



A STUDY ON USAGE TRENDS OF CREDIT CARD

Nithish Kumar R V and Mrs. A. Sangeetha Priya, M.Sc., M. Phil.

¹Student, Department of B.Com. CA, Sri Krishna Adithya College of Arts and Science,
Coimbatore

²Assistant Professor, Department of B.Com. CA, Sri Krishna Adithya College of Arts and
Science, Coimbatore

1.1. INTRODUCTION

The credit card is popularly growing and being used as a mode of payment as opposed to other modes of payment like cash and cheque. Credit cards offer the users the benefit of acquiring goods and services without having the burden of carrying cash. It also offers access to credit without having to go through the elaborate paperwork involved in case of a loan. As the credit card ownership and use has expanded around the world, it has become a major source of financing consumer purchases as well as a method of money transmission.

Since the 1980s, its usage has soared all around the world. The convenience and safety of not carrying cash, the possibility of paying in installments, price benefits like bonuses, rewards and shopping miles and quick and easy access to credit are among the factors that contributed to the widespread adoption of credit cards by consumers. There has been a significant increase of credit card usage in India. As the credit card network spreads and more persons get into its ambit customer service in its business gains further importance.

The present trend indicates that the coming years will witness a burgeoning growth of credit cards which will lead to a cashless society. Credit has become an important vehicle of trade promotion. Credit cards provide convenience and safety to the buying process.

One of the important reasons for the popularity of credit cards is the sea change witnessed in consumer behavior. Credit cards enable an individual to purchase products or services without paying immediately. The buyer only needs to present the credit cards at the cash counter and sign the bill. Credit cards can therefore be considered as a good substitute for cash or cheque.



A credit card is a card establishing the privilege of the person to whom it is issued to charge bills. Most retail firms accept credit cards. Credit cards allow consumers to make purchases without paying cash immediately or establishing credit with individual stores.



They eliminate the need to check credit ratings and to collect cash from individual customers when the issuing institution establishes the card's terms, including the interest rate, annual fees, penalties, the grace period, and other features. Credit card debt is typically an unsecured debt. Repossession is not easily accomplished by the lender to ensure payment. Banks have often priced the product assuming maximum risk exposure.

1.2. OBJECTIVES OF THE STUDY

- ❖ To identify how credit card spending behaviors have evolved, including shifts in categories such as travel, dining, and online shopping.
- ❖ To assess changes in consumer debt levels and repayment behaviors, including any impact on credit card balances and interest payments.
- ❖ To explore the increased use of digital wallets and contactless payments, and how these trends have influenced credit card usage.
- ❖ To gauge shifts in consumer confidence and perceptions regarding credit card usage, including concerns about financial security and debt management.
- ❖ To investigate how different demographic groups have adapted their credit card usage in response, with a focus on age, income, and geographic location.

1.3. STATEMENT OF THE PROBLEM

- ❖ The study might not adequately control for other economic factors, such as government stimulus payments, unemployment rates, or shifts in consumer confidence, which could have influenced credit card usage independently.
- ❖ The impact of the pandemic varied widely across regions. A study that doesn't account for regional differences might produce misleading results, especially if certain areas were more heavily impacted by lockdowns or economic downturns.
- ❖ The psychological effects of the pandemic, such as heightened anxiety or uncertainty, could have influenced spending behavior.
- ❖ If the study doesn't consider these factors, it might miss important nuances in credit card usage trends.



1.4. SCOPE OF THE STUDY

- ❖ Analyze changes in consumer spending categories (e.g., travel, dining, and retail). Identify significant shifts in where and how people are using credit cards, particularly the rise in online transactions.
- ❖ Examine how credit card debt levels swing across the different phases. Investigate whether there was an increase in outstanding balances, changes in payment behaviors, or a rise in delinquency rates.
- ❖ Assess the impact of the pandemic on the adoption of digital wallets and contactless payments.
- ❖ Determine whether the pandemic accelerated these trends and whether they have continued to grow or stabilize.

1.5. RESEARCH METHODOLOGY

This study will utilize a mixed-methods approach, analyzing quantitative transaction data alongside qualitative consumer surveys to compare credit card usage trends.

1.5.1. AREA OF STUDY:

The area chosen for the study was Coimbatore city .

1.5.2. SAMPLE SIZE AND DESIGN:

The sample size of the study was 110 on the basis of a convenience sampling method.

1.5.3. TOOLS USED FOR DATA COLLECTION:

Data collected through questionnaires.



1.5.4. COLLECTION OF DATA:

- ❖ Primary data
- ❖ Secondary data

1.5.4.1. PRIMARY DATA:

Surveys of consumers regarding their credit card usage habits. Interviews with financial institutions and credit card companies.

1.5.4.2. SECONDARY DATA:

Credit card transaction data from banks and financial institutions. Reports from central banks or financial monitoring bodies on credit card debt and spending trends. Market research reports on credit card usage trends.

1.6. LIMITATIONS OF THE STUDY

- ❖ The study may rely on incomplete or inconsistent data, especially if certain transactions or user demographics were underreported or not tracked accurately during the pandemic.
- ❖ The choice of time frame for analyzing pre and post pandemic trends might not fully capture the long term effects of the pandemic. For example, some behavioral changes may have emerged gradually and could be missed if the study period is too short.
- ❖ The study might focus on short term changes without considering whether these changes are temporary or indicative of longer term shifts in behavior.
- ❖ If the study's sample is not representative of the broader population, the findings might not generalize well. For example, if the study disproportionately focuses on urban areas or high income groups, it may overlook trends in rural or lower-income populations.



CHAPTER SCHEME

Chapter 1

This chapter deals with introduction, objectives of study, statement of the problem, scope of study, Research methodology, and limitation of the study.

Chapter 2

Review of literature related to the study has been collected from various journals and Articles are stated in this chapter.

Chapter 3

An overview of the credit card

Chapter 4

Primary data collected through the questionnaire is analyzed and interpretation is presented through tables and charts in this chapter.

Chapter 5

This chapter is summarized with findings, suggestions and conclusion of the study.



CHAPTER – 2



REVIEW OF LITERATURE



CHAPTER – 2

REVIEW OF LITERATURE

2.1. INTRODUCTION

The studies have been conducted on the subject of credit cards in India and abroad. The major emphasis of research has been on various issues like fraud, security usage pattern, new method of e-payment etc. From the review of literature, it was found that hardly there was a study which examined the perception of the users. In this study an attempt was made to know the usage and satisfaction level of credit card users.

2.2. REVIEW OF LITERATURE

2.2.1. Nasira Banu M., Ibrahim Cholak Kal, Abdul Azeez N.P (2024):

Financial transformation through digitalization: India's dual path of cash and cashless transaction. The credit cards help them avoid carrying cash and enable withdrawal of cash through ATMs. they need not to be afraid of falling into debt trap as in the case of credit cards.

2.2.2. Dr. S. S. Muruganantham (2023):

A Study on Consumer Spending via Credit Cards" aims to comprehensively analyze the patterns and trends of consumer expenditure through credit card transactions. Consumer, Credit Card, Digital Transactions, Digitized economy.

2.2.3. Pooja Gupta (2020 – 2022):

The study's Objective was to have an understanding of the credit card industry in India and identify the various credit card providers on the service provided by them furthermore to know the precipitation of the consumer towards the various services.



2.2.4. Nagaraj K (2022):

The present study made an attempt to make consumer awareness and preparation about credit cards a preliminary study. For this purpose, the researcher used the primary data, the required data has been collected by using structured questionnaires and statistical tools like, Mean, Percentage and chi Square have been used for the purpose analysis. Finally, the study reveals that the scenario of credit cards during the present day is very significant. Many card holders use their credit cards. The bank's customers prefer cards.

2.2.5. R. Maheswari, T.Palaneeswari (2021):

Customer satisfaction in e-environment is determined by the website of the bank, efficiency of the bank, competency of the bank and information provided by the bank. Due to the complexity in the usage of credit cards, it is necessary to make the customer know how to operate the credit cards for a specific purpose. In order to facilitate the customer to carry the cards with them, effective protective measures must be taken to protect the cards against operational and security risk.

2.2.6. Athena Joy. (2020):

In her study, "A Study on Customers' Perception towards Credit Card", she concluded that occupation type, marital status and type of card has no association whereas annual income has a direct impact on frequency of use of credit card in Lotto yam district. Income was found to be the most important factor not only for selection but also use of credit cards in Lotto yam district.

2.2.7. Sunayna Khurana and S P Singh (2020):

They conducted a study to identify the factors that influence the choice of credit cards and customer preferences and expectations from credit/debit card services. A special focus was given on Tier-III cities. From 200 respondents, the data was collected through questionnaires. Analysis of data revealed that the choice of credit card depends upon income, gender and profession of the respondents. It also revealed that income, frequency and the amount of usage in a month.

**2.2.8. Mohammad Ahmar Uddin (2019):**

The study aims to find credit card literacy (henceforward CCL) and credit card usage behavior (henceforward CCUB) in India.

2.2.9. Scott L. Fulford and Schuh (2018):

Credit Cards and Consumption. The model includes joint roles for credit cards as a means of payment and as a source of short and long-term smoothing.

2.2.10. Gianakopulos and Dubey (2018):

The widespread use of credit cards increases trading efficiency but, by also increasing the velocity of money, it causes inflation, in the absence of monetary intervention. If the monetary authority attempts to restore pre-credit card price levels by reducing the money supply, it might have to sacrifice the efficiency gains. When there is default on credit cards, there is even more inflation, and less efficiency gains.

2.2.11. Agarwal et al. (2017):

Analyzed unique data from multiple large-scale randomized marketing trials of preapproved credit card solicitations by a large financial institution, and found out that consumers responding to the lender's inferior solicitation offers have poorer credit quality attributes. This finding supports the argument that riskier type borrowers are liquidity or credit constrained.

2.2.12. Puneet Singh & Geetha Iyer (2016):

The study shows that the results obtained are inconsistent with the previous studies, where the usage was expected to increase with age and income, and males were expected to use credit cards more frequently.



2.2.13. Chung and Suh (2015):

They were of the view that Excessive issue of credit cards has contributed to increased credit card delinquencies, which have become a burden for credit card companies. In such a negative situation, companies should build and use models to estimate maximum profits from credit card delinquents. However, traditional classification models used to classify customers into good or bad groups are not useful in estimating profits from credit card delinquents.

2.2.14. Elicit and Dunn (2013):

They investigated the relationship between credit card debt and consumption using household level data. This is a departure from the previous studies which have used aggregate measures of consumption and general debt such as the Debt Service Ratio or total revolving credit. We use a detailed monthly survey of credit card use to impute credit card debt to respondents from the Consumer Expenditure Survey sample. Investigations are also made into effects of debt within different age categories and into the impact of expected income growth on the debt– consumption relationship.

2.2.15. Kerr and Dunn (2012):

They investigated whether search costs inhibit consumers from searching for lower credit card interest rates. The results provide evidence that the credit card search environment has changed since the mid-1990s. Using the 2001 Survey of Consumer Finances, we model consumers' propensity to search and their probability of being denied credit simultaneously and find that larger credit card balances induce cardholders to search more even though they face a higher probability of rejection. This result may be related to the high volume of direct solicitation, combined with disclosure requirements, which has lowered the cost of search to find lower interest rates.

2.2.16. Srikanth Verma & Rana Prathap (2011):

Cashless society: A study of trends and issues in the credit card industry in India.



2.2.17. Lopes (2011):

He solved an empirically parameterized model of life cycle consumption, which allows for uncollateralised borrowing and the possibility of default. The simulation results show that:

- (i) "social stigma" and credit limit have a very large impact on default rates;
- (ii) education level also has a significant effect on the probability of default, namely, through differences in the shape of lifetime labor income profiles; and
- (iii) the response of simulated default rates to labor income shocks is determined by the nature of labor income uncertainty (temporary versus permanent). Additionally, the model generates simultaneous consumer holdings of credit card debt and liquid assets.

2.2.18. Dr. Ritu Narang (2010):

She analyzed the awareness level of the features and satisfaction level of the credit cards among the users. The study also aimed to know about the importance of different elements of credit card facility among the users. Two hundred samples were collected and analyzed using chi-square and ANOVA. It was concluded that the majority of the respondents were only partially aware of the features of the credit card and they had complained that they did not receive the monthly statement on time.

2.2.19. Dr. Sanjay. J. Bhayani (2006):

He had conducted a survey to know about the customer's awareness about the services provided and how often they utilize these services. An attempt was also made to know the post purchase behavior of the customers and customer awareness. Structured questionnaires were used to collect the data from two hundred respondents having their current account with private banks, nationalized and cooperative banks in Rajkot City. The study revealed that people opted for private banks due to the services and inter connectivity between the branches. Awareness about e-banking services should be created among the credit card customers. Finally, the credit card customers gave priority to convenience and status respectively and they felt that the card was safe.



2.2.20. Chien and Devaney (2005):

They examined the effect of socioeconomic and attitude variables considering the possible correlation among these factors. This study address includes installment debt as well as credit card debt in the analysis. The study used data from the 1998 Survey of Consumer Finances. The findings show the higher the specific attitude index, the higher the outstanding credit card balances, and the more favorable the general attitude toward using credit, the higher the installment debt. The results suggest the need for greater awareness on the part of consumers and consumer educators on the influence of attitude in the use of credit.

2.2.21. Manuel Orozco (2003):

He stated in his article that the SBI with branches in the United States issued SBI credit cards to the Indian diasporas. The non-resident Pakistanis were also offered the gold card and the silver card.

2.2.22. Kulasekaran and Shaffer (2002):

They explained that Credit card banks produce a single, relatively homogeneous output, permitting exceptionally clean empirical tests of cost efficiency. The high net interest margins and fees on credit card loans also suggests a large potential for managerial slack or expense preference behavior, possibly fostering a wider range of cost efficiency than observed for general-purpose banks.

2.2.23. Hoover (2001):

He explained that credit card companies are eagerly tempting college students and willingly handing out credit applications. As a result, they leave students struggling to pay back debt. Young adults under the age of 25 are filing bankruptcy more now than at any other time in history). Filing bankruptcy is often the last hope for many college students. With the inability to pay the minimum amount on their credit cards as interest amounts increase, bankruptcy may seem to be the only life-preserver to keep them afloat.



2.2.24. Janothan, Karp and Steve Steck low (1999):

They mentioned the issue of credit cards in India and the results of inconvenience caused to card holders. The issuing banks in order to collect outstanding balances from delinquent customers appoint private agencies. Their sole aim is to make a collection from such customers to which issuing banks were ready to pay even twelve percent of the collection as consideration to those agencies. This brought in criticism among the customers who were emotionally tortured by the collecting agents. Even the police were not able to take action against such banks as the banks state that they have no control over the action of these agents.

2.2.25. Thomas. F. Cargill and Jeanne Wendel (1996):

They identified five factors that influenced interest rate constraints on bank credit cards. They were financial deregulation, structural characteristics of the industry, economic theory on the characteristics of the industry, the descriptive effects of credit limits, Regulation Q and the decline in the credit card. The higher the interest rates the more competitive the industry is. It was suggested that consumer irrationality in bank card use would be a major factor underlying the observed interest rate stickiness.

2.2.26. T. Barker, Ahmed Seker kaya (1992):

They had conducted a study to find out the attitude of two hundred card holders and non-card holders. The better-educated, middle-aged members of the upper-middle class seem to be the prime target. According to him, the most important reasons for using credit cards were ease of payment and the risk involved in carrying cash. He also proposed that the usage and the administration of credit cards were influenced very much by the infrastructure of the country and hence, credit card companies have to modify their marketing procedure rather than following a standardized approach.

2.2.27. Danes and Hira (1990):

They investigated the relationships among knowledge, beliefs, and practices in the use of credit cards. Data were collected from 198 household money managers in a midwater town during 1982. Those respondents with high levels of credit card knowledge believe credit cards should be used more for installment reasons than convenience reasons. Those respondents who believe credit cards should be used for installment reasons are inclined to use more credit cards and to accumulate finance charges more often.

**2.2.28. Biswa. N. Bhattacharya (1989):**

He explained the credit card system in India and the different types of credit cards as practiced by the Indian Banking Industry. He had analyzed the profile of the credit card holders into four classes namely - economic, social, geographical and behavioral profile. Percentages and statistical averages were used. Extensive credit card usage may prove to be inflationary owing to the fee that merchants pay to card companies. It has also been found out that the use of credit cards has changed the pattern of consumer debt.

2.2.29. Terry. M Wickre (1980):

He in his study had analyzed the Customer awareness about the Visa and the Master charge card issued by the bank. The author had conducted a pre and post study with the advertising strategies and found out that by advertising, customers had become more aware of their credit card and its operations. Advertising has increased the consumer ability to choose the best card.

2.2.30. H. Lee Mathews and John W. Slocum Jr (1969):

They had conducted two studies about the relationship between the consumer's usage of bank credit cards, and his or her income and social class. The findings of the study had revealed that the members of the lower social class tended to use their cards for installment purposes. It concluded that all users had a favorable general attitude towards credit cards but the installment users were motivated to use their card more frequently



CHAPTER - 3

OVERVIEW OF CREDIT CARD



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OVERVIEW OF CREDIT CARD

3.1. INTRODUCTION

A credit card is a payment card issued to users to enable the cardholder to pay merchant for goods and services based on the card holder's promise to the card issuer to pay them for the amounts plus the other agreed charges. The card issuer creates a revolving account and grants a line of credit to the cardholder, from which the cardholder can borrow money for payment to a merchant or as a cash advance.

WHAT IS A CREDIT CARD?

“Credit Cards - Its credit to you!”

A Credit Card is referred to as 'plastic money'. Carrying a lot of cash on you can be cumbersome, risky and sometimes, you run short of it, just when you most need it. (Remember the SALE at your favorite ready-made store?). A Credit card is the smart solution to these problems. It is a convenient and safe alternative for cash.

Besides, it says things about you. Most people associate a credit card with a prestige, which it most certainly bestows on you, but more importantly, it says that you have taken the onus of being responsible - to be extended credit! So, when you get yourself a card, remember that, because your bank does.



Before I go any further, why not become familiar with the various terms and jargons used by the credit card industry.

Credit Card – A credit card is a financial instrument, which can be used more than once to borrow money or buy products and services on credit. Banks, retail stores and other businesses generally issue these.

Credit limit – The maximum amount of charges a cardholder may apply to the account.

Annual fee – A bank charge for use of a credit card levied each year, which ranges depending upon the type of card one possesses. Banks usually take an initial fixed amount in the first year and then a lower amount as yearly renewal fees.

Revolving Line of Credit - An agreement to lend a specific amount to a borrower and to allow that amount to be borrowed again once it has been repaid. Most credit cards offer revolving credit.

Personal Identification Number (PIN) - As a security measure, some cards require a number to be punched into a keypad before a transaction can be completed. The cardholder can usually change the number.

Teaser Rate - Often called the introductory rate, it is the below- market interest rate offered to entice customers to switch credit cards.

Joint Credit - Issued to a couple based on both of their assets, incomes and credit reports. It generally results in a higher credit limit, but makes both parties responsible for repaying the debt.



3.2. HISTORY OF CREDIT CARDS

- ❖ Early forms of credit systems date back to the 19th century, but modern credit cards emerged in the 1950s, beginning with the Diners Club card.
- ❖ The introduction of bank-issued cards like BankAmericard (now Visa) and Master Charge (now MasterCard) in the 1960s and 1970s transformed the payment system.
- ❖ This card was the first general-purpose credit card, allowing customers to use the card at various merchants and pay off their balances over time.
- ❖ In April 2009 the U.S. House of Representatives approved the Credit Card Holders' Bill of Rights, which would provide additional consumer protections and restrict or eliminate credit card industry practices deemed unfair or abusive.

3.3. CREDIT CARDS IN INDIA

The Central Bank of India launched the first bank credit card in 1980, which was followed by Andhra Bank in the same year – both were of the Visa brand. MasterCard was introduced to Indian consumers by Vijaya Bank in 1988. The key differentiator then was that Vijaya Bank allowed customers to withdraw cash from their branches. The eligibility of getting a credit card was entirely based upon the income of consumers.

The Indian credit card market is a fairly crowded place with 74 players operating. The top 5 players, however, have a comfortable 78% share by the number of cards and 75% share by credit card spend. HDFC bank is the leader at close to 28% share followed by SBI cards at 18%, which is trailed by ICICI, Axis, and Citibank.

- | | |
|---------------------|--------------|
| 1. HDFC Bank | 2. SBI Card |
| 3. American Express | 4. Citibank |
| 5. Axis Bank | 6. Yes, Bank |



3.4. SALIENT FEATURES

Annual Fee:

Credit card annual fees are charged at the beginning of your personal membership year, not the calendar year. So, if you opened your account in March, expect the fee every March. Often, the first year's fee is waived, and you may be able to use your accumulated reward points to pay future fees.

Forwarding Balance (or Revolving):

The annual fee associated with a credit card is billed on the anniversary of the account's origination. A complimentary first year is frequently offered, and the option to redeem accrued reward points for subsequent annual fees may be available.

APR or Annual Percentage Rate:

The annual percentage rate (APR) reveals the true yearly cost of carrying a credit card balance. While issuers often advertise a seemingly low monthly interest rate, like 3%, this translates to a surprisingly high annual rate, potentially reaching 43%, if you don't pay your balance in full by the due date.

Cash Advance:

While your credit card allows cash withdrawals at ATMs, be aware of the substantial fees involved. Each transaction typically incurs a charge of 2.5% to 3%, making it a costly way to access cash.



3.5. BENEFITS

Credit:

Credit cards provide a 45-day interest-free grace period, with at least 30 days of guaranteed credit. This feature is particularly advantageous for salaried individuals. Credit cards offer the flexibility to pay in full or make a minimum payment of 5%, while also providing a secure alternative to carrying large sums of cash.

Cash Advance:

While your credit card allows cash withdrawals at ATMs, be aware of the substantial fees involved. Each transaction typically incurs a charge of 2.5% to 3%, making it a costly way to access cash.

3.6. DRAWBACKS:

Greed!

Credit availability isn't an invitation to spend impulsively. Use your card strategically. It's an expensive borrowing tool, so think of it as a secure way to carry funds, an emergency resource, or a way to take advantage of valuable opportunities.



3.7. CREDIT CARD SYSTEM

Interest charges:

Credit card interest can be a simple or complex matter. Full monthly payments often avoid interest. However, carrying a balance leads to interest on every purchase from its date. Credit cards can have multiple balances at different rates, and these rates can vary widely. Late payments or issuer decisions can cause significant increases.

Grace Period:

Credit card grace periods, ranging from 20 to 50 days, allow for interest-free payments. However, this period is often forfeited with late payments or carried-over balances, leading to finance charges. While some cards offer reinstatement or only charge interest on the old balance, most apply it to the full amount, including new transactions.

Benefits to Customers:

Credit card companies compete for your business by offering valuable perks. You can earn rewards like travel points, gift cards, or cash back on purchases. Plus, you can find cards with low or zero interest rates.

Benefits to Merchants:

Credit cards offer merchants secure payments, as banks guarantee funds even if customers don't pay their bills. They're safer than cash, reducing theft and on-site money. Banks handle credit checks, simplifying the process for merchants.



CHAPTER – 4

ANALYSIS AND INTERPRETATION



CHAPTER – 4

ANALYSIS AND INTERPRETATION

TOOLS FOR ANALYSIS:

Questionnaire was collected on the basis of the various factors affecting industrial reaction statistical tools used for analysis of data. The data collected were analyzed using the following statistical tools,

- **Percentage analysis**
- **Likert Scale Analysis**
- **Ranking Scale Analysis**
- **Chi-square test**
- **Mean, Standard deviation**

4.1 PERCENTAGE ANALYSIS

It means to multiply the numerator of one fraction by the denominator of another fraction this method was used to know the accurate percentage of the data.

Percentage = (Number of Respondents/ Total Number of Respondents) %



TABLE 4.1.1

GENDER OF RESPONDENTS

Gender	No. of Responses	Percentage
Male	74	67.3%
Female	36	32.7%
Total	110	100%

INTERPRETATION:

It is observed from the above table that 67.3% of the respondents are Male, 32.7% of the respondents are Female.

INFERENCE:

Majority (67.3%) of the respondents are male.

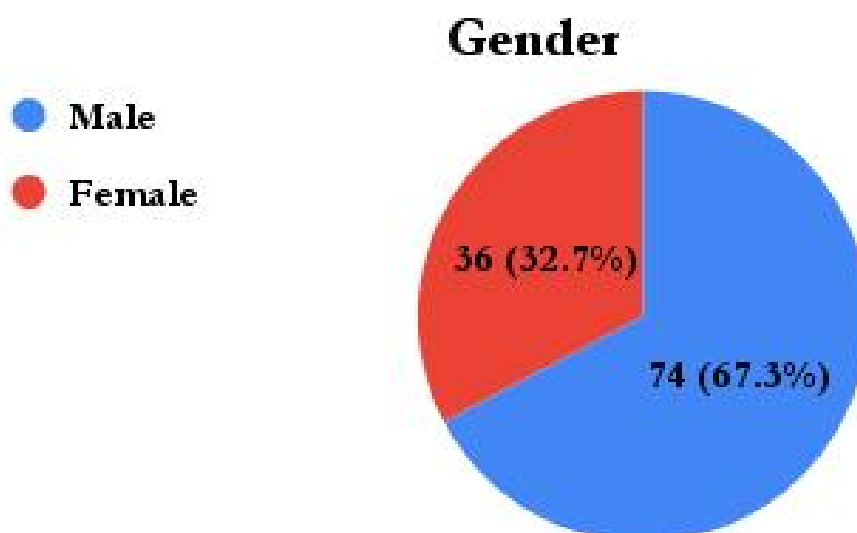



TABLE 4.1.2
AGE OF RESPONDENTS

Age	No. of Responses	Percentage
18 – 25 Years	9	8.2%
26 – 35 Years	61	55.5%
35 – 45 Years	26	23.6%
Above 45 Years	14	12.7%
Total	110	100%

INTERPRETATION:

It is observed from the above table that 55.5% of the respondents are in the age group of 26 - 35 years, 23.6% of respondents are 35-45 years, 12.7% of respondents are Above 45 years, and 8.2% of respondents are 18 – 25 Years old persons.

INFERENCE:

Majority 55.5% of the respondents are being comes under the age group of 26 - 35 years.

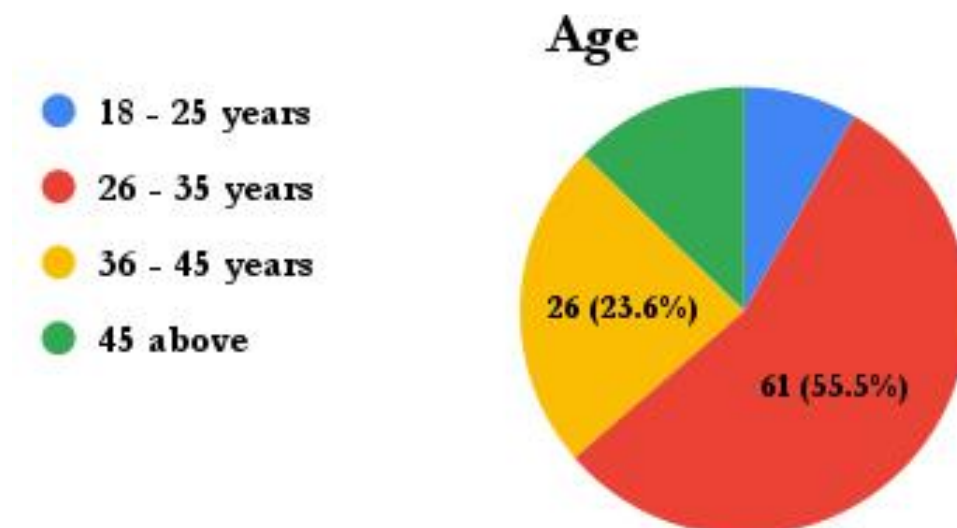



TABLE 4.1.3
EDUCATION QUALIFICATION

Education Qualification	No. of Responses	Percentage
School	21	19.1%
UG/ PG	87	79.1%
Others (PhD)	2	1.8%
Total	110	100%

INTERPRETATION:

It is observed from the above table that 19.1% of the respondents have completed their School, 79.1% of the respondents have completed UG/PG, and 1.8% of the respondent's come under others.

INFERENCE:

Majority (79.1%) of the respondents have completed their UG/PG.

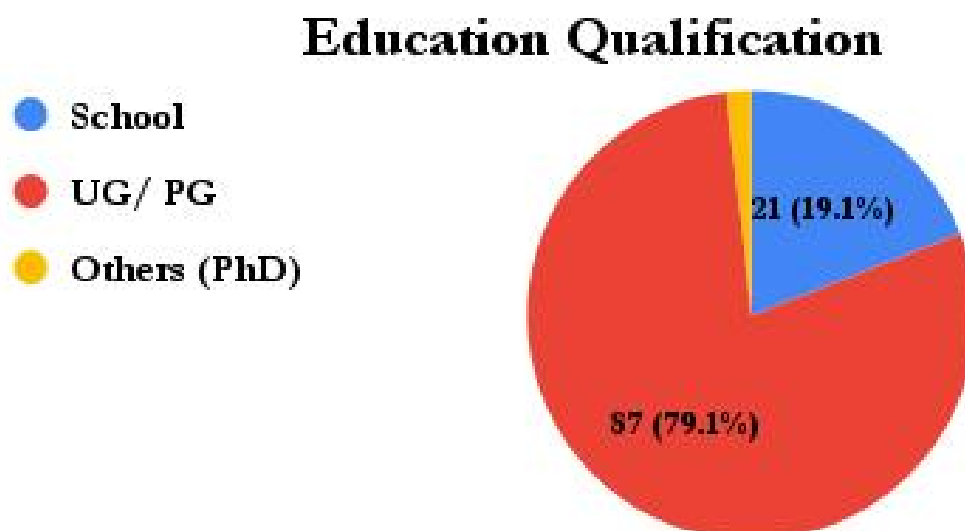




TABLE 4.1.4

OCCUPATION OF THE RESPONDENTS

Occupation	No. Of Responses	Percentage
Student	10	9.1%
Employee	42	38.2%
Professional/ Business	50	45.5%
Others	8	7.3%
Total	110	100

INTERPRETATION:

It is observed from the above table that 45.5% of the respondents are professional/business, 38.2% of the respondents are employees, 9.1% of the respondents are students and 7.3% of the respondents are others.

INFERENCE:

Most (45.5%) of the respondents are Professional/Business.

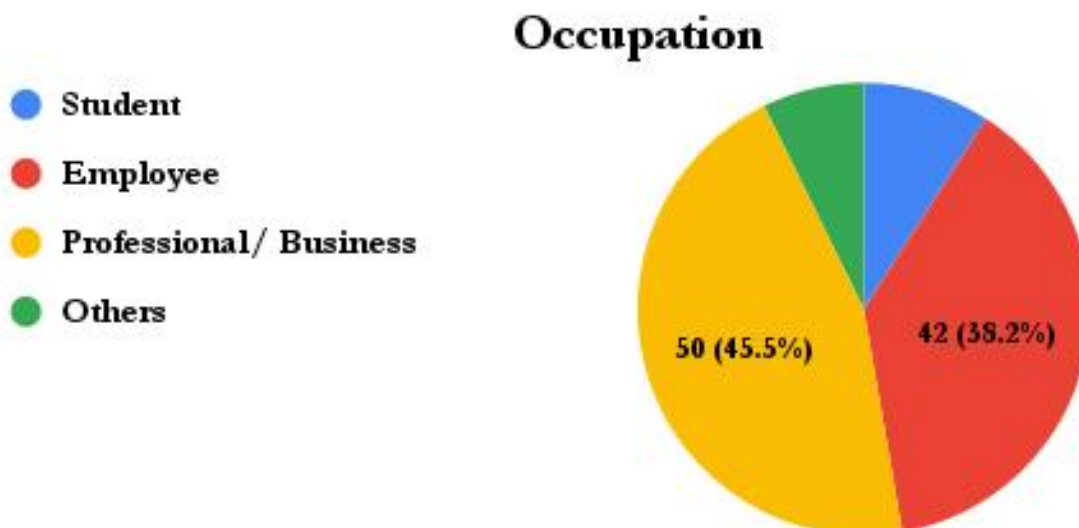


TABLE 4.1.5
MARITAL STATUS OF RESPONDENTS

Marital Status	No. Of Responses	Percentage
Married	57	57.8%
Unmarried	53	48.2%
Total	110	100%

INTERPRETATION:

It is observed from the above table that 57.8% of the respondents are married and the remaining 48.2% of the respondents are unmarried.

INFERENCE:

Majority (58.2%) of the respondents are Unmarried.

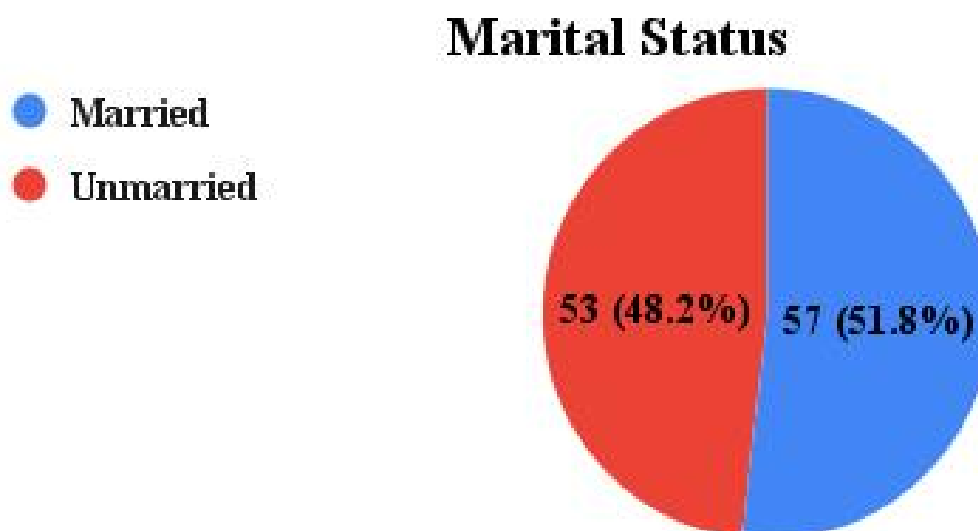


TABLE 4.1.6
MONTHLY SALARY OF THE RESPONDENTS

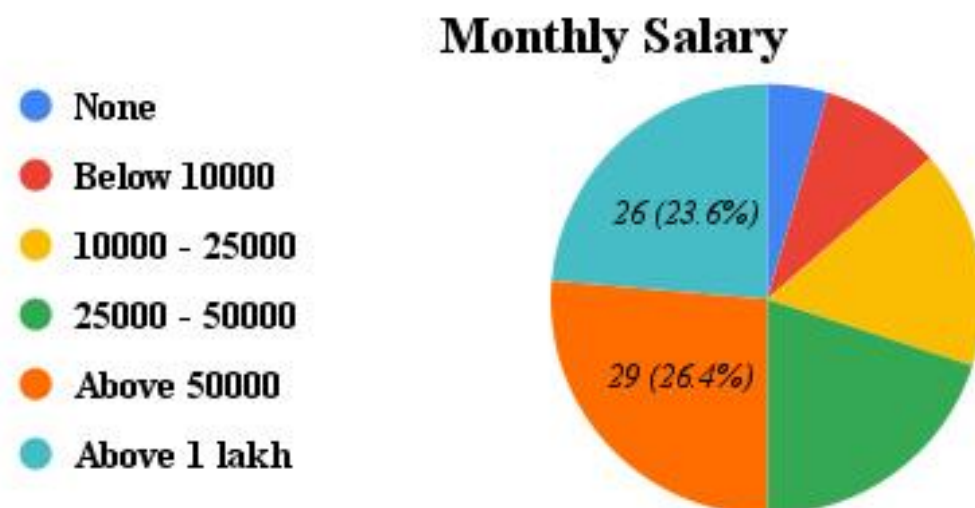
Monthly Salary	No. Of Responses	Percentage
None	5	4.5%
Below 10000	10	9.1%
10000 - 25000	18	16.4%
25000 - 50000	22	20.0%
Above 50000	29	26.4%
Above 1 lakh	26	23.6%
Total	110	100%

INTERPRETATION:

It is observed from the above table that 26.4% of the respondents are Above 50000, 23.6% of the respondents are Above 1 lakh, 20% of the respondents are 25000 - 50000, 16.4% of the respondents are 10000 - 25000 earning, 9.1% are earning Below 10000 and 4.5% are not earning.

INFERENCE:

Most (26.4%) of the respondents are Above 50000.





5

18(26.4%)

22(20%)


TABLE 4.1.7
FREQUENCY OF USING CREDIT CARD

Frequency of usage	No. Of Responses	Percentage
Daily	3	2.7%
Weekly Once	19	17.3%
Weekly Twice	14	12.7%
Monthly Once	48	43.6%
Monthly Twice	15	13.6%
Monthly More than Three Times	11	10%
Total	110	100%

INTERPRETATION

It is observed from the above table that 2.7% of the respondents are using Credit Card Daily, 17.3% of the respondents are using Credit Card Weekly once, 12.7% of the respondents are using weekly twice 43.6% of respondents are using Monthly once and 13.6% of the respondents are Monthly Twice, 10% of the respondents are using Credit Card more than three times for a month.

INFERENCE:

Most (43.6%) of the respondents are using Monthly once.

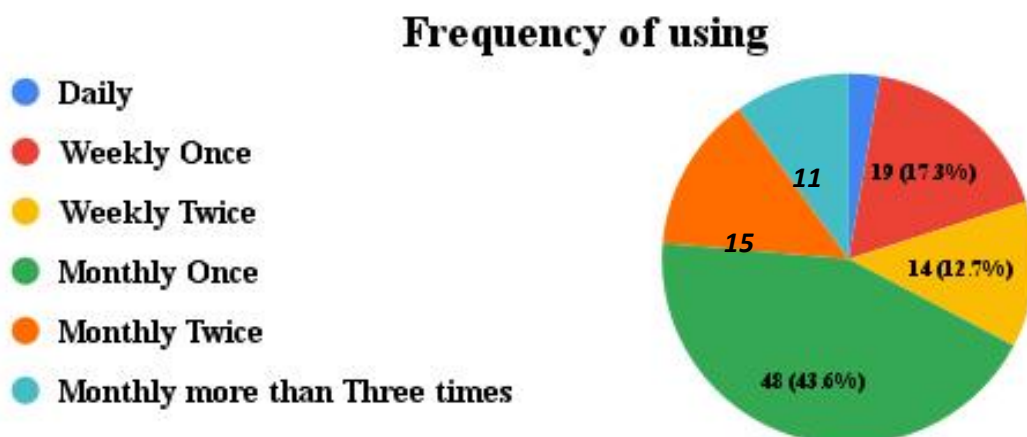



TABLE 4.1.8
NUMBER OF CARDS HOLD

No. Of Cards Hold	No. Of Responses	Percentage
One	72	65.45%
Two	31	28.18%
Three	6	5.45%
More than Three	1	0.91%
Total	110	100%

INTERPRETATION

It is observed from the above table that 65.45% of the respondents are using only one Credit Card, 28.18% of the respondents are using two credit cards, 5.45% of the respondents are using three credit cards and 0.91% of respondents are using more than three Credit Cards for their lifestyle and spending.

INFERENCE

Most (65.45%) of the responses used only one Credit Card for their lifestyle & spending.

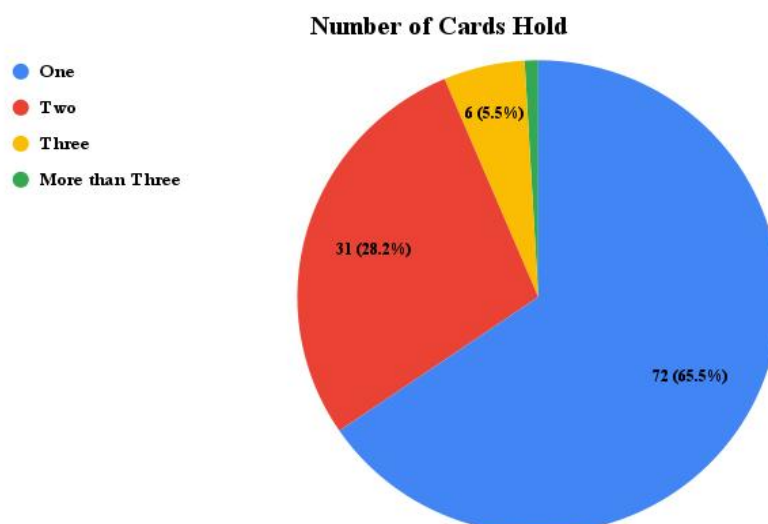




TABLE 4.1.9

DURATION OF USING CREDIT CARD

Duration of using	No. Of Responses	Percentage
Less than a year	35	31.8%
1 – 2 years	42	38.2%
2 – 3 years	24	21.8%
More than 3 years	9	8.2%
Total	110	100%

INTERPRETATION

It is observed from the above table that 31.8% of the respondents are using Credit Card for less than a year, 38.2% of the respondents are using Credit Card for 1 – 2 Years, 21.8% of the respondents are using Credit Card for 2 – 3 Years and 8.2% are using Credit Card for more than Three Years.

INTERENCE

Majority (38.2%) of the respondents are using Credit Cards for 1 – 2 Years.

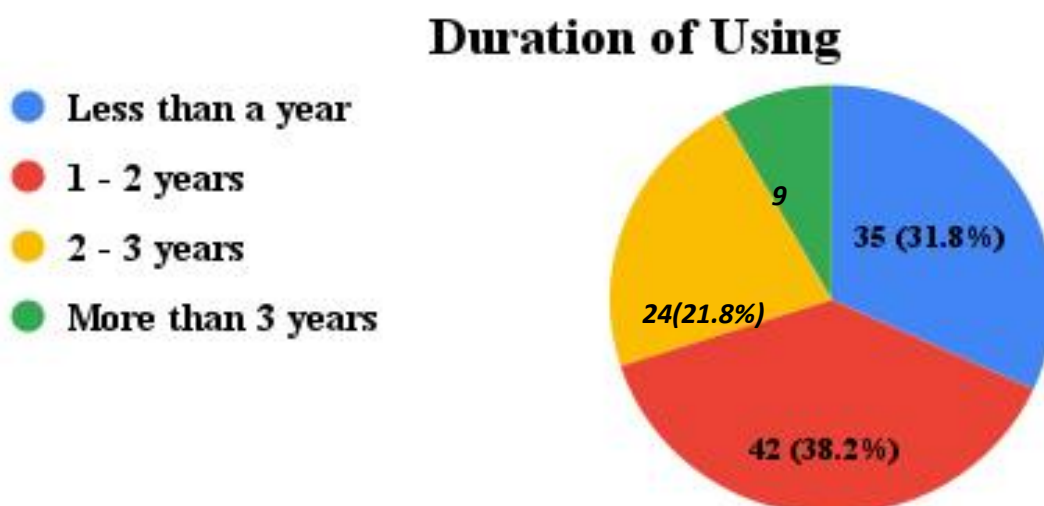



TABLE 4.1.10
DUE REPAYING WEEK

Due Paying Week	No. Of Responses	Percentage
1 st Week of the Month	38	34.55%
2 nd Week of the Month	38	34.55%
3 rd Week of the Month	19	17.27%
4 th Week of the Month	15	13.64%
Total	110	100%

INTERPRETATION

It is observed from the above table that 34.55% of both 1st week and 2nd week people are paying their Credit Card Bills, 17.27% of the respondents are paying @ 3rd week and 13.64% are paying their Credit Card Bills.

INTERENCE

Most (34.55%) of the respondents paid bills at 1ST and 2ND Week of the month.

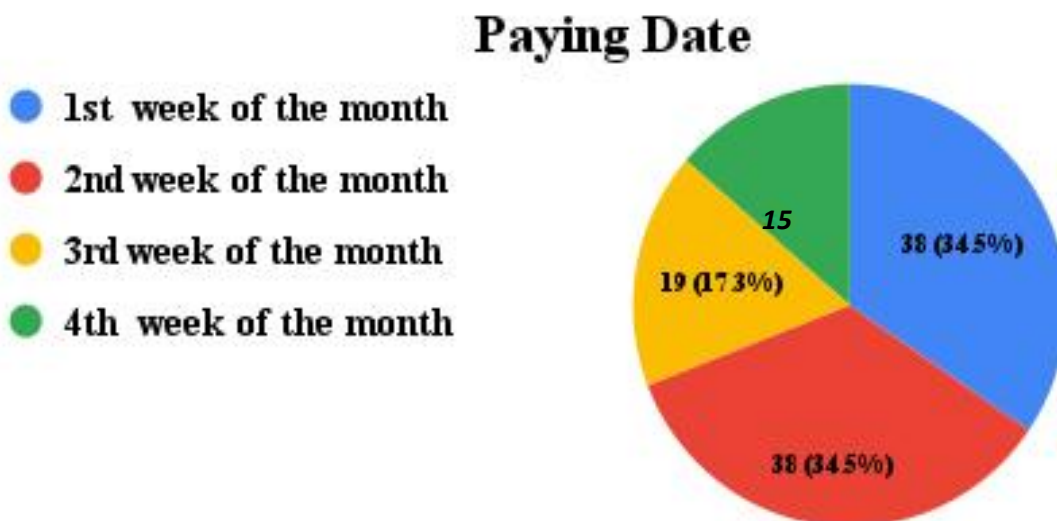



TABLE 4.1.11
ROLE OF COVID IN CREDIT CARD

Covid Role	No. Of Responses	Percentage
Yes	50	45.45%
No	22	20%
May Be	38	34.55%
Total	110	100%

INTERPRETATION

It is observed from the above table that 45.45% of the respondents say Yes that covid plays a role in Credit Card Usage, 34.55% of the respondents may have a doubt and they are not sure about it and 20% of respondents refused that Covid is in Credit Card Usage.

INTERENCE

Most (45.45%) of respondents' choice is Yes.

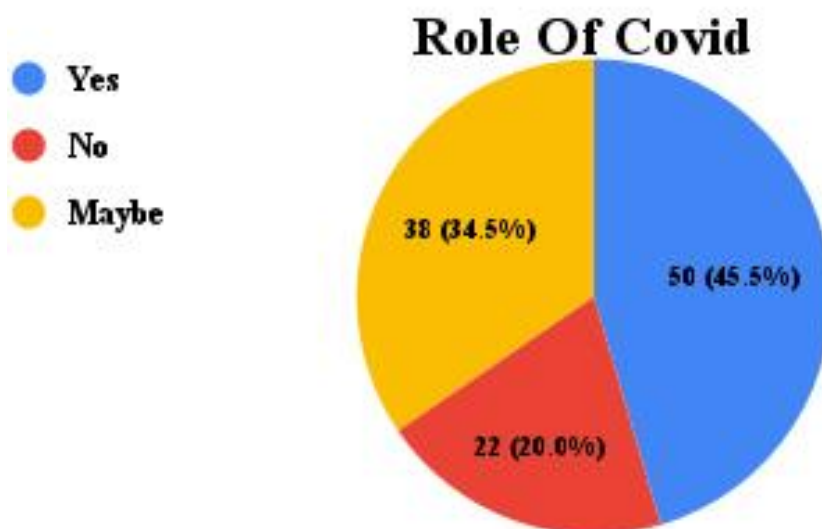



TABLE 4.1.12
WITHDRAWAL OTHER THAN CASH

Withdrawal Other than Cash	No. Of Responses	Percentage
Below 10000	35	31.82%
10000 - 30000	41	37.27%
30000 – 50000	26	23.64%
Above 50000	8	7.27%
Total	110	100%

INTERPRETATION

It is observed from the above table that 31.82% of respondents use below 10000 on things, 37.27% of the respondents pays up to 10000 – 30000, 23.64% of the respondents uses 30000 – 50000 on Credit Card other than cash and 7.27% use more than 50k for their usage.

INTERENCE

Mostly (37.27%) users purchase products with an average value of 10k – 30k.

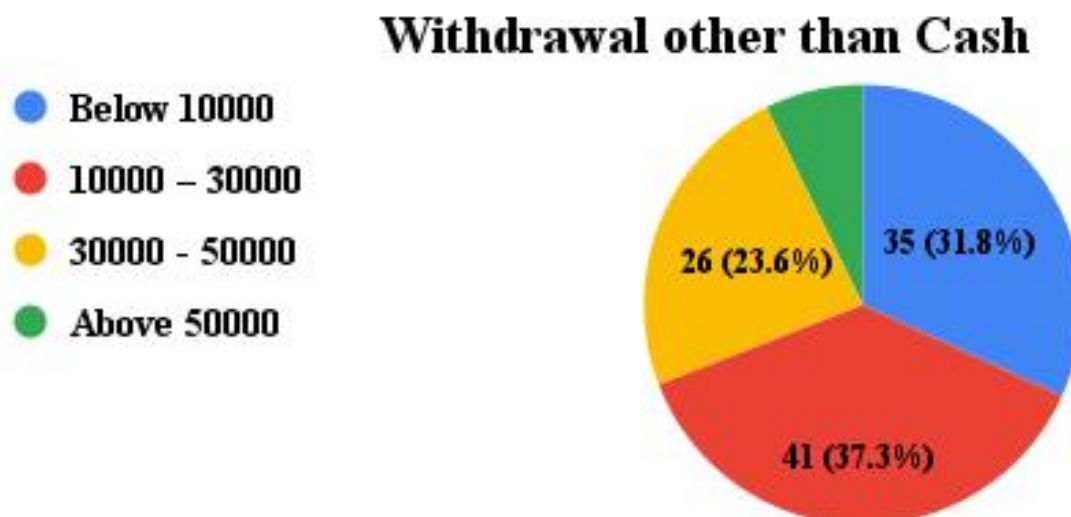




TABLE 4.1.13

MOSTLY USED DIGITAL PAYMENT

Mostly Used Digital Payment	No. Of Respondents	Percentage
Credit Card	15	13.64%
Debit Card	14	12.73%
Bank Application	12	10.91%
Mobile Application	69	62.73%
Total	110	100%

INTERPRETATION

It is observed from the above table that 69% of the respondents are using Mobile applications, 13.64% of respondents uses Credit Card, 12.73% of respondents uses Debit Card and 10.91% uses Bank Applications.

INTERENCE

Mostly (62.73%) uses Mobile Applications (UPI) like Google Pay, Phonepe and Paytm.

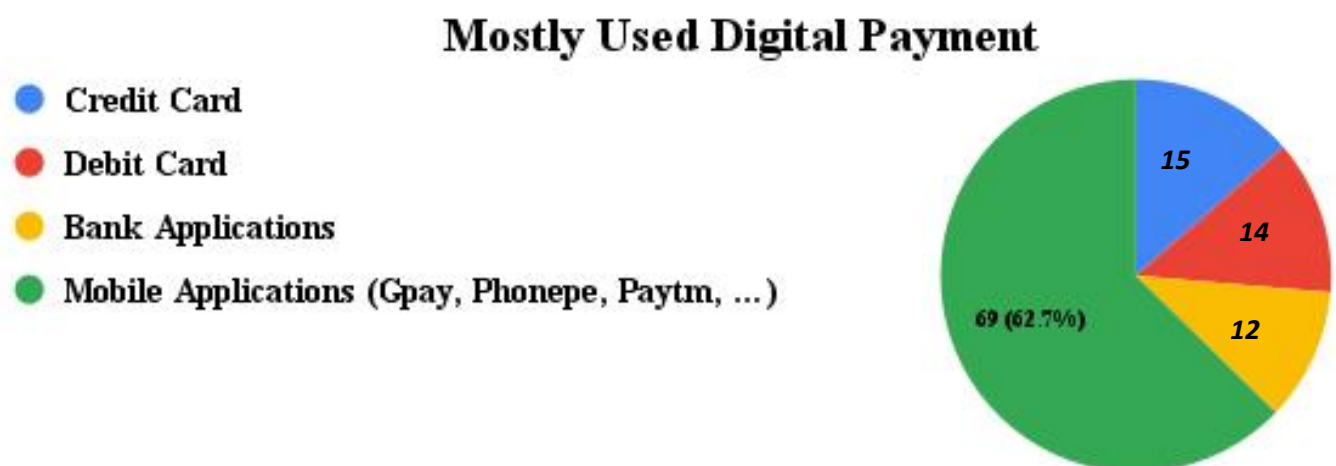


TABLE 4.1.14
WHO SPENT MOST?

Who spent most	No. Of Responses	Percentage
You	41	37.27%
Your Spouse (Husband/ Wife)	14	12.73%
Your Children	15	13.64%
Your Parents	28	25.45%
Your Friends	12	10.91%
Total	110	100%

INTERPRETATION

It is observed from the above table that 37.27% of respondents spend by themselves, 12.73% of respondents says that their spouse is spending, 13.64% says their child, 25.45% says their parents and 10.91% says their friends spend on the respondents' card.

INTERENCE

Mostly (37.27) are spent on their own.

Who spends mostly

- You
- Your spouse (Husband / Wife)
- Your children
- Your parents
- Your Friends

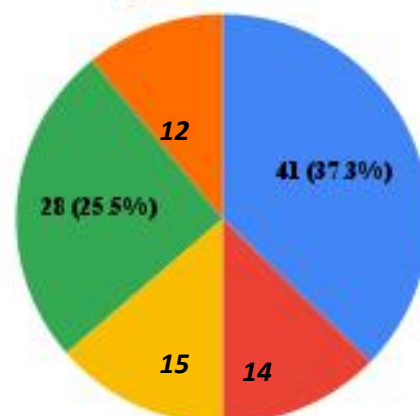



TABLE 4.1.15
BENEFITS OF USING CREDIT CARD

Benefits	No. Of Responses	Percentage
Emergency Purpose	53	48.18%
Convenient mode	44	40%
Status Symbol	13	11.82%
Total	110	100%

INTERPRETATION

It is observed from the above table that 48.18% of the respondents used Credit Card for Emergency Purpose, 40% of the respondents used it as Convenient mode of payment, 11.82% of respondents praised Credit Card as Symbol of Status.

INTERENCE

Most (48.18%) of the respondents use Credit Cards for Emergency Purpose.

Benefits of Credit Crad

- Useful for emergency purchase payment
- Convenient mode of payment
- Status symbol

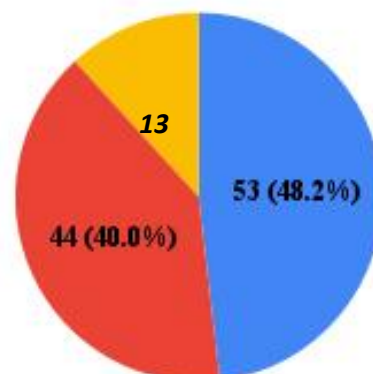




TABLE 4.1.16

FACTORS OF CREDIT CARD DEACTIVATE

Factors by Default	No. Of Responses	Percentage
Customer Stopped making Payment	28	25.45%
Credit Card became Inactive	45	40.91%
Customer Objected Interest Rate Increase	37	33.64%
Total	110	100%

INTERPRETATION

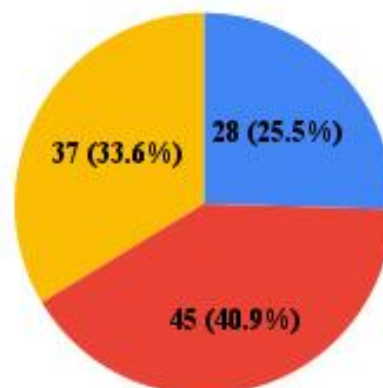
It is observed from the above table that 25.45% of respondents choose Customer Stopped making Payment, 40.91% of respondents choose Credit Card became Inactive, 33.64% choose Customer Objected Interest Rate Increase.

INTERENCE

Most (40.91%) choose Credit Cards as Inactive.

Factors of Credit Card Deactivate

- Customer stopped making payment
- Credit card become inactive
- Customer objected interest rate increase





4.2 LIKERT SCALE ANALYSIS

LIKERT SCALE:

A Likert scale is a method of measuring attitudes, ordinal scale of responses to a question or statement, ordered in hierarchical sequence from strongly negative to strongly positive. In Likert scale method, a person's attitude is measured by combining (adding or averaging) their responses across all items.

5 = Highly Satisfied, Very Likely

4 = Satisfied, Likely

3 = Neutral

2 = Dissatisfied, Dislike

1 = Highly Dissatisfied

Likert scale = $\sum (fx)$ / Total number of respondents

f = Number of respondents

x = Likert scale value

$\sum (fx)$ = Total score

Mid value:

Mid-value indicates the middle most value of the Likert scale.



4.2.1 TABLE

THE RATING TOWARDS BANK CREDIT CARD

S. No	Factors	No. of Responses (f)	Likert Scale (x)	Total Score $\Sigma (fx)$
1	Very Dissatisfied	2	1	2
2	Dissatisfied	5	2	10
3	Neutral	22	3	66
4	Satisfied	57	4	228
5	Very Satisfied	24	5	120
Total		110		426

Likert Scale = $\Sigma (fx) / \text{Total Number of Respondents}$

= 426 / 110

= 3.87

INTERPRETATION

The Likert scale value is 3.87 which is greater than mid value (4) which shows that the Customer is agreeing with the rating towards bank Credit Card Service.



4.2.2 TABLE

THE RATING TOWARDS IMPORTANCE OF USAGE OF CREDIT CARD

S. No	Factors	No. of Responses (f)	Likert Scale (x)	Total Score $\Sigma (fx)$
1	Very Dissatisfied	10	1	10
2	Dissatisfied	4	2	8
3	Neutral	26	3	788
4	Satisfied	51	4	204
5	Very Satisfied	19	5	95
Total		110		395

Likert Scale = $\Sigma (fx) / \text{Total Number of Respondents}$

= 395 / 110

= 3.59

INTERPRETATION

The Likert scale value is 3.59 which is greater than mid value (4) which shows that the Customer is agreeing with the Importance of usage Credit Card Service.



4.2.3 TABLE

THE RATING TOWARDS CREDIT CARD ACCORDING TO THEIR FEATURES

S. No	Factors	No. of Responses (f)	Likert Scale (x)	Total Score $\Sigma (fx)$
1	Very Dissatisfied	3	1	3
2	Dissatisfied	8	2	16
3	Neutral	21	3	63
4	Satisfied	50	4	200
5	Very Satisfied	28	5	140
Total		110		422

Likert Scale = $\Sigma (fx)$ / Total Number of Respondents

= 422 / 110

= 3.84

INTERPRETATION

The Likert scale value is 3.84 which is greater than mid value (4) which shows that the Customer is agreeing with the Credit Card features.



4.3 RANK ANALYSIS

Ranking the observation according to the size and the basis of the calculation on the rank rather than the original observation in the research rank is used to determine the exporters in terms of the number of respondents.

The average is used to find the factors that have the highest priority. The highest priority is ranked as first followed by second, third and so on.

TABLE 4.3.1
BANK OF CREDIT CARD

S No	BANK OF CREDIT CARD	RESPONSES					TOTAL (110)	RANK
		1	2	3	4	5		
1	State Bank of India	8 (8)	14 (7)	66 (22)	184 (46)	135 (27)	407	I
2	Axis Bank	8 (8)	26 (13)	72 (24)	132 (33)	160 (32)	398	IV
3	HDFC	5 (5)	22 (11)	87 (29)	148 (37)	140 (28)	402	III
4	Others	3 (3)	32 (16)	66 (22)	172 (43)	130 (26)	403	II

INTERPRETATION

From this ranking analysis, it is found that State Bank of India Credit Card (Rank 1), Axis Bank Credit Card (Rank 4), HDFC Credit Card (Rank 3) and for others category can't be rank as it is response of many other Banks' Credit Card but with the responses collected shows its rank (Rank 2)

INFERENCE

Majority of the respondents are using State Bank of India's Credit Card.

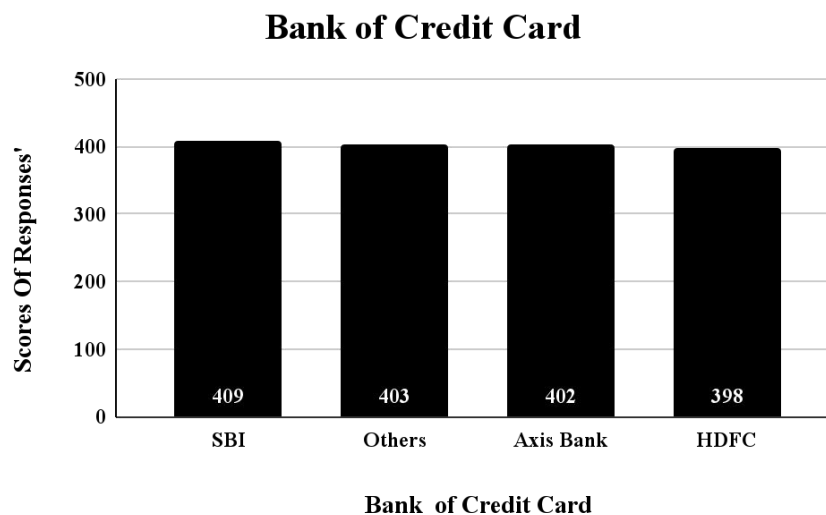



TABLE 4.3.2
WHERE YOU SPEND ON CREDIT CARD

S No	BANK OF CREDIT CARD	RESPONSES					TOTAL (110)	RANK
		1	2	3	4	5		
1	Shopping	5 (5)	20 (10)	60 (20)	120 (30)	225 (45)	430	I
2	Travelling	15 (15)	40 (20)	60 (20)	160 (40)	75 (15)	350	III
3	Dining	10 (10)	50 (25)	105 (35)	80 (20)	100 (20)	345	IV
4	Hotel/ Resorts	8 (8)	18 (9)	45 (15)	200 (50)	140 (28)	411	II

INTERPRETATION

From this ranking analysis, it is found that for the purpose of Shopping Credit Card mostly (Rank 1), for the purpose of Travelling Credit Card (Rank 3), for the purpose of Dining Credit Card (Rank 4) and for Hotel/ Resort (Rank 2).

INTERERCE

Mostly for the purpose of Shopping Credit cards are used.

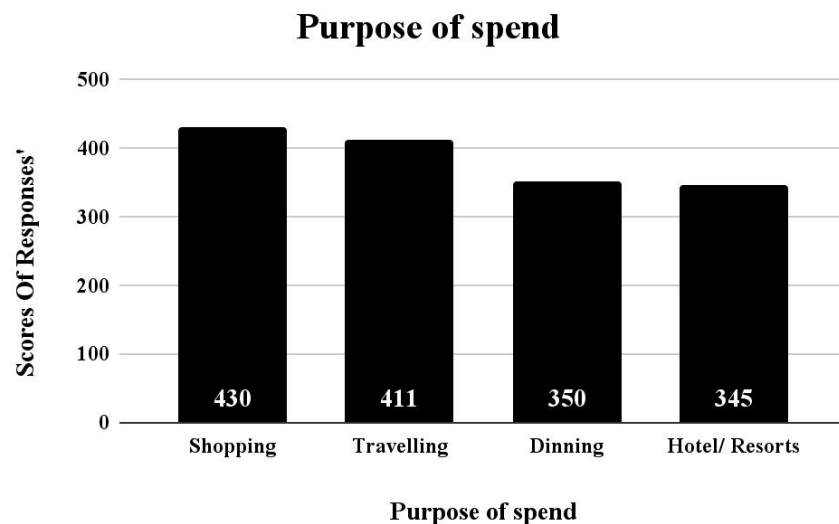


TABLE 4.3.3
ENCOURAGE TO USE CREDIT CARD FREQUENTLY

S No	ENCOURAGE	RESPONSES					TOTAL (110)	RANK
		1	2	3	4	5		
1	Enhanced security	9 (9)	16 (8)	78 (26)	116 (29)	190 (38)	409	III
2	Cashless transaction	2 (2)	20 (10)	42 (14)	232 (58)	130 (26)	426	I
3	Faster transactions	4 (4)	20 (10)	75 (25)	152 (38)	165 (33)	416	II
4	Discounts and offers	7 (7)	30 (15)	63 (21)	160 (40)	135 (27)	395	IV

INTERPRETATION

From this ranking analysis, it is found that Cashless transactions on Credit Card mostly (Rank 1), Discounts and Offers on Credit Card (Rank 4), for Faster Transaction in Credit Card (Rank 2) and Security on Credit Card (Rank 3).

INTERERCE

Mostly for the purpose of Cashless Transaction on Credit Cards.

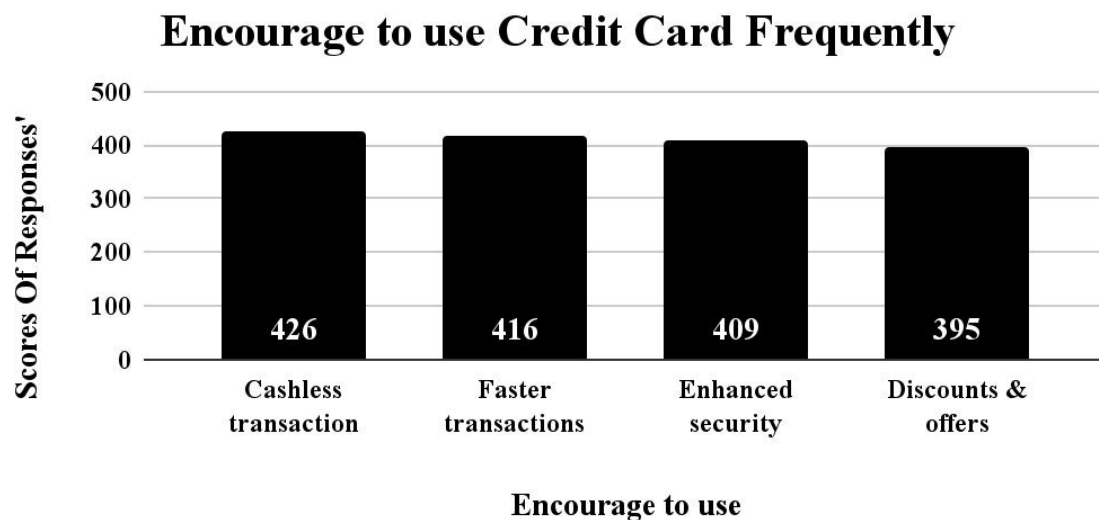


TABLE 4.3.4
BENEFITS OF USING CREDIT CARD

S No	BENEFITS	RESPONSES					TOTAL (110)	RANK
		1	2	3	4	5		
1	Avoid carrying cash	9 (9)	16 (8)	78 (26)	116 (29)	190 (38)	409	III
2	To pay later	2 (2)	20 (10)	42 (14)	232 (58)	130 (26)	426	I
3	Discounts and Offers	4 (4)	20 (10)	75 (25)	152 (38)	165 (33)	416	II

INTERPRETATION

From this ranking analysis, it is found that to Avoid carrying cash on Credit Card mostly (Rank 3), To pay later on Credit Card (Rank 1), for Discounts and Offers on Credit Card (Rank 2).

INTERERCE

Mostly for the purpose of Pay later on Credit Card.

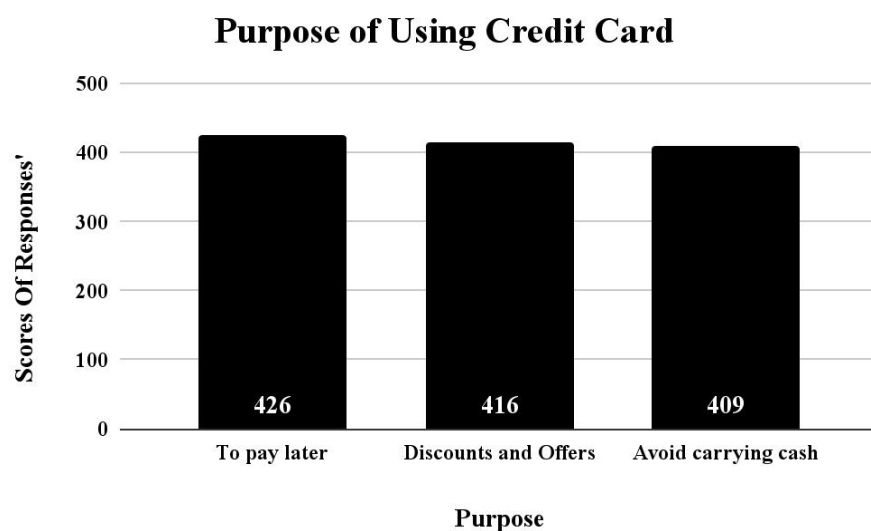


TABLE 4.3.5
WHAT MAKES YOU TO SWITCH FROM CREDIT CARD

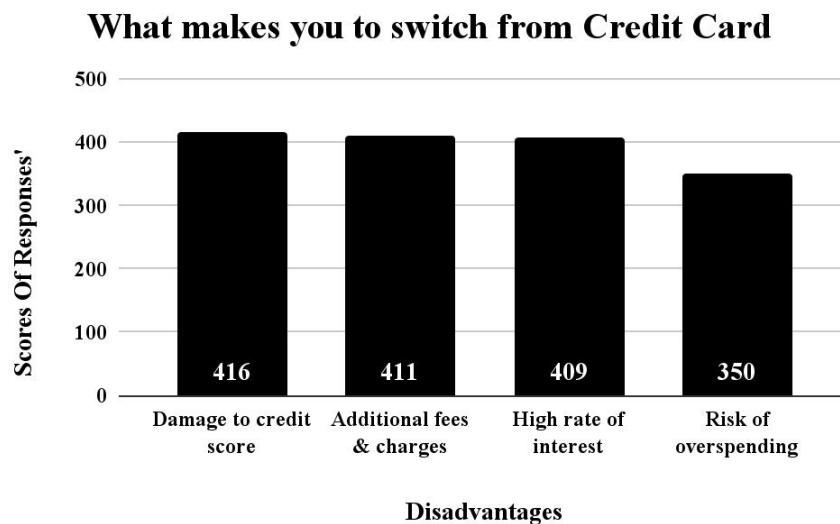
S No	DISADVANTAGES	RESPONSES					TOTAL (110)	RANK
		1	2	3	4	5		
1	High rate of interest	9 (9)	16 (8)	78 (26)	116 (29)	190 (38)	409	III
2	Risk of overspending	15 (15)	40 (20)	60 (20)	160 (40)	75 (15)	350	IV
3	Damage to credit score	4 (4)	20 (10)	75 (25)	152 (38)	165 (33)	416	I
4	Additional fees & charges	8 (8)	18 (9)	45 (15)	200 (50)	140 (28)	411	II

INTERPRETATION

From this ranking analysis, it is found that for Risk of overspending on Credit Card mostly (Rank 4), High rate of interest on Credit Card (Rank 3), for Additional fees and charges on Credit Card (Rank 2) and Damage to Credit Score (CIBIL SCORE) (Rank 1).

INTERERCE

Mostly for the Damage to Credit Score (CIBIL SCORE).



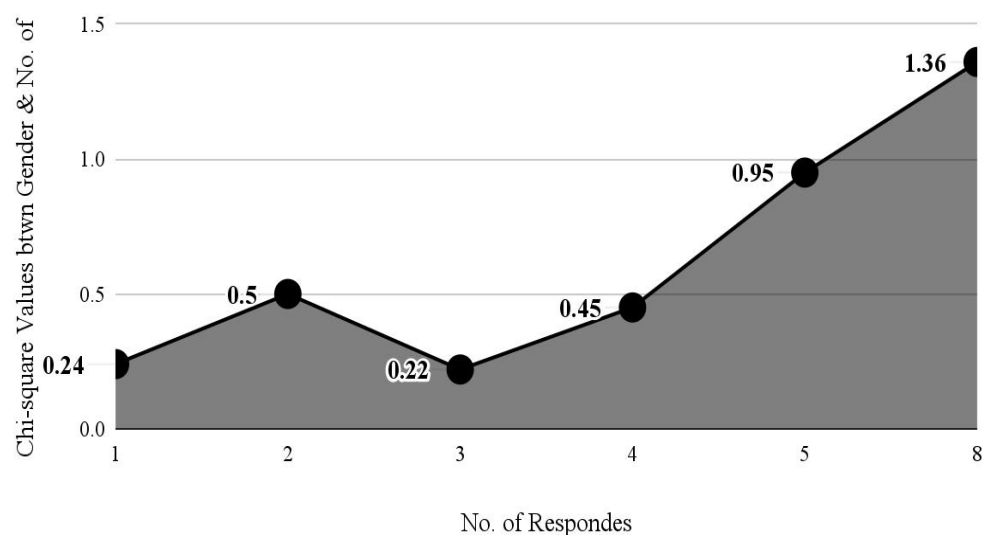
4.4 CHI SQUARE ANALYSIS

4.4.1 TABLE SHOWING THE RELATIONSHIP BETWEEN GENDER AND NUMBER OF CREDIT CARD USING

S. No	Features	One	Two	Three	< Three	Total
1	Male	45	23	6	-	74
2	Female	27	8	-	1	36
	Total	72	31	6	1	110

S No.	O	E	O - E	$(O - E)^2$	$(O - E)^2 / E$
1	45	48.44	-3.44	11.81	0.24
2	27	23.56	3.44	11.81	0.50
3	23	20.85	2.15	4.60	0.22
4	8	10.15	-2.15	4.60	0.45
5	6	4.04	1.96	3.86	0.95
6	0	-	-	-	-
7	0	-	-	-	-
8	1	0.33	0.67	0.45	1.36
				CV =	3.72

Chi-square of relationship btwn Gender & No. of Credit Cards Using



**Chi square value $X^2 = \sum (O-E)^2 / E$**

O = Observed Value,

E = Expected Value,

E = Sum of Rows * Columns / Sample Size

Degree of Freedom = (R-1) (C-1)

C = Column, R = Row.

Degree of Freedom = (R-1) (C-1)

= (4-1) (2-1)

= (3) (1)

= 3

Level Of Significance = 5% or 0.05

Table Value = 7.81

Chi Square Value = 3.72

HYPOTHESIS

H0 There is no significant relationship between gender and number of credit card users.

H1 There is a significant relationship between gender and number of credit card users.

Level of significance = 5% or 0.05

INTERPRETATION

In the above analysis the calculated value (3.72) < table value (7.81) at the level 5% significance. Hence hypothesis accepted thus there is significant relationship between gender and number of credit card using.

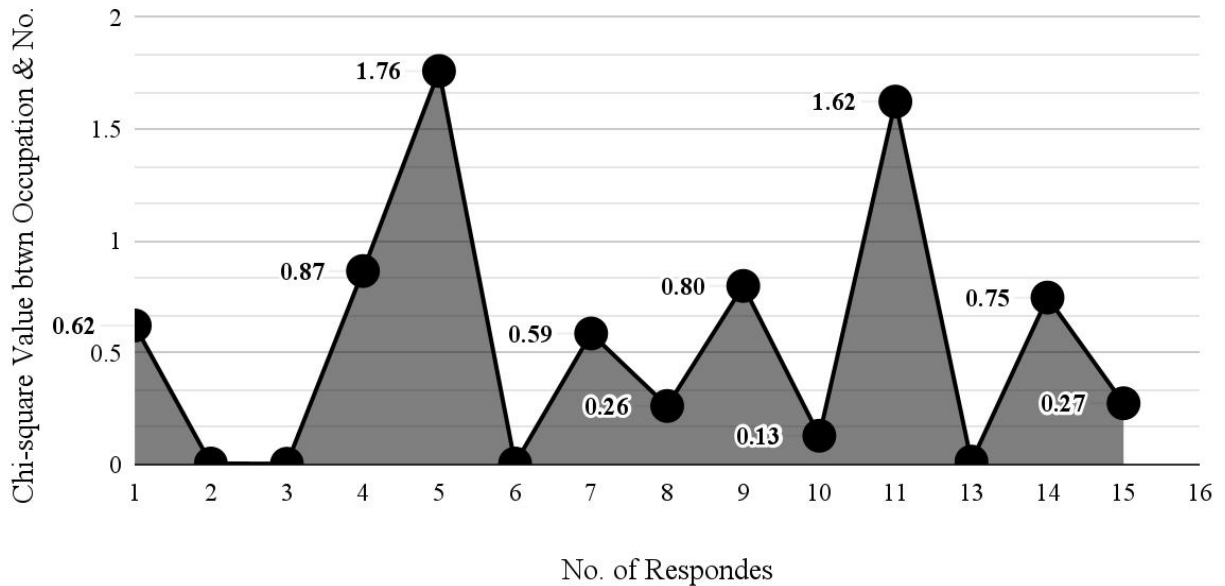


4.4.2 TABLE SHOWING THE RELATIONSHIP BETWEEN OCCUPATION AND NUMBER OF YEARS USING CREDIT CARD

S. No	Features	< 1 Year	1 - 2 years	2 - 3 years	> 3 Years	Total
1	Student	2	6	1	1	10
2	Employee	13	16	8	5	42
3	Professional/ Business	16	16	15	3	50
4	Others	4	4	-	-	8
	Total	35	42	24	9	110

S No.	O	E	O - E	$(O - E)^2$	$(O - E)^2 / E$
1	2	3.18	-1.18	1.40	0.44
2	13	13.36	-0.36	0.13	0.01
3	16	15.91	0.09	0.01	0.00
4	4	2.55	1.45	2.12	0.83
5	6	3.82	2.18	4.76	1.25
6	16	16.04	-0.04	0.00	0.00
7	16	19.09	-3.09	9.55	0.50
8	4	3.05	0.95	0.89	0.29
9	1	2.18	-1.18	1.40	0.64
10	8	9.16	-1.16	1.35	0.15
11	15	10.91	4.09	16.74	1.53
12	0	-	-	-	-
13	1	0.82	0.18	0.03	0.04
14	5	3.44	1.56	2.44	0.71
15	3	4.09	-1.09	1.19	0.29
16	0	-	-	-	-
				CV =	6.69

Chi-square Values of Relationship btwn Occupation & Duration of Using Credit Cards



Chi square value $X^2 = \sum (O-E)^2 / E$

O = Observed Value,

E = Expected Value,

E = Sum of Rows * Columns / Sample Size

Degree of Freedom = (R-1) (C-1)

C = Column, R = Row.

Degree of Freedom = (R-1) (C-1)

= (4-1) (4-1)

= (3) (3)

= 9

Level Of Significance = 5% or 0.05

Table Value = 16.92

Chi Square Value = 6.69



HYPOTHESIS

H0 There is no significant relationship between gender and number of credit card users.

H1 There is a significant relationship between gender and number of credit card users.

Level of significance = 5% or 0.05

INTERPRETATION

In the above analysis the calculated value (6.69) < table value (16.92) at the level 5% significance. Hence hypothesis accepted thus there is significant relationship between occupation and number of years using credit card.



4.5. MEAN

To analyze the data, a mean score method was used. Mean score was calculated on the basis of the questions asked on a 5 - point scale. The respondents were asked to indicate their perception regarding various attributes and aspects relating to credit card defaults.

Mean scores was calculated for the analysis with the help of the following formula; Mean score = $\sum Xi/n$

Where,

X_i = each individual variable

n = Number of variables

STANDARD DEVIATION

Standard deviation is the measure of the variability or dispersion of population, a data set, or a probability distribution. A low standard deviation indicates that there is a low level of variability in the data, while a high standard deviation indicates a high-level of variability in the data.

Standard deviation is calculated using the following formula;

$$S = \sqrt{\sum (x-x)^2 / (n - 1)}$$

$n - 1$

X = The value in data distribution \bar{X} = The sample mean

n = Total number of observations.



4.5.1 RATING TOWARDS BANK CREDIT CARD

To study the Respondents, Rating Towards Bank Credit Card 5 Point scale is used where 1 means that the respondent has highly dislike and 5 means that the respondent has very much like. The mean of the data is 4 (3.87) and standard deviation is 0.86 which means that Rating Towards Bank Credit Card is Like.

4.5.2 RATE YOUR CREDIT CARD ACCORDING TO THEIR FEATURES

To study the Respondents, Rate credit cards according to their features, 5 Point scale is used where 1 means that the respondent has highly dislike and 5 means that the respondent has very like. The mean of the data is 4 (3.84) and standard deviation is 0.96 which means that the rate of your credit card according to their features is high.



CHAPTER – 5

FINDINGS, SUGGESTION, CONCLUSION



CHAPTER – 5

FINDINGS, SUGGESTION, CONCLUSION

5.1. FINDINGS

5.1.1. FINDINGS FROM PERCENTAGE

- ❖ Majority (67.3%) of the respondents are male.
- ❖ Majority 55.5% of the respondents come under the age group of 26 - 35 years.
- ❖ Majority (79.1%) of the respondents have completed their UG/PG.
- ❖ Most (45.5%) of the respondents are Professional/Business.
- ❖ Majority (58.2%) of the respondents are Unmarried.
- ❖ Most (26.4%) of the respondents are Above 50000.
- ❖ Most (43.6%) of the respondents are using Monthly once.
- ❖ Most (65.45%) of the responses used only one Credit Card for their lifestyle & spending.
- ❖ Majority (38.2%) of the respondents are using Credit Cards for 1 – 2 Years.
- ❖ Most (34.55%) of the respondents paid bills at 1ST and 2ND Week of the month.
- ❖ Most (45.45%) of respondents' choice is Yes.
- ❖ Most (37.27%) users purchase products with an average value of 10k – 30k.
- ❖ Most (62.73%) use Mobile Applications (UPI) like Google Pay, Phonepe and Paytm.
- ❖ Most (37.27) are spent on their own.
- ❖ Most (48.18%) of the respondents use Credit Cards for Emergency Purpose.
- ❖ Most (40.91%) choose Credit Cards as Inactive.



5.1.2. FINDINGS FROM LIKERT SCALE ANALYSIS

- ❖ The Likert scale value is 3.87 which is lesser than value (4) which shows that the Customer is agreeing with the rating towards bank Credit Card Service.
- ❖ The Likert scale value is 3.59 which is lesser than value (4) which shows that the Customer is agreeing with the Importance of usage Credit Card Service.
- ❖ The Likert scale value is 3.84 which is lesser than value (4) which shows that the Customer is agreeing with the Credit Card features.

5.1.3. FINDINGS FROM RANK ANALYSIS

- ❖ Majority of the respondents are using State Bank of India's Credit Card.
- ❖ Mostly for the purpose of Shopping Credit cards are used.
- ❖ Mostly for the purpose of Cashless Transaction on Credit Cards.
- ❖ Mostly for the purpose of Pay later on Credit Card.
- ❖ Mostly for the Damage to Credit Score (CIBIL SCORE).

5.1.4. FINDINGS FROM CHI-SQUARE ANALYSIS

- ❖ Hypothesis accepted thus there is significant relationship between gender and number of credit card using.
- ❖ Hypothesis accepted thus there is a significant relationship between occupation and number of years using credit cards.

5.1.5. FINDINGS FROM MEAN & STANDARD DEVIATION

- ❖ The mean of the data is 4 (3.87) and standard deviation is 0.86 which means that Rating Towards Bank Credit Card is Like.
- ❖ The mean of the data is 4 (3.84) and standard deviation is 0.96 which means that the rate of your credit card according to their features is high.



5.2 SUGGESTION

- ❖ Better customer care support should be provided to the customers for a lifelong usage of credit cards.
- ❖ Provide advance facilities to the credit card holders to keep the customers from changing their bank.
- ❖ Give discounts to customers who maintain their credit level.
- ❖ Give proper records and statements of the credit account to the customers to increase the knowledge of customers about the credit policies.
- ❖ Ensure steps to reduce the attempts of fraud and also to increase confidence among customers.

5.3 CONCLUSION

The study was conducted to know the level of satisfaction and nature of customers using credit cards. The study was based on credit card holders of different banks. Majority of the respondents were card holders of SBI bank. Customers choose their bank which provides better services and advanced facilities to the card holder. So overall the customers are satisfied with the credit policies.

It reveals a demographic of young, educated, and financially stable individuals who are increasingly adopting credit cards for convenience, emergency purposes, and lifestyle spending. While they generally agree with the quality of services and features, there's room for improvement in fostering stronger customer satisfaction. Concerns about credit score damage highlight the need for better financial literacy and responsible credit card management. The strong correlation between gender and card number, and occupation and usage time, shows the importance of those factors in credit card usage.

In essence, it reveals a demographic profile of credit card users and their usage patterns, highlighting both the convenience and potential risks associated with credit card usage. It also shows that even though the respondents agree with the credit card features, and the services provided by the banks, there is still room for improvement.



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