

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

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Abstract: *In the modern era, smartphones have become an integral part of everyday life. With the help of mobile applications, users can now perform financial transactions and make payments conveniently through their devices. Various mobile wallets offer such services, acting as digital alternatives to traditional wallets. These e-wallets enable individuals and businesses to send and receive money instantly using mobile technology. This paper focuses on assessing customer satisfaction with Paytm's e-wallet services, emphasizing the range of features offered by Paytm and the level of satisfaction experienced by its users.*

Keywords: Customer Satisfaction, Paytm, E-Wallet, Paytm Services, Digital Payment

