



## **A Study on Customers Attitude Towards Usage of Plastic Money**

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### **ABSTRACT**

Presently days, most of the banks are giving broadened offices to its clients. Out of different offices plastic cash is taking lead and has ended up the most prevalent and helpful mode of managing an account office among the clients. The point of this paper was to get it the choice and inclination of buyers towards the utilization of charge and credit card. Moreover they consider tries to discover out the particular regions that customers favor to spend more through these cards and which is their favored card for installment. The paper makes a difference to understanding the variables impacting ownership of charge and credit cards and card holders' demeanor towards it. These papers make an endeavor to ponder the state of mind of card holders towards charge card and credit cards.

**Keywords:** Debit card, Credit card, Plastic money, Cashless transactions, Digital wallets

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### **1. Introduction**

Banks play a central part in the economy of any nation. They hold the open, give a implies of payments for products and administrations and offer assistance monetary improvement of commerce and exchange. In this way banks act as an mediator in the stream of reserves from savers to clients. To perform these capacities safely and effectively banks must command the certainty of the open and those with whom they do trade modern commercial banks other than performing the primary capacities viz..., tolerating stores and loaning money cover a wide extend of money related and non- money related administrations to meet the developing needs of the community.

Plastic cash is a supplanting the conventional concept of paying in spite of the fact that cash. It incorporates credit cards, charge cards, pre paid adjust cards, shrewd cards etc. In our consider, we are regularly centering as it were on credit cards and charge cards in arrange to discover out the viability of such cards in genuine life and how buyers see them. In India, as in other nations around the globe, an organized mode of installment has developed over time from the bargain framework to the more complicated shapes of financial courses of action.

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### **2. Concept of plastic money**

Plastic money is the modern way to pay for things. You can utilize a credit card, charge card, or indeed your phone to make payments. His is an extraordinary way to maintain a strategic distance from carrying around cash and it's too exceptionally secure. This installment strategy is moreover exceptionally helpful since you can utilize it nearly anywhere.

Debit cards are connected specifically with your bank account. This implies that you can as it were spend the cash that you have in you r account. Credit cards permit you to borrow cash from a credit card company. This cash needs to be paid back over time with interest. Credit cards can be supportive if our require making a huge buy and you don't have the cash spared up. In any case, it's critical to be cautious almost how much obligation you take on. Make beyond any doubt that you can manage to pay back the cash that you borrow. Phone installments are getting to be more and more prevalent. You can utilize your phone to pay for things in stores, online, or indeed in apps. This is a incredible way to dodge carrying around any extra cards or cash.

In India, as in other nations around the globe, an organized mode of installment has risen over time from the trade framework to the more convoluted shapes of financial courses of action. The predominant mode of settlement over India in the 20th century has been coins, cash and cheques. As we move ahead into the 21st century, installment through cash and cheques itself has experienced a transfiguration. A inquire about plan has been utilized based on the collected information to foresee the customers acknowledgment behavior.

#### **Types of Plastic Money**

The forms of plastic money which are most commonly used are:

- Credit cards

Credit cards are the most prevalent form of plastic cash. In spite of the fact that credit cards have advanced over the long time, the essentials stay the same. You get a plastic card which is connected to a credit card account. You can draw as much as your credit constrain which is settled based on your installment capabilities. You will be given a certain number of interest-free days amid which you can pay anything you have charged on your card in full or somewhat. If you don't pay completely, get prepared to pay credit card interest.

- Debit cards

Debit cards are continuously connected to the bank account of the client who claims it. At whatever point you utilize your charge card, an identical sum is deducted from your bank account. It is an perfect substitute for cash. Your cash sits comfortably in a bank account winning intrigued and you can still get to it anyplace. In India, charge cards are synonymous with ATM Card in spite of the fact that afterward as it were permits for withdrawal of cash from ATM. But Charge cards, whereas can be utilized for moment withdrawal of cash of course, their reason goes distant past. You can moreover utilize it for installment, cash exchange and checking the adjust. But as it is connected to an account, you can spend as it were as much as you hold in your account.

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### 3. Literature Review –

- 1) **Sultana and Hasan (2016)** the users are thinking that using of plastic money are prestigious and it adds value to their lifestyle. Moreover, it is the secure way of transactions to purchase some specific products, plastic money has got preference subject to its better usability, and payment through cards is convenient over cash payment.
- 2) **Lanjewar (2015)** More Transactions take place in plastic money then paper notes because paper money is more risky than plastic money. People can enjoy the benefits of the credit period. It is also observed that there are frauds in plastic money some of them can be solved and some of them cannot be solved. Consumers prefer these cards mostly for online shopping.
- 3) **Sharma, Syed and Jain (2015)** the results of the study have also stressed upon the convenience and ease of use while paying or shopping for plastic money. The saving of time and the fact that the plastic money seems to be more portable also seems to further the cause of a possible change in the scenario of money usage in the economy.
- 4) **Joy (2015)** the growth of credit card has been increase in last few years. Not only credit cards but also other innovative products like charge cards, debit cards etc are catching up fast. Now days the present generation is using credit cards for their daily needs instead of using cash- due to the reason it is easy to handle, zero interest rate for a certain period and the global acceptance of credit card everywhere.
- 5) **Nirmala. R and Sonu (2015)** Security comes first as a major cause for concern for the population using plastic money. Therefore, it is easy to say that the population is ready to use plastic money at a greater level due to its high levels of security and convenience.
- 6) **Bishtetal (2015)** Most of the consumers preferred using Debit card over Credit card and they use it for buying apparels, paying electricity bills/phone bills and online transactions. Many of them feel that the use of Debit card is more beneficial than Credit card because of their cash back policy, control over spending and security.
- 7) **Hogarth (2002)** in this it's said that consumer complaint resolution and the elasticity of the credit card market. Many people have knowledge about credit cards, but do not possess credit cards because of the fear of falling into debt trap. High income earners and highly educated class use credit cards more by availing high credit limits.

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### 4. Research Methodology

To study customer satisfaction with the secondary data from past research papers and collection responses from customers through questionnaires responses are collected through questionnaires.

#### 4.1 Objectives of the Study

- To get it the demeanor of customers towards plastic money.
- To assess the issues confronted by respondents utilizing plastic money.
- To analyze the variables affecting the utilization of plastic money.
- To survey the problems and reasons for non utilization of plastic money.
- To know the fulfillment level of clients in the utilization of plastic cash.

#### 4.2 Research

##### Source/s of Data

The study data was gathered from primary sources. And the data was gathered using a questionnaires form.

**Data Collection Method**

Google from

**Population**

Sampling size -112 respondents

**Sampling Method**

Questionnaires survey method

**Data Collection Instrument**

Google from

**5. Data Analysis****5.1 Demographic profile**

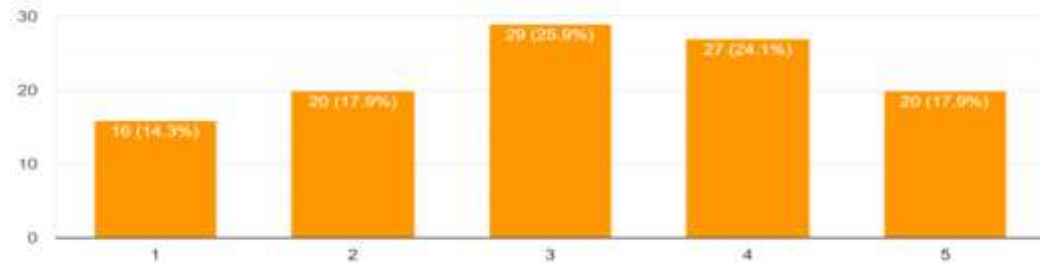
- There are total 112 responses in that 32.1% are female and 67.9% are male.
- In occupation there are 5 categories in that 37.5% are student, 29.5% are employed, and 16.1% are self employed and 11.6% are service.
- In category of age is between 18-25 years (73.2%), 26-35 years (15.2%), 36-45 years (8.9%).
- In income category 36.6% income is less than 10000, 21.4% income is 20000 to 30000, 18.8% income is 10000 to 20000, 14.3% income is 30000 to 50000, and 8.9% income is 50000 and above.

**5.2 Nominal Questions-**

Financial security compared to traditional forms of payment.

**Bar graph 5.2.1**

Do you believe that plastic money enhances financial security compared to traditional forms of payment?  
112 responses



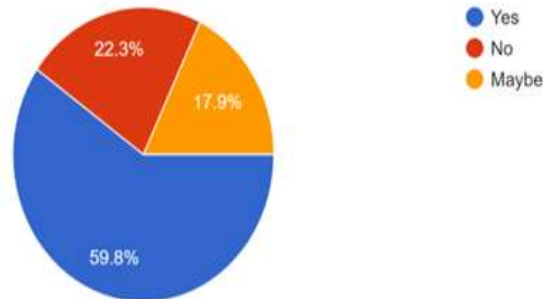
- 25.9% of respondents neither agree nor disagree with plastic money to enhance financial security compared to traditional forms of payment.
- 24.1% of respondents agree with plastic money to enhance financial security compared to traditional forms of payment.
- 17.9% of respondents strongly agree with plastic money to enhance financial security compared to traditional forms of payment.
- 17.9% and 14.3% of respondents strongly disagree and disagree with plastic money to enhance financial security compared to traditional forms of payment.

Transaction of credit/debit cards

Pie Chart 5.2.2

Do you use plastic money (credit/debit cards) for your transactions?

112 responses



- Yes, 59.8% of respondents use plastic money for their transaction.
- No, 22.3% of respondents don't use plastic money for their transaction.
- 17.9% of respondents maybe be they use or not plastic money for their transaction.

Table 5.2.3

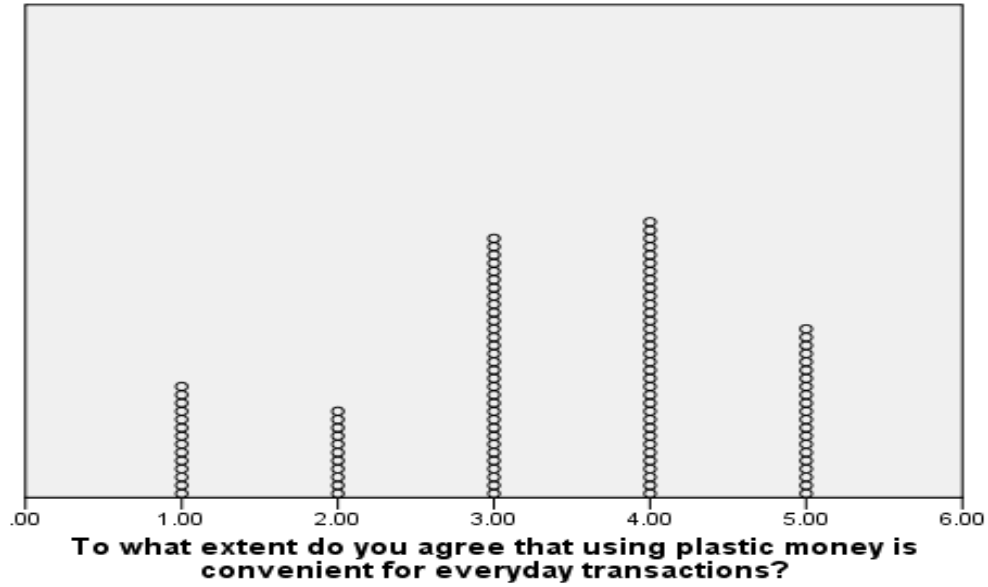
		Have you encountered any issues or challenges while using plastic money? (e.g., declined transactions, security concerns)			Total
		Yes	No	Maybe	
Occupation	Student	19	11	12	42
	Employed	11	11	11	33
	Self-employed	8	5	5	18
	Service	3	5	5	13
	Professional	2	3	1	6
Total		43	35	34	112

(Source: SPSS Output)

Based on the provided data, it appears that there's no clear pattern or significant relationship between occupation and encountering issues with plastic money. The counts are fairly distributed across different occupational groups, with varying figures of individuals reporting issues, no issues, or being doubtful.

However it's important to note that the interpretation is grounded solely on the counts handed in the cross tabulation table. A statistical analysis, similar as a chi-square test, would be necessary to determine if there's a statistically significant association between occupation and encountering issues with plastic money.

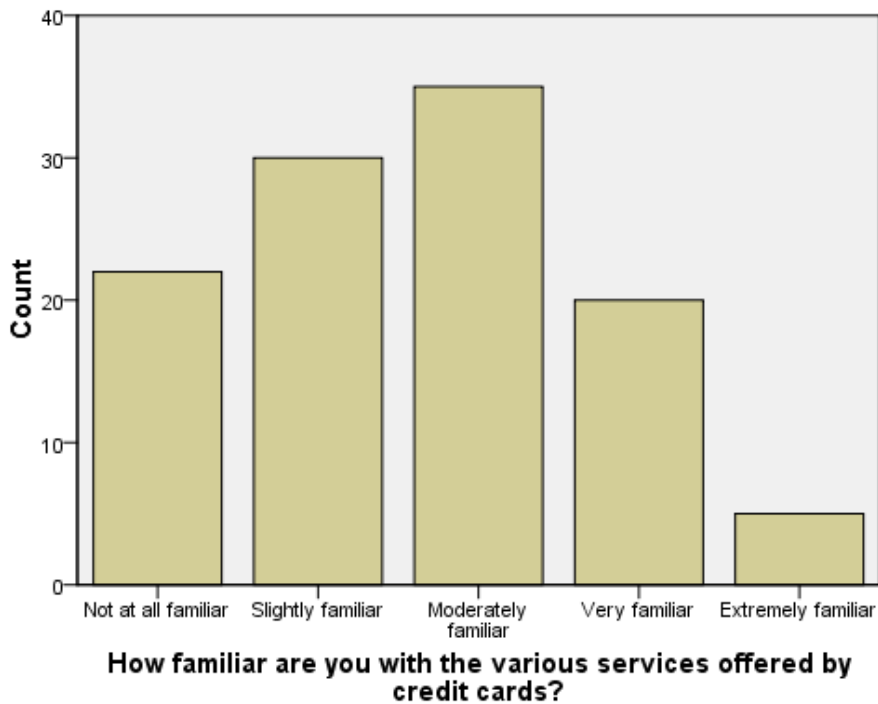
Dot Plot Chart 5.2.4



(Source: SPSS Output)

Convenient for everyday transactions it is satisfied with everyday transactions. Satisfied nor this dissatisfied with everyday transactions. Very satisfied with everyday transactions.

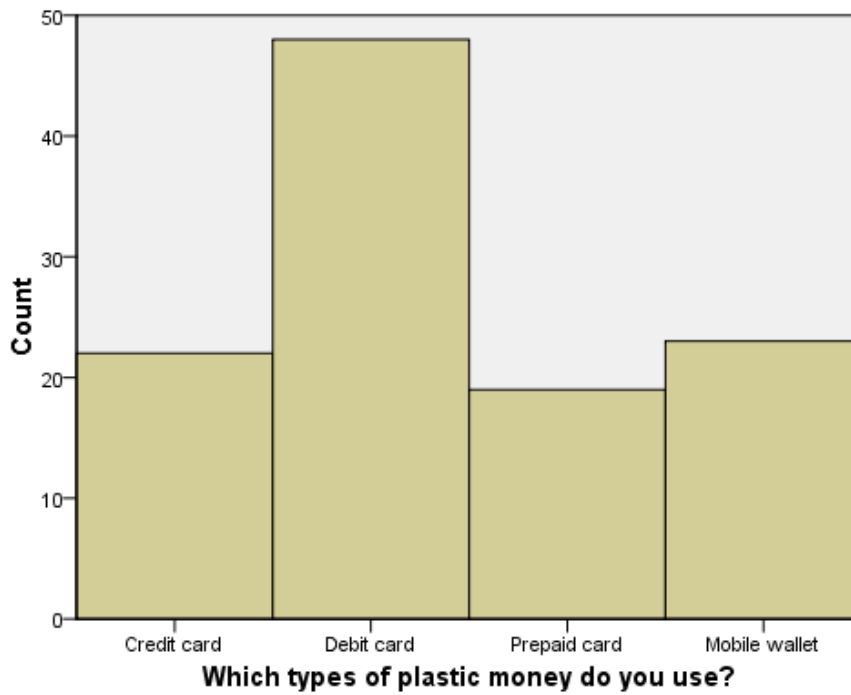
Bar Of Count Chart 5.2.5



(Source: SPSS Output)

Services offered by credit cards.45% count can be say that is moderately familiar.30% is slightly familiar. 22% is not familiar. And 21% is very familiar, 5% is extremely familiar.

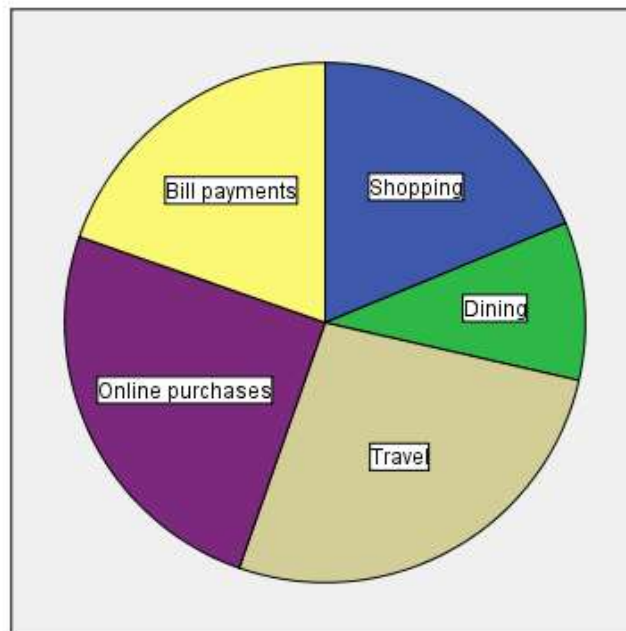
Histogram chart 5.2.6



(Source: SPSS Output)

Types of plastic money.49 people use debit card,23 people use mobile wallet, 21 people use credit card and 19 people use prepaid card.

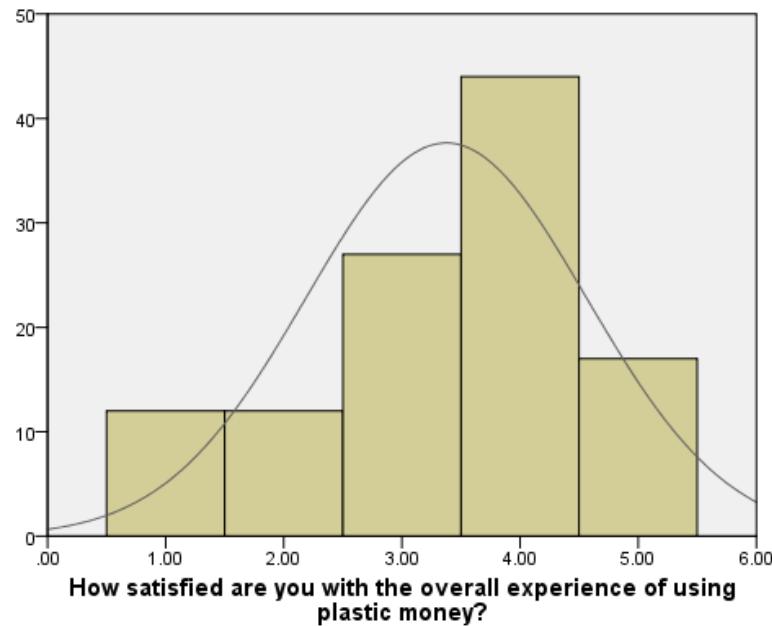
Pie Of Count Chart 5.2.7



(Source: SPSS Output)

Transactions done by plastic money more online purchases are done second largest can be said to be travelling. Minor one is in dining.

## Histogram with Normal Distribution Chart 5.2.8



(Source: SPSS Output)

Experience of using plastic money we can say 45 people are satisfied using plastic money. 38 people are neither satisfied nor dissatisfied. 28 people are very satisfied by using plastic money. 12 people are dissatisfied and very dissatisfied by plastic money.

## 6. Findings

- Majority of the respondents are male (67.9%) and remaining are female. Plastic cards are generally carried and utilized by the guys than females.
- It was too uncovered that larger part of the respondents utilizing plastic cash as mode of installment for buy and they fulfilled with their Debit/Credit cards and the administrations given by the company.
- The majority credit card holders are utilizing credit cards since of the office of long intrigued free period and the offers and benefits related with it.
- They consider finds that larger part of the respondents not facing any issues related with the plastic money.
- The reasons for the non-usage of credit card are the covered up charges and interest rate. Majority of card holders concur that the reality of complex strategy of credit card utilization and installments are too the calculate that leads the non-usage of credit card.
- Majority of the respondents have the essential information of plastic cash. They know approximately the points of interest of expiry date and the card systems. Shoppers are well cognizant almost the subtle elements with respect to the plastic cash.
- We have collected the information from Google forms and SPSS source.

## 7. Conclusion

The modern day, Indian clients discover it simpler to make physical installment (credit card or charge card payments) or maybe than carrying as well much cash contributing to the development of plastic. They consider entitled 'consumers state of mind towards plastic money' made an sincere endeavor to analyze the demeanor of the respondents, level of utilization and issue confronted by the customers of plastic cash. The ponder uncovers that majority of the customers are utilize charge card than credit card. This is too affirming that level of incomes and vital figure impacts the utilize of plastic cash than other statistic components. Lion's share held the cards for more than 4 a long time and in this manner, clients are well mindful of plastic cash and its utilization, and have been utilizing plastic cash for a long time and they are fulfilled with the administrations of plastic cash. Additionally, the comes about of the think about have too pushed upon the comfort and ease of utilize whereas paying or shopping by plastic cash.

There are different issues and hazards are related with the plastic cash but majority of the respondents didn't confront such issues. A few of them confront the issue of inadequate customer benefit and the dialect utilized in the lawful phrasing. In this manner, it is simple to conclude that the population is prepared as ever to utilize plastic cash at a more noteworthy level due to its tall levels of ease and convenience.

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