay), SAIF Partners, Sapphire Venture and Silicon Valley Bank.

Our approach is simple - to design something we'd LOVE to use ourselves. Therefore we listen and take the time to understand our users and take their reactions most seriously.

At team Paytm we set high goals and achieve them. And it's all to provide **YOU**, the user, an experience that's nothing short of awesome!

Actual work done at paytm.com

- **Category Management [H&K(Merchandising)]**
- **Maintaining EDD (Exclusive Discounts Deals)**
- **Maintaining Banners for the Category.**
- **Daily Sales Report for EDD.**
- **Maintaining Offer tags for the products.**

With the rapid global development of the electronic commerce (e-commerce), more and more businesses are attempting to gain competitive advantages by using the e-commerce to interact with customers. Consequently, the competition among online retailers has become fiercer and fiercer. For example, more and more online companies publish the features and prices of their products in the advertising campaigns, so that customers can become well informed of the optimal prices when seeking products or services. In order to offset the price-transparency disadvantage, the competitors have utilized three primary strategies: (1) geographic differentiations, (2) e-service quality differences, and (3) modest levers of switching costs. The growth of the online shopping has reduced the role of the physical geography for many consumers, and some implicit costs, such as those for the convenience and time utility, can also be shrunk by this geographical irrelevance. Therefore, the e-service quality differentiation has become the most important thing for attracting and retaining customers in the online shopping. Moreover, businesses with the experience and success using the e-commerce are becoming to more and more realize that the key determinants of the success or failure are not only the website presence and low price but also include the electronic service quality, i.e. e-service quality presented the definition of the e-service quality. In their terms, the e-service quality was defined as “the extent to which a website facilitates efficient and effective shopping, purchasing, and delivering of products and services”.

Internet is changing the way consumers shop and buys goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. The e-service quality can not only potentially increase the attractiveness, hit rate, customer retention, and positive word-of-mouth, but also maximize the online competitive advantages of the e-commerce. Therefore it is obvious that more attentions should be paid on the e-service quality. Moreover, the online shopping environment provides vast selection, information screening, reliability, and product comparison, which enable that consumers reduce the decision-making efforts. Thus, the e-service quality has become one of the key determinants of the success for online retailers.

COMPANY PROFILE

ABOUT PAYTM

Paytm is India's largest mobile commerce platform. Paytm started by offering mobile recharge and utility bill payments and today it offers a full marketplace to consumers on its mobile apps. We have over 100mn registered users. In a short span of time Paytm has scaled to more than 60 million orders per month. Paytm is the consumer brand of India's leading mobile internet company One97 Communications. One97 investors include Ant Financial (AliPay), SAIF Partners, Sapphire Venture and Silicon Valley Bank. We strive to maintain an open culture where everyone is a hands-on contributor and feels comfortable sharing ideas and opinions. Our team spends hours designing each new feature and obsesses about the smallest of details. Our approach is simple – to design something we'd **LOVE** to use ourselves. Therefore we listen and take the time to understand our users and take their reactions most seriously. Making stuff easy and intuitive is not our only goal. In addition to usability, we strive to create accessibility, convenience and credibility. Simplicity reflects in our home page design and this mantra has been followed throughout the site and our apps.

The world is increasingly mobile: people want access from wherever they are, whenever they need it. At Paytm, you have

the option of recharging and shopping from whenever, anywhere and are equipped with a secure online wallet called Paytm Cash.

At team Paytm we set high goals and achieve them. And it's all to provide **YOU**, the user, an experience that's nothing short of awesome!

Awards

- 2016 – One97/ Paytm wins the **Most Innovative Company of the Year 2015 Award** at Business Standard Awards
- 2016 – Paytm wins the **Disruptive Digital Innovator Award** at NDTV Digitizing India Awards
- 2016 – Vijay Shekhar Sharma featured in Economic Times “**India’s Hottest Business Leader under 40**”
- 2016 – Paytm won the **Frost & Sullivan India ICT Award** for Mobile Commerce Company of the Year in B2C segment.
- 2015 – One97/Paytm recognized among **Smart Innovators of 2014** at the Inc India Awards.
- 2015 – Vijay Shekhar Sharma recognized among the **Most Innovative CEOs** of 2014 by Inc India.
- 2015 – Paytm Wallet gets the **Best Digital Wallet Award** at IAMAI’ India Digital Awards in Delhi on 15th Jan 2015
- 2014 – Paytm App featured in **Apple App Store’s Best of 2014** in the Mobile/DTH Recharge & Shopping Category
- 2014 – Paytm is the winner of **Indian Express IT Award** in Mobility Solutions 2014
- 2014 – Paytm App is a finalist at the international **Meffys** in Consumer Trust category
- 2014 – Paytm is **Gold Winner** at the **MMA Smarties** in the Mobile App category
- 2014 – Paytm is **Silver Winner** at the **MMA Smarties** in the m Commerce category
- 2014 – Paytm gets recognized among **Delhi/NCR’s Top 50 Brands** at a celebration by Paul writer
- 2014 – Paytm wins the **Best Mobile Money product** at the 4th India Digital Awards
- 2013 – Paytm wins **Knowledge Faber Best Mobile Wallet Program Award**
- 2013 – Paytm wins a special mention in **m Billionth Awards** in m Commerce/ m Business category
- 2013 – Paytm is **Gold Winner** at the **MMA Smarties** for, m Commerce
- 2012 – Paytm is recognized as the **Most Innovative Startup of the Year** at the Entrepreneur India event organized by Franchise India

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Terms & Conditions

Please read the following terms and conditions carefully before registering, accessing, browsing, downloading or using the Site (defined below). By accessing or using the Site or by using the Service (defined below), you agree to be bound by these terms and conditions set forth below including any additional guidelines and future modifications. If at any time you do not agree to these terms and conditions or do not wish to be bound by these terms and conditions, you may not access or use the site and immediately terminate your use of the services.

Your Agreement to these Terms and Conditions for availing Service

The Terms and Conditions (as may be amended from time to time, the “Agreement”) is a legal contract between you being, an individual customer, user, or beneficiary of this service of at least 18 years of age, and One97 Communications Limited (One97) having its registered office at First Floor Devika Tower, Nehru Place New Delhi – 110019 and headquartered at B-121, Sector-5, Noida – 201301. All services are rendered by One97 through its platform under the brand name ‘Paytm’. Hence all the rights, benefits, liabilities & obligations under the following terms & conditions shall accrue to the benefit of One97. (together with its subsidiaries and other affiliates, “us”, “We” or “Paytm”), regarding your use of our prepaid mobile/DTH recharge purchasing services to purchase prepaid mobile/DTH recharge (known as “Recharge”) or Services regarding Semi Closed Wallet of online Paytm Marketplace or such other services which may be added from time to time (all such services are individually or collectively are referred as Service or Services as they case may be).

Service can be used by you subject to your adherence with the terms and conditions set forth below including relevant policies. Paytm reserves the right, at its sole discretion, to revise, add, or delete portions of these terms and conditions any time without further notice. You shall re-visit the “Terms & Conditions” link from time to time to stay abreast of any changes that the “Site” may introduce.

Eligibility

The services are not available to persons under the age of 18 or to anyone previously suspended or removed from the services by Paytm. By accepting these Terms & Conditions or by otherwise using the Services or the Site, you represent that You are at least 18 years of age and have not been previously suspended or removed from the Services. You represent and warrant that you have the right, authority, and capacity to enter into this Agreement and to abide by all of the terms and conditions of this Agreement. You shall not impersonate any person or entity, or falsely state or otherwise misrepresent identity, age or affiliation with any person or entity.

PAYTM RECHARGES

We are a Reseller Only. Paytm does not provide mobile service and is only a reseller of prepaid mobile services by telecommunications service providers or the providers of such prepaid recharge (the ‘Telco’ or ‘Telcos’) or other distributors or aggregators of such Telco’s. Paytm is not a warrantor, insurer, or guarantor of the services to be provided by the Telco’s. Recharge sold by us to you is sold without recourse against us for any breach of contract by the Telco. Any disputes regarding the quality, minutes provided, cost, expiration, or other terms of the Recharge purchased must be handled directly between You (or the recipient of the Recharge) and the Telco.

BILL PAYMENTS

In order to use the Service, you may need to obtain access to the World Wide Web, either directly or through devices that access web-based content, and pay any service fees associated with such access. In addition, you must have all equipment necessary to make such connection to the World Wide Web, including a computer and modem or other access device.

Paytm and/or the Paytm business partner reserve the right to charge and recover from the User, fees for availing the Services. These changes shall be effective from the time they are posted on to the Paytm Website or over the Paytm business partner channel through which you are availing the Service. You are bound by such revisions and should therefore visit the Paytm Website or check with the Paytm business partner channel through which you are availing the Service to review the current fees from time to time. In the event that you stop or seek a reversal of the Payment Instructions as may have been submitted, Paytm shall be entitled to charge and recover from you and you shall be liable to pay such charges to the Bill Payment Service as may be decided by Paytm. These charges shall be charged on to your designated Payment Account or in any other manner as may be decided by Paytm.

Paytm offers a convenient and secure way to make payments towards identified Biller(s) using a valid Payment Account.

Depending upon the Paytm business partner through whom the Service is availed by you

(i) the specific features of the Service may differ (ii) the number of Billers available over the Service can differ (iii) the type and range of Payment Accounts that can be used to issue a Payment Instructions can differ and (iv) the modes/devices over which the Service can be accessed can differ; and (v) the charges, fees for availing the Service or any aspect of the Service can differ. Specific details related to these aspects would be available with the Paytm business partner or the channel over which the Service is being availed.

From time to time, Paytm, at its sole discretion, can add to or delete from such list of Billers or types of Payment Accounts that can be used in respect of making payments to a Biller. In any event (i) the type and range of Payment Accounts that can be used for making payments may differ for each Biller depending on Biller specifications (ii) there may be an additional fees/charge when using certain types of Payment Accounts in respect of a Biller; and (iii) the terms upon which a payment can be made to a Biller can differ depending on whether a Card or a Bank Account is used to issue the Payment Instruction. Further depending on the specific facilities allowed by a Paytm business partner, payments to a Biller can be made either (a) by issuing a Payment Instruction for an online debit/charge to a Payment Account; or (b) by scheduling an automated debit to a Payment Account. In using the Bill Payment Service, you agree to:

1. Provide true, accurate, current and complete information about yourself ("Registration Data"), your Payment Account details ("Payment Data"), your Biller details ("Biller Data") and
2. Maintain and promptly update the Registration Data, Payment Data and Biller Data to keep it true, accurate, current and complete. If you provide any information that is untrue, inaccurate, not current or incomplete, or Paytm has reasonable grounds to suspect that such information is untrue, inaccurate, not current or incomplete, Paytm has the right to suspend or terminate your account and refuse any and all current or future use of the Service (or any portion thereof). The term biller includes telecom operators.

Paytm assumes no responsibility and shall incur no liability if it is unable to affect any Payment Instruction(s) on the Payment Date owing to any one or more of the following circumstances:

1. If the Payment Instruction(s) issued by you is/are incomplete, inaccurate, invalid and delayed.
2. If the Payment Account has insufficient funds/limits to cover for the amount as mentioned in the Payment Instruction(s)
3. If the funds available in the Payment Account are under any encumbrance or charge.

4. If your Bank or the NCC refuses or delays honoring the Payment Instruction(s)
5. If payment is not processed by biller upon receipt.
6. Circumstances beyond the control of Paytm (including, but not limited to, fire, flood, natural disasters, bank strikes, power failure, systems failure like computer or telephone lines breakdown due to an unforeseeable cause or interference from an outside force)

In case the bill payment is not Effected for any reason, you will be intimated about the failed payment by an e-mail

BUS TICKETS

1. Paytm* is only a bus ticket agent. It does not operate bus services of its own. In order to provide a comprehensive choice of bus operators, departure times and prices to customers, it has tied up with many bus operators and service providers.
2. Paytm's advice to customers is to choose bus operators they are aware of and whose service they are comfortable with.
3. Paytm's responsibilities include:
 - Issuing a valid ticket (a ticket that will be accepted by the bus operator) for its' network of bus operators.
 - Providing refund and support in the event of cancellation.
 - Providing customer support and information in case of any delays / inconvenience.

Paytm's responsibilities do not include:

- The bus operator's bus not departing / reaching on time.
 - The bus operator's employees being rude.
 - The bus operator's bus seats not being up to the customer's expectation.
 - The bus operator canceling the trip due to unavoidable reasons.
 - The baggage of the customer getting lost / stolen / damaged.
 - The bus operator changing a customer's seat at the last minute to accommodate a lady / child.
 - The customer waiting at the wrong boarding point (please call the bus operator to find out the exact boarding point if you are not a regular traveler on that particular bus).
 - The bus operator changing the boarding point and/or using a pick-up vehicle at the boarding point to take customers to the bus departure point
4. The arrival and departure times mentioned on the ticket are only tentative timings. However the bus will not leave the source before the time that is mentioned on the ticket.

5. Passengers are required to furnish the following at the time of boarding the bus:
- A copy of the ticket (A print out of the ticket or the print out of the ticket e-mail).
 - Identity proof (Driving license, Student ID card, Company ID card, Passport, PAN card or Voter ID card). Failing to do so, they may not be allowed to board the bus.
6. Change of bus: In case the bus operator changes the type of bus due to some reason, Paytm will refund the differential amount to the customer upon being intimated by the customers in 24 hours of the journey.
7. Cancellation Policy: Read the ticket cancellation policy carefully. Tickets will be cancelled as per the cancellation policy mentioned with the ticket. The transaction charges will not be refunded in the event of ticket cancellation
8. Refund policy mentioned on the ticket is indicative. The actual cancellation charges are determined by bus operators and bus providers at the actual time of cancellation. Paytm has no role in governing the cancellation charges.
9. Cancellation charges are calculated on the actual fare of the ticket. If any discount coupons are used while purchasing the ticket, the discounted value would be used to calculate the refund amount when a ticket is cancelled.
10. In case a booking confirmation e-mail and SMS gets delayed or fails because of technical reasons or as a result of incorrect e-mail ID / phone number provided by the user etc, a ticket will be considered 'booked' as long as the ticket shows up on the confirmation page of www.paytm.com.
11. Amenities for this bus as shown on Paytm have been configured and provided by the bus provider (bus operator). These amenities will be provided unless there are some exceptions on certain days. Please note that Paytm provides this information in good faith to help passengers to make an informed decision. Provision of video, air conditioning and any such other services mentioned by Paytm's travel partners in the buses is their own responsibility. Any refunds / claims due to non-functioning or un-availability of these services needs to be settled directly with the bus service provider.

COUPON REDEMPTION

Coupon redemption is purely subjected to standard and specified terms and conditions mentioned by the respective retailer. Coupons are issued on behalf of the respective retailer. Hence, any damages, injuries, losses incurred by the end user by using the coupon is not the responsibility of Paytm. Total cashback for a user cannot be more than 50% of his payments or Rs 10,000, whichever is higher. This main T&C of Paytm supersedes any offer related to Paytm.



OBJECTIVE OF THE STUDY

- To know the Level of Customer Satisfaction on Sales of Paytm
- To know the motivated factors that why the customers Wants to buy from Paytm.
- To know the factors that influences the customer.
- To know the customers are satisfied with price and service network
- To know whether Paytm's performance matching with the customer expectations.

LITERATURE REVIEW

Satisfaction:

Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (outcome) in relation to his or her expectations.

As this definition makes clear, satisfaction is a function of perceived performance and expectations.

If the performance falls short of expectations, the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, the customer is highly satisfied or delighted.

Many companies are aiming for high satisfaction, because customers who are just satisfied still find it easy to switch when less good offer comes along. Those who are highly satisfied are much less ready to switch. High satisfaction or delight creates an emotional affinity with brand, not just a rational preference. The result is high customer loyalty.

Some of today's most successful companies are raising expectations and delivering performances to match. These companies are aiming for TCS-Total Customer Satisfaction.

Consumers form their expectations on the basis of messages received from sellers, friends and other information sources.

Customer Satisfaction may be defined as a qualitative measure where in a customer experiences various degrees of satisfaction until the performance of the product matches his expectations.

Customer's satisfaction with a product depends on the product's performance relative to the buyer's expectations. If the performance of the product falls short of his expectations the customer is dissatisfied. If the performance of the product matches his expectations the customer is satisfied. If the performance of the product exceeds his expectations the customer is highly satisfied. Customer Satisfaction can be achieved through quality, value and service.

In educated societies, the human brain has been trained to analyze text in a way that a reader is able to interpret writing as whatever he or she sees in the meaning of the words by analyzing the context in which the text was written. Through teaching people to read and analyze literature, the educated society has become more accustomed to picking apart the words they are reading. That same process, however, does not hold true for the human perception of images. Through societal norms, we have grown accustomed to accept images as truth without using the same analytical process to pick apart images in the way we do text. The human perception of —truth in images‖ plays a major role in the modern day trend of manipulating photographs. In this increasingly digital age, photographs can be manipulated to portray an illusion of whatever the manipulator wants the picture to be. This can be especially prevalent in print advertising, where the main goal is to influence the needs or desires of a consumer with persuasive images. (Barry, Ann Marie Seward: Visual intelligence, 1997.) World of time keeping in general and mechanical watches in particular is a fascinating and complex field. Highly complex micro-mechanical systems, the history of development of movements and design trends and political and personal intrigues of industry provide for interesting reading and endless opportunity for research. (David S Landes; Revolution in time, 2004).

Titan's play in the lifestyle category is similar to what US watch and accessory brand Fossil did --diversifying into eyewear, handbags, Jewellery, shoes and apparel (in some geographies). Titan

Industries, which started as a watch brand in 1984, is taking a fresh gamble--to turn into a full-scale lifestyle company. The firm's youth brand Fastrack will drive this transformation, an effort partly to ensure that the parent brand Titan is shielded from any risk. Fastrack is already into watches and eyewear, and now it is looking at categories like bicycles, helmets, shoes and apparel. (Economic Times, 10 march 2012) Every year hundreds of wrist watches are introduced. Some features innovative designs or mechanical improvements and others available only in limited editions, keeping the field interesting for collectors. (Peter Bron; Wrist watch annual, 2004)

Extraordinarily innovative technology coupled with a fresh sense of style in the Titan Fastrack watches became an instant rage especially with youths. In the Titan portfolio it is believed to contribute a 4% value. Significant rise in Titan Fastrack watches sales has subsequently compelled Titan to establish it as a separate brand. More than a need, wristwatch has now become a fashion statement among the youth. They don't consider the Fastrack brand as cheap but affordable. Titan has made a mark in television promotions, too, where its advertisements have been noticed for the music tracks used in them. In 1991, Titan created a set of three promotional films to develop the gifting' market. Watches had always been a great gift favourite, but Titan was convinced that much of the segment's potential lay untapped. (Times magazine, March 2001)

Customer perception

Perceptions are always considered relative expectations. Because expectations are dynamic, evaluation may also shift over the time – from person to person from culture to cultures. Customers perceive the services in terms of the quality of the service and how satisfied they are all over with their experiences. These customers – oriented terms – quality and satisfaction – have been the focus of attention for executives and researchers alike over the last decade or more. Companies today organize so that they can compete more effectively by distinguishing themselves with respect to service quality and improved customer satisfaction

Customer Satisfaction Vs Service Quality

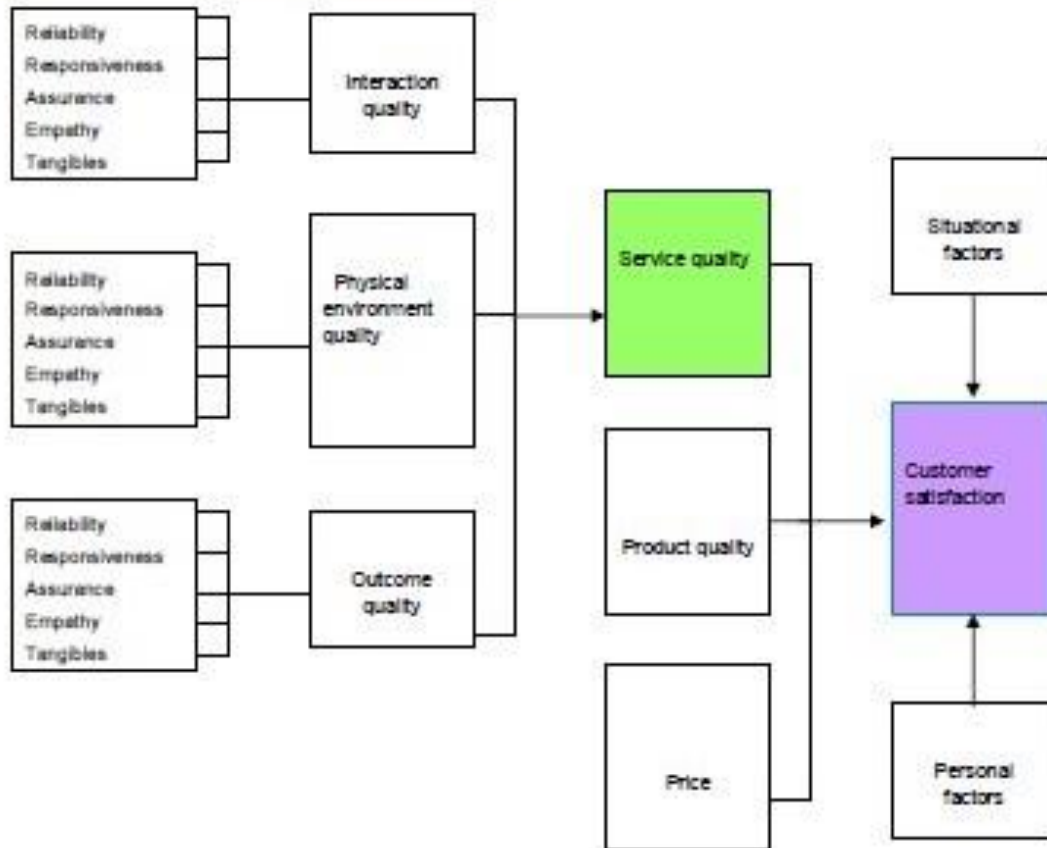


Fig. 2.4 Customer perception of Quality and Customer

Satisfaction

Customer satisfaction

Satisfaction is the customer's fulfillment response. It is a judgment that a product or a service feature, or the product or service itself, provides a pleasurable level of consumption – related, fulfillment. In minimal technical terms, this definition can be translated to mean that satisfaction is the customers evaluation of a product or service inIt is also important to recognize that, to measure the customer satisfaction at a particular point of time as if it were static, satisfaction is a dynamic, moving target that may evolve

over the time, influenced by a variety of factors. Particularly when product usage or the service experience takes place over the time

satisfaction may be highly variable depending on which point the usage or experience cycle is focused on.

Determinants of customer satisfaction

Customer satisfaction is influenced by specific product or service features and by perception of quality as suggested in Fig 2.6. Satisfaction is also influenced by customers

2.8 OUTCOMES OF CUSTOMER SATISFACTION

Individual firms have discovered that increasing the levels of customer satisfaction can be linked to customer loyalty and profits. There is an important relationship between customer satisfaction and customer loyalty. This relationship is particularly strong when customers are very satisfied. Thus firms that simply aim to satisfy customers may not be doing enough to endanger loyalty – they must instead aim to more than satisfy or even to delight their customers. At the opposite end of the satisfaction spectrum, researchers have also found that there is a strong link between dissatisfaction and disloyalty – or defection. Loyalty can fall off precipitously when customers reach a particular level of dissatisfaction or when they are dissatisfied with service/ product.

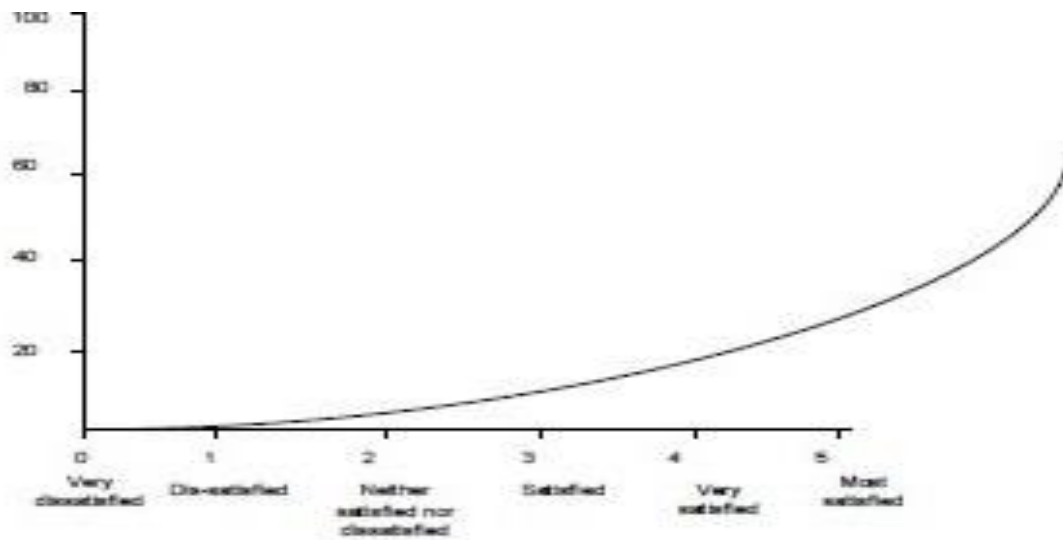


Fig: Relationship between customer satisfaction and loyalty in competitive industry

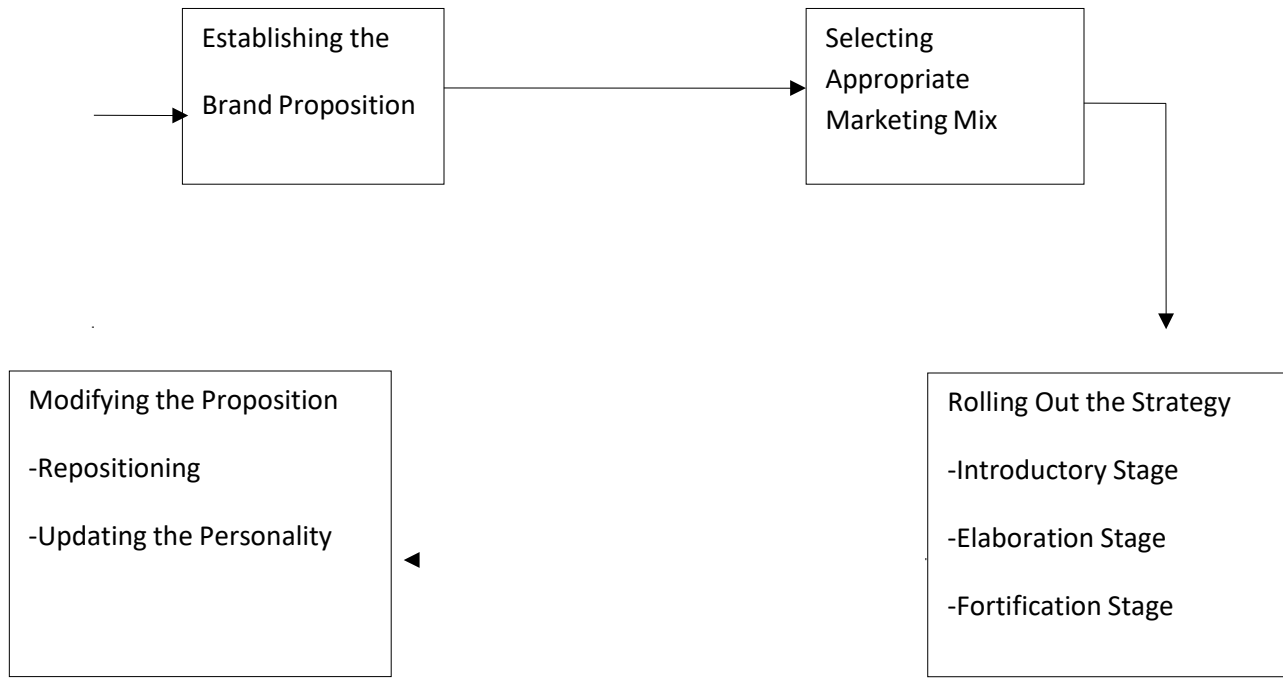
Brand loyalty

The degree to which consumers are committed to particular brands of goods or services depend on no. of factors: the cost of changing brands (switching cost), the availability of substitutes, the perceived risk associated with the purchase, and the degree to which they have obtained satisfaction in the past etc. It may be more costly to change brands as awareness of substitutes is limited, and because higher risks may accompany services, consumers are more likely to remain customers of particular companies with services or goods. Greater search costs and monetary costs may be involved in changing brands of services than in changing brands of goods. Because of the difficulty in obtaining information about services, customers may be unaware of alternative or substitutes for their brands, or they may be uncertain about the ability of alternatives to increase satisfaction over present brands. If consumers perceive greater risks with services, as is hypothesized here, they probably depend on brand loyalty to a greater extent than when they purchase products. Brand loyalty, described as a means of economizing decision effort by substituting habit for repeated, deliberate decision, functions as a device for reducing the risks for consumer decisions. Final reason for consumers being more brand loyal with services, is the recognition of the need for repeated patronage in order to obtain optimum satisfaction from the seller. Becoming a regular customer allows the seller to gain knowledge of the customer's tastes and preferences, ensures better treatment, and encourages more interest in the consumer's satisfaction. Thus a consumer may exhibit brand loyalty to cultivate a satisfying relationship with the seller. This is more pre-dominant in the case of corporate consumers, who regularly make purchases, year after year. Brand loyalty has two sides. The fact that a service provider's own customers are brand loyal is not a problem. The fact that the customers of the provider's competitors are difficult to capture, however, creates special challenges. The marketer may need to direct communications and strategy to the customers of competitors, emphasizing attributes and strengths that he or she possesses and the competitor lacks. Marketers can also facilitate switching from competitors services by reducing switching costs.

The repositioning strategy is rolled out in three stages: introductory, elaboration and fortification stages. This involves the introduction of a new or a repositioned brand, seeking to underline the brand's value over others, and to broaden the brand proposition. It is truly tough to change the customer's perceived attitude towards a brand, and therefore the risk is great that the attempt to repositioning might be unsuccessful.

After rolling out the strategy, it is time to modify the proposition through update of the personality and through repositioning. There are benefits and risks with both of this segments and it is of great significance that they are truly evaluated when deciding the next step in the process.

Figure 1: Stages in brand strategy development



The implication with the term” repositioning” is that a company modifies something that is already present in the market and in the consumer’s mind. The definition of repositioning changes different individuals and professions.

A four-phased brand repositioning approach can be followed to achieve the intended benefits:

Phase I. Determining the Current Status of the Brand

Phase II. What Does the Brand Stand for Today?

Phase III. Developing the Brand Positioning Platforms

Phase IV. Refining the Brand Positioning and Management Presentation

The benefits that can be derived from brand repositioning exercises can be summarized as:

- Value over others
- Updated personality
- Relevant position
- “Up to date” image

The risks associated with such strategies are:

- Loss of focus
- Neglecting original customers
- Losing credibility for the brand
- Confusing the brand

Therefore, brand repositioning is more difficult than initially positioning a brand because one must first help the customer “unlearn” the current brand positioning (easier said than done). Three actions can aid in this process:

- (1) Carefully crafted communication,
- (2) New products, packaging, etc. that emphasize the new positioning and
- (3) Associations with other brands

Co-branding, Co-marketing, Ingredient branding, Strategic alliances, etc. Those reinforce the new brand positioning.

This exercise is so critical to an organization's success that the organization's leadership team and its marketing/brand management leaders should develop it, preferably with the help and facilitation of an outside brand-positioning expert.

RESEARCH METHODOLOGY

Research Design

The research design is the blueprint for the fulfillment of objectives and answering questions. It is a master plan specifying the method and procedures for collecting and analyzing needed information.

Research type: Descriptive research- descriptive research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred.... Thus, descriptive research cannot be used as the basis of a Casual relationship, where one variable affects another.

Data Collection Methods: The source of data includes primary and secondary data sources.

Primary data: Primary data has been collected directly from sample respondents through questionnaire and with the help of interview.

Secondary data: I was collected the secondary data from Standard textbooks, Newspapers, Magazines and Internet sources.

Research Instrument: Research instrument used for the primary data collection is Questionnaire.

Sample Design: Probability Sampling. Sampling Technique: Convenience Sample Size: 100 Respondents.

Area of Study: Noida

Statistical Tool Applied: Percentage Analysis.

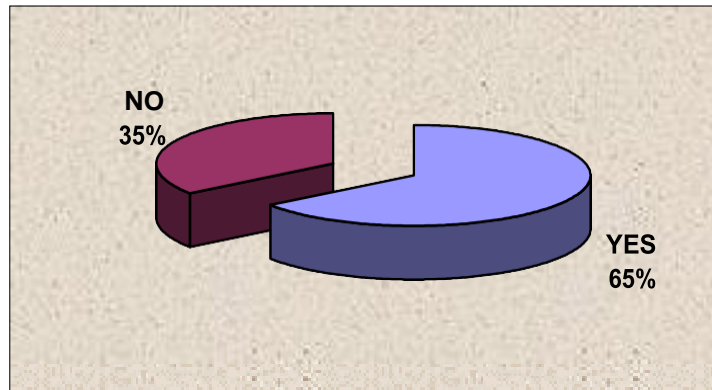
Sample size-100 Respondents

Sample target- Customers (Employees) Data collection by Questionnaire

DATA ANALYSIS & INTERPRETATION

I Have you purchased anything online ever?

Fig. 1 Total Purchase Online

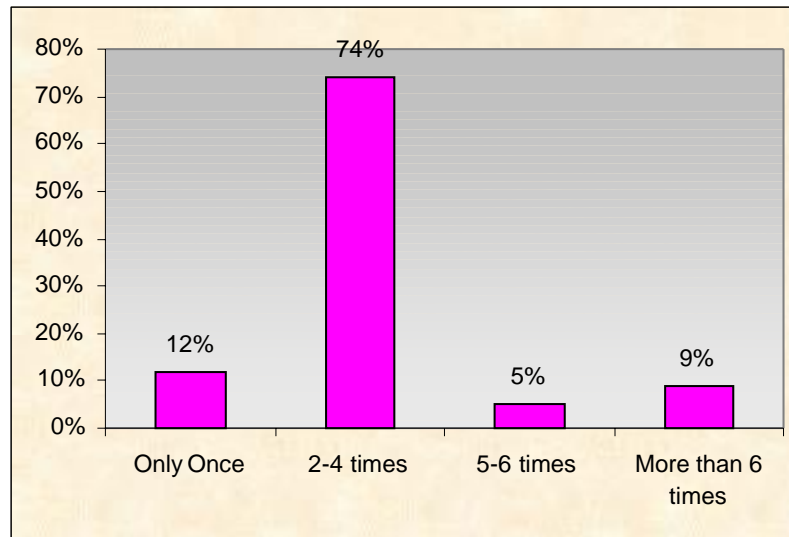


The research showed that 65% of the Internet users had shopped online while 35% had not bought anything. This is mainly because of the changing lifestyle and taste patterns. As the life is getting more and more fast paced more people are moving on to shop online mainly because of convenience. This shows that a more Internet users are using it as a shopping medium and there is a huge potential in this sector but one should not be carried away by this figures. There could be a possibility that only a small section of the online shoppers are shopping or only a particular category of good had brought about this huge number. As a result the entire analysis was done in case of a regular online shopper to understand the shopping behavior of the online shoppers.

The following question helped to understand who is a regular online shopper among the 65% who had indulged into online shopping.

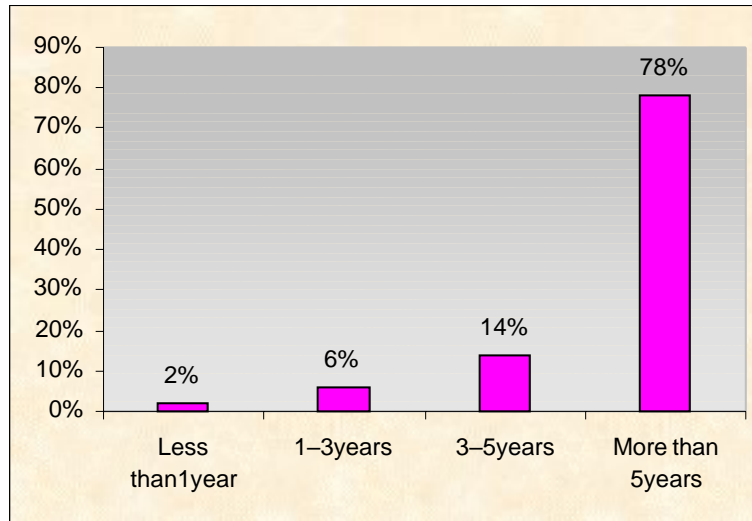
I How frequently did you purchase online?

Fig. 2 Frequency of Online Purchase

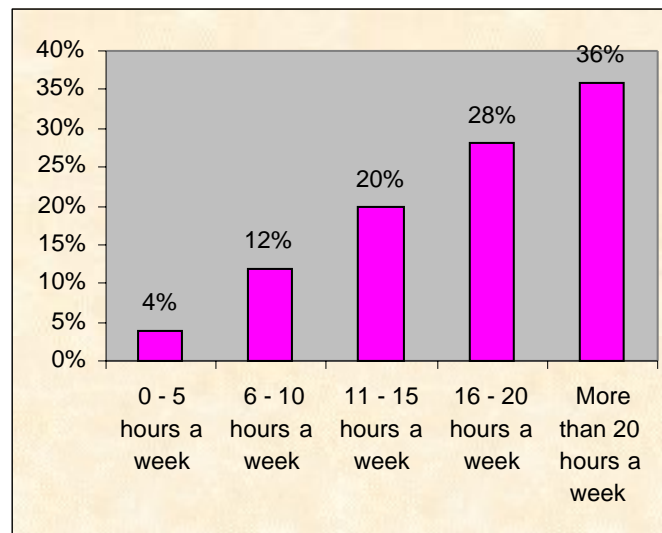


This helped to understand the purchasing behavior of the online shoppers. It was seen that 14% of the online shoppers had shopped more than five times and 74% had shopped 2-4 times. The frequency shows the acceptance of Internet as a shopping medium. Though only a small amount of the online shoppers had purchased more than 6 times but still there is a huge opportunity in the Internet arena. The 65% of the online shoppers who had shopped more than once were considered as regular shoppers and the entire analysis was based on these regular shoppers.

Fig. 3 Online Shopping & Internet usage by years

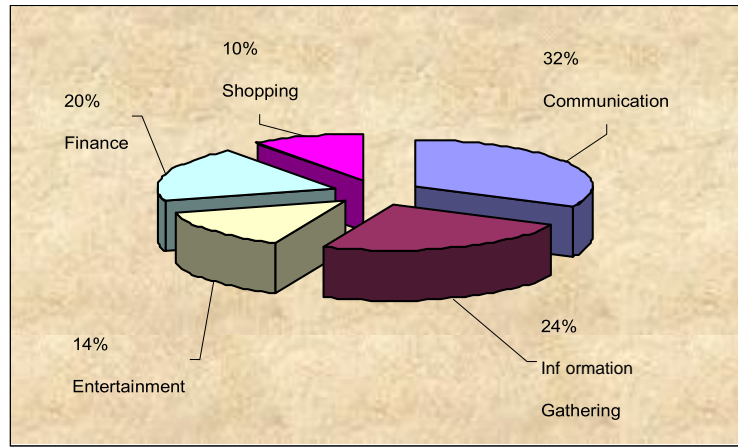


The diagram shows that shopping has increased with the usage of Internet over the years. Regular shoppers who have been using Internet for more than one year had shopped to 98% and regular shoppers who have been using Internet for more than five years have shopped to 78%. Internet is not a new concept for these regular online shoppers and they have been using it for more than 5 years now. The increased usage over the years has leadto an increase in shopping, as these regular shoppers are able to make use of the various e-commerce activities.

Fig. 4 Online Shopping & Internet usage by hours a week

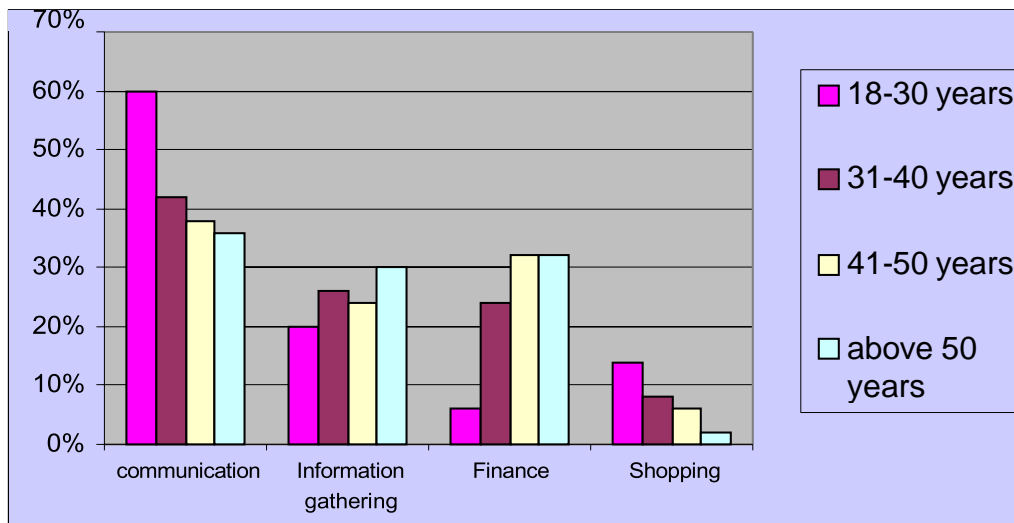
The research shows that 36% of the online shopping had been done who use Internet for more than 20 hours a week and 96% of the shopping has been done by regular shoppers who have been using Internet for more than 5 hours a week. As more the regular online shopper are using the Internet it is seen that they end up buying more also. This shows that Internet is becoming an integral part of the daily activity of the regular online shopper. The regular online shoppers who have been using Internet for more than 20 hours are more comfortable and confident as a result they purchase more online as compared to who use Internet for less number of hours. The study shows that the growing usage of Internet has lead to increase in online shopping as seen above. There is a positive relation between increase usage of Internet and online purchase. The marketers should capture this enormous growth, which can be brought by the penetration of broadband and lowering the prices of computers. Thus increase in usage of Internet over the years and the more time spent has lead to an increase in shopping. But one needs to know whether online shopping is an integral part of regular shoppers or not this understood as follows.

Fig. 5 Online Activities

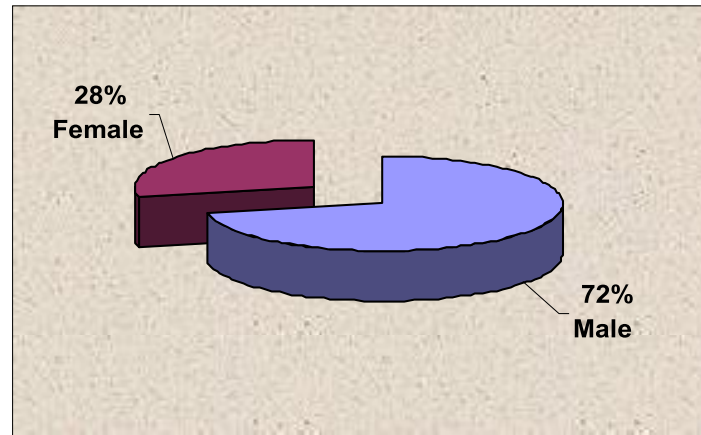


The Internet offers four basic services communication (socializing service with peer group or core group (email) or with new groups of people (chat), information services, entertainment services and commerce services and shopping. The research shows 32% of the regular online shoppers use Internet for communication while only 10% uses it for shopping which shows that communication still forms the major activity among the regular online shoppers.

Fig. 6 Online Activities by Age

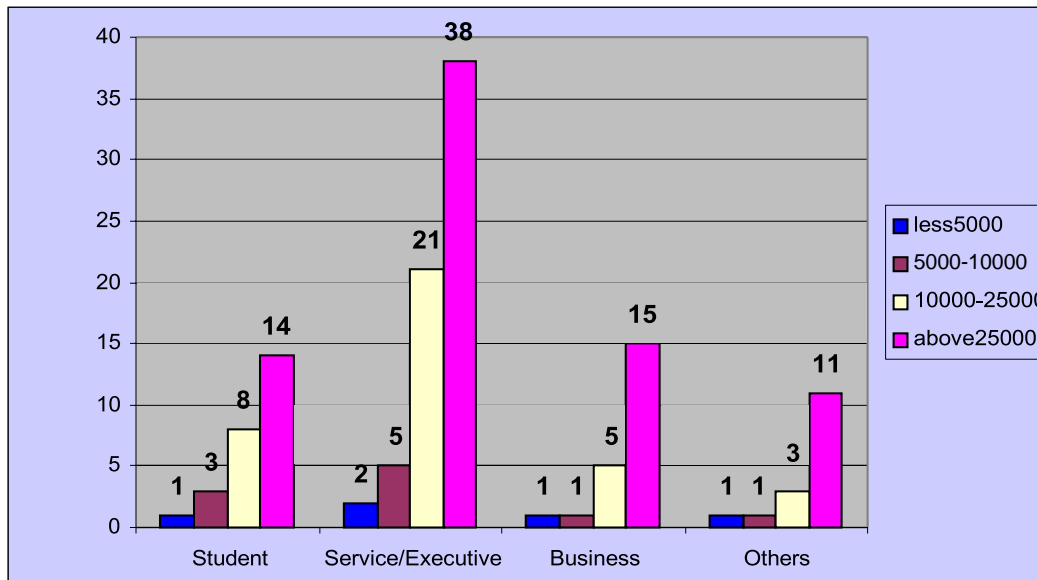


This classification further provides an insight that Internet is mainly used as a means of communication in respect all the age groups of the regular online shoppers. It contributes to 60% of the major activity among the regular online shoppers who lie between the age group 18-30 years. It could be seen that shopping as a basic activity on the Internet contributes to the minimum. Internet as a medium of shopping is maximum used by regular online shoppers between the age group 18-30 years, which is 18% while above 50 years it is used just to 2%. The increase in usage among the 18-30 years is basically due to high awareness. The marketers should focus mainly on the age group between 18-30, as they are the main drivers for growth. Thus the research shows that though the regular shoppers are using the Internet for quite some time now but shopping still remains a small part of the major activity.

Fig. 7 Online Shopping & Gender

Among the 65% of the online shopping, males (72%) had purchased more as compared to women (28%). This shows that it is true that more males are shopping online as compared to women. This is mainly because women still like to feel, see and touch the product before buying. It was noticed that some of them felt shopping as a reason to go out with the family and spend time together, which was not possible in case of online shopping. As more and more Indian women are flocking to Internet there is a possibility that they might end up in a purchase. Also an increase in the spending power in the hands of the women might lead to an increase in the online shopping. The research showed that 28% of the women who shopped online fall mostly in the service and executive class with an income above Rs10,000. The marketers should make sure that they produce the item keeping in mind the needs of the women population as they still continue to be an important decision maker when shopping for the family.

Fig. 8 Online Shopping & Income



Income and buying behavior are positively related. It was seen that a regular online shopper with a higher income had purchased more online as compared to lower income online shopper. This trend was seen in all segment of the population. It is true that more the income in the hands of the population they would indulge in shopping. The service class had done the major purchase in all the various levels of income. It can be seen that hardly any purchase is done among the regular online shopper whose income lies below Rs5000.

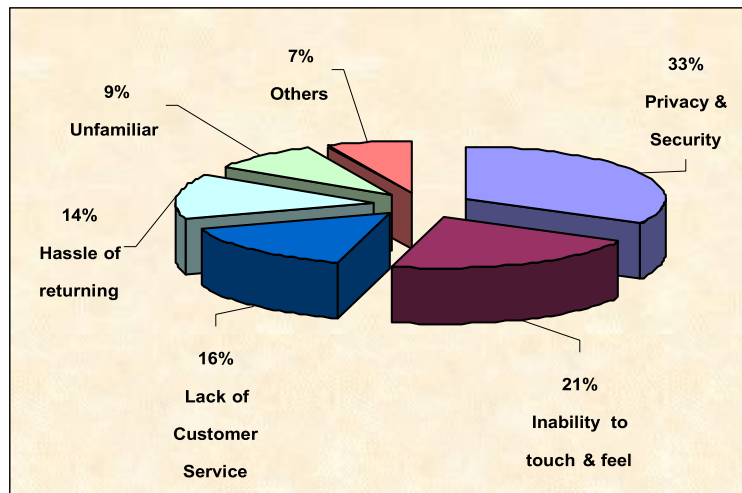
Analysis-

Thus three hypotheses stated were true in case of the regular online shopper and it can interpreted that online shopping is effected by demographics like gender, education and income levels. Among the 65% of the online shopping, males (72%) had purchased as compared to women (28%). There is a positive relation between education and income of the online shoppers. 89% of the online shopping was done among the regular shoppers who were educated with a graduate or postgraduate degree compared to 11% shopping who were matriculate and non-matriculate. A 60% of the shopping was done by the regular shopper who had income more than Rs 25,000 than 40% who had income less than Rs.25,000.

5.1 Motivating & Satisfaction Factors

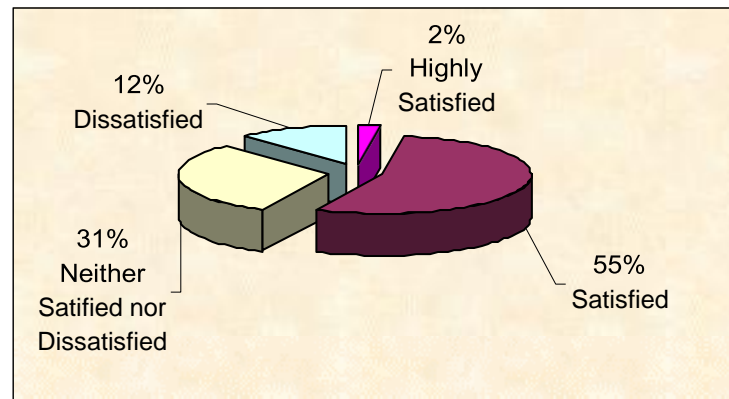
To identify the factors which Internet users choose to buy or not buy online and how frequently they make such purchases. Analyzing the importance of satisfaction level in the online purchasing environment.

Barriers to Shopping Online



The main areas for concern in respect of the regular online shoppers while shopping were privacy and security (33%). Most of them still preferred the conventional method of shopping like the touch and the feel factor (21%). They felt that it is possible to see, feel, touch and try the products before buying in a shopping store as compared to Internet shopping. Other reasons that concern the regular online shoppers were inability to reach the customer service (16%), hassle of returning the product (14%), technical foul –ups, hesitant in purchasing from an unfamiliar source and person and delivery costs. The marketers should formulate such strategies so that the privacy and security concern can be taken care off.

Fig. 9 Satisfaction Index



A 55% of the regular online shoppers were satisfied with 12% dissatisfied. An important thing to be noted is that only 2% of the regular online shoppers were highly satisfied while 31% of the regular online shoppers were neither satisfied nor dissatisfied. This shows satisfaction level plays an important role in online shopping with more regular shoppers falling under the category of satisfied. This shows that they were overall satisfied by the experience of shopping online. But the companies should take measures so that the dissatisfied and the neither satisfied nor dissatisfied category of regular online shoppers could be moved to satisfied or highly satisfied. A note should be taken that only 2% of the regular online shoppers are highly satisfied which shows that there are still concerns, which poise the regular shoppers from using the Internet frequently as a shopping medium.

Satisfaction level can also be measured by the frequency with which the online shoppers purchase online. According to human psychology it is true that frequency of purchase depends upon the satisfaction level received. According to the figure 2 (already explained), a 74% of the regular online shopper has purchased 2-4 times and 9% had purchased more than 6 times indicating that an increase in the confidence level and accepting the Internet as a shopping medium. The increase in the frequency of shopping was mainly because they were overall satisfied by the entire shopping experience.

Analysis-

It is seen that the main orientation for buying among the regular online shoppers were convenience (32%), saves time (26%), price (23%), product availability and superior selection (12%), and product comparison (7%). The hypothesis stated that convenience is a major factor motivating the regular shopper was true as 75% of the regular online shoppers who have shopped more than 5 times felt it was necessary as compared to 25% who shopped less than 5 times.

The barriers to online shopping as stated by the regular online shopper were privacy and security (33%), inability to touch and feel the product (21%), customer service problems (16%), hassle of returning the product (14%), purchasing from unfamiliar source and person (9%) and other problems (7%).

Satisfaction level plays an important role in online shopping, as 55% of the regular online shoppers that are satisfied tend to purchase more. It can also be seen that 74% have shopped more 2-4 times and 11% had shopped more than 5 times showing that satisfaction level plays an important role in online shopping.

Table 1 Future Categories of Goods

Railway tickets	83%
Airline tickets	80%
Electronic Gadgets	50%
Books	43%
Gifts	33%
Movies tickets	30%
Jewellery	23%
Computer Software	20%
Hotel Rooms/Car Rental	20%
Event Tickets	13%
Toys	13%
Infant / Child items	10%
Food / Groceries	7%
Accessories apparel	3%
CD/Videos	3%
Magazines	3%
Home tools and products	3%
Sporting goods	3%

LIMITATIONS

Every study will have its problems and limitations at some point during the project. This study is no different. The use of a non-probabilistic sample in the research was a major limitation because there was no way to make sure that the sample taken represented the total population of the Internet users. A non-probability sample lacks the accuracy and precision that a probability sample might offer. Though this samples provided a better insight about the online shoppers but there could be a possibility that a respondent may have done online shopping but is not a regular Internet user. It was seen that some respondents were biased towards some questions. Another major limitation encountered doing the research assignment was the issue regarding the time.

Limitation of the study is the selection of the existing studies. Owing to time limitation, only a few number of journals were searched. This may leave some other prominent empirical studies out. In addition, owing to the multidisciplinary nature of online shopping, it would be very interesting to compare IS literature to other disciplines that study online shopping attitudes and behavior.

FINDINGS

- The findings show that Internet usage has increased over the years and it is leading to an increase in online shopping and also shows the consumers attitude and perception towards online shopping. Communication still forms the major activity among the large number of online shoppers as 32% of regular online shopper use Internet for communication as compared to shopping (10%).
- Online shopping is affected by demographics as it has been seen that more males are shopping online as compared women online shoppers and there is a positive relation between education and income levels with respect to the increased online shopping behaviour.
- The most important motivating factor, which influenced the online shopping, was convenience followed by time saving and price. Regular online shoppers considered convenience as the main motivating factor while buying and were less price sensitive. But the online marketers should attempt to differentiate their products or services making the comparison easier. The marketers should bring out innovative ways so that the consumers can do more online shopping while taking the full advantage of rich information, easy access and convenience of the Internet.
- One of the main concerns among the online shoppers was privacy and security. Another reason that hindered online shopping was the touch factor. Consumers still preferred the experience they get from traditional stores like feeling the store's atmosphere, interacting with a salesperson, and seeking sensory stimulation. This might hinder the use of certain goods like grocery and apparel, as the touch factor is the main factor, which drives the shopping for these goods. The future of online shopping is bright especially in the categories of travel, books, electronic gadgets and gifts.

CONCLUSION

- The e-commerce is one of the biggest things that have taken the business by a storm. It is creating an entire new economy, which has a huge potential and is fundamentally changing the way businesses are done. It is believed that electronic commerce will become a huge industry in the coming years and online shopping is now becoming a significant part of the consumers daily life to meet their never ending requirements in a convenient way.
- Online shopping is picking up and is becoming a trend. More consumers are indulging into Internet shopping as seen by the research because of the value proposition it offers to a customer such as convenience, 24x7 shopping, doorstep delivery, a broad product selection and the ever-expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the internet is increasing. The main motivating factor seen during the research was the convenience and customer service which drives the people to online shopping as a result today they are buying airline and railway tickets, books, home appliances, electronic gadgets, movie tickets, etc by logging on to a web site, than driving up to a store. As the research suggest that increase in usage of internet increases the online shopping so there is a need to increase in broadband penetration as it accelerates the growth of online trade. A huge buyers and sellers across demographics are shopping online because of the changing lifestyles and shopping habits but the majority of the users are males. It was seen that despite the immense possibilities available on the Internet it is mainly used for mailing, chatting and surfing. E-mail applications still constitute the bulk of net traffic in the country.

RECOMMENDATIONS

Online shopping in India is poised for greater acceleration as PC and Internet penetration grows. It is becoming one of the top Internet activities and there is a huge growth in this business as more manufacturers and providers are integrating the Internet into their sales model. But there are many things that need to occur in online shopping to generate higher revenues and the key to it lies in the hands of the marketers. To make online shopping a boom following methods can be followed.

- ☐ India has a strong research and development (R&D) capability so companies should innovate rapidly to take care of the security issues. Technology like text to speech softwares should be innovated to take care of the security concern.
- ☐ In India the total ownership of credit cards is small as compared to its population and there are also hesitant in using it as a mode of online payment therefore alternative methods of payment like cash on delivery (COD) where the end user pays cash after the product is delivered and debit cards where the bank accounts are directly debited should be used. Other technologies like encryption technologies trusted third-party certifications; digital ID systems and prepaid cards should be used.
- ☐ The consumers should be made aware that one of the safety aspect of using credit cards online is that in case of disputed credit card payments for online transactions the onus is on the merchants to prove that the transaction actually took place, as online users don't physically sign a credit slip. As a result online users are protected from fraudulent use of credit cards.
- ☐ There is a growth in the cellular phone market in India, more merchants should make use of this device allowing the customers to access the Internet and use it as mode of payment thereby obviating the need for PCs and credit cards.
- ☐ It is not only important to pay strong attention to the security issue and create new, innovative safeguards

that protect consumers but the merchants should promote these safeguards to the marketplace and make the prospective consumers aware that the communications, personal data, credit card accounts, and transaction information can be protected.

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SUGGESTIONS

1. Customer of PAYTM online is well known about the product range provided by the brand.
2. From the survey it is clear that majority of the customers were young people and the advertisements, products offered by PAYTM exactly matches the demand of youth. This makes PTM ahead of its competitors
3. From the survey it is clear that service quality offered by the PAYTM online has a good influence on customers. So PAYTM should improve its customer service quality to retain and satisfy customers
4. In order to improve its sales, ad promotion should be taken care, excellent customer care should be provided and also it should reduce its service time.
5. There is so much percentage of customer are dissatisfied with general behavior of customer service personnel, so they should be given proper training to improve the quality of service
6. Often the product range displayed in the ads are not available in stores, so it should be ensured that product ranges are available as soon as possible. Or the website should provide a solution like e-tailing.

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☐ www.ptm.com

QUESTIONNAIRE

Name: _____

Contact No.: _____

City: _____

Kindly highlight/bold your answers.

1. Do you use Internet?

☒ yes ☐ No

2. How long have you been using Internet?

☒ Less than 1 year ☐ 3 – 5 years☒ 1 – 3 years ☐ More than 5 years

3. On the average, how much time (per week) do you spend in surfing the Web?

☒ 0 – 5 hours ☐ 16 – 20 hours☒ 6 – 10 hours ☐ More than 20 hours☒ 11 – 15 hours

4. Have you purchased anything online ever?

☒ Yes ☐ No

5. Which category (ies) of goods have you bought through Internet?

☒ Books ☐ Railway tickets

☒ Electronic Gadgets ☐ Airline tickets

☒ CD/Videos ☐ Computer Hardware

☒ Accessories apparel ☐ Computer Software

☒ Gifts ☐ Magazines

☒ Event Tickets ☐ Movies tickets

☒ Hotel Rooms/Car Rental ☐ Office Supplies

☒ Jewellery ☐ Food / Groceries

☒ Infant / Child items ☐ Home tools and products

☒ Sporting goods ☐ Health and fitness products

☒ Toys ☐ Any other, specify.....

6. When did u shop for the first time?

☒ Last 6 months

☐ 6 months- 1year

☐ 1-3 year

☐ 3-5 year

☐ More than 5 year

7. How frequently did you purchase online?

☒ Only once

Υ 2-4 times

Υ More than 5 times

Υ More than 6 times

8. Overall, were you satisfied with your experience of online shopping?

Υ Highly Satisfied

Υ Satisfied

Υ Neither satisfied nor dissatisfied

Υ Dissatisfied

Υ Highly Dissatisfied

9. Where do you most often access the Internet?

Υ Home ☐ Cyber-cafes

Υ Office / College ☐ Any other, specify.....

10. What are the activities that you use Internet for? (Kindly rank them between 1 to 5, with 1=most used, 2=used to a large extent, 3=used to a good extent, 4=used sometimes, 5=rarely used)

_____ Communication (E-mail, Instant Messaging, Bulletin Boards, News Groups, Chat, etc.)

_____ Information Gathering (Research, News, Sports scores, Search for employment, etc.)

_____ Entertainment (Games, Adult entertainment, Entertainment sites, Sports, Music, Web page design, etc.)

_____Finance (Investment portfolio, financial research, online banking, checkstock/fund quotes, trading, etc.)

_____Shopping (Researching purchases, purchasing, auctions, Selling, Classifieds,etc.)

11. Which category (ies) of goods are you planning to buy through internet in the nearfuture?

- | | |
|--|--|
| <input type="checkbox"/> Books | <input type="checkbox"/> Railway tickets |
| <input type="checkbox"/> Electronic Gadgets | <input type="checkbox"/> Airline tickets |
| <input type="checkbox"/> CD/Videos | <input type="checkbox"/> Computer Hardware |
| <input type="checkbox"/> Accessories apparel | <input type="checkbox"/> Computer Software |
| <input type="checkbox"/> Gifts | <input type="checkbox"/> Magazines |
| <input type="checkbox"/> Event Tickets | <input type="checkbox"/> Beauty products |
| <input type="checkbox"/> Movies tickets | <input type="checkbox"/> Health and fitness products |
| <input type="checkbox"/> Hotel Rooms/Car Rental | <input type="checkbox"/> Office Supplies |
| <input type="checkbox"/> Jewellery | <input type="checkbox"/> Food / Groceries |
| <input type="checkbox"/> Apparel gift certificates | <input type="checkbox"/> Pharmaceuticals |
| <input type="checkbox"/> Infant / Child items | <input type="checkbox"/> Home tools and products |
| <input type="checkbox"/> Sporting goods | <input type="checkbox"/> Home appliances |
| <input type="checkbox"/> Toys | <input type="checkbox"/> Any other, specify..... |

12. What is your main motivation for buying through Internet?

☐ Convenience (ease of purchase, home delivery, ability to shop 24x7)

☐

Price

☐ Saves time

☐ Superior selection/Availability

☐ Product comparison

☐ Any other, specify.....

13. What, according to you, are the most important barriers to purchase online?

☐ I am worried about giving out my credit card number

☐ I don't have a credit card

☐ I don't like providing personal information

☐ I don't want to purchase from someone with whom I am not familiar

☐ I enjoy going out to do my shopping

☐ I like to see/touch the product in person, before I buy it

☐ Internet is too slow / Pages take too long to load

☐ I am worried about the cost/hassle of returning the product

☐ Delivery costs are too high

☐ Prices are too high

☐ Technical foul-ups prevent transactions from going through

- ☐ I can't find anything that I want to purchase on the Internet
- ☐ I don't know how but I am uncomfortable about purchasing through Internet
- ☐ The process is expensive due to cost of access
- ☐ Any other, specify.....

PERSONAL DETAILS

14. Age:

- ☐ Below 18yrs
- ☐ 18 - 30yrs
- ☐ 31 - 40yrs
- ☐ 41 – 50yrs
- ☐ Above 50yrs

15. Educational Background:

- ☐ Non-Matriculate
- ☐ Matriculate
- ☐ Graduate
- ☐ Postgraduate

16. Occupation:

- ☐ Business/Self Employed
- ☐ Service/Executive

☐ Student

☐ Any other, specify.....

17. Gender:

☐ Male

☐ Female

18. Average Monthly Income:

☐ Less than Rs. 5,000

☐ Rs. 5,000 – Rs. 10,000

☐ Rs. 10,000 – Rs. 25,000

☐ Rs. 25,000 – Rs. 50,000

☐ Above Rs. 50,000s