AN EMBRICAL ANALYSIS INTO CONSUMER PERCEPTION REGARDING USAGE PATTERN OF CREDIT CARDS HOLDERS IN PLASTIC MONEY AT TENKASI AREA

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ABSTRACT

Nowadays, banks and other financial institutions seek to provide consumers with rapid solutions with the goal of satisfying their specific requirements. Plastic money is now regarded as an efficient tool that banks can utilize to provide services to a large number of consumers more quickly. Data for this study has been obtained from 150 consumers who spend plastic money in the Tenkasi area. Primary and secondary sources have been compiled by the investigator for this investigation. The study's overarching goal is to learn how people make purchases using credit cards. Further, the researcher provided a few recommendations regarding improving plastic money services.

Keywords: *Debit card, credit card and financial institutions*

Plastic money, commonly referred to as polymer money, is a brand-new, practical, and simple method of payment that is quickly gaining traction in people's daily lives. Despite being a relatively new idea, plastic money is undergoing daily improvements to make it more user-friendly and convenient for consumers. Checks and paper money have mostly been supplanted by plastic money as a form of payment, and it won't be long before consumers only prefer to use plastic money for payments. As we can see, no one is even concerned these days about carrying around a large sum of cash in their pocket or wallet when they have their debit card or credit card. The recent boom in the use of plastic cards can be attributed to the development of shopping centers, malls, and online retailers. In actuality, plastic money reduces the necessity for cash transactions and keeps us from carrying large amounts of cash. The adoption of plastic money is a positive step toward our PM's goal of a society devoid of cash.

The plastic cards that we use to substitute bank-issued currency and notes are referred to as "plastic money." These cards are made of plastic, as indicated by the phrase "plastic." The many types of cards we use to make purchases include credit cards, debit cards, and shop cards. Plastic is used by a large number of people. Money's worth is gradually rising as a result of the ease and security it provides. Carrying large amounts of cash for shopping or travel is dangerous, but carrying plastic money or credit cards is straightforward and safe. If our cards are lost or stolen, we can notify our bank, which will disable the card and protect our funds from theft. Plastic currency has grown in popularity after Prime Minister Narendra

Modi ji ordered the demonetization of the old Rs.100.00 and Rs.500.00 notes. In an effort to accelerate India's transition to digital currency, the prime minister has recently appealed to the public to spend more money digitally. Online marketplaces are quickly replacing traditional methods of exchanging money.

OPERATIONAL DEFINITIONS:

The main operational definitions of the present study are:

Consumer Perception

Consumer perception explains the behavior of card users through their feelings and experiences with the usage of digital payment systems. It is a mindset or a tendency to act in an exacting way due to both an individual’s practice and spirit.

Plastic Card Service

The overall performance of the digital payment system has been measured through debit cards and credit cards in the present study. A local branch is the usual place to go for first-rate banking services, such as depositing cash, earning interest on savings, and handling various electronic bill payment options.

Awareness Level

Awareness level is the idea or knowledge about the plastic card services in banking institutions. It is mainly created by the awareness program about banking services.

Banking

To put it simply, banking is the practice of taking in money from customers, keeping it safe, and then lending it out again to customers in the hopes of making a profit or at least paying the bills.

E-banking

Through the usage of electronic banking, customers are able to manage their money online. Internet banking, web banking, or e-banking is another name for it. Customers can do nearly all of the same banking transactions online as they would at a physical location, including deposits, transfers, and bill payments.

STATEMENT OF THE PROBLEM:

Innovative digital payment system is fully different from the payment services and it is fully based on customer-oriented services. It has more advantages compared to the difficulties in other banking services like NEFT, RTGS and IVRS, etc. Customers are getting many services from the commercial banks and they have more confusion in usage of the digital payment services. The bank customers are facing more problems in the usage of digital payment system and with the usage of credit cards in tenkasi Area.The success of the banking institution depends on the customer’s perception and gratification on the plastic card services. Hence, a very sincere study has been made in the customer’s perception level on the digital payment system with special reference credit plastic card services in Tenkasi Area.

SCOPE OF THE STUDY

Credit card users' habits in Plastic Money are the focus of this research. It examines the reason for preference of Plastic Money and the satisfaction level of card holders regarding Plastic Money. The study is done taking the cardholders of plastic money in Tenkasi Area into consideration.

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OBJECTIVES OF THE STUDY

These goals informed the research that was carried out:

- In order to investigate the demographics of the Tenkasi Area's plastic money responders,
- In order to examine how people in the Study Area use their credit cards.

METHODOLOGY

Primary and secondary sources of information were utilized in this investigation. One hundred fifty people in the Tenkasi Area were the main sources of information. A random selection process was used to choose the samples. Primary sources for the secondary data included books and online databases.

TOOLS FOR ANALYSIS

In this study various statistical techniques like percentage, Garret's ranking techniques and likert's 5 point scale technique are used to anlyze and interpret the collected data.

REVIEW OF LITERATURE

Sanuja Shree, P.N, and Gurusamy, S. (2019) with the objective of learning how people in the city of Chennai feel about using internet banking. According to the data, younger generations have a more favorable impression of the quality of online banking services than older generations. Customers' opinions on how reliable online banking is higher among those with higher incomes and better occupations compared to those with lower incomes and other occupations. Compared to clients who began using online banking after demonetization, those who used it previously has a higher view of the service quality provided by public sector banks.

Neelavati, Chavali, Rao (2019) observed that the dynamical section of technology has projected individuals to initiate the usage of plastic money rather than typical money for closing transactions on a usual. The government must take steps to create higher and safer payment gateways with high security programmed packages that doesn'tprovide a result in knowledge thievery of hacking of financial details of the users.

Kumar Singh, (2018) opined that trade of all the economy become non continuous and money connected areas like fishing, agricultural market was ceremonially stop working, with several business and means of living foundering fully stop working. Digitization is very important to support the result of conclusion and economy of the country additionally.

LIMITATIONS OF THE STUDY

Only those in the Tenkasi Area who have credit cards are included in the study.

TABLE NO: 1

DEMOGRAPHIC CHARACTERISTICS OF THE RESPONDENTS

S.No	Gender	Number of Respondents	Percentage
1	Male	100	67.00
2	Female	50	33.00
	Total	**150**	**100.00**
S.No	**Age of the Respondents**	**Number of Respondents**	**Percentage**

1	Below 25	15	10.00
2	25 – 35	45	30.00
3	35 – 45	65	43.00
4	45 above	25	17.00
Total		**150**	**100.00**
S.No	**Marital Status**	**Number of Respondents**	**Percentage**
1	Married	110	73.30
2	Un Married	40	26.60
Total		**150**	**100.00**
S.No	**Education Level**	**Number of Respondents**	**Percentage**
1	School Level	55	36.60
2	U.G	15	10.00
3	P.G	70	46.60
4	Professional qualification	10	10.00
Total		**150**	**100.00**
S.No.	**Occupation Level**	**Number of Respondents**	**Percentage**
1	Student	40	26.60
2.	Govt. Employee	20	13.30
3.	Business/Profession	66	44.00
4.	Private Employee	24	16.00
	Total	**150**	**100.00**
S.No	**Monthly Income**	**Number of Respondents**	**Percentage**
2	Below 50,000	21	14.00
3	50,000 – 1,00,000	34	22.66
4	above 1,00,000	95	63.33
Total		**150**	**100.00**

Source: Primary Data

The data in the table above, it is inferred majority survey respondents (67%) were male, (43%) belong to the age group of 35 – 45 years, (73.3%) were married,(46.6%) were

PG Educational Level,(44%) were Business/Profession,(63%) belong to a monthly income group of Above 1,00,000).

TABLE NO: 2

VIEWS OF RESPONDENTS REGARDING CREDIT CARD LIKERT SCALE USE OBSERVATION OF DATA

S.No	Variables	SA	A	N	DA	SDA	Total
1	Purchase of a credit card takes a considerable amount of time.	50	20	10	30	40	150
2	High service charges	64	36	33	17	0	150
3	High Interest and penalty	80	20	30	15	5	150
4	Insufficient maximum credit limit	40	49	19	35	7	150
5	High over limit charges	35	7	11	23	4	150
6	Online payment security solution that works, Online Invoice	88	12	36	8	6	150
7	Good customer care services	38	67	23	10	12	150
8	Credit card members can expect further offers from a variety of merchants	65	40	20	25	0	150
9	Credit card users would benefit more from a reward point system	65	26	39	7	13	150
10	High fee for foreign currency transactions	70	53	5	14	8	150

TABLE NO: 3

RESIDENTS' VIEWS ON THE USE OF WEIGHTED DATA FROM CREDIT CARD HOLDERS

S.No	Variables	SA	A	N	DA	SDA	Total	Mean	Rank
1	Purchase of a credit card takes a considerable amount of time	250	80	30	60	40	460	3.06	**X**
2	Costly fees for servicing	320	144	99	34	0	597	3.98	**IV**
3	High Interest and penalty	400	80	90	30	5	605	4.033	**III**
4	Insufficient maximum credit limit	200	196	57	70	7	530	3.53	**IX**
5	High over limit charges	175	308	33	46	4	566	3.77	**VII**
6	Online payment security solution that works, Online Invoice	440	48	108	16	6	618	4.12	**I**
7	Good customer care services	190	268	69	20	12	559	3.726	**VIII**
8	Credit card members can expect further offers from a variety of merchants.	325	160	60	50	0	595	3.96	**V**
9	Credit card users would benefit more	325	104	117	14	13	573	3.82	**VI**

	from a reward point system.								
10	High fee for foreign currency transactions	350	212	15	28	8	613	4.086	**II**

Source: Computed from Primary Data

Table 2.1 clearly shows this. the respondents have given 1st rank with the variable "E-Statements" with the mean score of 4.12 and "High fee for foreign currency transactions" has given 2nd rank with the mean score of 4.08 and "High Interest and penalty" has given 3rd rank with the mean score of 4.03.

SUGGESTIONS

- ✓ Even though plastic money has numerous benefits over paper money, paper currency is not going anywhere anytime soon. Reducing the use of plastic money is always a good idea. One reason people tend to use it more often is that they don't feel the loss of genuine currency.

CONCLUSION

Thanks to modern technology and banking industry marketing, the idea of a digital payment system has been taking shape. It provides a digital marketplace where buyers and sellers may transact the purchase and sale of goods and services. In the world of business and consumer goods, plastic cards play an essential role for consumers of financial institutions. Merchants in the Tenkasi Area are likewise doing their part to boost credit card usage with special promotions. According to this research, when it comes to digital payment services, consumers have a positive impression and are more satisfied after buying various products online. Several demographic demographics and elements associated to card usage have been identified in the research as contributing to the shift in bank customers' perceptions and satisfaction with credit card services.

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