A STUDY ON ELECTRONIC CARD PENETRATION AMONG MILLENNIALS

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Submitted

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ABSTRACT

A STUDY ON ELECTRONIC CARD PENETRATION AMONG MILLENNIALS

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In our society, younger generation are attracted by Cashless Transactions. By holding cash, they are running on so many risks, such as pickpocket nuisance, counterfeit notes, soiled notes, want of correct denominations at the time of payments and Demonetization impact. Cashless transaction is easy, prompt, highly secured, transparent in accounting (no involvement of black money) and so on. In the Developing country like India, most of the people are not familiar with(internet) online transactions. ATM operations. They are still addict in cash transactions. Holding cash with them infuse a sense of confidence in their mind. They are afraid of ATM machine and internet operations. Password secrecy maintenance poses a huge problem to them. In this regard, they are suspecting their own relations. This will result in chaos, confusion and disrespect. Here as the younger generation are very much attracted by cashless transaction. They are against holding cash. They want to have their transaction easy, prompt and transparent. The paper aims at identifying various factors that stimulates the customers to adopt and use Electronic Cards among Millennials. The study has attempted to check the demographic variables such as Age, Gender, Occupation, Education, Income Per Month. The study uses a questionnaire to gather the primary data of 300 users of Electronic cards. The data was examined using SPSS 26.0 software. Then the target audience are Millennials through them I have collected the survey from them. The questions are open and close ended and the sampling technique I have used here is Non-Probability techniques. Then the study had been done to check the Reliability, Frequency Analysis, KMO, Correlation, Regression, chi-Square and ANOVA to get concluded. The key drivers of Electronic card Penetration are analyzed by the use of various variables like Availability of Electronic Cards, Availability of ATM's, Usage of Electronic cards, Card Charges and Mobilization.

Keywords: *Availability of Electronic cards, Availability of ATM'S, Usage of cards, Card Charges and Mobilization.*

STUDENT'S SIGNATURE **GUIDE SIGNATURE**

1.1 Introduction

The age of digitalization has led to the continuous evolution of all the industries in India. The financial industry has also undergone a major progression over the past few decades from being a traditional service provider to being a digital service provider. The advent of technological advancements has completely transformed the way in which various managerial and operative activities are executed and culminated. In line with the growth of smartphone usage, the usage of mobile payment has also been growing. Digital wallets refer to a platform which allow users to carry out monetary transactions electronically. It stores a consumer's credit card, debit card charge card, and other payment data with adequate privacy and security. India has always been a cash driven economy which preferred doing financial transactions through banks and other financial institutions but ever since digital wallets took over there has been a paradigm shift towards cashless-economy enabling real time monetary transaction. It is still a new concept in the country with respect to the diverse population belonging to different generations and age groups. The factors which contributed to the advancement of fin tech in India are Government policies such as demonetization, digital India, Start-up India etc. Which increase in the number of smartphone and internet users. The rapid growth of smartphones' technology has phone functions such as text messaging and voice call, it also featured basic mobile computing capabilities such as web browsing, map and multimedia functionality to support the need of the users. However, in less than two decades, the technological advancement has made the device becoming more powerful with a wide range of computing capabilities and advanced features.

Finger-operated touchscreen has replaced traditional keypad, further expanding its user-friendliness and ease-of-use, thus boosted the adoption of the device in the mass market. With its advanced functions, smartphones are no longer considered as luxury item, but a must-have personal device for communication, access to information, business activities, commerce, leisure and entertainment in our daily life. Initially, early smartphones were marketed predominantly to enterprise clients and business professionals, therefore other than core. With the growing trends of smartphone penetration, as well as the increased use of mobile devices in e-commerce, it has led to the emergence of mobile

payment tools. Mobile payments are done for payments for goods, services, and bills by taking advantage of wireless and other communication technologies.

The need for electronic payment technologies is to respond to fundamental changes in socioeconomic trends. The payment system is the infrastructure which comprised of institutions, instruments, rules, procedures, standards, and technical, established to affect the transfer of monetary value between all the parties. An efficient payment system reduces the cost of exchanging goods and services, and is indispensable to the functioning of the inter-bank, money, and capital markets.

1.2 Significant of the study:

AIM:

How well the age group of 26-41 years make use of the electronic cards as their mode of payments?

TARGET GROUP:

College students, employer, person seeking jobs etc.

CARDS:

Electronic cards I mean Debit card (ATM), Credit card (Credit limit), Charge cards and prepaid cards.

Problem Statement:

In our society, younger generation are attracted by "Cashless Transactions". By holding cash, they are running on so many risks, such as pickpocket nuisance, counterfeit notes, soiled notes, want of correct denominations at the time of payments and Demonetization impact.

Cashless transaction is easy, prompt, highly secured, transparent in accounting (no involvement of black money) and so on.

In the Developing country like India, most of the people are not familiar with(internet) online transactions. ATM operations. They are still addict in cash transactions. Holding cash with them infuse a sense of confidence in their mind. They are afraid of ATM machine and internet operations. Password secrecy maintenance poses a huge problem to them. In this regard, they are suspecting their own relations. This will result in chaos, confusion and disrespect.

Here as the younger generation are very much attracted by cashless transaction. They are against holding cash. They want to have their transaction easy, prompt and transparent. They don't want to have any embarrassment while making their transactions.

Now a days both state and central governments, direct the people to make the payment through online mode. Example: all tax payments, electricity bills etc. banks are also encouraging their customer to do cashless transaction. Recently some banks improve penalty of rupees 150 per transaction exceeding for ATM withdrawals per week. Most of the banking transaction are brought under online. Some application is now processed online and bank accorded their sanction through online mode.

I myself, at the age of 22 years make most of the payment through my ATM cards (Debit cards), while driving the car I make payment at toll gate through online (Fast tag). I find it easy secured, transparent. Here I would like to disseminate the need for electronic cards payment in future.

Electronic cards are alternative to carrying cash. They are easy to carry, highly secured. Transactions of those card are transparent. Payments through these are easy and accurate. Holding cards relieve as from theft of money cards transactions can be reviewed at any time as there is permanent security.

1.3 Scope of the Study:

Where we are advised by our college to open a savings bank account in the bank. Bank, after opening the account, offers us a ATM card and Net banking. Now we find it very easy to make Course fees, Hostel fees, Exam fees etc. through ATM card (Debit card) we used to make payments at big commercial establishment. Payments through cards are direct from our accounts. Hence, our cash holding do not have any relevance on our purchase consumption. Making payments through cash reduces the crowd at cash counters. Banks are not so liberal in doing their card business for employee, cards are issued with credit limit based as the quantum of salary. For other, credit limit is fixed based on their fixed deposit amount. By using their credit cards, one can make purchase of goods against their future income. Banks are advised to make payment within stipulated period from the date of purchase. No interest is levied, if payment is made within stipulated period.

Prepaid cards can be located with funds to make purchase anywhere a debit card is accepted.it looks like a debit or credit card and is safe a safe alternative to carrying cards

and paying check fee. They are a good for travelling and are popular gift giving idea because they are widely accepted. We can use this card to pay bills or get cash from ATM's.

A charge card is a type credit card that enables the cardholder to make purchases, which are paid for by the card issuer. The cardholder is obligated to repay the debt to the card issuer in full by the due date, usually on a monthly basis, or be subjected to late fee and restriction to further card issue.

Examples:

Early pay discount:

The plum card® from American Express.

VIP Centurion® card American Express

Gas Rewards: SUNCO gas card.

1.4 Objective of the study:

The primary objective of the report is categorized into following sub-topics:

- To study the demographic factors of Electronic card holders.
- To know the using purpose of Electronic card by the holders.
- To assess the behavioral changes of Electronic card holders.
- To examine the consumption pattern of Electronic card holders.
- To find out the satisfaction level of existing Electronic card holders.
- To suggest measures to improve the Electronic card system in India

1.5 Research methodology:

1.5.1 Population

A population is group of individuals, where a group of people with common character and thinking. Here any selection of individuals grouped together by a common feature can be called as a population. The members of a sample population must be randomly selected for the results of the study to accurately reflect the whole.

A population consist of all the individuals of the same species occupying a Particular geographical area at a given time. In the present, the population of our country is increasing. The main cause of high rate of growth rate is a widening gap between birth rate and death rate. Thereby at the age group of 26 to 41 there are more people who are in use of electronic cards.

1.5.2 Sampling:

Sampling is a technique of selecting individual members or a subset of the population to make statistical inferences from them and estimate characteristics of the whole population.

Sampling helps a lot in research. It is one of the most important factors which determines the accuracy of your research/survey result. If anything goes wrong with your sample then it will be directly reflected in the final result.

Sample Unit:

Individuals who are at the age group of 26 to 41 and students were chosen as samples.

Sample Size:

Number of elements in the sample is the sample size, when we survey a large population of respondents and interested in the entire group, but it's not realistically possible to get answers or results from absolutely everyone. So here we take a random sample of individuals which represents the population as a whole. Here in this case the total Sample size is 330, where 30 responses had been neglected.

Table 1.5.2

Sample size		
Name	**Total population**	**No. of respondents**
BANKS	2500	185
PRIVATE SECTOR ORGANIZATION	1000	50
COLLEGES	4000	50
PUBLIC SECTOR ORGANIZATION	3,700	45
	Total	330

1.5.3 Sampling techniques:

The sampling method used is Empirical sampling because the respondents chosen for filling the questionnaire were chosen conveniently from the area of study where the age group is 26 to 41.

There are lot of sampling techniques which are grouped into two categories as:

Primary source:

This data here Include both qualitative and quantitative data. Data were generated through questionnaire as a research instrument.

Secondary source:

The data will be collected from journals, internet, reports and publications.

Research Approach: Survey method

Research Instrument: Questionnaire

Types of Questionnaire: Structured

Type of Questions: Open-ended and Close-ended questions

1.5.4 Sampling methods:

The method that is used is non-probability sampling.

Non-probability sampling:

In non-probability sampling, the researcher chooses members for research at random. This sampling method is not a fixed or predefined selection process.

1.5.5 Hypothesis:

H_0: There is no relationship between Gender and **H_{01}**:

Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards

H_{04}: Mobilization

H_{05}: Card charges.

H_{06}: Overall satisfaction

H_0: There is no relationship between Age and **H_{01}**:

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H_{06}: Overall satisfaction

H_0:

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1.6 Evaluation methodology:

The evaluation methodology in this project where to know the measure the degree of willingness in adopting electronic cards.

Here I use Regression and correlation, measure of central tendency for collecting the information among the age group specified.

1.7 Limitations:

Some of the advantages of electronic payment systems are it is faster and easier, a person can make the payment from anywhere without visiting a bank, it is more efficient, it is less expensive, it reduces carbon footprint, it is easier to administer and it is convenient. Some of the disadvantages of electronic payment systems are there could be technical problems due to which payments may not happen, there is risk from cyber criminals, there is risk of fraudulent transactions, there could be disputed transactions, one has to pay service fees, it would be difficult to carry out electronic transactions if there is a problem with network connectivity in a location.

- High-interest rates if not paid in full by the due date.
- Negative effect on credit history and credit score in case of improper usage.
- Annual fees for some credit cards – can become expensive over the years.

A debit card is linked to your bank account. There is no possibility of making any transaction on credit.

It is easier to fraudulently use your debit card. In case someone steals the details of your card, especially the PIN and CVV, the chances of a fraudulent transaction are very high. Every bank offers you a limited number of free ATM transactions and other non-financial transactions per month at the branches of other banks.

Once you exceed the limit of free withdrawals/ non-financial transactions, fees are levied.

1.8 Chapter Design

Chapter 1; Introduction

This chapter describes project deployment, meaning and research methodology and design.

Chapter 2: Company profile

This chapter deals with company profile related to electronic cards.

Chapter 3: Review of literature

This chapter is a document prior to research such as definition, meaning, characteristics, and verification to study various variables used by the author.

Chapter 4: Data Analysis and Interpretation

This chapter explains how to view logically collected empirical data. These data are suitable for projects and are tested in the hypothesis that is interpreted as a result.

Chapter 5: Results, Recommendations, Conclusions

This chapter describes findings based on objective research, proposed measures, and simple conclusions.

References

Appendix

2.1 H1istory:

Tiruchirappalli, situated on the banks of the river Cauvery is the fourth largest city in Tamil Nadu. It was a citadel of the early Cholas which later fell to the Pallava's. Trichy is a fine blend of tradition and modernity built around the Rock Fort. Apart from the Fort, there are several Temples dating back to the 1760s. The town and its fort, now in Trichy

were built by the Nayaks of Madurai. This District has given great scholars and leaders whose contributions to the society have been very significant.

Situated on the banks of the river Cauvery, Tiruchirappalli, has an antiquity of centuries. This was the citadel of the early Cholas Rulers, and then the Pallavas conquered and ruled this city. Trichy, being an important urban center situated in the southern state of Tamil Nadu, is the home of a lot of multinational financial institutions and nationalized banking companies.

As an important business base with considerable number of industries spread out across the length and breadth of the city, banks in Trichy come convenient and become an unavoidable stop for the population in day to day life. Find below the list of various private sector and nationalized banks in Trichy along with their address and contact number.

2.2 MILLENNIALS:

The millennial generation, also called Generation Y, refers to the population of people who were born roughly between the early 1980s and 1990s, often being extended as far as the early 2000s. This generation is the most populated in modern history, and it can be worth noting that it is also the generation to be born into the technological world and came of age in a new millennium. However, this generation is also often defined as those who are born between 1980 and 1996, as it points to individuals who were old enough to experience and comprehend 9/11.

This generation has witnessed the arrival of technological growth and development, and perhaps because of it, can identify as being more progressive, creative and far-thinking than earlier generations. Many millennials may also identify as being more concerned with intrinsic and moral values over extrinsic and material ideologies.

Electronic card penetration:

A digital greeting card or postcard created on the Web and sent to someone via email. Most e-card sites are paid for by banner ads which you see while you design your card, while others employ this as a way to attract traffic to the site to sell other products or services.

The development and use of Electronic Money (e-money) remain one of the most discussed topics in developing countries, yet literature on the relationship between emoney

penetration. The e-money penetration has a significant impact on economic activity in both developed and emerging economies.

Virtual Card, also known as Electronic Card or e-Card, is a limit Debit Card created for e commerce transactions. It provides an easy and secure way of transacting online without providing the Primary Card/Account information to the merchant. Virtual Cards can be used at any merchant location accepting MasterCard / Visa Cards online, without any difference from a regular plastic card. No separate setup/installation or registration is required, any customer having internet banking facility with transaction rights can create Virtual Card.

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Every bank has their own electronic cards they are; ✓

Credit card.

- ✓ Debit card.
- ✓ Charge card.
- ✓ ATM card.
- ✓ Stored-value card.

2.3 List of companies:

Number of banks located as per my company:

1. Branch Name: State Bank of India (SBI) Zonal Office Tiruchirappalli with 94 branches.
2. Branch Name: ICICI Bank, Trichy- Cantonment with 20 branches.
3. Branch Name: HDFC Bank with 12 branches.
4. Branch Name: Bank of Baroda (BOB) with 11 branches.

2.3.1 State bank of India (SBI):

State Bank Virtual Card, also known as Electronic Card or e-Card, is a limit Debit Card created for e commerce transactions. It provides an easy and secure way of transacting online without providing the Primary Card/Account information to the merchant. virtual Cards can be used at any merchant location accepting Master Cards / Visa Cards online, without any difference from a regular plastic card.

Security:

It reduces the risk of exposing the underlying Credit/Debit limit as the Primary Card /Account details are not communicated to the Merchant.

Card is valid up to maximum of 48 hours or till the transaction is complete, whichever is earlier

Card creation and online transaction are authorized only after successful validation of One Time Password (OTP) sent to your Mobile during the process.

Highly Flexible:

- ★ It enables Bank customers to pay from any of their Internet Banking enabled accounts, having transaction rights.
- ★ Card can be created for any amount in round rupees.
- ★ Card can be used at any online merchant site that accepts Debit/Credit Cards.

Easy to Use:

No separate setup/installation or registration is required, any customer having internet banking facility with transaction rights can create Virtual Card.

Zero Loss:

No loss of interest as the Card is generated by marking a lieu on the underlying account and the amount is debited only when actual transaction using the Virtual Card is completed, successfully.

Eligibility:

All INB Customers with Transaction Rights having PAN registered with the Bank can avail this facility.

Card Type:

Visa (may be extended to Master Card Platform)

2.3.2 Housing Development Finance Corporation Limited (HDFC):

Life is all about making interesting choices. You may want to live better every day or enjoy great times, splurge on a luxurious indulgence or get excited about making the first of many purchases, be rewarded for getting something or be inspired to do more, fuel your dreams or let them fly to global destinations. With an HDFC Bank Credit Card, they are all Beautiful Possibilities.

Keep going with Debit! Do a lot more with your Debit Card. Carry your bank account safely wherever you go with HDFC Bank Debit Cards. Shop, pay bills, earn rewards and also withdraw cash from ATM s. Choose a Card that suits your needs from a wide range of HDFC Bank Debit Cards.

As per RBI guidelines to encourage secure International transactions, it is mandatory to temporarily disable Online usage service on Credit Cards for customers who have been inactive for the service prior to 31st July, 2020 or have been issued a new card (fresh issue/re-issue/replacement/renewal/upgrade) post 5th February, 2021

You can continue to use your Card at ATM s & for purchases at merchant outlets near you. This is simply a precautionary measure to ensure a safe banking experience for you. You can easily re-enable Online usage with the below mentioned steps.

2.3.3 Industrial Credit and Investment Corporation of India (ICICI):

ICICI Bank brings to you Memento e-Gift Card, a virtual card that allows the recipient to use it across all Indian online merchants by choosing the Debit or Credit Card check out option.

These gift card can be used in Point of Sale terminals and online purchases. To do the transaction in POS and Online transaction you need a PIN. ICICI gift card comes with the pin no given by the bank. To do the online transaction you need to generate 3D secure pin.

Credit card:

These gift card can be used in Point of Sale terminals and online purchases. To do the transaction in POS and Online transaction you need a PIN. ICICI gift card comes with the pin no given by the bank. To do the online transaction you need to generate 3D secure pin. ICICI Bank Credit Cards offer a host of benefits and offers to cater to your needs. So, get the credit card of your choice by browsing through the credit card section.

ICICI Bank offers its customers a variety of Credit Card options to choose from. Each of these cards have their own unique features and benefits to help customers make informed decisions before picking the one that will meet all their needs in the long run.

Debit card:

There is so much that you can accomplish with our debit card. Here is a quick preview of what you can do with debit cards from ICICI Bank.

- ★ Make easy payments without having to carry cash.
- ★ Make easy withdrawals from anywhere in the world.
- ★ Make travelling and shopping easy and fun with just one swipe.

Using our debit cards is quick and easy. Access your funds 24x7 and make purchases across the world from any location that accepts Visa/Master-card products.

With our debit card, you need not worry about the security of your account. Each transaction you make with your ICICI Bank Debit Card at retail outlets and at ATM's is secured by a four-digit PIN. To provide additional security and to prevent fraudulent usage, your card also makes use of a six-digit 3D Secure password for online transactions. Get your ICICI Bank Debit Card and experience everyday benefits consistently.

Your ICICI Bank Debit Card gives you several benefits in the form of offers for shopping, dining and online purchases. There are also endless reward points on payments for utilities, insurance, fuel purchases and so much more. Enjoy a minimum discount of 15% on payments made at your favorite outlets in your city. These offers are valid on credit, debit and prepaid cards from ICICI Bank.

Commercial Cards:

Our Commercial Card offerings allow you to optimize and gain efficiency in your operations including expense management and identify cost reduction possibilities. Our solutions include Expense Management, T&E, Reward Points, Transaction Limit Controls, Card-Based Billing and Payment Solutions. Corporate Card offers an end-to-end expense management program which delivers greater controls, higher savings for the company and benefits to the employees. Purchase cards, offer companies the means of closely tracking spends on categories like utility payment, office supplies. India is home to a large number of Small and Medium Enterprises (SME). These enterprises play a vital role in the growth of Indian Economy.

Forex Prepaid Cards:

Make payments easily in a number of foreign currencies with Forex Prepaid Cards from ICICI Bank. Browse through our range of Forex Prepaid Cards and pick the perfect travel companion for all your international trips. The feature-rich Forex Prepaid Cards we offer are smart, convenient and secure alternatives to carry foreign currency when you're travelling overseas.

2.3.4 Bank of Baroda (BOB):

Bank of Baroda offers different type of accounts to meet your financial goals and secure your future. Choose from our wide range of deposit products that are specifically designed to keep your unique requirements in mind.

Baroda BPCL Debit Card:

Based on Near Field Communication technology wherein the debit card need not to be dipped at the POS. Instead, the card holder simply taps the card over the special POS terminals for making purchases at POS.

- Cash withdrawal Rs. 50,000 per day from ATM.
- Card can be used for domestic as well as international transactions.

MasterCard Platinum DI Debit Card:

MasterCard is a platinum choice for our premium customers is envisaged to meet their requirement of higher spend/cash withdrawal.

- An internationally accepted card variant.
- Cash withdrawal Rs. 50,000 per day.

Baroda Reloadable Card Physical Variant:

In our quest to provide state of the art payment solution, we present a unique proposition- A Prepaid Card. Comes with a welcome kit and facilitates various transaction/payment related needs. Card amount is reloadable as per requirement.

- Instant card activation with SMS alerts for all transactions.
- Perfect substitute for cash that is accepted PAN India.

Literature has been one of the most important aspect of any research. Literature would tell the intensity or the relevance of the topic in today's scenario. It Would also tell about the various perspectives of the authors/ scholars regarding the Same subject.

Literature would help the scholar to understand various areas that the Literature has been done so fare and to identify the gap between the existing literature and the current need of the organization. Thus, a scholar can focus on how their Research can supplement this gap can be presented.

- **Mark Zandi &Virendra Singh (Feb 2013)** states that looked at the impact of increased card penetration on the private consumption over five years. The study also considered the role that card usage will play in future economic growth. The model measured the difference between what actually happened and what it predicted would have happened in the counterfactual hypothesis where card penetration stayed at its lowest value.
- **Zeinab Karake Shalhoub (May 2006)** states that trust in online transactions one of the main reasons for the relatively low electronic commerce adoption. It conducts a content analysis of the privacy policies and security mechanisms of a sample of companies from the six countries of the GCC which are engaged in electronic commerce transactions.
- **Stephen Hawk (2004)** states that surveys and challenges of conducting business to consumer (B2C) e-commerce in developing countries. Low credit card penetration and poor delivery systems are widely viewed as serious problems for B2C ecommerce in developing countries. An investigation of payment and delivery methods provided by B2C in India is reported. It shows that there are some regional differences in how e-commerce sites have chosen to deal with low credit card penetration and poor delivery systems.
- **Svetoslav Danchev & Georgios Gatopoulos (Jan 2020)** states that their penetration lifted off with the imposition of capital controls in 2015 and then remained on an uptrend, and the law had a statistically significant, positive impact on card usage, especially in the second half of 2017, controlling for the effects of macroeconomic factors and capital controls and the penetration of electronic payments had a significant positive impact on tax compliance.
- **Kumaga& Delali (2011)** states that investigates the challenges of implementing and using electronic payments in Ghana. In addition, it also attempts to assess the degree of usage of card-based payments systems i.e e-zwich, debit and credit cards.

- **Alhassan G Abdul-Muhmin & Yakubu A Umar (2007)** states that the extent and nature of credit card ownership and usage in the country, and how these are impacted by consumer demographics and attitudes toward debt. We find *inter alia* that credit card penetration in the country is relatively low, female Saudis are more likely than males to own the cards, attitude toward debt is a significant determinant of card ownership and evaluation of card attributes is fairly positive among cardholders.

- **Jena, Shubhashree; Nath& Saurabh** (2016), states that intends to explore the area of payment and settlement systems of Reserve Bank of India and e-transactions involving the State Governments. It includes details about the e-receipts and epayments concerning Government's transactions and brings forward the issues involved therein. A survey was conducted to identify the factors considered as most important in the adoption of e-banking services.

- **Dwi Wulandari & Thomas Soseco (2016)** states that technological developments have had an impact on all aspects of life including changes to existing payment systems. It covers the intensity of the use of e-money, the volume of transactions, preferences, and perceptions about the use of e-money.
- **Masedi Keadimilwe Tshukudu (May 2018)** states that the evidence of the causal impact of household consumption on e-money penetration. It confirms that if the use of electronic payment technologies is developed in the long-run. It can be concluded that the growth impact of e-money on household consumption is still insignificant but in the long-run the use of e-money technologies can impact household consumption.
- **SP Deshmukh & AZ Chhangani & GT Thampi (2016)** states that E-commerce and M-commerce are ICT-enabled practices for doing global business, which offers multiple benefits to increase the productivity of business organizations, government organizations, and society. It sheds light on the research question as to why customers are reluctant about online commerce though it provides many benefits to different stakeholders.

- **GM Kunkel (2020)** states that of an electromagnetic wave through an EMI gasket seam is presented. It uses the surface current density and the transfer impedance of the EMI gasket seam to predict the value of the *E* and *H* fields at any distance from the seam. It uses a high intensity field that penetrates a gasket seam. The value of the *E* and *H* fields which are impinged on a printed circuit card inside an electronic system.
- **Fumiko Hayashi & Emily Cuddy (Feb 2014)** states that examines the end-user experience of using a GPR card. It investigates which factors affect the intensity and duration of GPR card use, estimates the fee burden associated with various card usage patterns, and calculates fraud rates by transaction and merchant type.
- **Upendra Namburi (Feb 2011)** states that Reserve Bank of India drafted an electronic payments vision document, outlining its intent and focus areas for moving from a predominantly cash-based society to a more efficient electronic one. To establish a framework and body of regulations to grow efficient payment systems.
- **Julia S. Cheney (June 2007)** states that the trends and issues affecting the debit card market in each of these four areas, in an effort to expand understanding of this dynamic and increasingly category of consumer payments. In examining developments in the debit card market and it provides additional insights into four key areas: performance metrics, networks and interchange, debit rewards, and debit card fraud.
- **Bogdan Anastasiei & Nicoleta Dospinescu (Nov 2019)** states that this article is to define the level of significance of the different indicators that influence the benefits expected by the customers when deciding on a bank card. It indicates that affect the expectations when using the bank card were considered. The values of the indicators for different categories of users of bank cards and different age categories can be determined and the tests performed.
- **Abu Daqar & Mohannad A. M (2021)** states that the Millennials and Gen Z perception toward Fintech services, their usage intention, and their financial behavior. The authors used the questionnaire-based technique to meet the study

objective. The study instrument was distributed through different social media channels. Promoting e-wallet services by banks is highly recommended due to the massive rivalry with Fintech parties.

- **Devanesan & Mark David & Tholath & Deepa Ittimani (2021)** explained about assessing the impact of changes in buyer behavior on the usage of digital payment systems (DPS). The framework considers promotions associated with DPS and changes in buyer behaviour associated with DPS to be determinants of the intent to increase usage of DPS.
- **Bapat & Dhannajay (2017)** states that antecedents to financial management behavior for young adults. The findings suggest that financial educators and counselors need to incorporate electronic banking along with other dimensions such as financial knowledge and help-seekers. Financial educators can benefit from innovative technology features.
- **NikolaosStylos (Oct 2017)** states that Generation Z consumers' current perceptions, expectations and recommendations in terms of their future interactions in smart retailing contexts. These findings showed that smart technologies have a significant influence on generation Z consumers' experiences.
- **Corinna Wagner (Apr 2018)** examines Millennial's formation of trust towards a travel website and identify the similarities and the differences in trust formation among consumers from two countries. Results support a strong relationship between initial trust towards a travel website and consumers' behavioral intentions.
- **Mohd Uzairi Ahmad Hajazi (Jan 2021)** states that growth of smartphone and internet penetration, there is a growing trend of cashless payment made via smartphone, or mobile payment system, especially among millennial in Malaysia. In this research, the usage intention of QR mobile payment system is observed through seven dimensions, namely perceived usefulness, perceived ease of use, perceived security, perceived compatibility, social influence, rewards, and personal innovative.
- **Muhammad Anshari (2021)** states that feasibility of adopting digital wallet also known as 'e wallet. The study using a framework for assessment based on the

unified theory of acceptance and use of technology model revealed that the main construct of the model to be predictors of behavioral intention, was attitude towards using technology and anxiety.

- **Rana Shafira Widyadhani (2020)** explains risk perception after the actual usage of e-wallet in Indonesia. A proposed framework is arranged by adopting the Technology Acceptance Model (TAM) which extends to the perceived risk variables. To reach the above-mentioned objective, a quantitative approach is applied.
- **Vimala Balakrishnan (May 2021)** states the relationship between readiness towards a cashless society and adoption of cashless applications among Malaysians. The model was developed based on Unified Theory of Acceptance. The present study is part of a larger work that investigates the drivers and inhibitors for Malaysian consumers' readiness in going cashless, and their intention to adopt digital payment services and technologies.
- **Austin Harrison (2021)** explains the secondary research done to understand the preferences and characteristics of millennial consumers in the digital era, both in terms of purchasing tires and consumer products in general. Online and mobile platforms have become increasingly popular for companies who are trying to gain more millennial business.
- **Nastas & Vasile (2020)** states the rapid growth of mobile technology among the world's population has led many companies to attempt to exploit mobile devices as an additional tool in the business of sales. All these events led to develop mobile payments that became quickly very popular among the millennial's generation. In this sense the aim of this paper is to go over the most used worldwide mobile payments at the moment and investigate their impact.
- **Rajas Saroy, Sakshi Awasthy & Naveen K. Singh (2022)** states a large survey data set, he examines the driving factors of this shift for those who used digital payments for the first time. Apart from demographic drivers of payment choice, we find that this shift was significantly shaped by the degree of awareness of digital

modes, access to smartphones and debit cards, and pandemic-relief welfare transfers.

- **Shilpa N.C. & Dr. Amulya M (2019)** States excessive use of cash payments are due to offbeat business models and varied distinction in literacy levels and it aims to analyse outstanding payment cards in India by examining the number of cards in operation and the value of transaction in the past decade. It provides platform for the payment card industry to unleash the potential to tap market.
- **Khan Bilal Mustafa, Pandey Pallavi (2021)** states pandemic has forced the banking industry to adopt digitalization and new-age technologies. Due to the pandemic banks aim to deliver best-in-class customer service and friction less experiences to their customers. These features of digital platform are necessary for banks to provide uninterrupted services, safely to customers and allow business as usual.
- **Jennifer Wilson Fernandes (2018)** states that India's digital payments increased to 55 percent; against 28 percent in 2018. The first section of the paper concentrates on studying the concepts of Digitalization. The second section identifies the digital payments in India, followed by the digital initiatives undertaken by the Government of India and concludes.
- **Devadutta Indoria & K. Devi (June 2021)** states that the term e- commerce meant the process of execution of commercial transactions electronically with the help of the leading technologies such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT) which gave an opportunity for users to exchange business information and do electronic transactions.
- **Kavitha M L Prof (2019)** states that the Indian economy is predominantly rural with over two-thirds of its population and workforce residing in rural areas. Rural India contributes a substantial part of the total net value added in many sectors. The growth and development of the rural economy is imperative for inclusive development and overall growth of the country.
- **C.Nagaraju & Dr.S.N.Venkatesh (2019)** states that marketers have evolved one after another newer modes of marketing to meet the requirements of their customers. It has been assuming acceptability and popularity by leaps and bounds

in the present-day business. It deals with the, suitability and challenges the small enterprises are facing in India.

- **Oinam Inam Bhopen Singh (2018)** states that cashless economy is a system in which all the monetary transactions are done electronically via Internet enabled banking, debit or credit cards and e- wallets or mobile wallets where flow of cash or physical currency is non-existent. The human race has come a long way from the ancient barter system to the concept of money.
- **Gaonkar & Shilpa Bhimrao (Jun 2018)** states that the various payment instruments available to the people of the country, tries to identify the factors that influence cash transactions, the perils of going cashless, the steps taken by the government post demonetization to promote cashless transactions and analyses the benefits of cashless transactions.
- **Saroj Kumar Singh (2020)** states that outcome of a review of various research studies carried out on Ecommerce and examines development of e-commerce as well as emerging challenges and different opportunities of e-commerce in India. Many companies, organizations, and communities in India are beginning to take advantage of the potential of e-commerce.
- **Begum Mohammed Farzana (2018)** states that the impact of mobility goes much more than facilitating on-the-go online transactions. Mobility powered digital commerce has the potential to give a big boost to financial inclusion, throwing open banking facilities to people hitherto cut off from the same. It depicts that digital financial services are driving financial inclusion and improving financial health with digital technology.
- **Joshi & Ruchi Mehrotra (Dec 2021)** states that relevance of the Consumer Protection Act, 2019 and the United Nations Commission on International Trade Law (UNCITRAL) established by the United Nations General Assembly, adopted the Model Law of Electronic Commerce, and authors would analyze a number of Indian laws to protect consumers in the Cyberworld.
- **Dr. B. Avudaiammal (2020)** states that the concept of e-commerce, major developments and challenges faced by the e-commerce industry in India.It is currently one of the most important aspects of the Internet to emerge. It covers a

range of different types of businesses, from consumer-based retail sites, through auction or music sites, to business exchanges trading goods and services between corporations.

- **Neeta Baporikar (2021)** states that the traditionally cash-driven Indian economy has responded well to the Fintech opportunity, primarily triggered by a surge in ecommerce, and Smartphone penetration. Technological advances driven by the internet revolution changed the face of the financial services industry and led to the development of electronic finance (e-finance). E-finance allows individuals or businesses to access accounts, transact business, and obtain information on financial products and services.
- **Dr.S.Sivakumar & Dr.G.Vincent (2019)** states that the study is aimed towards studying the level of awareness among the citizens about cashless economy. The study recommends that more people should start using digital payment methods which will serve a cashless economy or less cash economy. Cashless economy got popular after demonetization where plastic money was widely used.
- **M Rudraiah (Oct 2021)** states that in the world of E-commerce, the existence of the wholesalers is at the greatest risk because the producer can easily ignore them and sell their products to the retailers and the consumers. This study also found that, E-commerce provides the various types of opportunities to the wholesalers, retailers, producers and the People. The author also says that the attempts to highlight the different challenges faced by the Ecommerce in India.
- **Geetanjali Shrivastava & Vinod Kumar Adwani (2021)** states that banking Channel is a branchless access channel to banking institutions at a lower cost, convenience, high subscription rate, faster transaction speed, and expanded income sources, and it looks on the other side also i.e. the productivity of the employees. According to this research, the rate of use of ABC products such as Online Banking, ATM Card, POS, Internet Banking, Mobile-Cash, Electronic Fund Transfer, and Real-Time Gross Settlement is increasing which has not only boosted the profitability of SBI but also increased the Business productivity of employees.

- **Vijaya Kittu Manda & Dr. Aruna Polisetty (2019)** states that is to increase customer engagement, Indian banks began providing various financial tools in the form of digital banking mobile applications, making banking services available at the fingertips. India's largest retail bank, the State Bank of India (SBI), has introduced several financial tools in its YONO (You Only Need One) app, making it one of the most sought-after mobile apps from any Indian bank. Increasing penetration of smart mobile phones helped banks use fintech tools to provide financial tools far beyond traditional banking, providing a win-win situation to both banks and their customers.
- **Anjali Devi (2018)** states that the internet has changed the way we search for information and shop for products. Especially Mobile technology is revolutionizing the global banking and payment industry across the world. This is really the tremendous success of digitalization because these platforms have established new horizons of financial inclusion to millions in India.
- **Dave & Isha Pradip (Jan 2021)** states that customers have started preferring paying through debit cards amongst all the other plastic money options, especially after demonetization. The authors have also compared debit cards with credit cards and net banking on various parameters. And it says about the understanding the impact of the frequency of usage of debit card, the bank issuing the debit card, the number of transactions and the charges on the upgradation of the debit cards.
- **Dr. R. Balaji (2017)** states that It is important to recognize that in the policy framework for development of the formal financial system in India, the need for financial inclusion and covering more and more of the excluded population by the formal financial system has always been consciously emphasized. The objective of Financial Inclusion (FI) is to extend financial services to the large hitherto unserved population of the country to unlock its growth potential.
- **Bhavani T & Amirthasubhasini T (2019)** states that Banking is to be consider as pure financial service industry and responsible for the economic development of an economy up to great extent. This paper tries to measure the usage of amount transactions level of top ten Public and Private Banks in India. This research is

based on Secondary data obtain from statistics of Public and Private Banks in India. The conclusion would be interpreted accordingly.

- **V. Suba & Dr. S. Elango (2016)** states that the use of IT in the banking sector has contributed to the emergence of more flexible and user-friendly Self-Service Banking Technologies to address the rapid and changing needs of banking customers. ATMs, Tele-Banking, Internet Banking, Credit Cards and Debit Cards have emerged as effective delivery channels for traditional banking products. Banks know that the Internet opens up new horizons for them and moves them from local to global frontiers.
- **Shailaja D & Prof. Ramesh O Olekar (2021)** explains which focuses on the role of both SBI and ICICI towards protection of environment and its resources and the measures taken using a weapon called Green Banking. Indian banking sector plays key role in the protection of environment. Also, it helps to control the wasting of resources.
- **Dr. S. Hari Krishna (2020)** states that Banks provide number of services to their customers like, balance enquiry, funds transfer, bills payment, third party transfer, opening accounts, receiving alerts, cash management, on-line, statement, credit cards, debit cards, ATM card and many more services. The credit card business is one of the fastest growing segments in the banking arena today. Many Indian banks including State Bank of India have ventured into this domain of Plastic cards, which is now quite popular in India.
- **Nidhi Khanna (2019)** states that e Indian banking and financial market have undergone a series of structural transformation and innovations since postindependence, beginning from the nationalization of banks to evolution of crypto currency and artificial intelligence. The various instruments like Debit Cards, Credit Cards, kiosk machine, ATM, Aadhar enabled PAN, PAYTM, PAYPAL, BHIM APP, and many more plays a role to flourish the economy Due to rapid developments in technology government has fueled the emergence of integrated payment settlement system with chat bots.
- **Dr. Parveen Kukkar & Dr. Pankaj Kukkar (2020)** states that Plastic Money in the form of cards has been actively introduced by banks in India in 1990's. But, it

was not very popular among Indian consumers at the time of its introduction. Plastic Cards are gaining popularity among bankers as well as customers and getting accepted in the market place.

- **Dr Chandana Goswami & Kamaleswar Boro (2018)** tried to identify most prominent technology-based banking service as well as factors that trigger usage of such service by urban customers. System utility, service reliability, secure access, social influence, useful and quick transaction, and easy to use factors were found to influence technology-based banking service usage. Age group of less than 40 years, who are service holders, students and self-employed professionals, were found to be dominant users of top three technologies-based banking services.
- **Pankaj Sahu & Dr. Kumud (2016)** explains the announcement of demonetization on 8th November, 2016 by the Govt. of India a huge cash crunch was observed as majority of the people in India depends on cash transactions to a large extend. This kind of post demonetization situation made cash transaction more complex in India. This paper is an attempt to study the impact of demonetization on the digital transaction through the usage of credit card and debit card. Data from RBI have been used for the study. This study will help to know the picture of the transactions done digitally pre and post demonetization.
- **Manjunatha B & Vijendra Shenoy H (2020)** states that Mobile phones are used everywhere in this modern world. The technological advancement has made everything possible under one touch. Increase in use of mobile phones and internet is the main reason for mobile wallet penetration. Even though the thought of digitalization raised long years ago, it took growth pace recently. But in the current scenario, India has seen a substantial increase in the number of digital wallets available and is slowly moving towards a cashless economy. Digital Wallets have eased our buying experience by providing another convenient money transfer platform.
- **Mahima Rana (2018)** states that the historic night of November 8, 2016 sent shock waves through the country, when Prime Minister Narendra Modi demonized two biggest denominations of currency- 500 and 1000. Bank cards, e banking, mobile wallets, RTGS, NEFT etc. gained popularity overnight. Still, the common man is averse to transition. The study attempts to objectively analyse the benefits and risks

- attached to plastic money and suggests certain steps to overcome the fear of this relatively new and alien medium of exchange.

  Tejaswini (2018) states that risk that is involved that the bank needs to be faced while lending loans to the customers and bank have to frame the strategies and methods to reduce the risk that arises out of lending. Analysis of data is made for four years that is from 2014 to 2017 is been collected from the annual report of the bank. The bank manages its credit risk in appropriate manner can be found as there is there is no much loss to the bank because of lending. Bank has a well-planned mechanism and strategies for managing the credit risk.

- **Harikeshav M.V (2019)** states that the wind of change in payment system in India is gaining strength by government accelerating financial inclusion, opening new business models and providing impetus to digital payments system. The system offers an unprecedented opportunity to people, most of whom lives in rural India or are migrants in big cities. It is expected that by embracing technology, we can bring about a big transformation in the form of a cashless society. The anonymity of cash transaction is a nontrivial barrier to digital payments and is a constant battle between Government and those who evade taxes.

- **Dr B Madhusudhan Naik & Dr Nidhi Oswal (2020)** states that globally Financial inclusion has moving very swiftly due to advancement of technology, carrying transaction became cushy to customer, business community and banks with using of debit cards, e-payments and credit cards. In space of digital payments with aim to cashless India, usage of plastic money for shopping leads to vision of cashless India. About 21% of Indians were used debit cards and 16% using credit for shopping before demonetization.

- **Eunicia Fernandes (2017)** states that innovation has changed every segment including the monetary area, and the exchanges in the keeping-money framework, have likewise experienced an exceptional change. The ongoing development in the utilization of plastic cash after 2010 has been mostly in the form of credit and debit/ATM cards. Most cards are free, with financial records at a bank or credit association. These cards can also be utilized for round the clock withdrawals from

- the ATMs. Spending pattern through plastic cash has changed radically, however, voyaging, feasting and purchase of adornments continue to remain the best purchases through plastic money especially, credit cards.

  Tiwari Raman (2019) states that Government of India encourages people at large to walk towards cashless economy. The study of this article is to find contribution of cyber banking services towards Digital India. The objectives of this study are to locate Drivers of Digital Banking Transformation, contribution of Indian banks towards Digital India, facilities bestowed by Indian banks to make cashless economy, key barriers to digital payments and to identify threat for banking sector.

- **Sruthy Madhavan (2018)** states that electronic banking also referred as online banking, virtual banking, Internet banking simply means use of banking products and services through electronic means. The customers can view their transactions, print out their statement, can transfer funds, and can make payments. Besides this, it is an efficient and cost-saving channel for banks too.

- **Dr G Vincent (2019)** states that variables for measuring the financial inclusion are bank penetration, credit penetration, number of accounts opened etc. So, the present study aims to investigate the progress of financial Inclusion in India through the initiatives taken by the Government of India (GOI) and Reserve Bank of India.

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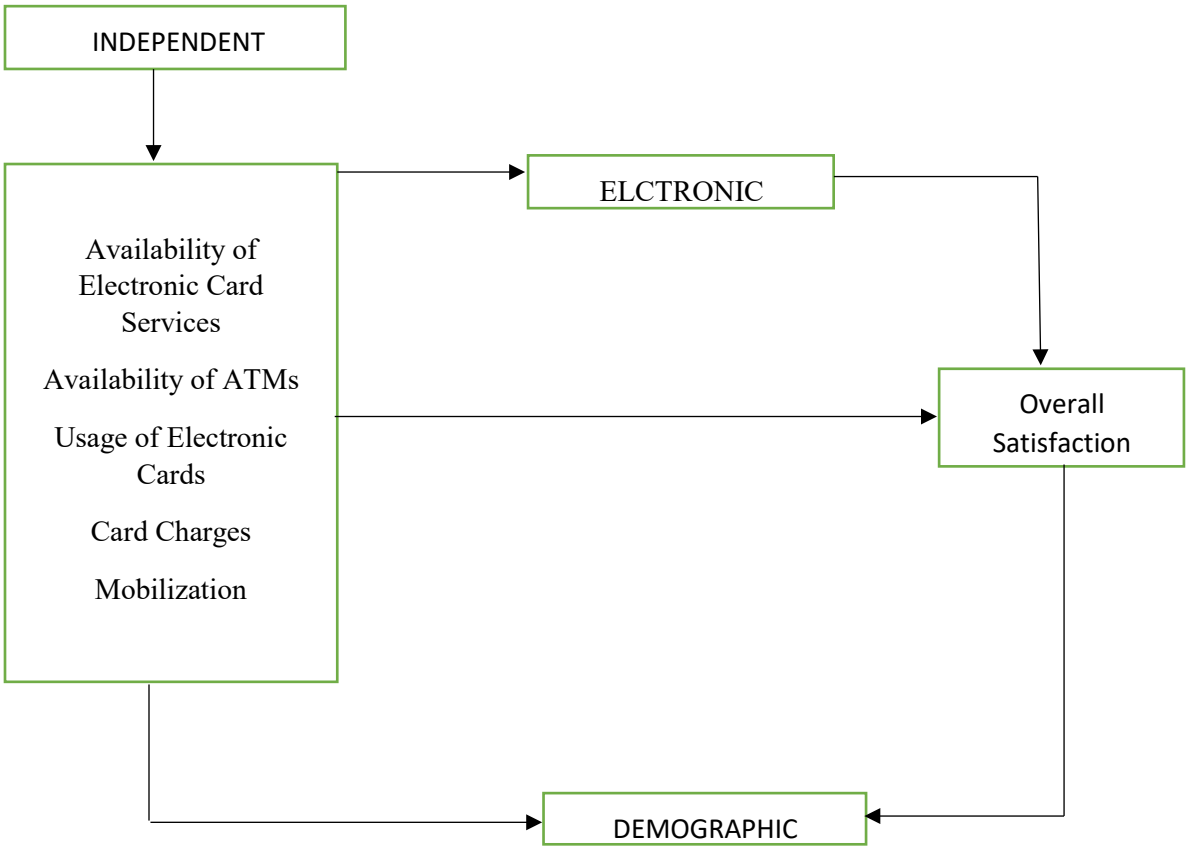
3.2 CONCEPTUAL FRAMEWORKS:



Electronic cards:

Electronic cards are defined as debit and credit cards in terms of bank, which issued in specific overdraft accounts like personal loans without any specific end-use limitations. Banks have been allowed to provide electronic cards to people having overdraft accounts to enable domestic digital transactions. These cards can be used for purchase of products, withdrawal of cash in ATM's, deposit, payments and reservations.

Overall Satisfaction:

Here overall satisfaction is the dependent variable where the customers are satisfied with the service or not. It has the direct effect towards the independent variable.

Demographics:

Here demographic says the Age, Gender, Education, Income and Occupation.

Availability of Electronic cards:

It just means the transaction data gets processed through the credit network associated with your card. The transaction won't help you build credit, and money still gets taken directly out of your bank account, even if the transaction is pending for a few days. Using a debit card can be a convenient alternative to cash, checks or credit cards. But many debit cards also have a credit network logo on them Visa or Mastercard, for example that lets you choose to pay with credit at merchants that accept those credit cards. As it turns out, there aren't many differences for consumers who decide to choose either the debit or credit option when paying with a debit card.

But here are a few key points to consider.

- Choosing debit can make the transaction complete faster Choosing debit could save the merchant money
- Choosing credit could offer you more cardholder benefits
- Choosing credit won't help you build credit

Availability of ATM'S:

Most ATM managers judge their effectiveness by measuring ATM availability, which is commonly defined as the percentage of time ATMs can dispense cash. It is strictly based upon the number of minutes an ATM was down and does not consider the value of specific time periods of high usage versus low usage windows. Why are all the ATMs out of service? Bankers say that ATMs are running out of cash due to high demand and short supply of notes. Try and use less cash for the next 1-2 weeks until the logistic issue for ATMs gets resolved.

Usage of electronic cards:

E-cards are made available many different ways, usually on various Internet sites. They can be sent to a recipient virtually, usually via e-mail or an instant messaging service. Since e-cards are digital "content", they are highly editable, allowing them to be extensively personalized by the sender. An electronic card (e-card) is a special occasion, greeting or post card created and customized within a website and sent through the Internet to the recipient.

Card charges:

Though debit cards don't have annual fees, you may pay other fees to have a checking account. Those can include monthly maintenance fees, overdraft fees if you overspend from your account, returned-item fees, and foreign ATM fees if you use your debit card at another bank or financial institution's machine. Credit card charges include annual maintenance charges, GST, over-limit fees, late payment charges, hefty interest rates on outstanding balances, charges on cash withdrawals, fees on foreign transactions, etc.

Mobilization:

Credit Mobilization is a risk-sharing arrangement structured on an unfunded basis where IFC. provides the loan capital from its own balance sheet but transfers the risk to a third party. It. gives IFC an additional source of mobilization from entities that have significant unfunded credit.

By mobilizing deposits, they ensure continued service to members needs and build financial strength. Hence, deposit mobilization is vital to the local economic development and is a key for financial sustainability as it can contribute to self-sustainability by providing the MFI with lower cost funds.

4.1 Introduction:

Data analysis is the process of inspecting, cleansing, transforming, and modelling data in order to discover useful information, inform conclusions, and aid decision-making. Here we have done certain analysis like Cronbach Alpha, Percentage Analysis, KMO Barrett test, Chi-square, Correlation, Regression, ANOVA. This analysis is carried out using primary data collected.

4.2 Cronbach Alpha (Reliability Test):

Cronbach's alpha is a measure of internal consistency, that is, how closely related to a set of items are as a group. It is considered to be a measure of scale reliability. Reliability refers to the consistency of a measure. A high value for alpha does not imply that the measure is unidimensional. The accepted value of Cronbach's alpha is 0.7. The analysis on reliability is called reliability analysis. Reliability analysis is determined by obtaining the proportion of systematic variation in a scale, which can be done by determining the association between the scores obtained from different administrations of the scale.

Table 4.2

Reliability Statistics	
Cronbach's Alpha	Number of items
0.867	56

Source: Primary data collected using SPSS 26

4.3 PERCENTAGE ANALYSIS

Percentages are a powerful way to compare samples with different numbers of observations. By standardizing measures using a scale of 0 to 100, samples can be compared quickly and easily. Any graph of the data, however, must include the full range of 0 to 100 to ensure that false impressions are not created. A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points.

TABLE NO: 4.3.1

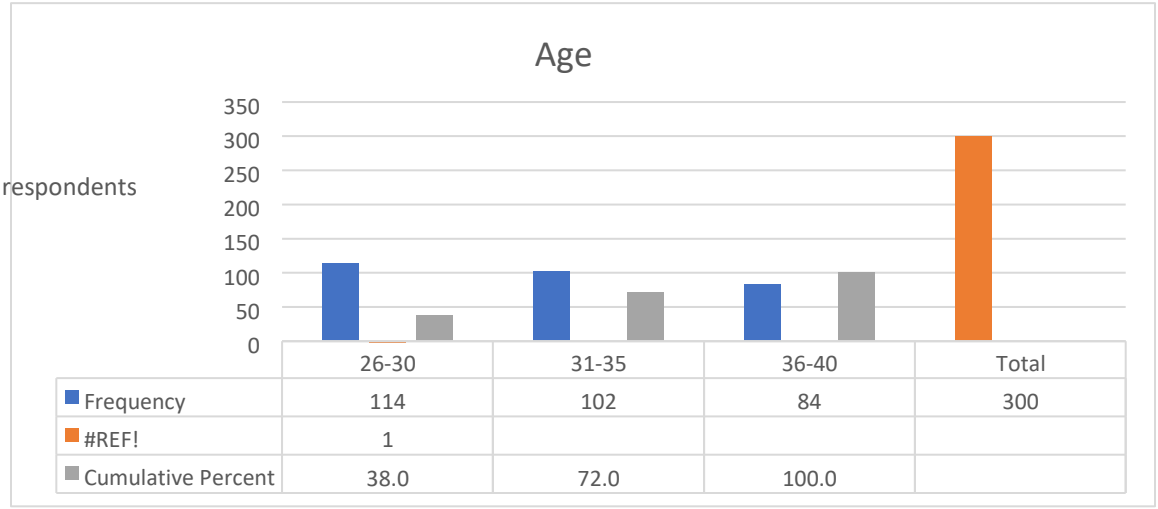
Age			
Particular	Frequency	Percent	Cumulative Percent
26-30	114	38.0	38.0
31-35	102	34.0	72.0
36-40	84	28.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.1 denotes that out of 300 respondents, 38.0 % are between the age group of 26-30, 34.0 are between the age group of 31-35 and 28.0% is between the age group of 36-40.

CHART:4.3.1



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are between the age group of 26-30.

RECOMMENDATION: In this modern trend most of the youngsters are using the electronic cards compared to other.

TABLE NO: 4.3.2

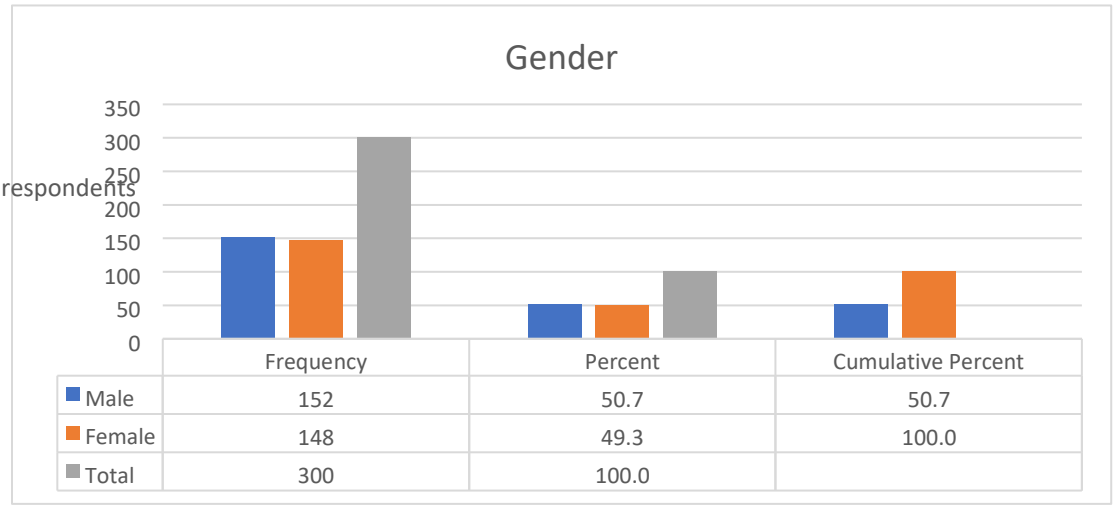
Ge ıder			
Particular	Frequency	Percent	Cumulative Percent
Male	152	50.7	50.7
Female	148	49.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.2 depicts that out of 300 respondents, 50.7% are male respondents and 49.3% are female respondents.

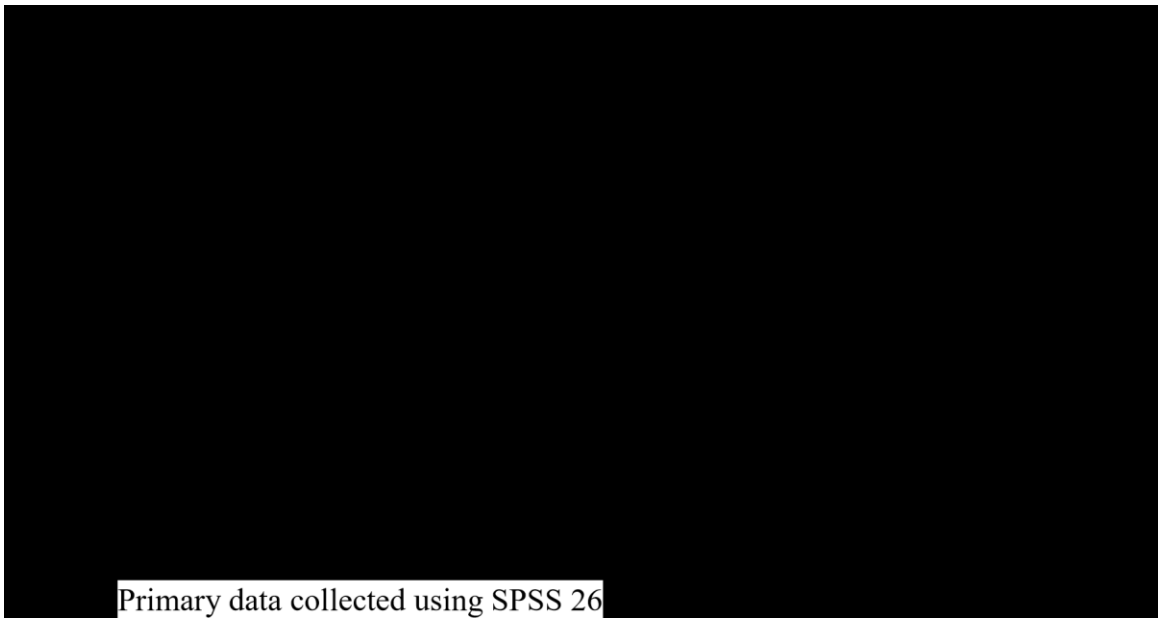
CHART: 4.3.2



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are male.

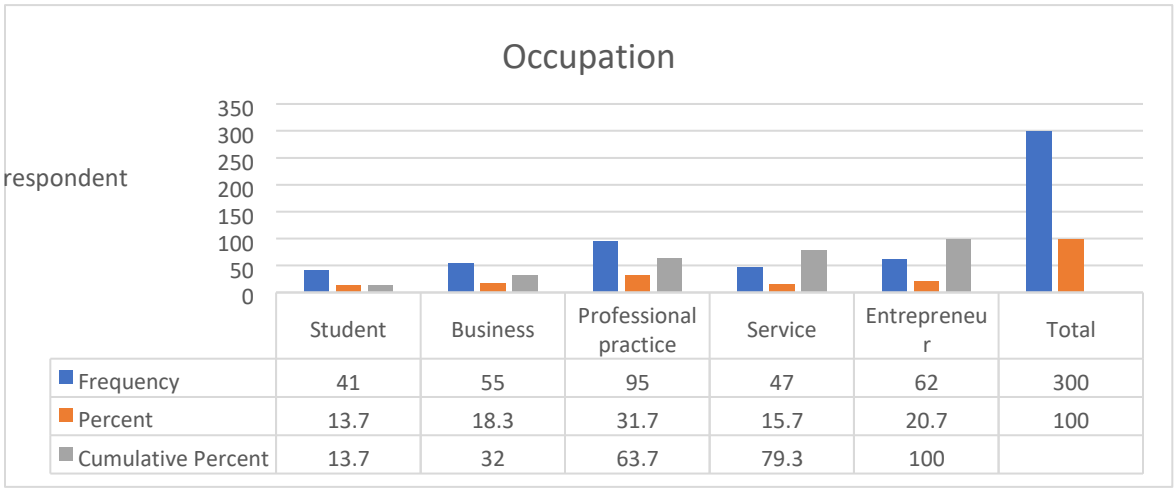
RECOMMENDATION: In this graph we conclude that male is more dominated in using the electronic cards compared to other.



Finding:

From the above table 4.3.3 depicts that out of 300 respondents, 13.7% are students, 18.3% are in business, 31.7% are in professional practice, 15.7% are in service and 20.7% are entrepreneurs.

CHART: 4.3.3



	Student	Business	Professional practice	Service	Entrepreneur	Total
Frequency	41	55	95	47	62	300
Percent	13.7	18.3	31.7	15.7	20.7	100
Cumulative Percent	13.7	32	63.7	79.3	100	

Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are in Professional practice followed by entrepreneur, business, service and students.

RECOMMENDATION: Here the banks can still focus on students, business personalities.

TABLE NO: 4.3.4

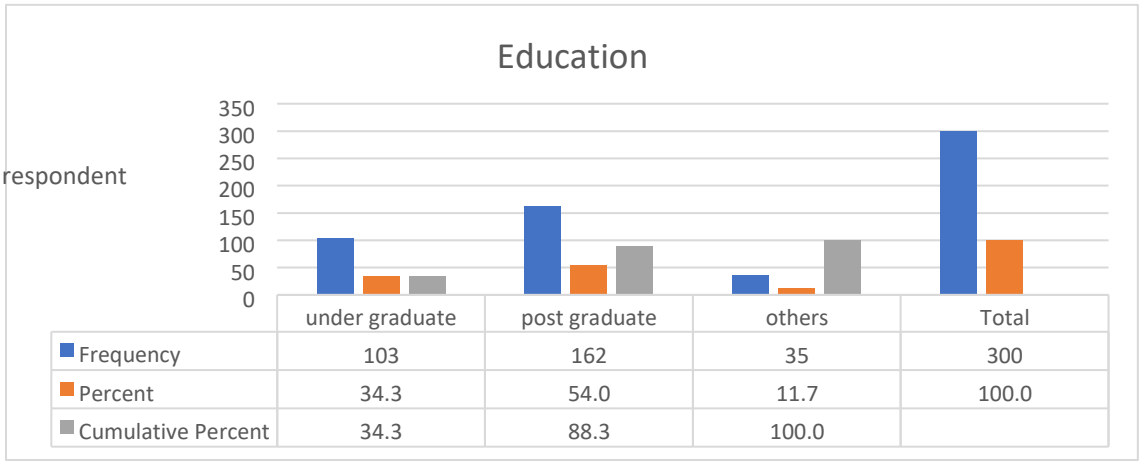
Education			
Particular	Frequency	Percent	Cumulative Percent
Under graduate	103	34.3	34.3
Post graduate	162	54.0	88.3
Others	35	11.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.4 depicts that out of 300 respondents, 34.3% are under graduates, 54.0% are in Post graduate, 11.7% are in others categories.

CHART: 4.3.4



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are in Professional practice followed by entrepreneur, business, service and students.

TABLE NO: 4.3.5

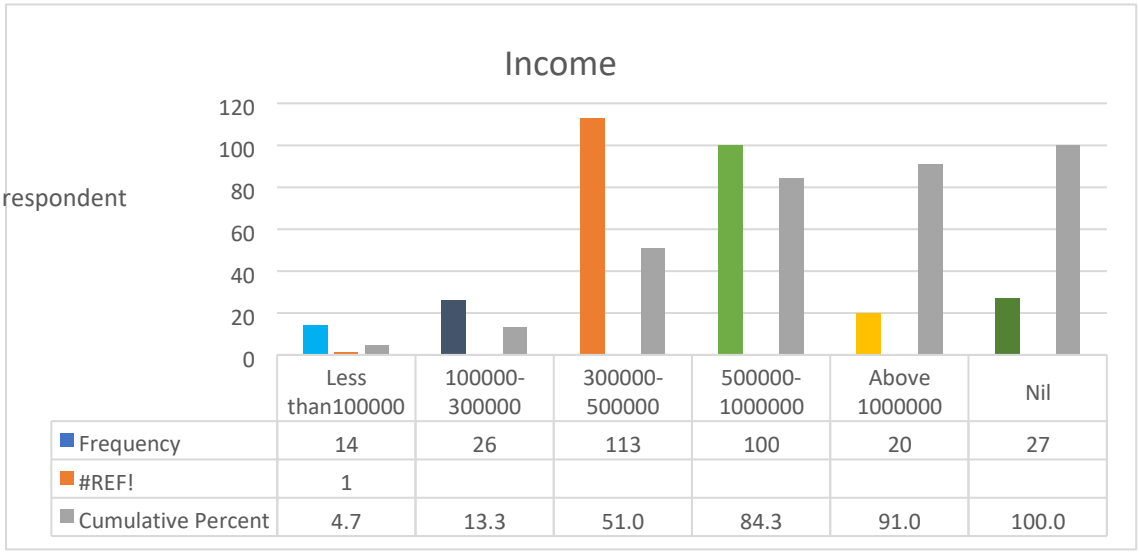
Inco ıe			
Particular	Frequency	Percent	Cumulative Percent
Less than100000	14	4.7	4.7
100000-300000	26	8.7	13.3
300000-500000	113	37.7	51.0
500000-1000000	100	33.3	84.3
Above 1000000	20	6.7	91.0
Nil	27	9.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.1.5 depicts that out of 300 respondents, 4.7% are less than 1L, 8.7% are between 1L to 3L, 37.7% are between 3L to 5L, 33.3% are between 5L to 10L and 6.7% are above 10L.

CHART: 4.3.5



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are between 3L to 5L.

TABLE NO: 4.3.6

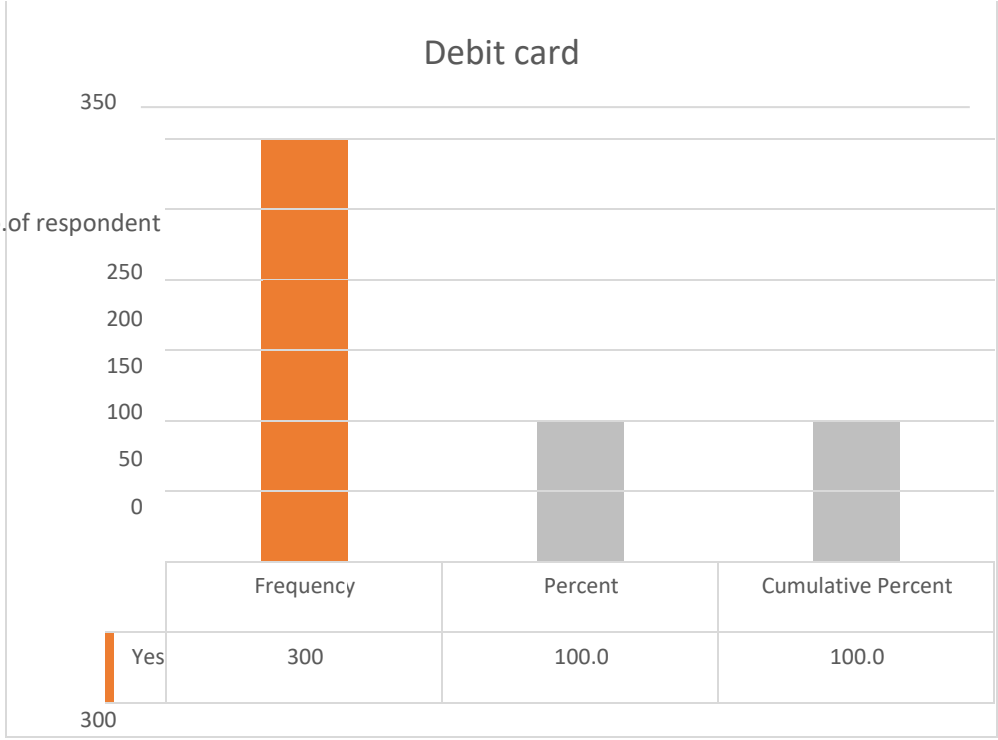
Debit card			
Particular	Frequency	Percent	Cumulative Percent
Yes	300	100.0	100.0

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.6 depicts that out of 300 respondents, all the respondents are using debit card.

CHART: 4.3.6



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are using debit card.

TABLE NO: 4.3.7

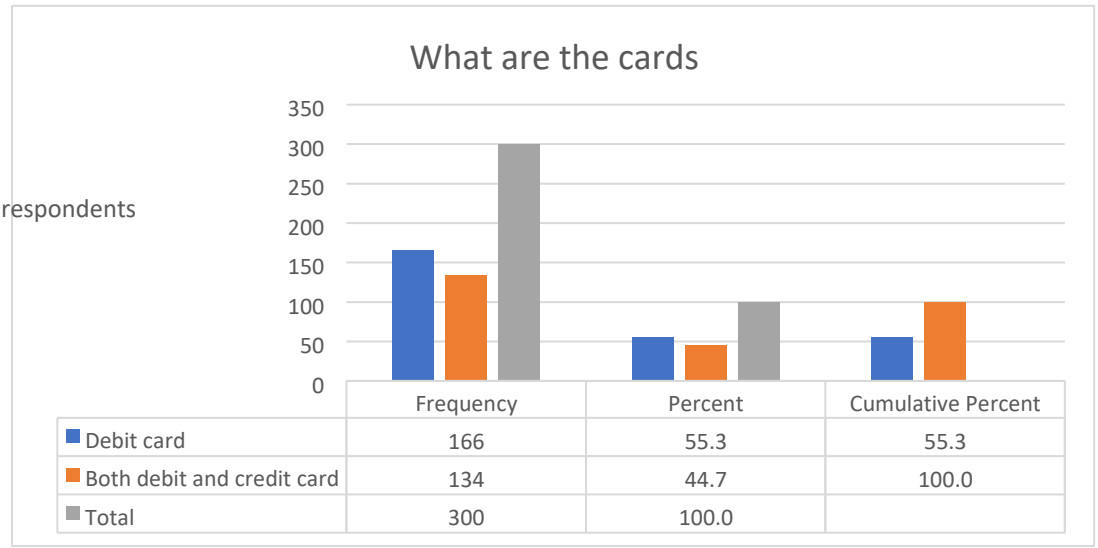
What are the cards			
Particular	Frequency	Percent	Cumulative Percent
Debit card	166	55.3	55.3
Both debit and credit card	134	44.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.7 depicts that out of 300 respondents, 55.3% are using debit card and 44.7% are using both debit and credit card.

CHART: 4.3.7



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are debit card.

RECOMMENDATION: In this modern trend the banks can still focus on issuing on credit card.

TABLE NO: 4.3.8

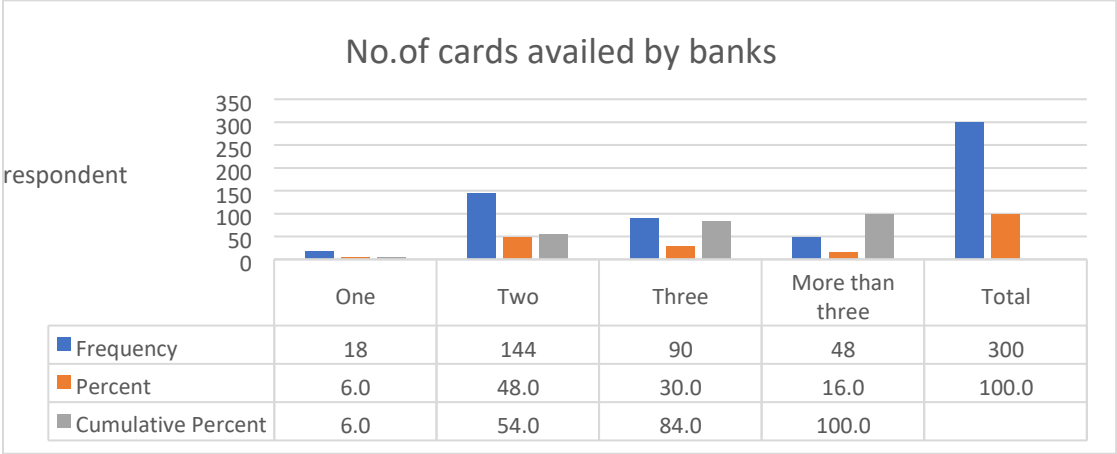
No. of cards availed by banks			
Particular	Frequency	Percent	Cumulative Percent
One	18	6.0	6.0
Two	144	48.0	54.0
Three	90	30.0	84.0

More than three	48	16.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.8 depicts that out of 300 respondents, 6.0% are using only one debit card, 48.0% are using two, 30.0% are using three and 16.0% are using more than three.

CHART: 4.3.8



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are having two debit cards.

RECOMMENDATION: In this modern trend the banks can still focus on issuing on electronic cards.

TABLE NO: 4.3.9

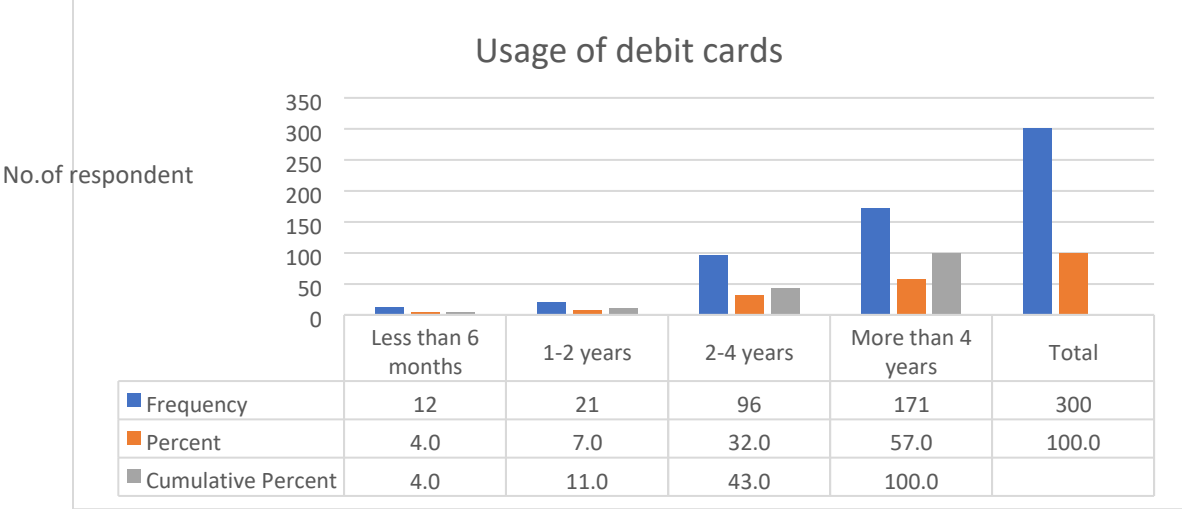
Usage of debit cards			
Particular	Frequency	Percent	Cumulative Percent
Less than 6 months	12	4.0	4.0
1-2 years	21	7.0	11.0
2-4 years	96	32.0	43.0

More than 4 years	171	57.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.9 depicts that out of 300 respondents, 55.3% are using debit card and 44.7% are using both debit and credit card.

CHART: 4.3.9



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are using cards more than 4 years.

TABLE NO: 4.3.10

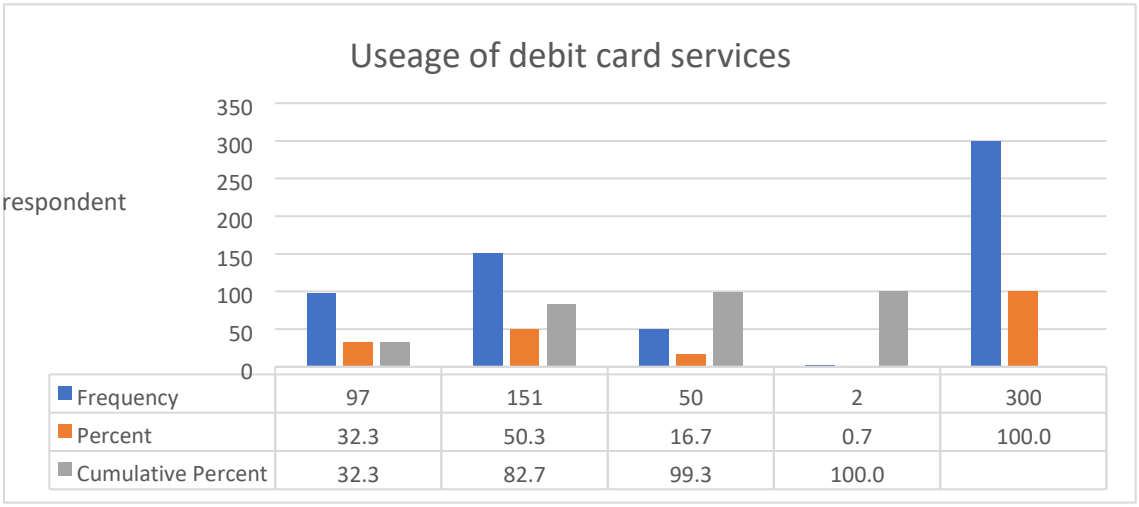
Usage of debit card services			
Particular	Frequency	Percent	Cumulative Percent
1-5 times a month	97	32.3	32.3
5-10 times a month	151	50.3	82.7
10-15 times a month	50	16.7	99.3

Above 15	2	0.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.10 depicts that out of 300 respondents, 32.3% are using 1-5 times per month,50.3% are using 5-10 times per month, 16.7% are using 10-15 times per month and 0.7% are using above 15 times.

CHART: 4.3.10



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are using debit card 5-10 times per month.
RECOMMENDATION: In this modern trend the banks can still focus on the charges on debit card.

TABLE NO: 4.3.11

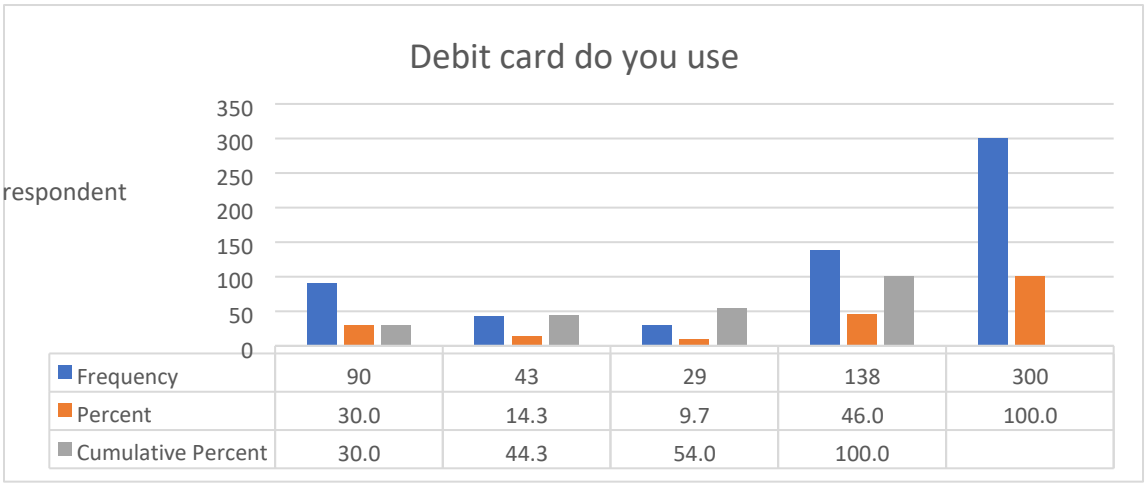
Debit card do you use			
Particular	Frequency	Percent	Cumulative Percent
SBI bank	90	30.0	30.0
ICICI bank	43	14.3	44.3
HDFC bank	29	9.7	54.0
Others	138	46.0	100.0

Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.11 depicts that out of 300 respondents, 30.0% are using SBI cards,14.3% are using ICICI cards, 9.7% are using HDFC cards and 46.0% are using other cards.

CHART: 4.3.11



Source: Primary data collected using SPSS 26

INFERENCE: Here most of the respondents are using other cards followed by SBI cards.

RECOMMENDATION: In this modern trend ICICI and HDFC banks can still focus on the producing the debit card.

TABLE NO: 4.3.12

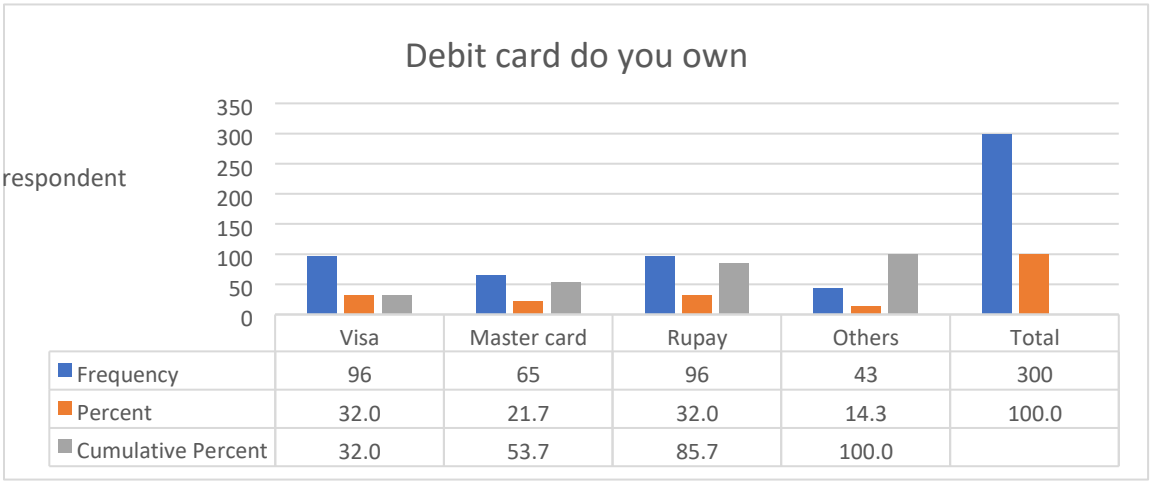
Debit card do you own			
Particular	Frequency	Percent	Cumulative Percent
Visa	96	32.0	32.0
Master card	65	21.7	53.7

Rupay	96	32.0	85.7
Others	43	14.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.12 depicts that out of 300 respondents, 32.0% are using visa, 21.7% are using Master card, 32.0% are using Rupay and 14.3% are using other cards.

CHART: 4.3.12



Source: Primary data collected using SPSS 26

INFERENCE: Here Visa and Rupay have equal no. of respondent.

RECOMMENDATION: In this modern trend the banks can focus on Mater card and other cards.

TABLE NO: 4.

3.13

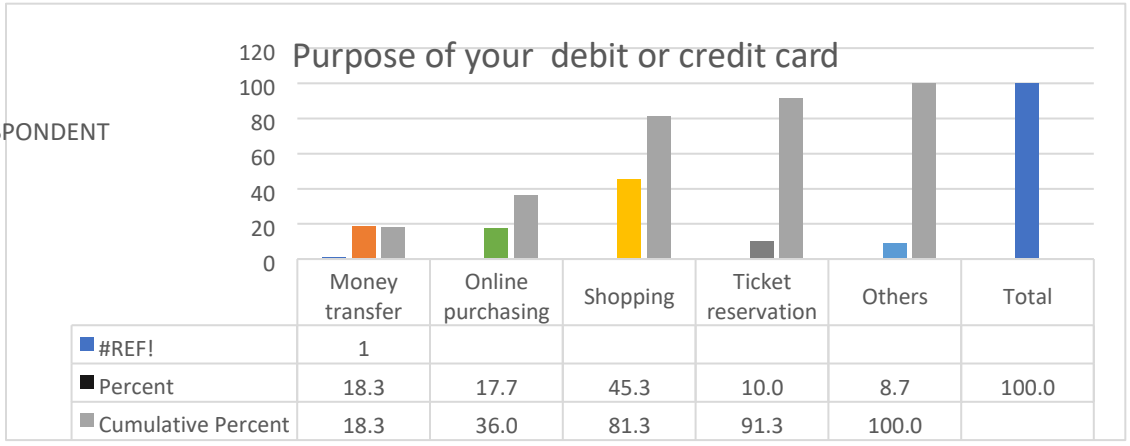
Purpose of your debit or credit card			
Particular	Frequency	Percent	Cumulative Percent
Money transfer	55	18.3	18.3
Online purchasing	53	17.7	36.0
Shopping	136	45.3	81.3
Ticket reservation	30	10.0	91.3
Others	26	8.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.13 depicts that out of 300 respondents, 18.3% are towards money transfer, 17.7% are towards online purchase, 45.3% are towards shopping, 10.0% are towards ticket reservation and 8.7% towards other

CHART: 4.3.13



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents prefer shopping more.

RECOMMENDATION: In this modern trend the banks can focus on setting up of new payment methods for easy transaction.

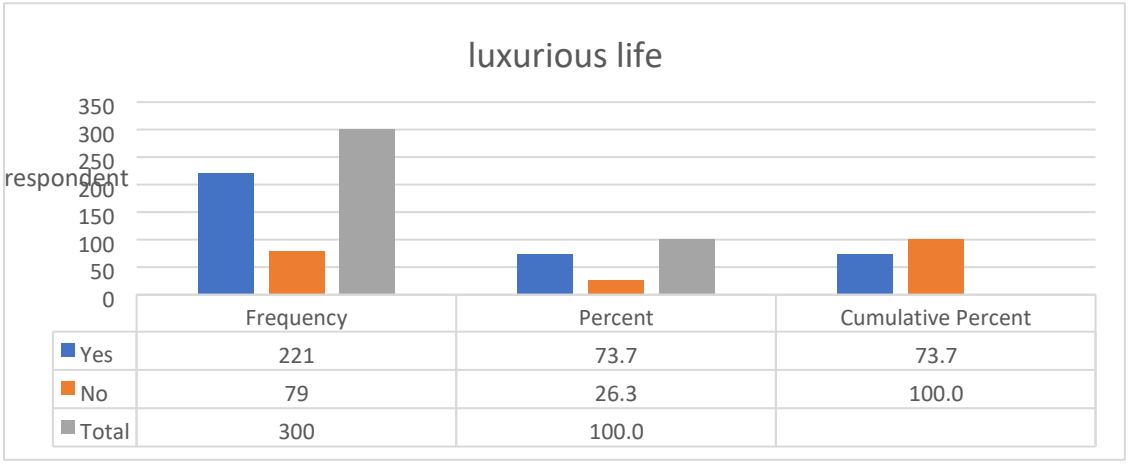
TABLE NO: 4.3.14

Luxurious life			
Particular	Frequency	Percent	Cumulative Percent
Yes	221	73.7	73.7
No	79	26.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.14 depicts that out of 300 respondents, 73.7% are towards luxurious life, 26.3% says that debit card will not give any luxurious life.

CHART4.3.154



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents prefer that there is luxurious life while using a debit card.

TABLE NO: 4.

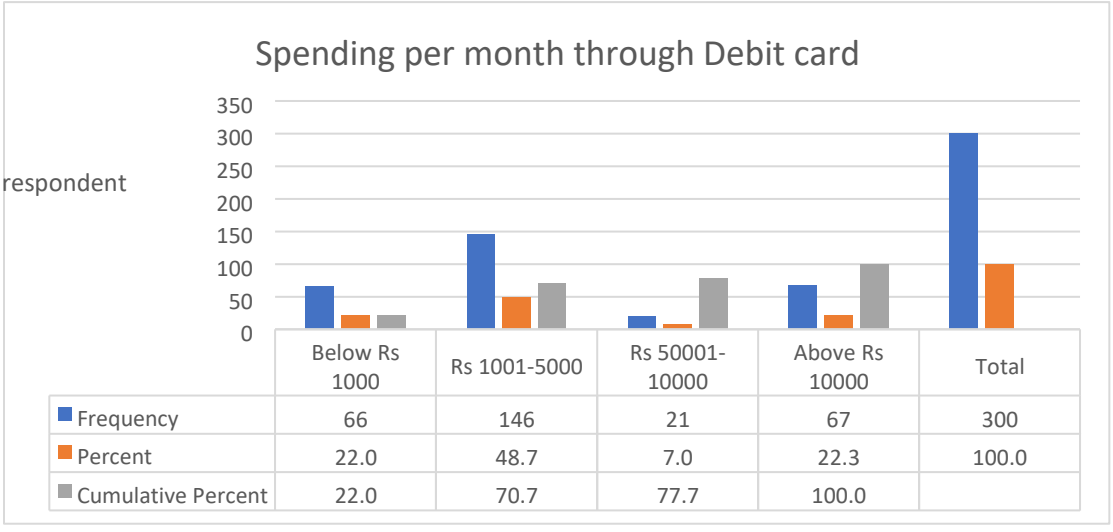
3.16

Spending per month through Debit card			
Particular	Frequency	Percent	Cumulative Percent
Below Rs 1000	66	22.0	22.0
Rs 1001-5000	146	48.7	70.7
Rs 50001-10000	21	7.0	77.7
Above Rs 10000	67	22.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.15 depicts that out of 300 respondents, 22.0% have spending habit below 1000, where 48.7% have between 1001-5000, 7.0% have between 5001-10000 and 22.3% above 10000.

CHART: 4.3.15



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents have spending habit between1001-5000.

TABLE NO: 4.

3.16

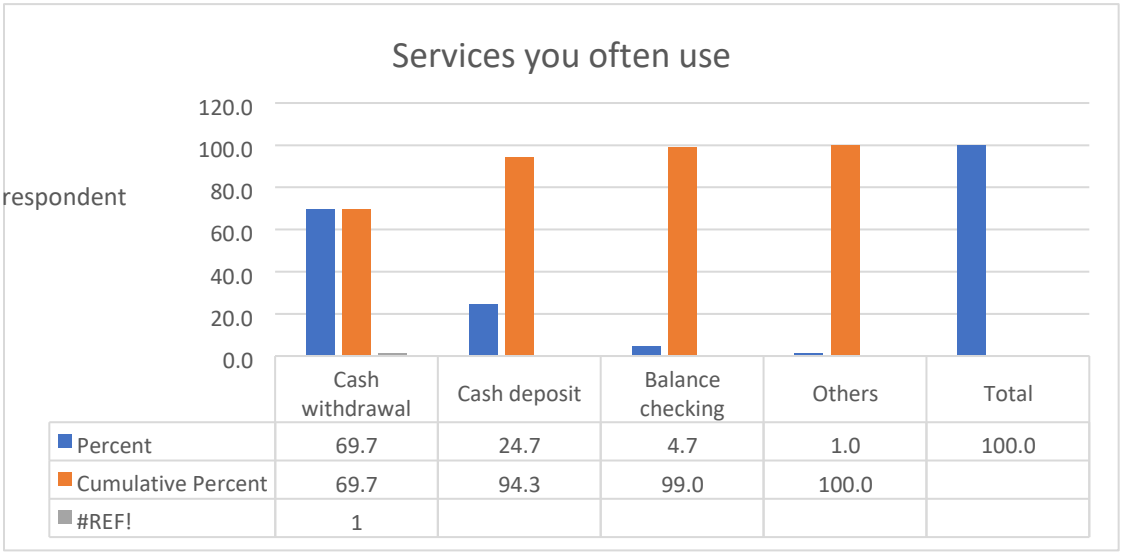
Services you often use			
Particular	Frequency	Percent	Cumulative Percent
Cash withdrawal	209	69.7	69.7
Cash deposit	74	24.7	94.3
Balance checking	14	4.7	99.0
Others	3	1.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.16 depicts that out of 300 respondents, 69.7% does cash withdrawal, 24.7$ does cash deposit, 4.7% does balance checking and others have a percentage of 1.0%.

CHART: 4.1.16



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents prefer cash withdrawal using debit card.

TABLE NO: 4.

RECOMMENDATION: In this modern trend the banks can focus on setting up of new services other than cash withdrawal, deposit, balance checking etc.

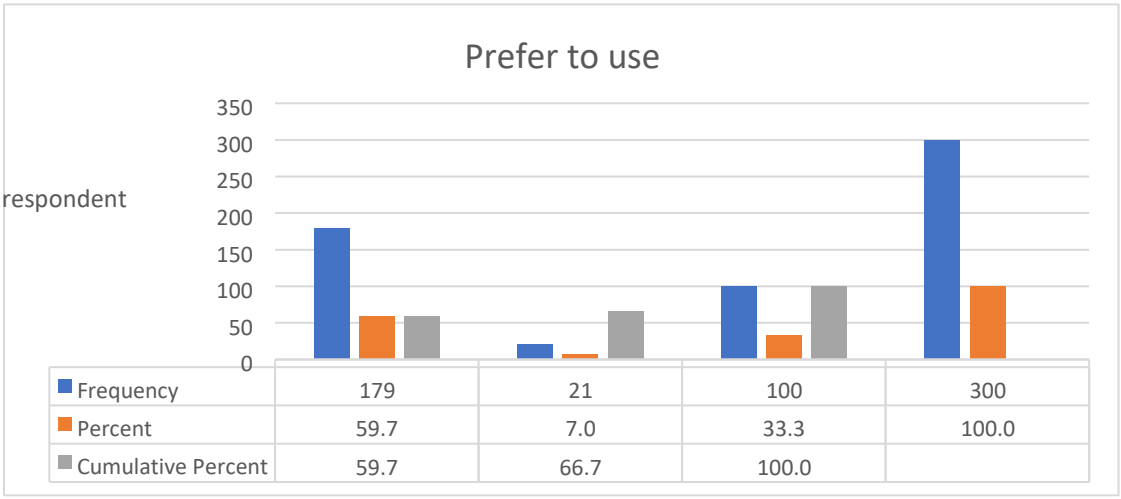
3.17

Prefer to ıse			
Particular	Frequency	Percent	Cumulative Percent
I only use a domestic debit card	179	59.7	59.7
I only use a foreign debit card	21	7.0	66.7
I use both foreign and domestic debit card	100	33.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.17 depicts that out of 300 respondents, 59.7% only use domestic cards, 7.0% only use foreign cards, 33.3% use both domestic and foreign cards.

CHART: 4.3.17



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents have domestic cards in high percentage.

TABLE NO: 4.

RECOMMENDATION: In this modern trend the banks can focus on giving up more and more new cards services.

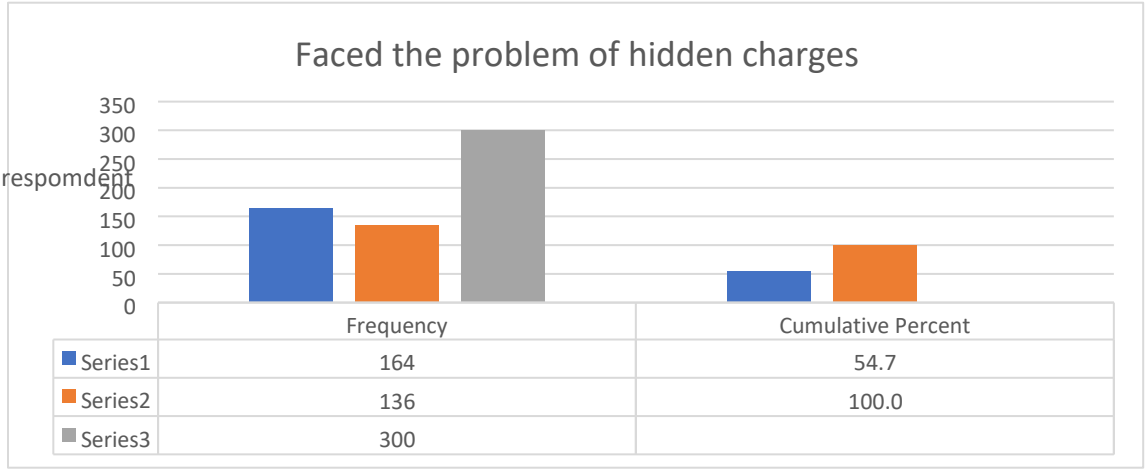
3.18

Faced the problem of hidden charges			
Particular	Frequency	Percent	Cumulative Percent
Yes	164	54.7	54.7
No	136	45.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.18 depicts that out of 300 respondents, 54.7% says yes to the problem and 45.3% says no to the problem.

CHART: 4.3.18



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents have faced hidden charges.

RECOMMENDATION: In this modern trend the banks can focus on setting up of those chargers.

TABLE NO: 4.

3.19

Trust on the security of card			
Particular	Frequency	Percent	Cumulative Percent
Yes	267	89.0	89.0
No	33	11.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.19 depicts that out of 300 respondents, 89.0% says yes that they trust the security, where 11.0% says they do not trust the security.

CHART: 4.1.19

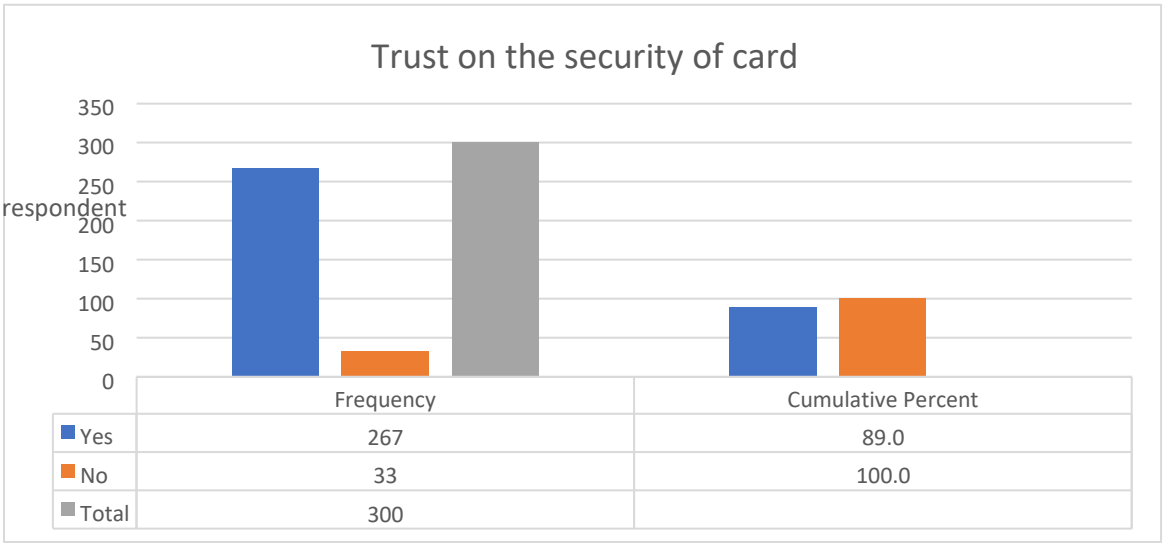


TABLE NO: 4.

Source: Primary data collected using SPSS 26 **INFERENCE:**

Here the respondents trust more on security.

RECOMMENDATION: In this modern trend the banks can still focus on increasing the percent of trust on security.

3.20

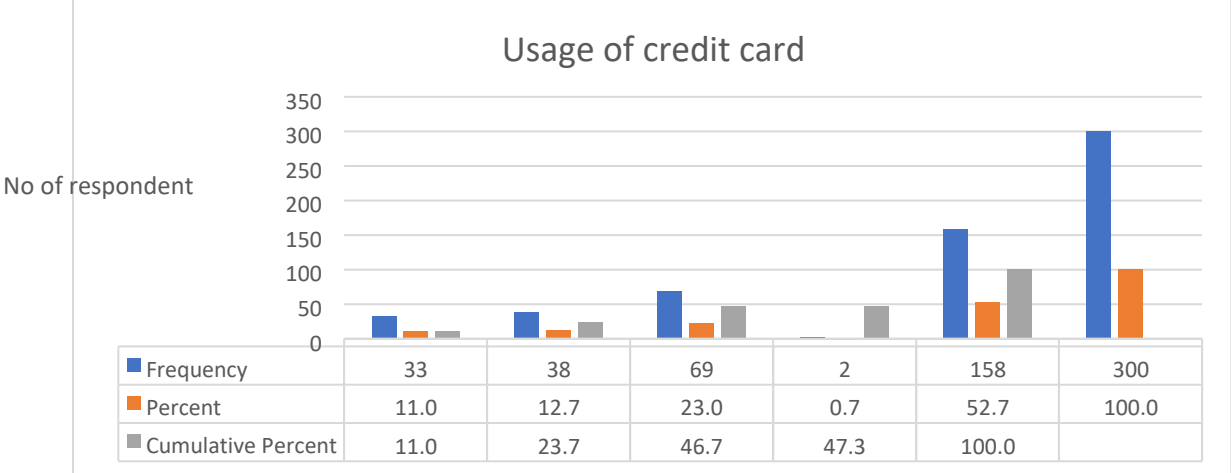
Usage of credit cards			
Particular	Frequency	Percent	Cumulative Percent
Less than 6 months	33	11.0	11.0
1-2 years	38	12.7	23.7
2-4 years	69	23.0	46.7
More than 4 years	2	0.7	47.3
Nil	158	52.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.20 depicts that out of 300 respondents, 11.0% use credit card less than 6 months, 12.7% use credit card 1-2 years, 23.0% use 2-4 years, 0.7% use more than 4 years and 52.7% do not use credit card.

CHART: 4.3.20

TABLE NO: 4.



Frequency	33	38	69	2	158	300
Percent	11.0	12.7	23.0	0.7	52.7	100.0
Cumulative Percent	11.0	23.7	46.7	47.3	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents mostly do not have credit card.

RECOMMENDATION: In this modern trend the banks can still focus on issuing credit card.

3.21

Usage of credit card services			
Particular	Frequency	Percent	Cumulative Percent
1-5 times a month	88	29.3	29.3
5-10 times a month	53	17.7	47.0
10-15 times a month	1	0.3	47.3
No	158	52.7	100.0
Total	300	100.0	

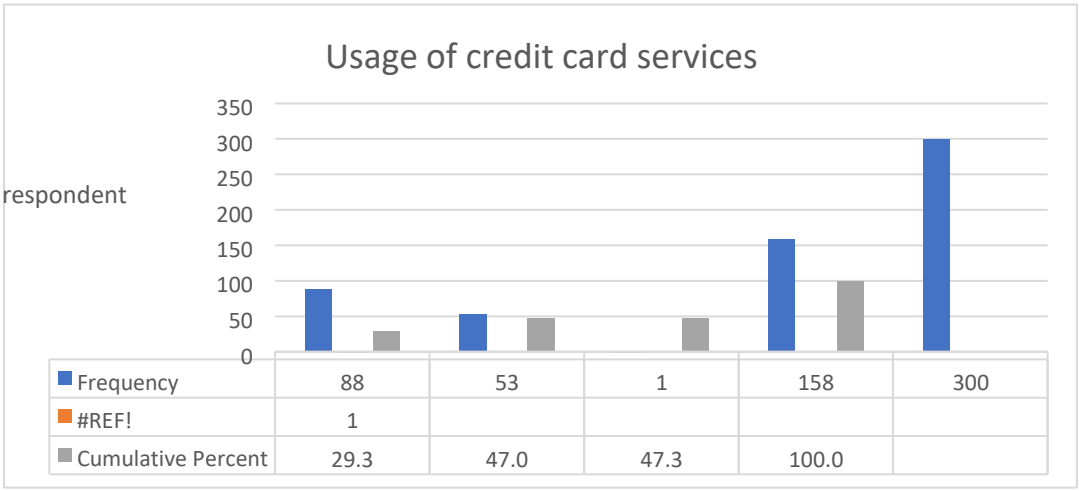
Source: Primary data collected using SPSS 26

Finding:

TABLE NO: 4.

From the above table 4.3.21 depicts that out of 300 respondents, 29.3% use credit card service1-5 times a month,17.7% use 5-10 times a month, 0.3% use 10-15 times a month and 52.7% do not use credit card services.

CHART: 4.3.21



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents mostly do not have credit card and respondents who use credit card services has a high percentage.

3.22

Credit card do you use			
Particular	Frequency	Percent	Cumulative Percent
SBI bank	41	13.7	13.7
ICICI bank	38	12.7	26.3
HDFC bank	30	10.0	36.3
Others	33	11.0	47.3
Nil	158	52.7	100.0

TABLE NO: 4.

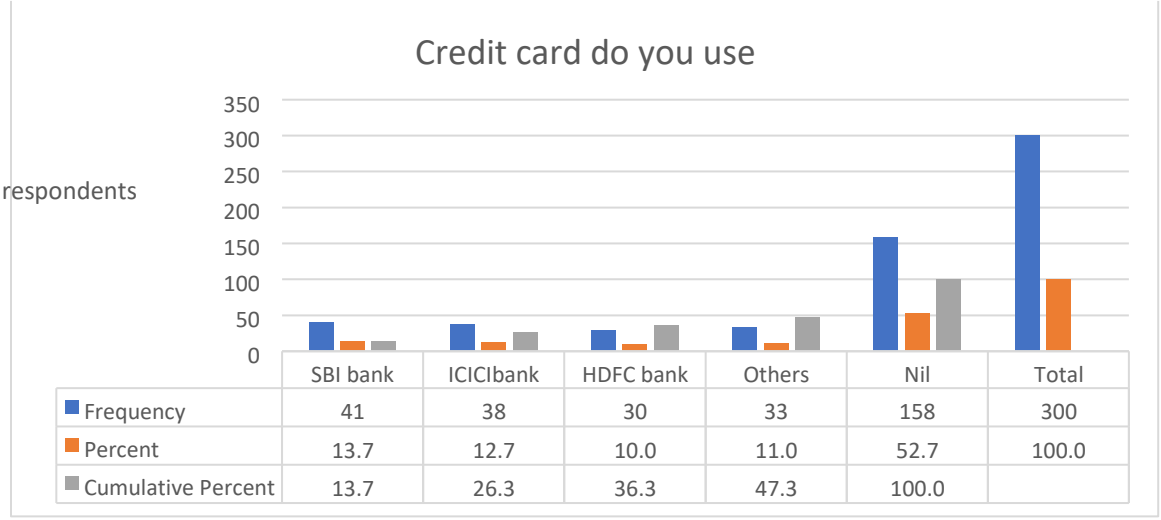
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.22 depicts that out of 300 respondents, 13.7% use SBI bank credit card, 12.7% use ICICI bank credit cards, 10.0% use HDFC bank credit cards,11.0% use other bank credit cards and 52.7% do not use credit cards.

CHART: 4.3.22



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents mostly do not have credit card.

RECOMMENDATION: In this modern trend the banks like ICICI, HDFC can still improve the issuing of credit cards.

3.23

Type of credit card do you own			
Particular	Frequency	Percent	Cumulative Percent
Visa	28	9.3	9.3
Mastercard	13	4.3	13.7
American express	51	17.0	30.7

TABLE NO: 4.

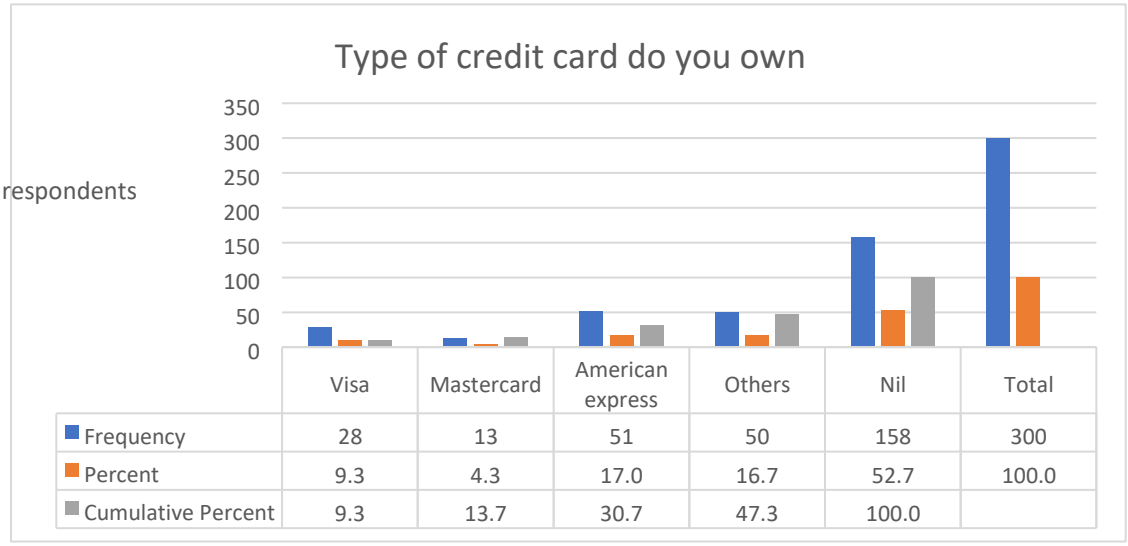
Others	50	16.7	47.3
Nil	158	52.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.1.24 depicts that out of 300 respondents, 9.3% use visa, 4.3% use master card, 17.0% use American express, 52.7% use other type credit card and 52.7% do not use credit cards.

CHART: 4.3.23



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents mostly do not have credit card.

RECOMMENDATION: In this modern trend the banks can make more advertisements in the usage of credit cards and make promotions to improve the credit card rate.

3.24

Type of credit card you are using			
Particular	Frequency	Percent	Cumulative Percent
Platinum	48	16.0	16.0

TABLE NO: 4.

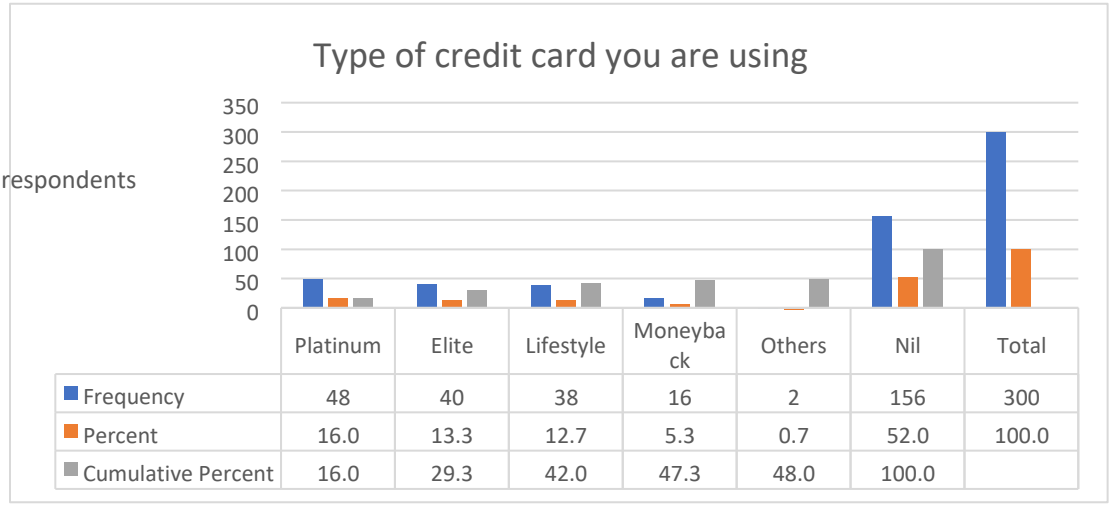
Elite	40	13.3	29.3
Lifestyle	38	12.7	42.0
Moneyback	16	5.3	47.3
Others	2	0.7	48.0
Nil	156	52.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.24 depicts that out of 300 respondents, 16.0% use platinum, 13.3% use elite, 12.7% use lifestyle, 5.3% use moneyback, 0.7% use other type credit card and 52.7% do not use credit cards.

CHART: 4.3.24



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents mostly have an equal percentage in type of credit card they use.

RECOMMENDATION: In this modern trend the banks can make more advertisements in the usage of credit cards and make promotions to improve the credit card rate.

TABLE NO: 4.1.25

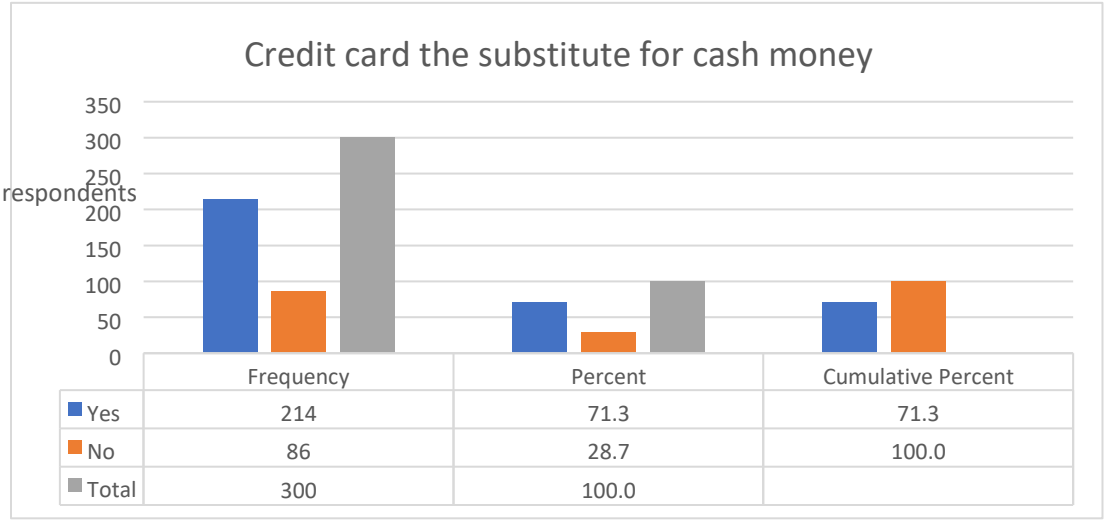
Credit card the substitute for cash money			
Particular	Frequency	Percent	Cumulative Percent
Yes	214	71.3	71.3
No	86	28.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.25 depicts that out of 300 respondents, 71.3%% says yes and 28.7% says no.

CHART: 4.3.25



Source: Primary data collected using SPSS 26

INFERENCE: Here the respondents says that the credit card is the best substitute of cash.

RECOMMENDATION: In this modern trend the banks can reach the customers about the credit card usages.

TABLE NO: 4.3.26

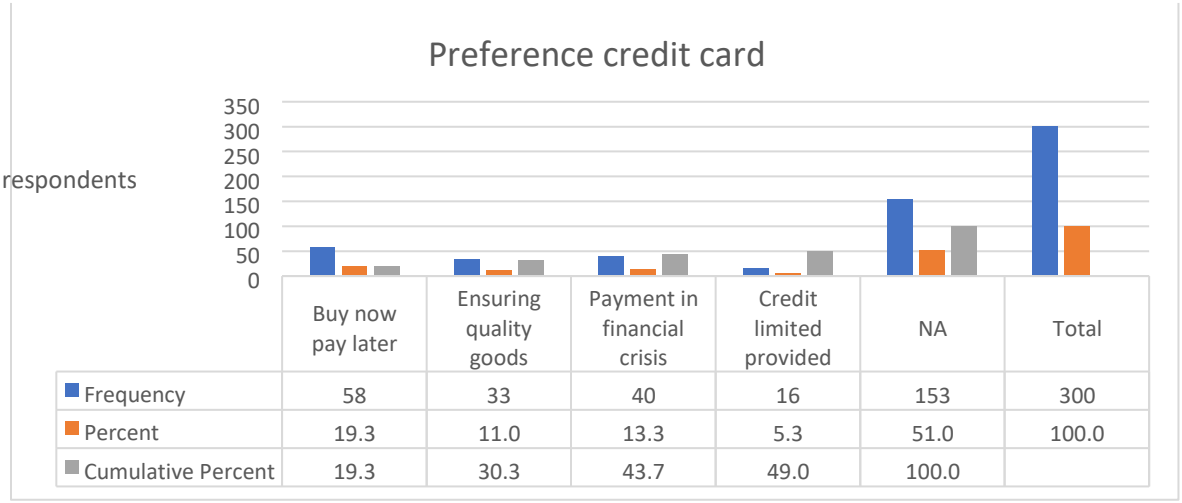
Preference on credit card			
Particular	Frequency	Percent	Cumulative Percent
Buy now pay later	58	19.3	19.3
Ensuring quality goods	33	11.0	30.3
Payment in financial crisis	40	13.3	43.7
Credit limited provided	16	5.3	49.0
NA	153	51.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.26 depicts that out of 300 respondents, 19.3% buys and pay later, 11.0% prefer by ensuring quality, 13.3% says payment in financial crisis, 5.3% says the credit limited provided and 51.0% says not applicable.

CHART: 4.3.26



Source: Primary data collected using SPSS 26

TABLE NO: 4.

INFERENCE: Here the respondents where 19.3% says that they buy now and pay later.

RECOMMENDATION: In this modern trend the banks can issue more and more services for credit card so that it is easy for the customers.

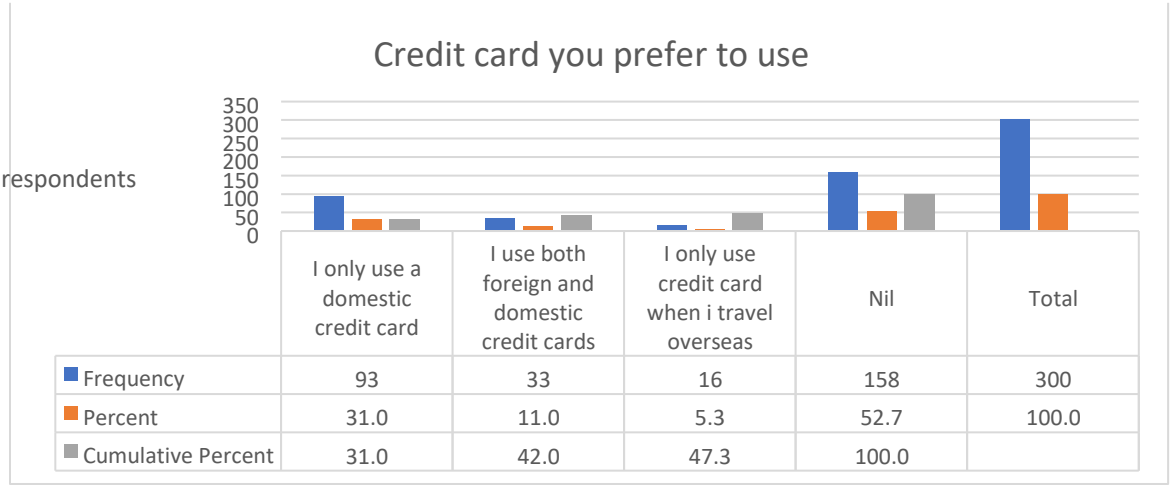
3.27

Credit card you prefer to use			
Particular	Frequency	Percent	Cumulative Percent
I only use a domestic credit card	93	31.0	31.0
I use both foreign and domestic credit cards	33	11.0	42.0
I only use credit card when I travel overseas	16	5.3	47.3
Nil	158	52.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.27 depicts that out of 300 respondents, 31.0% only use domestic cards, 11.0% use both domestic and foreign cards, 5.3% use credit card only while travelling overseas and 52.7% do not use credit card.

CHART: 4.3.27



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that more respondents are using domestic cards.

RECOMMENDATION: In this modern trend the banks can issue credit cards with low charges on it.

TABLE NO: 4.

3.28

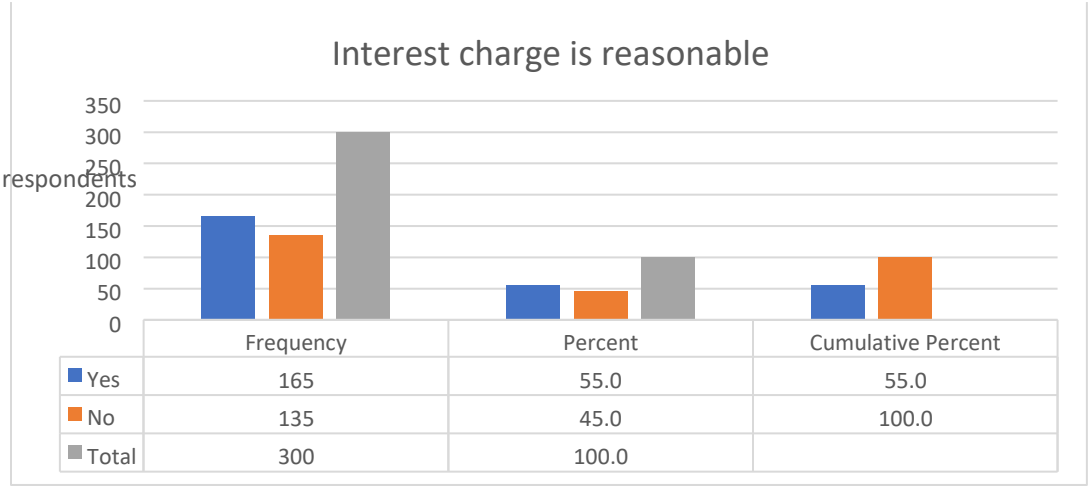
Interest charged is reasonable			
Particular	Frequency	Percent	Cumulative Percent
Yes	165	55.0	55.0
No	135	45.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.1.28 depicts that out of 300 respondents, 55.0% says yes on interest on charges where 25.5% says no to it.

CHART: 4.3.28



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that more respondents are against the interest charges.

RECOMMENDATION: In this modern trend the banks can reduce the charges in the electronic cards.

TABLE NO: 4.

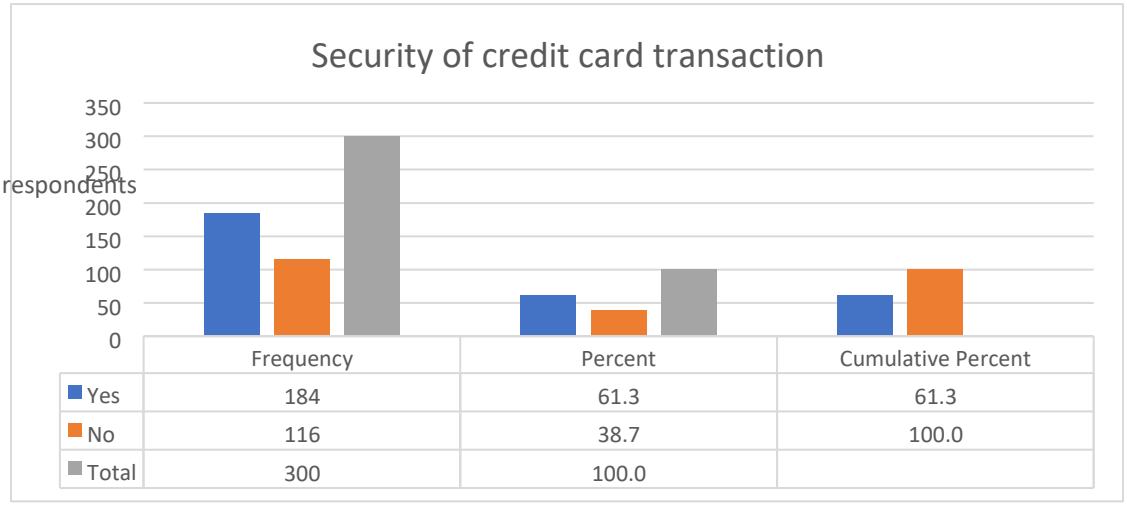
3.29

Security in credit card transaction			
Particular	Frequency	Percent	Cumulative Percent
Yes	184	61.3	61.3
No	116	38.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.29 depicts that out of 300 respondents, 61.3% says yes that the security in credit card is good.

CHART: 4.3.29



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that security of credit card transaction is much better.

RECOMMENDATION: In this modern trend the banks can still increase the security to reduce the negative percentage.

TABLE NO: 4.

3.30

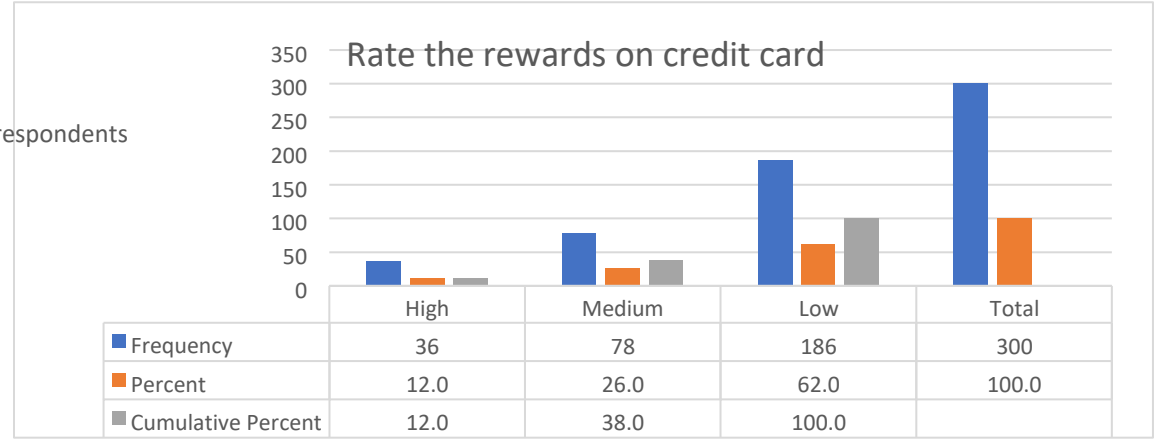
Rate the rewards on credit card			
Particular	Frequency	Percent	Cumulative Percent
High	36	12.0	12.0
Medium	78	26.0	38.0
Low	186	62.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.30 depicts that out of 300 respondents, 12.0% says that there is a high rate of rewards on credit cards, 26.0% says that there is a medium rate of rewards, 62.0% says that there is a low rate of rewards on credit card.

CHART: 4.3.30



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that the rate of rewards on credit card it too low.

TABLE NO: 4.

RECOMMENDATION: In this modern trend the banks can consider to increase the rewards on credit card.

3.31

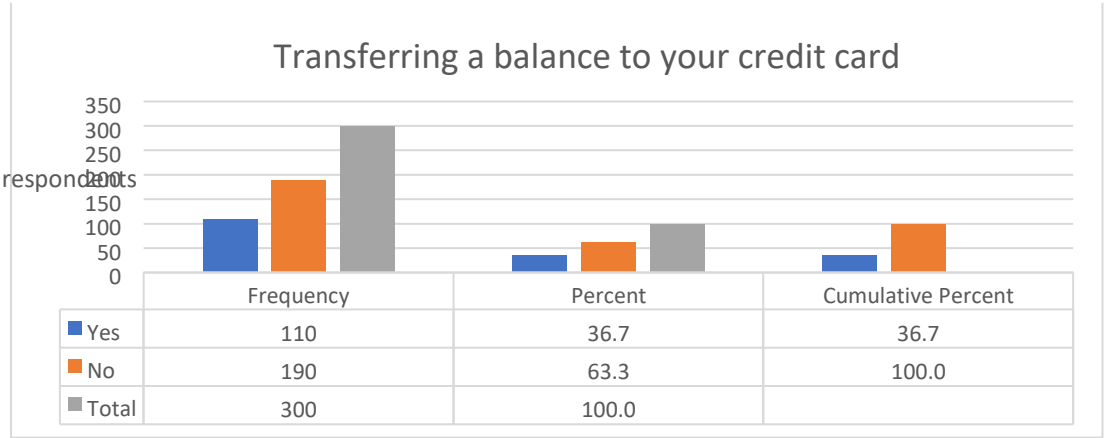
Transferring a balance to your credit card			
Particular	Frequency	Percent	Cumulative Percent
Yes	110	36.7	36.7
No	190	63.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.31 depicts that out of 300 respondents, 36.7% says yes that they have transferred the balance and 63.3% says no.

CHART: 4.3.31



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that the most of the respondents have transferred the balance to the credit card.

TABLE NO: 4.

RECOMMENDATION: In this modern trend the banks can do necessary options for the transferring the balance.

3.32

Transferred a balance to your credit card			
Particular	Frequency	Percent	Cumulative Percent
Less than 6 months	33	11.0	11.0
Upto 1 year	17	5.7	16.7
Upto 2 years	14	4.7	21.3
Above 3 years	17	5.7	27.0
Unaware	44	14.7	41.7
Nil	175	58.3	100.0
Total	300	100.0	

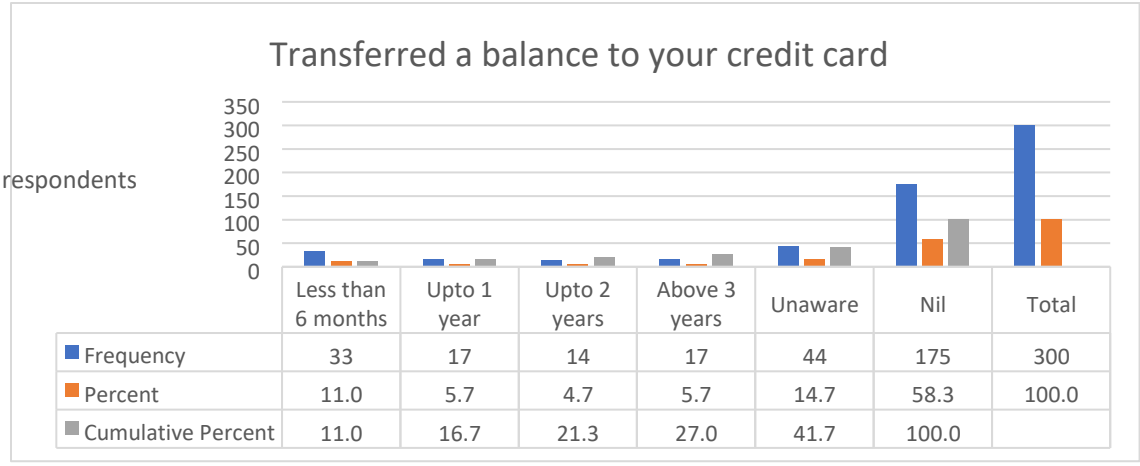
Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.32 depicts that out of 300 respondents, 11.0% says less than 6 months they transfer, 5.7% says upto 1 year,4.7& says upto 2 year, 5.7% says above 3 years, 14.7% says unaware and 58.3% says nil.

CHART: 4.3.32

TABLE NO: 4.



	Less than 6 months	Upto 1 year	Upto 2 years	Above 3 years	Unaware	Nil	Total
Frequency	33	17	14	17	44	175	300
Percent	11.0	5.7	4.7	5.7	14.7	58.3	100.0
Cumulative Percent	11.0	16.7	21.3	27.0	41.7	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that customers are not aware of this option.

RECOMMENDATION: In this modern trend the banks should make aware of this option to every customer they face every day.

TABLE NO: 4.1.33

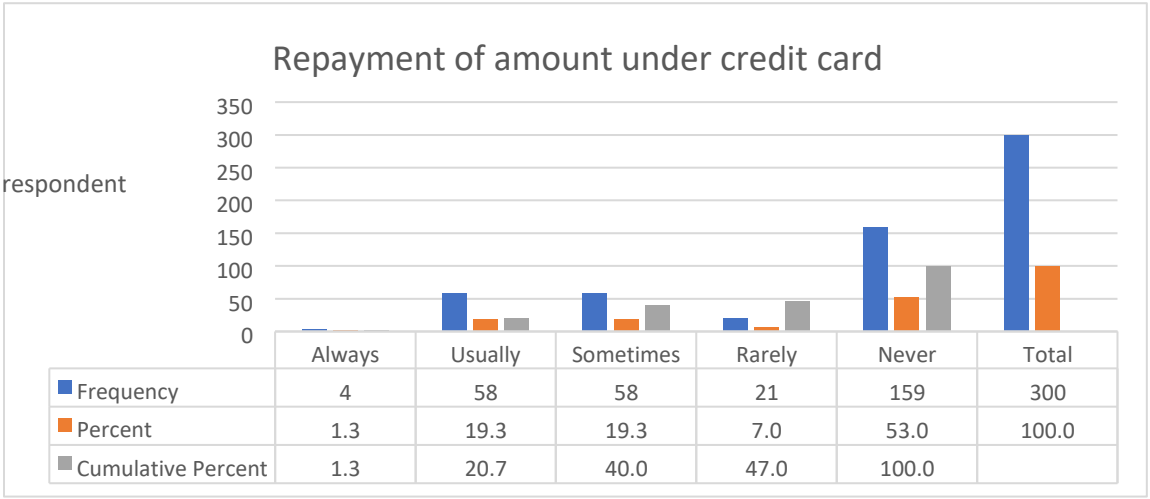
Repayment of amount under credit card			
Particular	Frequency	Percent	Cumulative Percent
Always	4	1.3	1.3
Usually	58	19.3	20.7
Sometimes	58	19.3	40.0
Rarely	21	7.0	47.0
Never	159	53.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.33 depicts that out of 300 respondents, 1.3% always repays the amount, 19.3% usually repays, 19.3% sometimes repays, 7.0% rarely repays and 53.0% never repays the amount.

CHART: 4.3.33



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that most of the customers do not repay the amount within the time.

RECOMMENDATION: The customer should be aware of the repayment and the banks should give them gentle reminder of the payment.

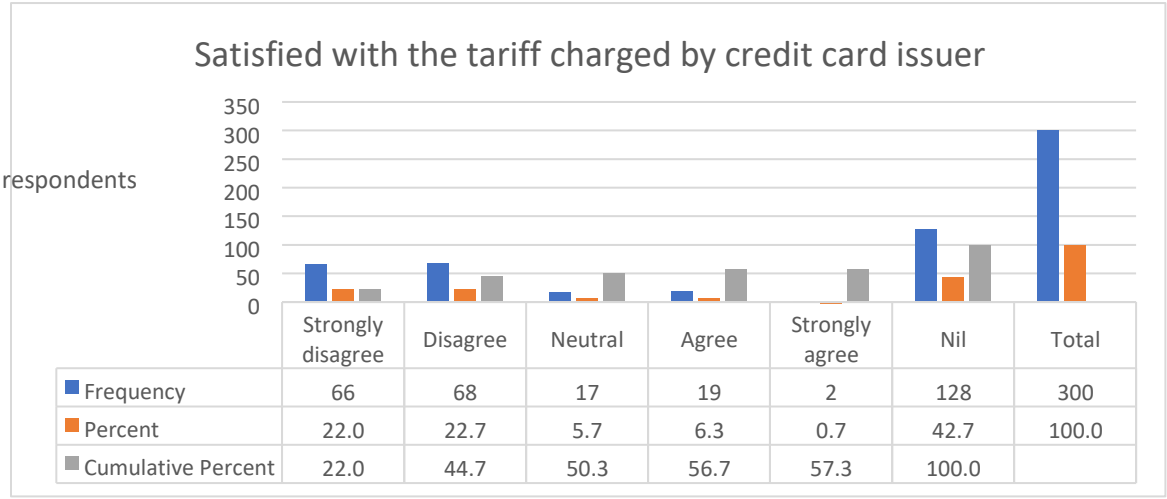
TABLE NO: 4.3.34

Satisfied with the tariff charged by credit card issuer			
Particular	Frequency	Percent	Cumulative Percent
Strongly disagree	66	22.0	22.0
Disagree	68	22.7	44.7
Neutral	17	5.7	50.3
Agree	19	6.3	56.7
Strongly agree	2	0.7	57.3
Nil	128	42.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.34 depicts that out of 300 respondents, 22.0% say the they strongly disagree, 22.7% say that they disagree, 5.7% say that neutral, 6.3% say that they agree, 0.7% say that they strongly agree and 42.7% says nil.

CHART: 4.3.34



Source: Primary data collected using SPSS 26

TABLE NO: 4.

INFERENCE: Here in this chart we come to know that the tariff charged is mostly disagreed.

RECOMMENDATION: The banks should reduce the tariff so that the customers have a satisfaction on using it.

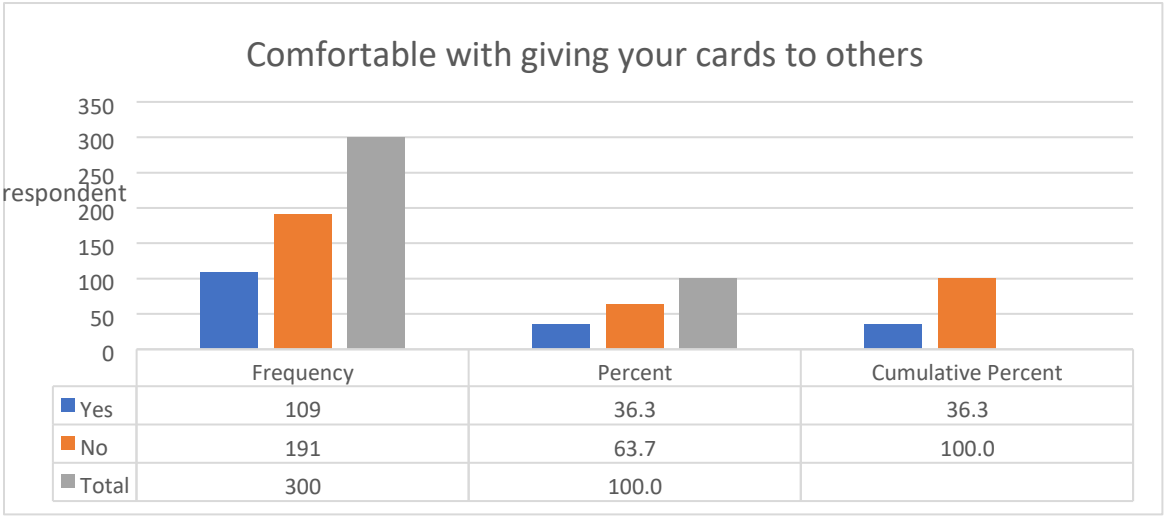
3.35

Comfortable while giving your cards to others			
Particulars	Frequency	Percent	Cumulative Percent
Yes	109	36.3	36.3
No	191	63.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.35 depicts that out of 300 respondents, 36.3% say yes while giving their cards to others and 63.7% says no.

CHART: 4.3.35



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that the comfortable level of giving your cards to others is low.

RECOMMENDATION: The banks should increase the security that only the card holder can access the card.

TABLE NO: 4.

3.36

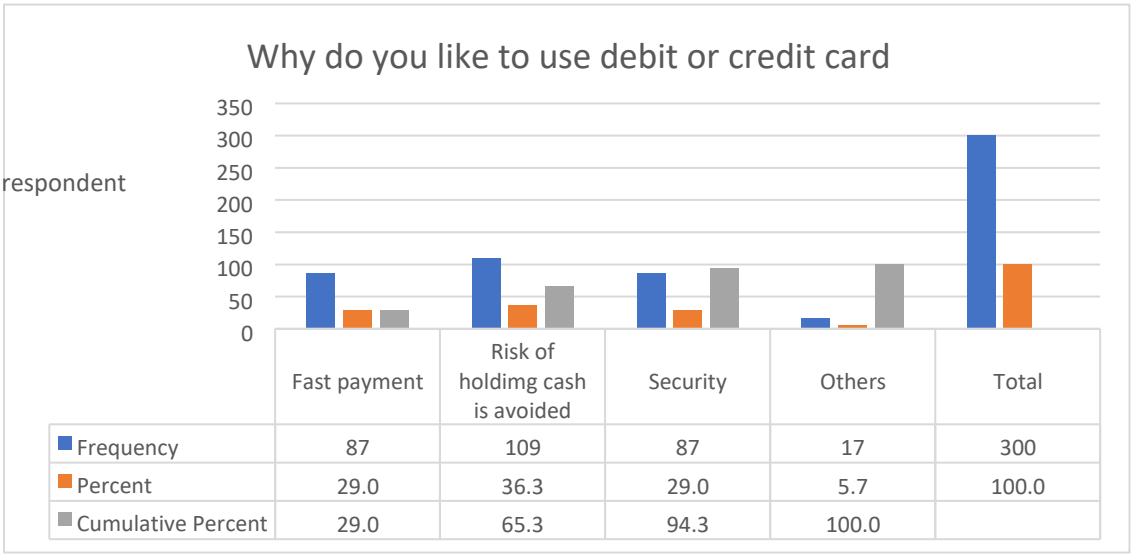
Why do you like to use debit or credit card			
Particular	Frequency	Percent	Cumulative Percent
Fast payment	87	29.0	29.0
Risk of holding cash is avoided	109	36.3	65.3
Security	87	29.0	94.3
Others	17	5.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.36 depicts that out of 300 respondents, 29.0% say fast payment, 36.3% says risk of holding cash, 29.0% says due to security and 5.7% says other facilities.

CHART: 4.3.36



Source: Primary data collected using SPSS 26

TABLE NO: 4.

INFERENCE: Here in this chart we come to know that the customers like to prefer cards to avoid cash.

RECOMMENDATION: The banks should increase more facilities in electronic cards so that there will be a cashless transaction.

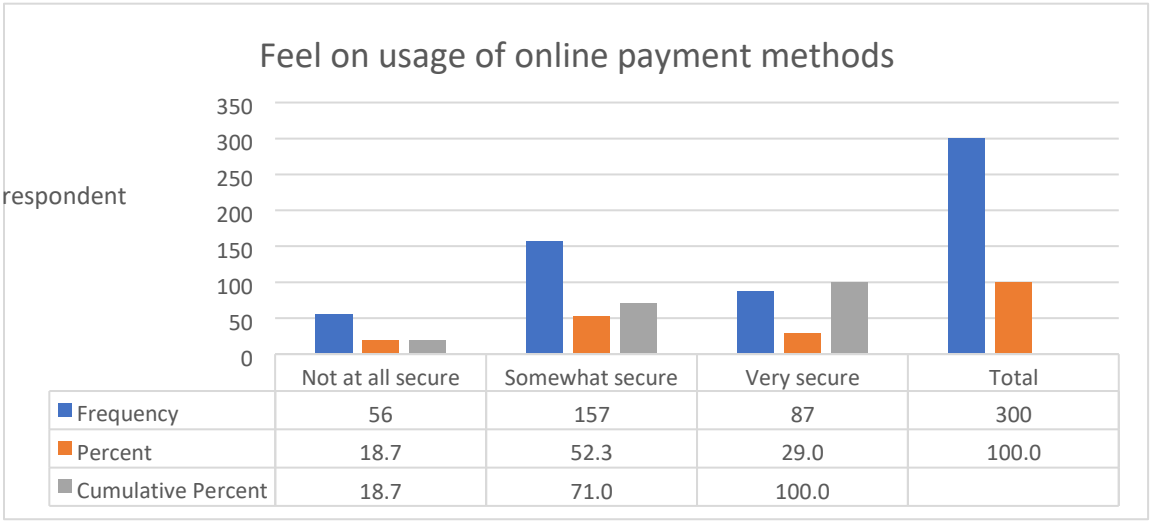
3.37

Feel on usage of online payment methods			
Particulars	Frequency	Percent	Cumulative Percent
Not at all secure	56	18.7	18.7
Somewhat secure	157	52.3	71.0
Very secure	87	29.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.37 depicts that out of 300 respondents, 18.7% say not at all secure, 52.3% says somewhat secure and 29.0% says very secure.

CHART: 4.3.37



Source: Primary data collected using SPSS 26

TABLE NO: 4.

INFERENCE: Here in this chart we come to know that the usage of online payment is somewhat secure.

RECOMMENDATION: The banks and online portals should make necessary arrangements for easy and secure payment.

3.38

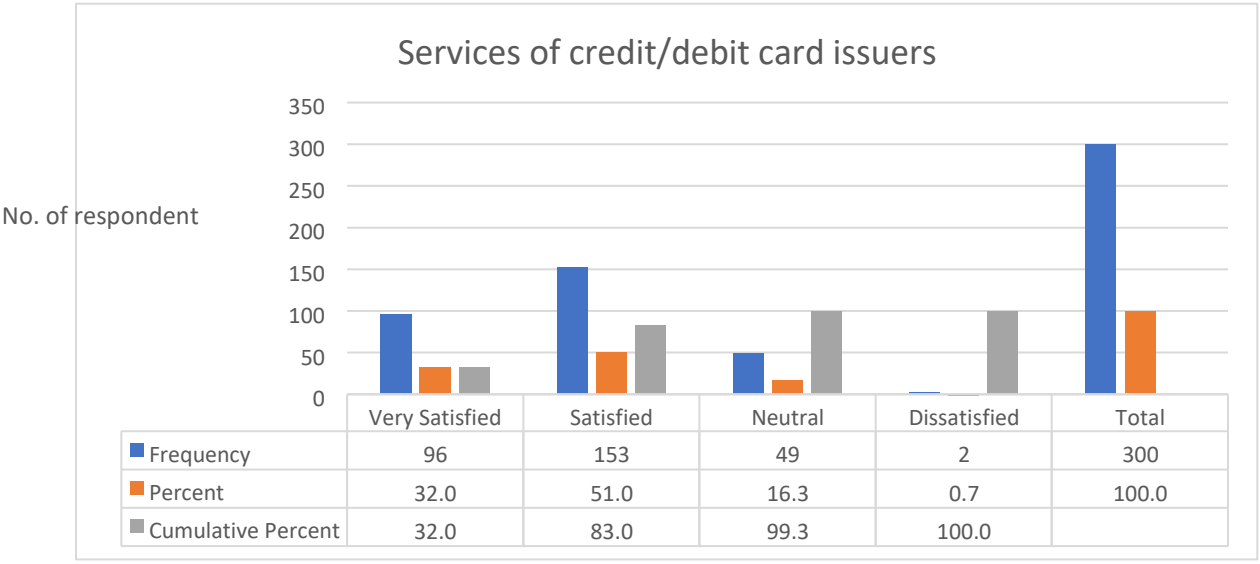
Services of credit/debit card issuers			
Particular	Frequency	Percent	Cumulative Percent
Very Satisfied	96	32.0	32.0
Satisfied	153	51.0	83.0
Neutral	49	16.3	99.3
Dissatisfied	2	0.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.38 depicts that out of 300 respondents, 32.0% says very satisfied, 51.0% says satisfied, 16.3% says neutral and 0.7% says dissatisfied.

TABLE NO: 4.
CHART: 4.3.38



	Very Satisfied	Satisfied	Neutral	Dissatisfied	Total
Frequency	96	153	49	2	300
Percent	32.0	51.0	16.3	0.7	100.0
Cumulative Percent	32.0	83.0	99.3	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that the service of electronic card issuers is satisfied.

RECOMMENDATION: Still banks and the card issuers need to improve their services to make more profit.

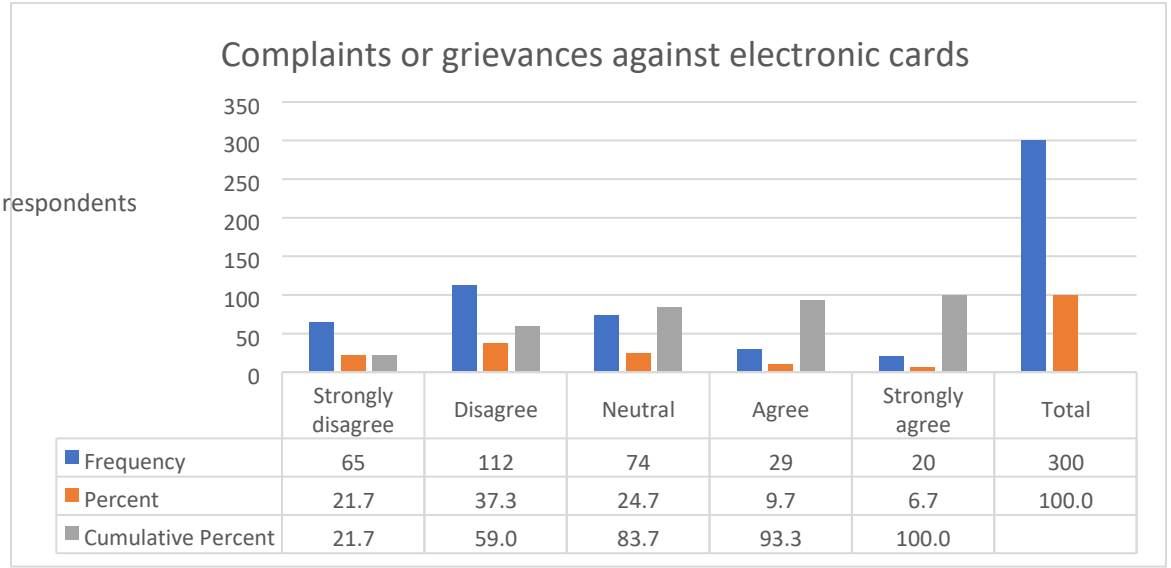
TABLE NO: 4.3.39

Complaints or grievances against electronic cards			
Particular	Frequency	Percent	Cumulative Percent
Strongly disagree	65	21.7	21.7
Disagree	112	37.3	59.0
Neutral	74	24.7	83.7
Agree	29	9.7	93.3
Strongly agree	20	6.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.39 depicts that out of 300 respondents, 21.7% says strongly disagree, 37.3% says disagree, 24.7% says neutral, 9.7% says agree and 6.7% says strongly agree.

CHART: 4.3.39



Source: Primary data collected using SPSS 26

TABLE NO: 4.

INFERENCE: Here in this chart we come to know that the complaints and grievances against electronic cards are not resolved properly and somewhat in a situation to resolve.

RECOMMENDATION: Still banks need to improve their services against complaints.

3.40

Complaints were resolved			
Particular	Frequency	Percent	Cumulative Percent
Strongly disagree	33	11.0	11.0
Disagree	82	27.3	38.3
Neutral	63	21.0	59.3
Agree	79	26.3	85.7
Strongly agree	43	14.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.40 depicts that out of 300 respondents, 11.0% says strongly disagree, 27.3% says disagree, 21.0% says neutral, 26.3% says agree and 14.3% says strongly agree.

CHART: 4.3.40

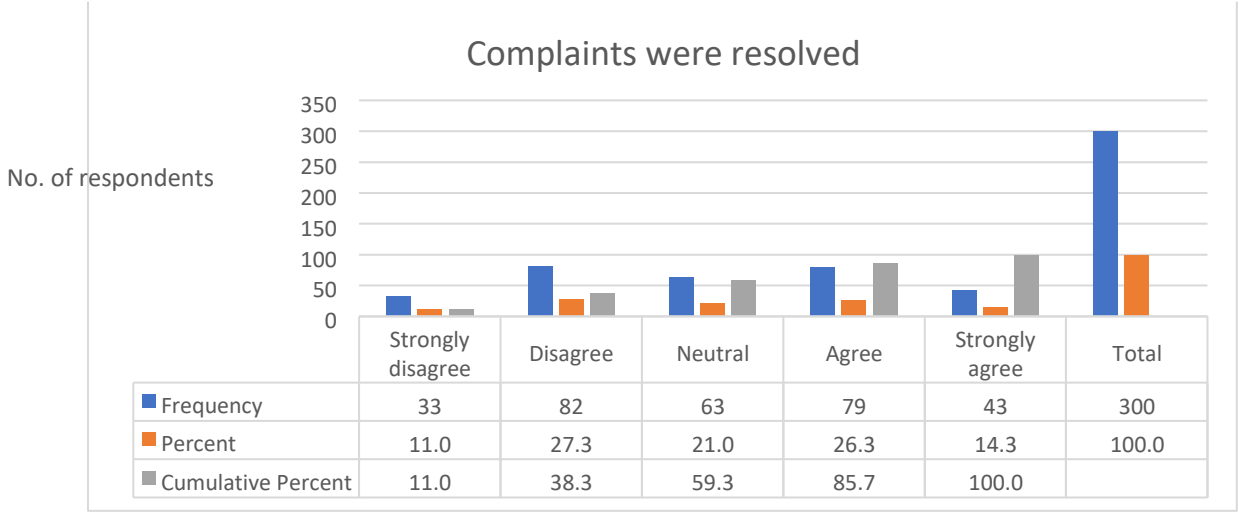


TABLE NO: 4.

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that the complaints and grievances are not solved upto the satisfaction.

RECOMMENDATION: Still banks need to improve their customer satisfaction.

3.41

Usage of automated teller machine			
Particular	Frequency	Percent	Cumulative Percent
1-3 times	79	26.3	26.3
3-8 times	163	54.3	80.7
8-12 times	58	19.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.41 depicts that out of 300 respondents, 26.3% says strongly disagree on use of ATM, 54.3% says 3-8 times, and 19.3% says 8-12 time.

CHART: 4.3.41

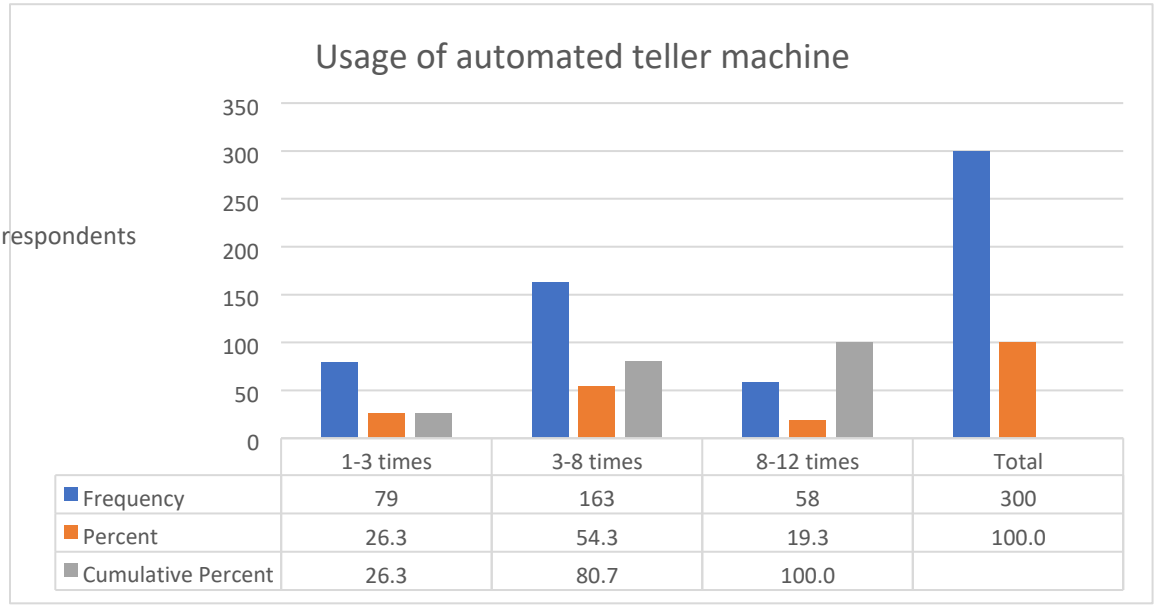


TABLE NO: 4.

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that a greater number of cash withdrawal are happened per month.

RECOMMENDATION: Still banks need to improve their customer satisfaction.

3.42

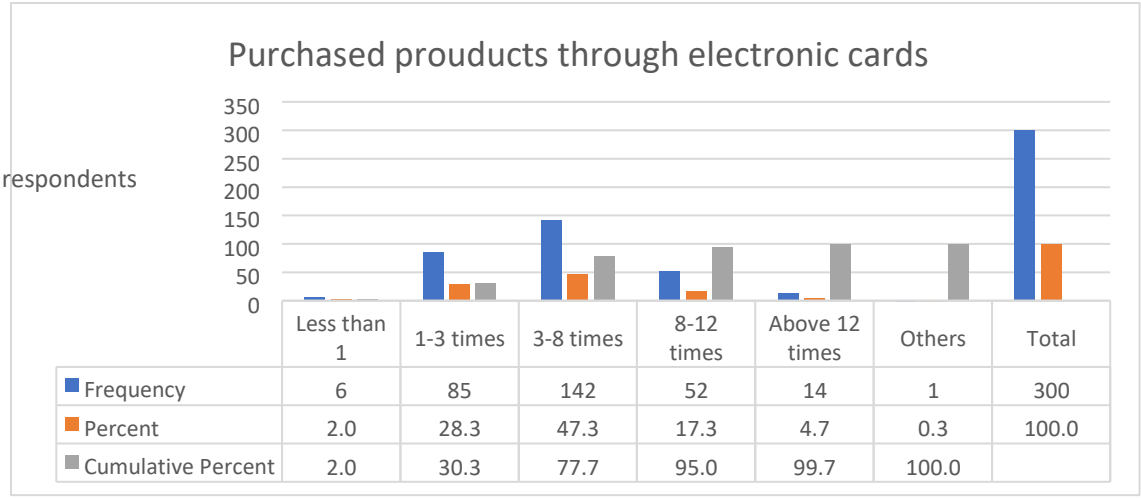
Purchased products through electronic cards			
Particular	Frequency	Percent	Cumulative Percent
Less than 1	6	2.0	2.0
1-3 times	85	28.3	30.3
3-8 times	142	47.3	77.7
8-12 times	52	17.3	95.0
Above 12 times	14	4.7	99.7
Others	1	0.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.42 depicts that out of 300 respondents, 2.0% says less than 1, 28.3% says 1-3 times, 47.3% says 3-8 times, 17.3% says 8-12 times, 4.7% above 12 times and 0.3% on others.

TABLE NO: 4.

CHART: 4.3.42



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that greater number of purchases done through electronic card.

RECOMMENDATION: Still banks need to improve their payment.

3.43

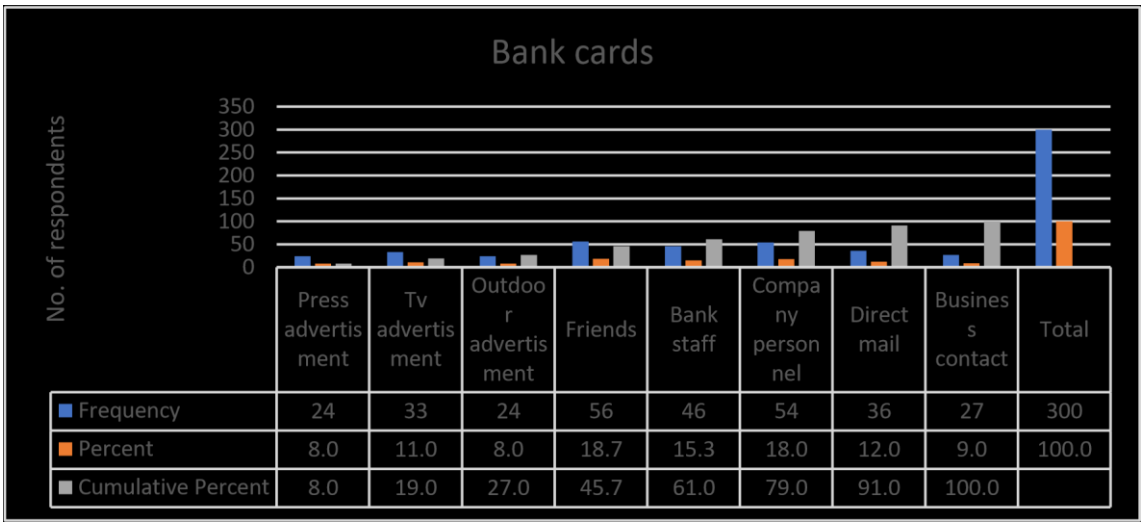
Bank cards			
Particular	Frequency	Percent	Cumulative Percent
Press advertisement	24	8.0	8.0
Tv Advertisement	33	11.0	19.0
Outdoor advertisement	24	8.0	27.0
Friends	56	18.7	45.7
Bank staff	46	15.3	61.0
Company personnel	54	18.0	79.0
Direct mail	36	12.0	91.0
Business contact	27	9.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

TABLE NO: 4.

From the above table 4.3.43 depicts that out of 300 respondents, 8.0% says press advertisement, 11.0% says tv advertisement, 8.0% says outdoor advertisement, 18.7% says friends, 15.3% says bank staff, 18.0% says company personnel, 12.0% direct mail and 9.0% business contact.

CHART: 4.3.43



	Press advertisment	Tv advertisment	Outdoor advertisment	Friends	Bank staff	Company personnel	Direct mail	Business contact	Total
Frequency	24	33	24	56	46	54	36	27	300
Percent	8.0	11.0	8.0	18.7	15.3	18.0	12.0	9.0	100.0
Cumulative Percent	8.0	19.0	27.0	45.7	61.0	79.0	91.0	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that bank cards are known more from friends.

RECOMMENDATION: Still banks need to improve their promotion towards bank cards.

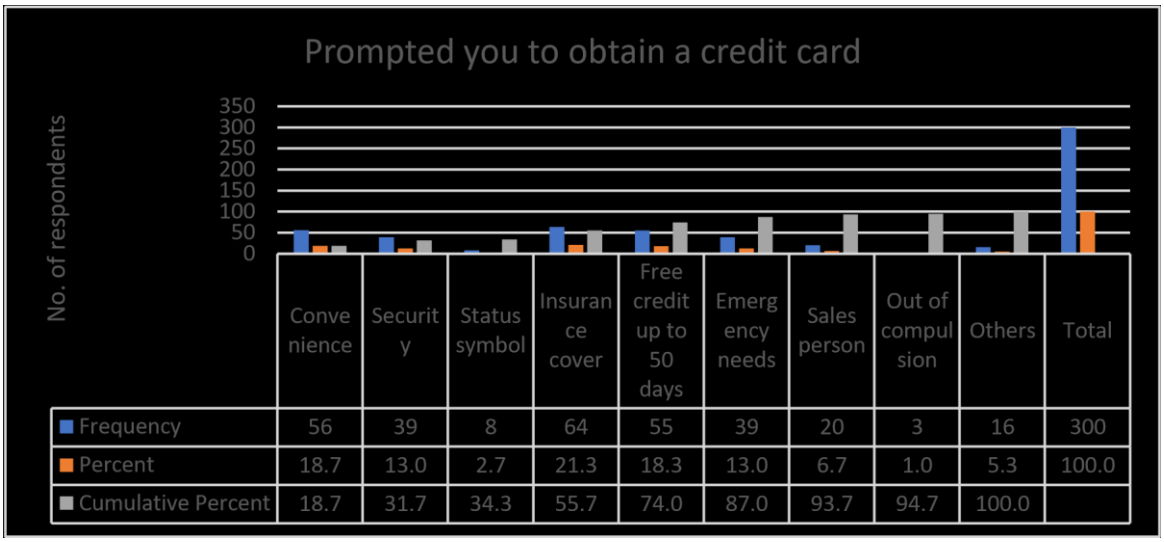
TABLE NO: 4.3.44

Prompted you to obtain a credit card			
Particular	Frequency	Percent	Cumulative Percent
Convenience	56	18.7	18.7
Security	39	13.0	31.7
Status symbol	8	2.7	34.3
Insurance cover	64	21.3	55.7
Free credit up to 50 days	55	18.3	74.0
Emergency needs	39	13.0	87.0
Sales person	20	6.7	93.7
Out of compulsion	3	1.0	94.7
Others	16	5.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.44 depicts that out of 300 respondents, 18.7% says convenience, 13.0% says security, 2.7% says status symbol, 21.3% says insurance cover, 18.3% says free credit, 13.0% says emergency needs, 6.7% says sales person, 1.0% says out of compulsion and 5.3% says others.

CHART: 4.3.44



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that insurance cover makes the customer to obtain a credit card.

RECOMMENDATION: Still banks need to improve their promotion towards credit cards.

TABLE NO: 4.3.45

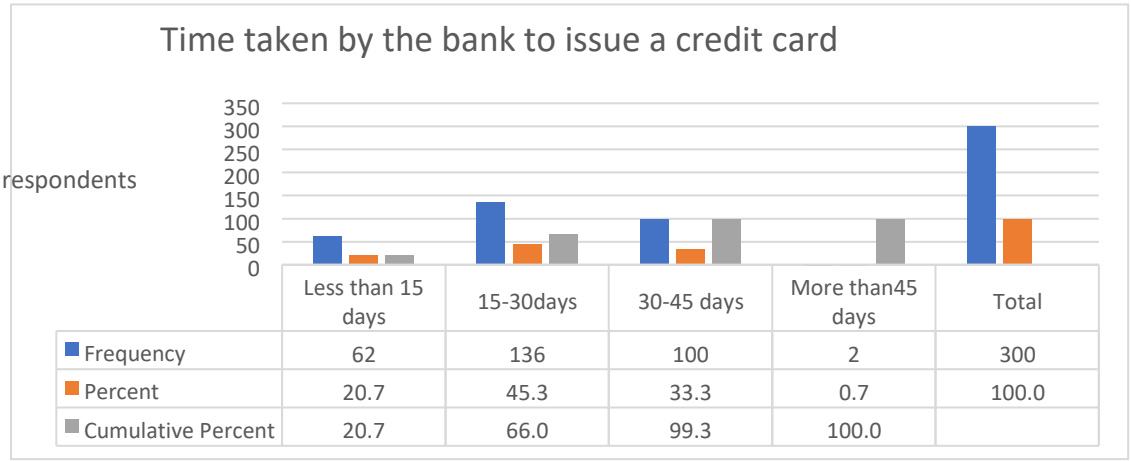
Time taken by the bank to issue a credit card			
Particular	Frequency	Percent	Cumulative Percent
Less than 15 days	62	20.7	20.7
15-30days	136	45.3	66.0
30-45 days	100	33.3	99.3
More than45 days	2	0.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.45 depicts that out of 300 respondents, 20.7% says less than 15 days, 45.3% says 15- 30 days, 33.3% says 30-45 days and 0.7% says more than 45 days.

CHART: 4.3.45



	Less than 15 days	15-30days	30-45 days	More than45 days	Total
Frequency	62	136	100	2	300
Percent	20.7	45.3	33.3	0.7	100.0
Cumulative Percent	20.7	66.0	99.3	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that time taken by bank to issue cards on a average 15-30 days.

RECOMMENDATION: Still banks need to improve their issuing of bank cards still faster

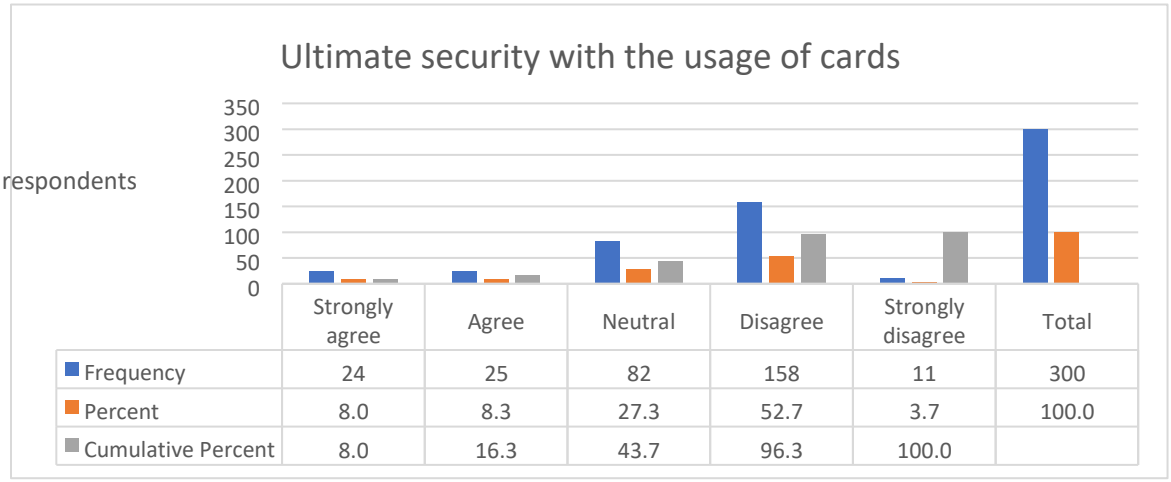
TABLE NO: 4.3.46

Ultimate security with the usage of cards			
Particular	Frequency	Percent	Cumulative Percent
Strongly agree	24	8.0	8.0
Agree	25	8.3	16.3
Neutral	82	27.3	43.7
Disagree	158	52.7	96.3
Strongly disagree	11	3.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.46 depicts that out of 300 respondents, 8.0% says strongly agree, 8.3% says agree, 27.3% says neutral, 52.7% says disagree and 3.7% says strongly disagree.

CHART: 4.3.46



	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Frequency	24	25	82	158	11	300
Percent	8.0	8.3	27.3	52.7	3.7	100.0
Cumulative Percent	8.0	16.3	43.7	96.3	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that customers are disagree with the security in the usage of cards.

RECOMMENDATION: Still banks need to improve their security of electronic cards.

TABLE NO: 4.3.47

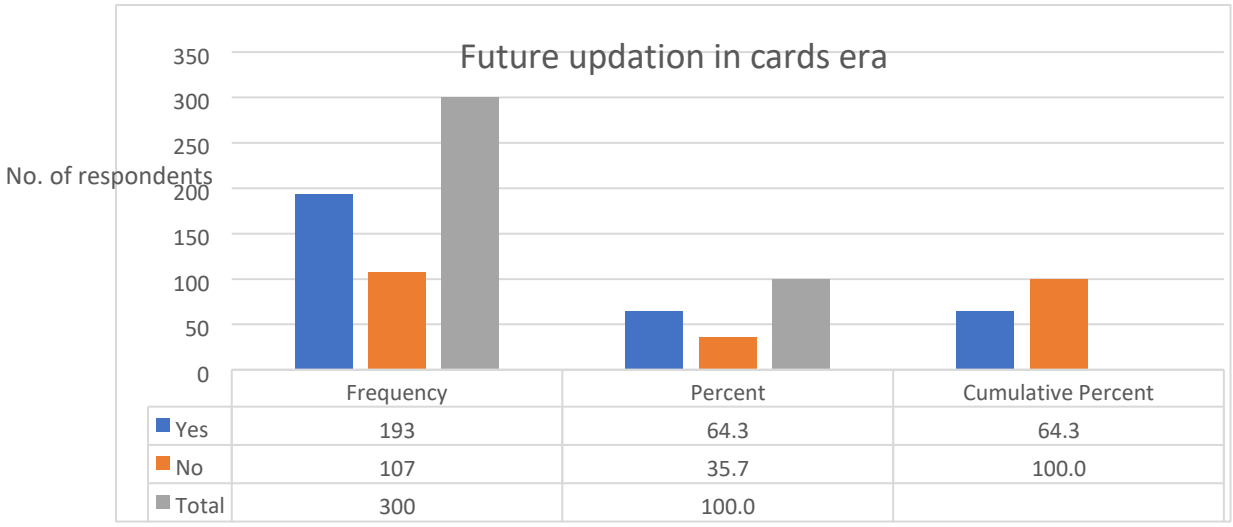
Future updation in cards era			
Particular	Frequency	Percent	Cumulative Percent
Yes	193	64.3	64.3
No	107	35.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.47 depicts that out of 300 respondents, 64.3% says yes, 35.7% says no.

CHART: 4.

3.47



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that customers prefer future updation in cards.

RECOMMENDATION: Still banks need to improve their card updation.

TABLE NO: 4.3.48

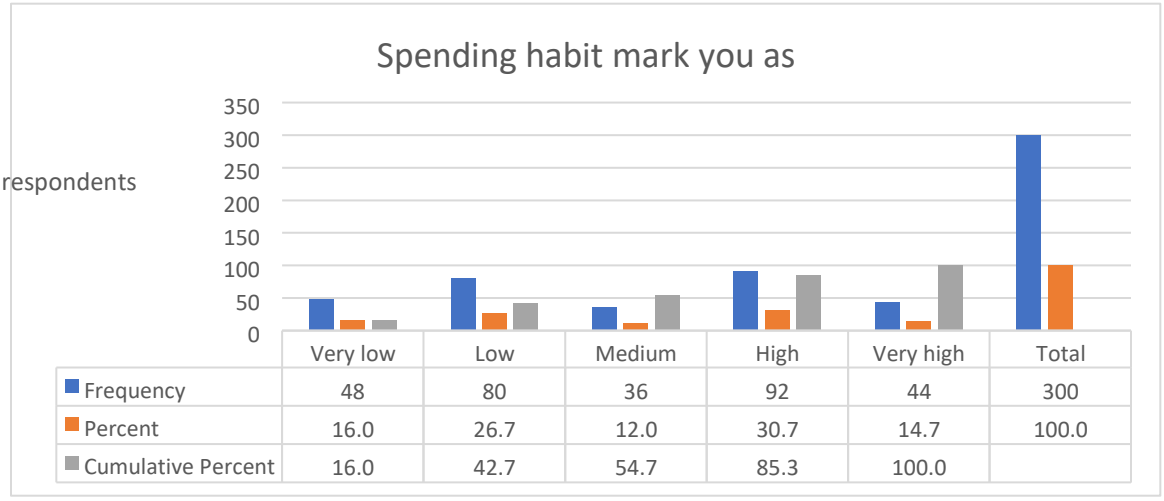
Spending habit mark you as			
Particular	Frequency	Percent	Cumulative Percent
Very low	48	16.0	16.0
Low	80	26.7	42.7
Medium	36	12.0	54.7
High	92	30.7	85.3
Very high	44	14.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.48 depicts that out of 300 respondents, 16.0% says very low, 26.7% says low, 12.0% says medium, 14.7% says high and 14.7% says very high.

CHART: 4.

CHART: 4.3.48



	Very low	Low	Medium	High	Very high	Total
Frequency	48	80	36	92	44	300
Percent	16.0	26.7	12.0	30.7	14.7	100.0
Cumulative Percent	16.0	42.7	54.7	85.3	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that spending habit of customers is high.

RECOMMENDATION: Still banks need to improve their way of option for spending.

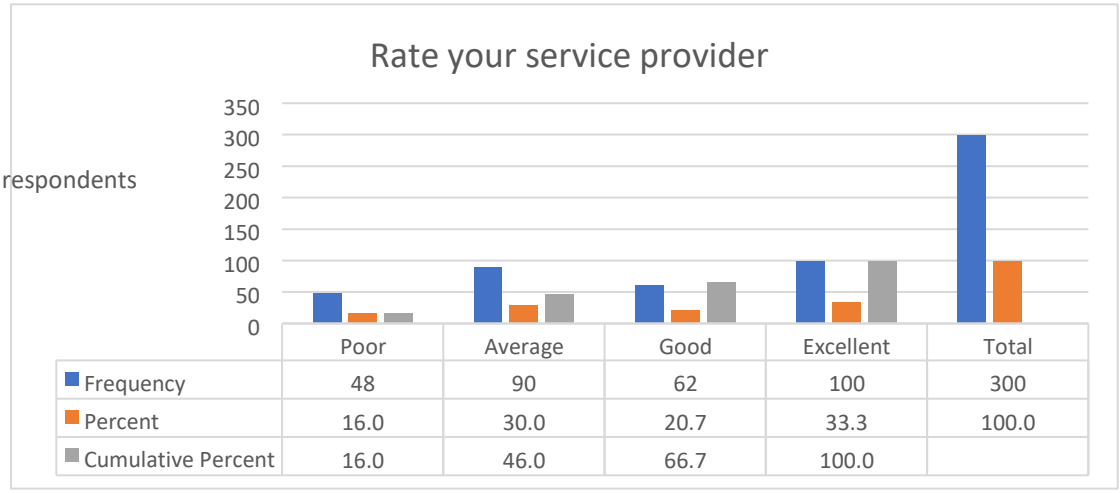
TABLE NO: 4.3.49

Rate your service provider			
Particular	Frequency	Percent	Cumulative Percent
Poor	48	16.0	16.0
Average	90	30.0	46.0
Good	62	20.7	66.7
Excellent	100	33.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.49 depicts that out of 300 respondents, 16.0% says poor, 30.0% says average, 20.7% says good and 33.3% says excellent.

3.49



	Poor	Average	Good	Excellent	Total
Frequency	48	90	62	100	300
Percent	16.0	30.0	20.7	33.3	100.0
Cumulative Percent	16.0	46.0	66.7	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that service provider has a average rating among customer.

RECOMMENDATION: Still banks need to improve their response towards customer's needs.

TABLE NO: 4.3.50

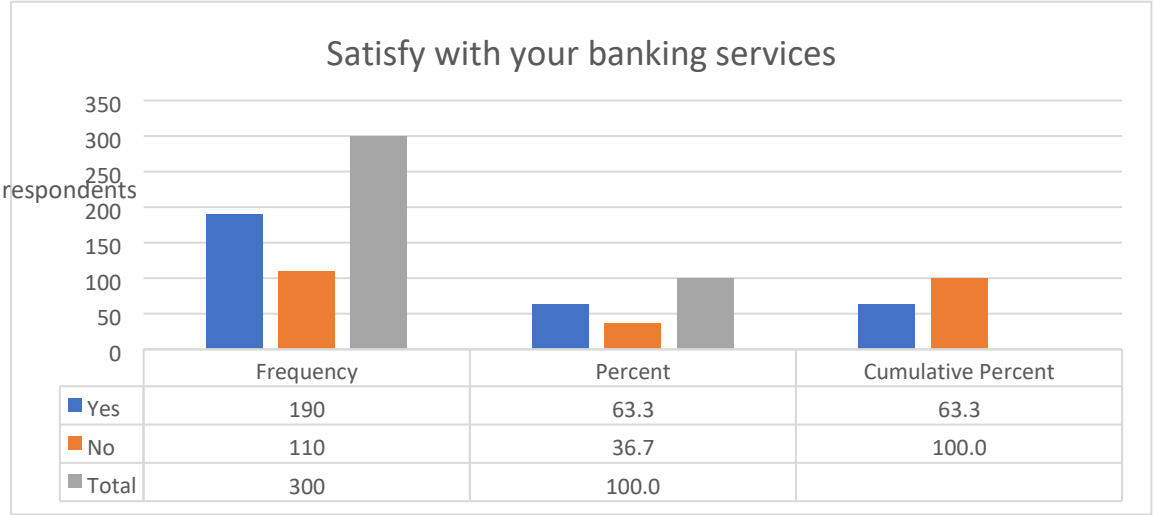
Satisfy with your banking services			
Particular	Frequency	Percent	Cumulative Percent
Yes	190	63.3	63.3
No	110	36.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.50 depicts that out of 300 respondents, 63.3% says yes, 36.7% says no.

CHART: 4.

3.50



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that customers are satisfied with the banking services.

RECOMMENDATION: Still banks need to improve their way to satisfy the customers in their banking services.

TABLE NO: 4.3.51

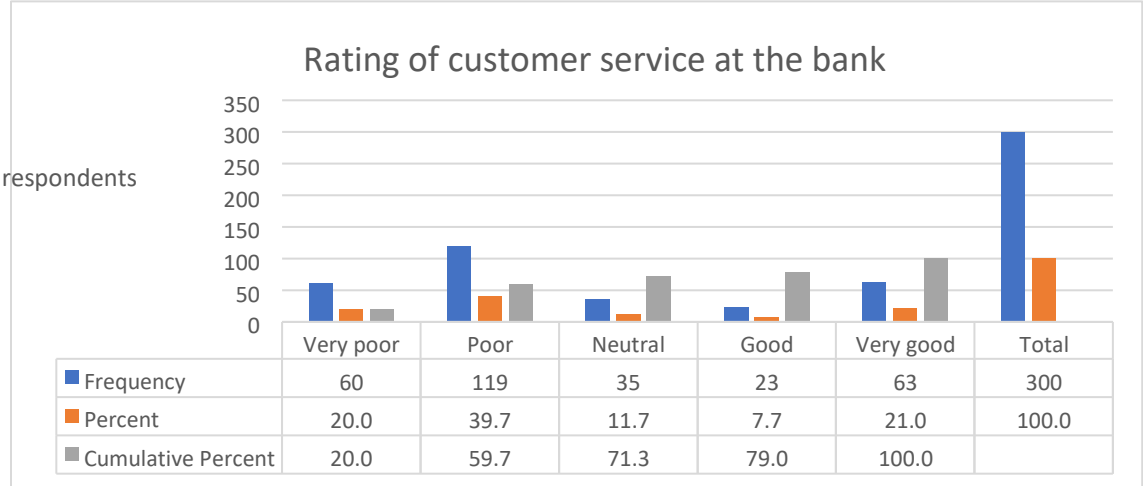
Rating the customer service at the bank			
Particular	Frequency	Percent	Cumulative Percent
Very poor	60	20.0	20.0
Poor	119	39.7	59.7
Neutral	35	11.7	71.3
Good	23	7.7	79.0
Very good	63	21.0	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.51 depicts that out of 300 respondents, 20.0% says very poor, 39.7% says poor, 11.7% says medium, 7.7% says good and 21.0% says very good.

CHART: 4.

3.51



	Very poor	Poor	Neutral	Good	Very good	Total
Frequency	60	119	35	23	63	300
Percent	20.0	39.7	11.7	7.7	21.0	100.0
Cumulative Percent	20.0	59.7	71.3	79.0	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that customer services at bank has a poor rating among customers.

RECOMMENDATION: Still banks need to improve their way to provide good customer services.

TABLE NO: 4.3.52

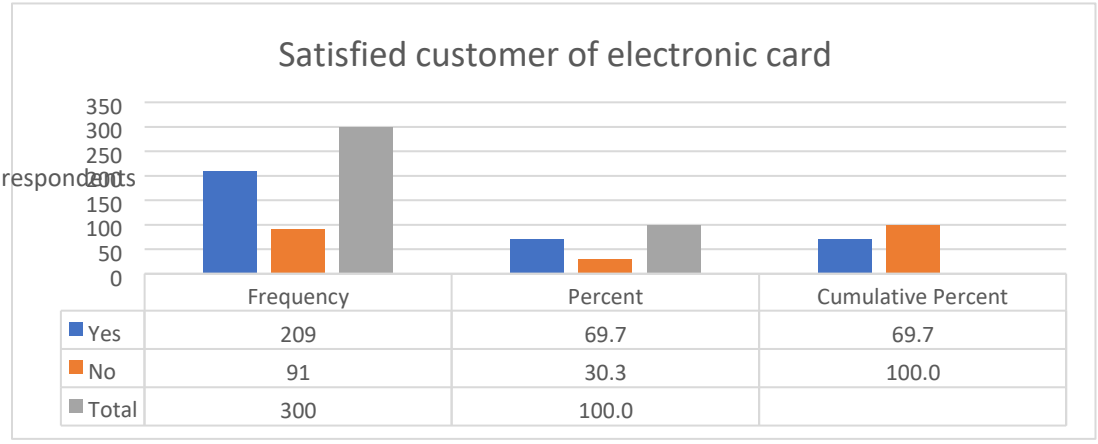
Satisfied customer of electronic card			
Particular	Frequency	Percent	Cumulative Percent
Yes	209	69.7	69.7
No	91	30.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.52 depicts that out of 300 respondents, 69.7% says yes, 30.3% says no.

CHART: 4.

3.52



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that available satisfied customers of electronic cards.

RECOMMENDATION: Still banks need to improve their way to satisfy their customers.

TABLE NO: 4.3.53

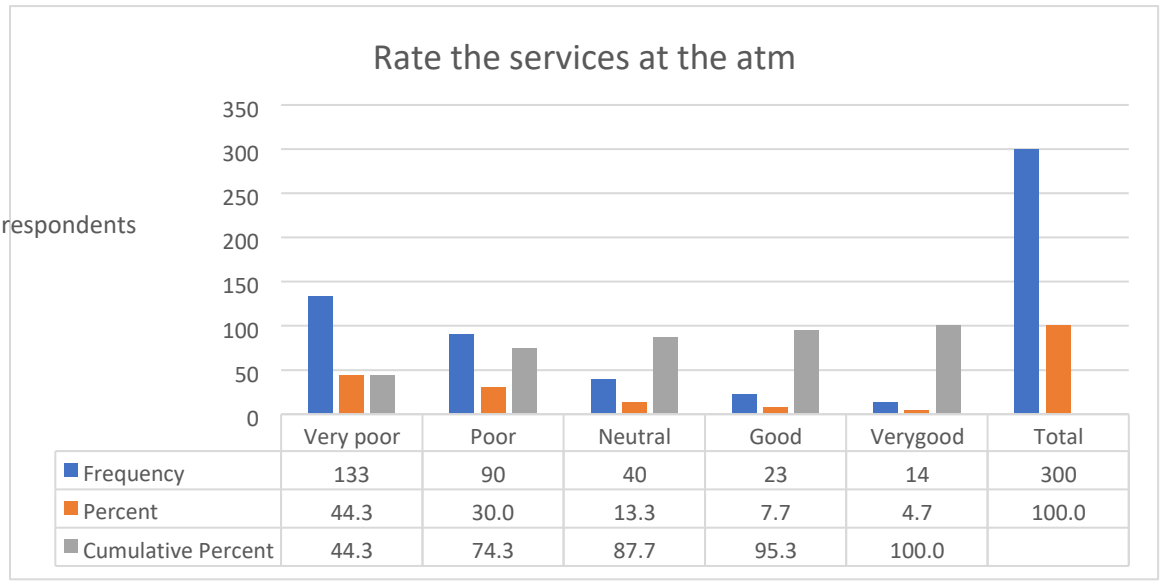
Rate the services at the atm			
Particular	Frequency	Percent	Cumulative Percent
Very poor	133	44.3	44.3
Poor	90	30.0	74.3
Neutral	40	13.3	87.7
Good	23	7.7	95.3
Very good	14	4.7	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.53 depicts that out of 300 respondents, 44.3% says very poor, 30.0% says poor, 13.3% says neutral, 7.7% says good and 4.7% says very good.

CHART: 4.

3.53



	Very poor	Poor	Neutral	Good	Verygood	Total
Frequency	133	90	40	23	14	300
Percent	44.3	30.0	13.3	7.7	4.7	100.0
Cumulative Percent	44.3	74.3	87.7	95.3	100.0	

Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know that service at the atm is very poor.

RECOMMENDATION: Still banks need to improve their way of service at ATMs.

TABLE NO: 4.3.54

Annual charge on your card is reasonable			
Particular	Frequency	Percent	Cumulative Percent
Yes	185	61.7	61.7
No	115	38.3	100.0
Total	300	100.0	

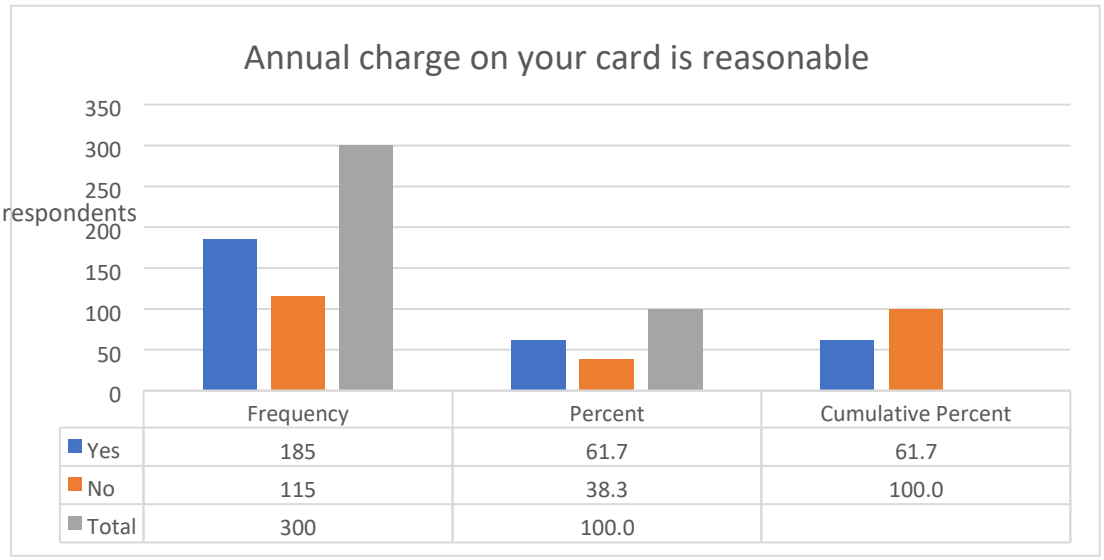
Source: Primary data collected using SPSS 26

Finding:

From the above table 4.3.54 depicts that out of 300 respondents, 61.7% says yes, 38.3% says no.

CHART: 4.

3.54



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know about annual charges on your cards.

RECOMMENDATION: Annual charges in the cards is reasonable among bank customer.

TABLE NO: 4.3.55

Overall satisfaction of electronic cards			
Particular	Frequency	Percent	Cumulative Percent
Highly satisfied	94	31.3	31.3
Satisfied	80	26.7	58.0
Moderate	72	24.0	82.0
Dissatisfied	47	15.7	97.7

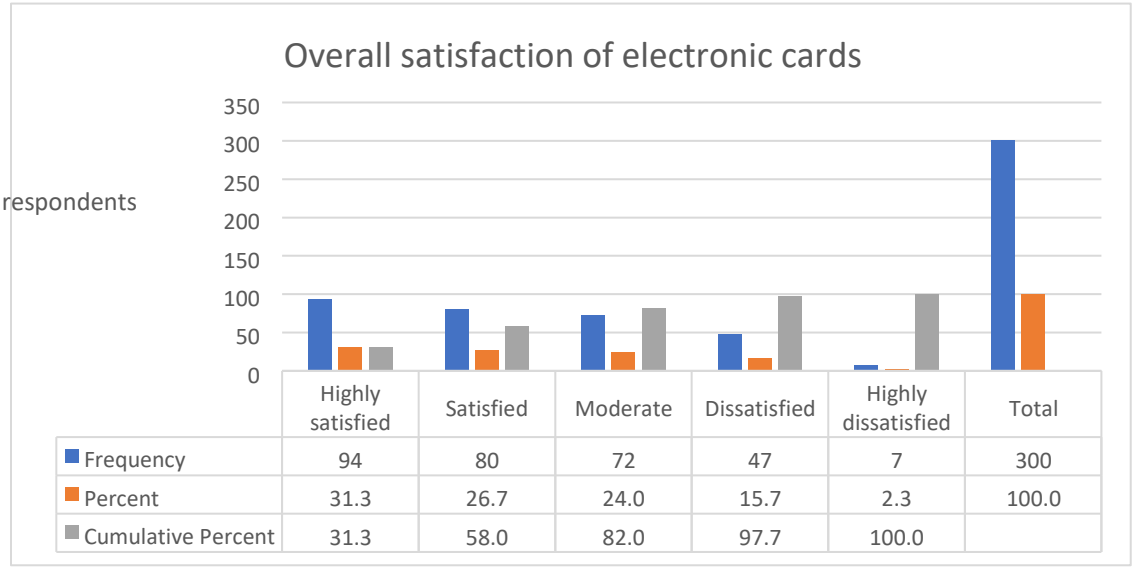
CHART: 4.

Highly dissatisfied	7	2.3	100.0
Total	300	100.0	

Source: Primary data collected using SPSS 26 **Finding:**

From the above table 4.3.55 depicts that out of 300 respondents, 31.3% says highly satisfied, 26.7% says satisfied, 24.0% says moderate, 15.7% says dissatisfied and 2.3% says highly dissatisfied.

3.55



Source: Primary data collected using SPSS 26

INFERENCE: Here in this chart we come to know about the overall satisfaction of electronic cards.

RECOMMENDATION: Still banks need to improve more to satisfy their customers.

4.4 KMO AND BARTLETT'S ANALYSIS:

KMO and Bartlett's test. This table shows two tests that indicate the suitability of your data for structure detection. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in your variables that might be caused by underlying factors. The KMO and Bartlett test evaluate all available data together. A KMO value over 0.5 and a significance level for the Bartlett's test below 0.05 suggest there is

CHART: 4.

substantial correlation in the data. Variable collinearity indicates how strongly a single variable is correlated with other variables.

Table 4.4

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.694
Bartlett's Test of Sphericity	Approx. Chi-Square	5164.801
	df	378
	Sig.	0.000

Source: Primary data collected using SPSS 26

From the table 4.4 shows the sample is adequate enough to conduct a factor analysis. The Kaiser Meyer Olkin (KMO) recommend 0.05 as minimum, values between 0.05-0.08 is acceptable and value above 0.09 is perfect. Here the Kaiser Meyer Olkin (KMO) measures is 0.508, which is accepted. Bartlett's test is another indication of the strength of relationship among variables. This will give the null hypothesis that correlation matrix is an identity matrix. Here the result t shows that Bartlett's test of sphericity is significant (0.001). It is enough to reject the hypothesis. This means that the correlation matrix is not an identity matrix.

4.5 CHI-SQUARE

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

Table 4.5

Chi-Square Tests				
S.NO	Demography	Value	Asymptotic Significance(2-sided)	Result

1	Age	6.143	0.816	Accept
2	Gender	8.673	0.060	Accept
3	Occupation	16.916	0.301	Accept
4	Education	10.249	0.070	Accept
6	Income	33.359	0.021	Reject

Source: Primary data collected using SPSS 26

The chi- square test can be used within cross- tabulation to determine the observed result which unlikely have 2 variables are independent in the population. From the table 4.5 denotes that, there exit an association between the age, gender, occupation, education and income with overall satisfaction with the values like (0.631), (0.07), (0.391), (0.248) and (0.031) respectively. Here all the demographic variables are accepted expect income with the value of 0.031. Therefore, there is a significant association between demographic factor of respondents with overall satisfaction among electronic cards. Hence null hypothesis is accepted ($p > 0.05$).

4.6 CORRELATION ANALYSIS

Correlation test is used to evaluate the association between two or more variables. For instance, if we are interested to know whether there is a relationship between the heights of fathers and sons, a correlation coefficient can be calculated to answer this question. What does a correlation test tell you? Correlation is a statistical technique that can show whether and how strongly pairs of variables are related.

4.6.1 Gender

H_0: There is no relationship between Gender and **H_{01}**:
Availability of electronic cards.
H_{02}: Availability of ATM's.
H_{03}: Usage of cards
H_{04}: Mobilization
H_{05}: Card charges.
H_{06}: Overall satisfaction

Table 4.6.1

Correlations								
		Gender	Availability of electronic cards	Availability of ATM'S	Usage of electronic cards	Mobilization	Card charges	Overall satisfaction
Gender	Pearson Correlation	1	.533**	.273**	.459**	.429**	.407**	0.107
Availability of electronic cards	Pearson Correlation	.533**	1	.176**	.373**	.656**	.569**	0.082
Availability of ATM'S	Pearson Correlation	.273**	.176**	1	.204**	0.050	.160**	-0.006
Usage of electronic cards	Pearson Correlation	.459**	.373**	.204**	1	.210**	.192**	0.046
Mobilization	Pearson Correlation	.429**	.656**	0.050	.210**	1	.709**	0.103
Card charges	Pearson Correlation	.407**	.569**	.160**	.192**	.709**	1	0.012
Overall satisfaction	Pearson Correlation	0.107	0.082	-0.006	0.046	0.103	0.012	1

Source: Primary data collected using SPSS 26

From the table 4.6.1, it is identified that there exists a significance positively relationship between gender with respect to independent variables among electronic cards. The Pearson Correlation value for these independent variables are 0.656,0.204, 0.210, 0.709 respectively showing positively correlated and their significance level is greater than 0.01. Therefore, Null Hypothesis is accepted and there is a correlation between all variables with respect to demographics. i.e., Gender with respect independent and dependent variables.

4.6.2 Age

H_0: There is no relationship between Age and **H_{01}**:

Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards.

H_{04}: Mobilization.

H_{05}: Card charges.

H_{06}: Overall satisfaction

Table 4.6.1

Correlations								
		Age	Availability of electronic cards	Availability of ATM'S	Usage of electronic cards	Mobilization	Card charges	Overall satisfaction
Age	Pearson Correlation	1	.281**	-0.033	0.043	0.041	0.036	-0.012
Availability of electronic cards	Pearson Correlation	.281**	1	.176**	.373**	.656**	.569**	0.082
Availability of ATM'S	Pearson Correlation	-0.033	.176**	1	.204**	0.050	.160**	-0.006
Usage of electronic cards	Pearson Correlation	0.043	.373**	.204**	1	.210**	.192**	0.046
Mobilization	Pearson Correlation	0.041	.656**	0.050	.210**	1	.709**	0.103
Card charges	Pearson Correlation	0.036	.569**	.160**	.192**	.709**	1	0.012
Overall satisfaction	Pearson Correlation	-0.012	0.082	-0.006	0.046	0.103	0.012	1
	Sig. (2tailed)	0.838	0.154	0.916	0.424	0.076	0.842	

Source: Primary data collected using SPSS 26

From the table 4.

6.2, it is identified that there exists a significance negatively relationship between occupation with respect to independent variables among electronic cards. The Pearson Correlation value for these independent variables are 0.281, 0.656, 0.204, 0.210, 0.709 respectively showing positively correlated and their significance level is greater than 0.01. Therefore, Null Hypothesis is accepted and there is a correlation between all variables with respect to demographics. i.e., occupation with respect independent and dependent variables.

4.6.3 Occupation

H_0: There is no relationship between Occupation and **H_{01}**: Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards.

H_{04}: Mobilization.

H_{05}: Card charges.

H_{06}: Overall satisfaction

Table 4.6.3

Correlations								
		Occupation	Availability of electronic cards	Availability of ATM'S	Usage of electronic cards	Mobilization	CC	Overall satisfaction
Occupation	Pearson Correlation	1	0.034	.174**	.163**	-.145*	-.126*	-0.002
Availability of electronic cards	Pearson Correlation	0.034	1	.176**	.373**	.656**	.569**	0.082
Availability of ATM'S	Pearson Correlation	.174**	.176**	1	.204**	0.050	.160**	-0.006
Usage of electronic cards	Pearson Correlation	.163**	.373**	.204**	1	.210**	.192**	0.046
Mobilization	Pearson Correlation	-.145*	.656**	0.050	.210**	1	.709**	0.103
Card charges	Pearson Correlation	-.126*	.569**	.160**	.192**	.709**	1	0.012

From the table 4.

Overall satisfaction	Pearson Correlation	-0.002	0.082	-0.006	0.046	0.103	0.012	1

Source: Primary data collected using SPSS 26

6.3, it is identified that there exists a significance negatively relationship between occupation with respect to independent variables among electronic cards. The Pearson Correlation value for these independent variables are 0.174, 0.656, 0.204, 0.210, 0.709 respectively showing positively correlated and their significance level is greater than 0.01. Therefore, Null Hypothesis is accepted and there is a correlation between all variables with respect to demographics. i.e., occupation with respect independent and dependent variables.

4.6.4 Education:

H_0: There is no relationship between Education and **H_{01}**:

Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards.

H_{04}: Mobilization.

H_{05}: Card charges.

H_{06}: Overall satisfaction

Table 4.6.4

Correlations

		Education	Availability of electronic cards	Availability of ATM'S	Usage of electronic cards	Mobilization	Card charges	Overall satisfaction
Education	Pearson Correlation	1	0.042	0.084	-0.104	-0.011	-.284**	-0.084
Availability of electronic cards	Pearson Correlation	0.042	1	.176**	.373**	.656**	.569**	0.082
Availability of ATM'S	Pearson Correlation	0.084	.176**	1	.204**	0.050	.160**	-0.006

From the table 4.

Usage of electronic cards	Pearson Correlation	-0.104	.373**	.204**	1	.210**	.192**	0.046
Mobilization	Pearson Correlation	-0.011	.656**	0.050	.210**	1	.709**	0.103
Card charges	Pearson Correlation	-.284**	.569**	.160**	.192**	.709**	1	0.012
Overall satisfaction	Pearson Correlation	-0.084	0.082	-0.006	0.046	0.103	0.012	1

Source: Primary data collected using SPSS 26

6.4, it is identified that there exists a significance negatively relationship between Education with respect to independent variables among electronic cards. The Pearson Correlation value for these independent variables are -0.284, 0.656, 0.204, 0.210, 0.710 respectively showing negatively correlated and their significance level is greater than 0.01. Therefore, Null Hypothesis is rejected and there is a correlation between all variables with respect to demographics. i.e., Education with respect independent and dependent variables.

4.6.5 Income Per Month:

H_0: There is no relationship between Income Per Month and **H_{01}**: Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards

H_{04}: Mobilization

H_{05}: Card charges

H_{06}: Overall satisfaction

Table 4.6.5

Correlations								
		Income Per Month	Availability of electronic cards	Availability of ATM'S	Usage of electronic cards	Mobilization	Card charges	Overall satisfaction
Income Per Month	Pearson Correlation	1	0.110	0.001	-.232**	.129*	.116*	0.109

From the table 4.

Availability of electronic cards	Pearson Correlation	0.110	1	.176**	.373**	.656**	.569**	0.082
Availability of ATM'S	Pearson Correlation	0.001	.176**	1	.204**	0.050	.160**	-0.006
Usage of electronic cards	Pearson Correlation	-.232**	.373**	.204**	1	.210**	.192**	0.046
Mobilization	Pearson Correlation	.129*	.656**	0.050	.210**	1	.709**	0.103
Card charges	Pearson Correlation	.116*	.569**	.160**	.192**	.709**	1	0.012
Overall satisfaction	Pearson Correlation	0.109	0.082	-0.006	0.046	0.103	0.012	1

Source: Primary data collected using SPSS 26

6.5, it is identified that there exists a significance negatively relationship between Income Per Month with respect to independent variables among electronic cards. The Pearson Correlation value for these independent variables are -0.232, 0.656, 0.204, 0.210, 0.709 respectively showing positively correlated and their significance level is greater than 0.01. Therefore, Null Hypothesis is rejected and there is a correlation between all variables with respect to demographics. i.e., Income Per Month with respect independent and dependent variables.

4.7 REGRESSION ANALYSIS

Regression testing is a software testing practice that ensures an application still functions as expected after any code changes, updates, or improvements. Regression testing is responsible for the overall stability and functionality of the existing features.

4.7.1 Age

H_0: There is no impact between Age and **H_{01}**:
Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards.

H_{04}: Mobilization.

H_{05}: Card charges.

H_{06}: Overall satisfaction

Table 4.7.1

From the table 4.

1	(Constant)
	Availability of electronic cards
	Availability of ATM'S
	Usage of electronic cards
	Mobilization
	Cards charges
	Overall satisfaction

Source: Primary data collected using SPSS 26

From the table 4.7.1, it denotes that R value represents the correlation between dependent and independent variables. A value greater than 0.4 is taken for the analysis. Here we got the R value 0.463 which is good. R square value shows the total variation for the dependent variable that could be done by the independent variable. A
Value greater than 0.05 shows that the model is satisfactory to determine the relationship. Here we got 0.513 which is good. The result shows that the Independent variable and the dependent variable has got significance value 0.080, 0.240, 0.124, 0.256, 0.011, 0.394, 0.617 which is greater than 0.05. The Null hypothesis is accepted and there is no significant change in Age with respect to independent and dependent variables.

4.7.2 Gender

H_0: There is no impact between Gender and **H_{01}**:
Availability of electronic cards.
H_{02}: Availability of ATM's.
H_{03}: Usage of cards.
H_{04}: Mobilization.
H_{05}: Card charges.
H_{06}: Overall satisfaction.

Table 4.7.2

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.789	.176		-4.490	.000
	Availability of electronic cards	.281	.068	.267	4.146	.057
	Availability of ATM'S	.103	.033	.148	3.147	.072
	Usage of electronic cards	.370	.064	.284	5.790	.076
	Mobilization	.089	.058	.111	1.543	.124
	Cards charges	.069	.046	.098	1.480	.140
	Overall satisfaction	.046	.034	.061	1.335	.183

R	R Square
.638	0.507

Source: Primary data collected using SPSS 26

From the table 4.7.2, it denotes that R value represents the correlation between dependent and independent variables. A value greater than 0.04 is taken for the analysis. Here we got the R value 0.638 which is good. R square value shows the total variation for the dependent variable that could be done by the independent variable. A Value greater than 0.05 shows that the model is satisfactory to determine the relationship. Here we got 0.507 which is good. The result shows that the Independent variable and the dependent variable has got significance value 0.057, 0.072, 0.076,0.124, 0.140, 0.183 which is greater than 0.05. The Null hypothesis is accepted and there is no significant change in Gender with respect to independent and dependent variables.

4.7.3 Occupation

H_0: There is no relationship between Occupation and **H_{01}**: Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards.

H_{04}: Mobilization.

H_{05}: Card charges.

H_{06}: Overall satisfaction

Table 4.7.3

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.730	.565		3.062	.002
	Availability of electronic cards	.427	.218	.156	1.963	.051
	Availability of ATM'S	.270	.105	.149	2.574	.011

	Usage of electronic cards	.475	.206	.140	2.310	.022
	Mobilization	-.407	.187	-.194	-2.182	.030
	Card charges	-.235	.149	-.128	-1.575	.116
	Overall satisfaction	.002	.110	.001	.022	.982

R	R Square
.314	0.098

Source: Primary data collected using SPSS 26

From the table 4.7.3, it denotes that R value represents the correlation between dependent and independent variables. A value greater than 0.04 is taken for the analysis. Here we got the R value 0.314 which is good. R square value shows the total variation for the dependent variable that could be done by the independent variable. A Value greater than 0.05 shows that the model is satisfactory to determine the relationship. Here we got 0.098 which is good. The result shows that the Independent variable and the dependent variable has got significance value 0.051, 0.011, 0.022, 0.030, 0.116, 0.982 which is greater than 0.05. The Null hypothesis is accepted and there is no significant change in occupation with respect to independent and dependent variables.

4.7.4 Education

H_0: There is no impact between Education and **H_{01}**:

Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards.

H_{04}: Mobilization.

H_{05}: Card charges.

H_{06}: Overall satisfaction

Table 4.7.4

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.225	.256		12.602	.000
	Availability of electronic cards	.314	.099	.234	3.186	.002
	Availability of ATM'S	.144	.048	.162	3.033	.083
	Usage of electronic cards	-.273	.093	-.164	-2.933	.064
	Mobilization	.342	.084	.332	4.044	.068
	Card charges	-.581	.068	-.646	-8.588	.098
	Overall satisfaction	-.117	.050	-.121	-2.335	.020

R	R Square
.480	0.230

Source: Primary data collected using SPSS 26

From the table 4.7.4, it denotes that R value represents the correlation between dependent and independent variables. A value greater than 0.04 is taken for the analysis. Here we got the R value 0.480 which is good. R square value shows the total variation for the dependent variable that could be done by the independent variable. A Value greater than 0.05 shows that the model is satisfactory to determine the relationship. Here we got 0.230 which is good. The result shows that the Independent variable and the dependent variable has got significance value 0.002, 0.083, 0.64, 0.068, 0.098, 0.020 which is greater than 0.05. The Null hypothesis is accepted and there is no significant change in education with respect to independent and dependent variables.

4.7.5 Income Per Month

H_0: There is no impact between Income Per Month and **H_{01}**: Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards

H_{04}: Mobilization

H_{05}: Card charges.

H_{06}: Overall satisfaction

Table 4.7.5

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.313	.503		8.573	.000
	Availability of electronic cards	.392	.194	.159	2.020	.044
	Availability of ATM'S	.047	.094	.029	.503	.615
	UEC	-.980	.183	-.321	-5.352	.130
	Mobilization	.085	.166	.045	.514	.608
	Card charges	.081	.133	.049	.608	.543
	Overall satisfaction	.186	.098	.105	1.897	.059

R	R Square
.339[a]	0.115

Source: Primary data collected using SPSS 26

From the table 4.7.5, it denotes that R value represents the correlation between dependent and independent variables. A value greater than 0.04 is taken for the analysis. Here we got the R value 0.339 which is good. R square value shows the total variation for the dependent variable that could be done by the independent variable. A Value greater than 0.05 shows that the model is satisfactory to determine the relationship. Here we got 0.115 which is good. The result shows that the Independent variable and the dependent variable has got significance value 0.044, 0.615, 0.130, 0.608, 0.543, 0.059 which is greater than 0.05. The Null hypothesis is accepted and there is no significant change in income per month with respect to independent and dependent variables.

4.8 ANOVA

One-way ANOVA is typically used when you have a single independent variable, or factor, and your goal is to investigate if variations, or different levels of that factor have a measurable effect on a dependent variable. ANOVA is helpful for testing three or more variables.

4.8.1Age

H_0: There is no association between Age and **H_{01}**: Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards

H_{04}: Mobilization

H_{05}: Card charges.

Table 4.8.1

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Availability of electronic cards	Between Groups	8.228	2	4.114	20.484	0.000
Availability of ATM'S	Between Groups	4.387	2	2.193	4.341	0.014
Usage of electronic cards	Between Groups	0.181	2	0.090	0.611	0.544
Mobilization	Between Groups	0.262	2	0.131	0.337	0.714
Cards charges	Between Groups	0.610	2	0.305	0.602	0.549

Source: Primary data collected using SPSS

The table 4.8.1 shows the results of the ANOVA which determines the difference between the group means. The results have to show the statistically significant p-value ($p<0.05$). in this study the Availability of electronic cards (F= 20.484, P= 0.000), Availability of ATM'S (F=4.341, P=0.014), Usage of electronic cards (F=0.611, P=0.544), Mobilization (F=0.337, p=0.714), Card charges (F=0.602, P=0.549) denotes that there is an association between age and all other variables except availability of ATM'S.

4.8.2 Gender:

H_0: There is no association between Gender and **H_{01}**: Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards

H_{04}: Mobilization

H_{05}: Card charges.

Table 4.8.2

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
Availability of Electronic Cards	Between Groups	19.251	1	19.251	117.982	0.058
Availability of ATM's	Between Groups	11.537	1	11.537	24.060	0.680
Usage of electronic cards	Between Groups	9.306	1	9.306	79.502	0.080
Mobilization	Between Groups	21.312	1	21.312	67.191	0.807
Cards charges	Between Groups	25.054	1	25.054	59.221	0.290

Source: Primary data collected using SPSS 26

The table 4.8.2 shows the results of the ANOVA which determines the difference between the group means. The results have to show the statistically significant p-value ($p<0.05$). In this study the Availability of electronic cards (F= 117.982, P= 0.058), Availability of ATM'S (F=24.060, P=0.680), Usage of electronic cards (F=79.502, P=0.080), Mobilization (F=67.191, p=0.807), Card charges (F=59.221, P=0.290) denotes that there is an association between gender and all other variables.

4.8.3 Occupation:

H_0: There is no association between Occupation and **H_{01}**: Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards

H_{04}: Mobilization

H_{05}: Card charges.

Table 4.8.3

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Availability of Electronic Cards	Between Groups	2.026	4	0.507	2.269	0.062
Availability of ATM's	Between Groups	9.635	4	2.409	4.907	0.701
Usage of Electronic Cards	Between Groups	2.728	4	0.682	4.852	0.201
Mobilization	Between Groups	15.028	4	3.757	10.995	0.000
Card Charges	Between Groups	9.354	4	2.339	4.866	0.671

Source: Primary data collected using SPSS 26

The table 4.8.3 shows the results of the ANOVA which determines the difference between the group means. The results have to show the statistically significant p-value ($p<0.05$). in this study the Availability of electronic cards (F= 2.269, P= 0.062), Availability of ATM'S (F=4.907, P=0.701), Usage of electronic cards (F=4.852, P=0.201), Mobilization (F=10.995, p=0.000), Card charges (F=4.866, P=0.671) denotes that there is an association between Occupation and all other variables.

4.8.4 Education:

H_0: There is no association between Education and **H_{01}**: Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards

H_{04}: Mobilization

H_{05}: Card charges.

Table 4.8.4

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.

Availability of Electronic Cards	Between Groups	0.776	2	0.388	1.718	0.181
Availability of ATM's	Between Groups	1.644	2	0.822	1.598	0.204
Usage of Electronic Cards	Between Groups	1.064	2	0.532	3.663	0.027
Mobilization	Between Groups	0.623	2	0.312	0.803	0.449
Card Charges	Between Groups	12.602	2	6.301	13.510	0.000

Source: Primary data collected using SPSS 26

The table 4.8.4 shows the results of the ANOVA which determines the difference between the group means. The results have to show the statistically significant p-value ($p<0.05$). in this study the Availability of electronic cards (F= 1.718, P= 0.181), Availability of ATM'S (F=1.598, P=0.204), Usage of electronic cards (F=3.663, P=0.027), Mobilization (F=0.337, p=0.449), Card charges (F=0.803, P=0.000) denotes that there is an association between occupation and all other variables except Usage of Electronic Cards.

4.8.5 Income Per Month:

H_0: There is no association between Income Per Month and **H_{01}**: Availability of electronic cards.

H_{02}: Availability of ATM's.

H_{03}: Usage of cards

H_{04}: Mobilization

H_{05}: Card charges.

Table 4.8.5

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Availability of Electronic Cards	Between Groups	7.143	5	1.429	6.915	0.603
Availability of ATM's	Between Groups	16.700	5	3.340	7.129	0.070
Usage of Electronic Cards	Between Groups	5.560	5	1.112	8.463	0.067
Mobilization	Between Groups	11.151	5	2.230	6.263	0.176
Card Charges	Between Groups	23.579	5	4.716	10.870	0.087

Source: Primary data collected using SPSS 26

The table 4.8.5 shows the results of the ANOVA which determines the difference between the group means. The results have to show the statistically significant p-value ($p<0.05$). in this study the Availability of electronic cards (F= 6.915, P= 0.603), Availability of ATM'S (F=7.129, P=0.070), Usage of electronic cards (F=8.463, P=0.067), Mobilization (F=6.263, p=0.176), Card charges (F=10.870, P=0.087) denotes that there is an association between Income Per Month and all other variables except availability of ATM'S and Usage of Electronic Cards.

5.1 FINDINGS:

- Out of 300 respondents, in which 38.0 % are between the age group of 26-30, 34.0% are between the age group of 31-35 and 28.0% are between the age group of 36-40.
- Out of 300 respondents, in which 50.7% are male respondents and 49.3% are female respondents.
- Out of 300 respondents, in which 13.7% are students, 18.3% are in business, 31.7% are in professional practice, 15.7% are in service and 20.7% are entrepreneurs.

- Out of 300 respondents, in which 34.3% are under graduates, 54.0% are in Post graduate, 11.7% are in others categories.
- Out of 300 respondents, in which 4.7% are less than 1L, 8.7% are between 1L to 3L, 37.7% are between 3L to 5L, 33.3% are between 5L to 10L and 6.7% are above 10L.
- Out of 300 respondents, in which all the respondents are using debit card.
- Out of 300 respondents, out of which 55.3% are using debit card and 44.7% are using both debit and credit card.
- Out of 300 respondents, in which 6.0% are using only one debit card, 48.0% are using two, 30.0% are using three and 16.0% are using more than three.
- Out of 300 respondents, in which 55.3% are using debit card and 44.7% are using both debit and credit card.
- Out of 300 respondents, in which 32.3% are using 1-5 times per month,50.3% are using 510 times per month, 16.7% are using 10-15 times per month and 0.7% are using above 15 times.
- Out of 300 respondents, in which 30.0% are using SBI cards,14.3% are using ICICI cards, 9.7% are using HDFC cards and 46.0% are using other cards.
- Out of 300 respondents, in which 32.0% are using visa, 21.7% are using Master card, 32.0% are using Rupay and 14.3% are using other cards.
- Out of 300 respondents, in which 18.3% are towards money transfer, 17.7% are towards online purchase, 45.3% are towards shopping, 10.0% are towards ticket reservation and 8.7% towards other.
- Out of 300 respondents, in which 73.7% are towards luxurious life, 26.3% says that debit card will not give any luxurious life.

- Out of 300 respondents, in

- which 22.0% have spending habit below 1000, where 48.7% have between 1001-5000, 7.0% have between 5001-10000 and 22.3% above 10000. Out of 300 respondents, in which 69.7% does cash withdrawal, 24.7$ does cash deposit, 4.7% does balance checking and others have a percentage of 1.0%.
- Out of 300 respondents, in which 59.7% only use domestic cards, 7.0% only use foreign cards, 33.3% use both domestic and foreign cards.
- Out of 300 respondents, in which 54.7% says yes to the problem and 45.3% says no to the problem.
- Out of 300 respondents, in which 89.0% says yes that they trust the security, where 11.0% says they do not trust the security.
- Out of 300 respondents, in which 11.0% use credit card less than 6 months, 12.7% use credit card 1-2 years, 23.0% use 2-4 years, 0.7% use more than 4 years and 52.7% do not use credit card.
- Out of 300 respondents, in which 29.3% use credit card service1-5 times a month,17.7% use 5-10 times a month, 0.3% use 10-15 times a month and 52.7% do not use credit card services.
- Out of 300 respondents, in which 13.7% use SBI bank credit card, 12.7% use ICICI bank credit cards, 10.0% use HDFC bank credit cards,11.0% use other bank credit cards and 52.7% do not use credit cards.
- Out of 300 respondents, in which 9.3% use visa, 4.3% use master card, 17.0% use American express, 52.7% use other type credit card and 52.7% do not use credit cards.
- Out of 300 respondents, in which 16.0% use platinum, 13.3% use elite, 12.7% use lifestyle, 5.3% use moneyback, 0.7% use other type credit card and 52.7% do not use credit cards.
- Out of 300 respondents, in which 71.3%% says yes and 28.7% says no.
- Out of 300 respondents, in which 19.3% buys and pay later, 11.0% prefer by ensuring quality, 13.3% says payment in financial crisis, 5.3% says the credit limited provided and 51.0% says not applicable.

Out of 300 respondents, in

- Out of 300 respondents, in which 31.0% only use domestic cards, 11.0% use both domestic and foreign cards, out of which 5.3% use credit card only while travelling overseas and 52.7% do not use credit card.
- which 55.0% says yes on interest on charges where 25.5% says no to it.
- Out of 300 respondents, in which 61.3% says yes that the security in credit card is good.
- Out of 300 respondents, out of which 12.0% says that there is a high rate of rewards on credit cards, 26.0% says that there is a medium rate of rewards, 62.0% says that there is a low rate of rewards on credit card.
- Out of 300 respondents, in which 36.7% says yes that they have transferred the balance and 63.3% says no.
- Out of 300 respondents, in which 11.0% says less than 6 months they transfer, 5.7% says upto 1 year,4.7& says upto 2 year, 5.7% says above 3 years, 14.7% says unaware and 58.3% says nil.
- Out of 300 respondents, in which 1.3% always repays the amount, 19.3% usually repays, 19.3% sometimes repays, 7.0% rarely repays and 53.0% never repays the amount.
- Out of 300 respondents, in which 22.0% say the they strongly disagree, 22.7% say that they disagree, 5.7% say that neutral, 6.3% say that they agree, 0.7% say that they strongly agree and 42.7% says nil.
- Out of 300 respondents, in which 36.3% say yes while giving their cards to others and 63.7% says no.
- Out of 300 respondents, in which 29.0% say fast payment, 36.3% says risk of holding cash, 29.0% says due to security and 5.7% says other facilities.
- Out of 300 respondents, in which 18.7% say not at all secure, 52.3% says somewhat secure and 29.0% says very secure.
- Out of 300 respondents, in which 32.0% says very satisfied, 51.0% says satisfied, 16.3% says neutral and 0.7% says dissatisfied.
- Out of 300 respondents, in which 21.7% says strongly disagree, 37.3% says disagree, 24.7% says neutral, 9.7% says agree and 6.7% says strongly agree.
- Out of 300 respondents, in which 11.0% says strongly disagree, 27.3% says disagree, 21.0% says neutral, 26.3% says agree and 14.3% says strongly agree.

- Out of 300 respondents, in

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- Out of 300 respondents, in which 26.3% says strongly disagree on use of ATM, 54.3% says 3-8 times, and 19.3% says 8-12 time.

  which 2.0% says less than 1, 28.3% says 1-3 times, 47.3% says 3-8 times, 17.3% says 8-12 times, 4.7% above 12 times and 0.3% on others.

  Out of 300 respondents, in which 8.0% says press advertisement, 11.0% says tv advertisement, 8.0% says outdoor advertisement, 18.7% says friends, 15.3% says bank staff, 18.0% says company personnel, 12.0% direct mail and 9.0% business contact.
- Out of 300 respondents, in which 18.7% says convenience, 13.0% says security, 2.7% says status symbol, 21.3% says insurance cover, 18.3% says free credit, 13.0% says emergency needs, 6.7% says sales person, 1.0% says out of compulsion and 5.3% says others.
- Out of 300 respondents, in which 20.7% says less than 15 days, 45.3% says 15- 30 days, 33.3% says 30-45 days and 0.7% says more than 45 days.
- Out of 300 respondents, in which 8.0% says strongly agree, 8.3% says agree, 27.3% says neutral, 52.7% says disagree and 3.7% says strongly disagree.
- Out of 300 respondents, in which 64.3% says yes, 35.7% says no.
- Out of 300 respondents, in which 16.0% says very low, 26.7% says low, 12.0% says medium, 14.7% says high and 14.7% says very high.
- Out of 300 respondents, in which 16.0% says poor, 30.0% says average, 20.7% says good and 33.3% says excellent.
- Out of 300 respondents, in which 63.3% says yes, 36.7% says no.
- Out of 300 respondents, in which 20.0% says very poor, 39.7% says poor, 11.7% says medium, 7.7% says good and 21.0% says very good.
- Out of 300 respondents, in which 69.7% says yes, 30.3% says no.
- Out of 300 respondents, in which 44.3% says very poor, 30.0% says poor, 13.3% says neutral, 7.7% says good and 4.7% says very good.
- Out of 300 respondents, in which 61.7% says yes, 38.3% says no.
- Out of 300 respondents, in which 31.3% says highly satisfied, 26.7% says satisfied, 24.0% says moderate, 15.7% says dissatisfied and 2.3% says highly dissatisfied.

Out of 300 respondents, in

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5.2 INFERENCE:

Here most of the respondents are between the age group of 26-30.

Here most of the respondents are male.

Here most of the respondents are in Professional practice followed by entrepreneur, business, service and students.

- Here most of the respondents are in Professional practice followed by entrepreneur, business, service and students.
- Here most of the respondents are Married followed by Unmarried.
- Here most of the respondents are between 3L to 5L.
- Here most of the respondents are using debit card.
- Here most of the respondents are debit card.
- Here most of the respondents are having two debit cards.
- Here most of the respondents are using cards more than 4 years.
- Here most of the respondents are using debit card 5-10 times per month.
- Here most of the respondents are using other cards followed by SBI cards.
- Here Visa and Rupay have equal no. of respondent.
- Here the respondents prefer shopping more.
- Here the respondents prefer that there is luxurious life while using a debit card.
- Here the respondents have spending habit between1001-5000.
- Here the respondents prefer cash withdrawal using debit card.
- Here the respondents have domestic cards in high percentage.
- Here the respondents have faced hidden charges.
- Here the respondents trust more on security.
- Here the respondents mostly do not have credit card.
- Here the respondents mostly do not have credit card and respondents who use credit card services has a high percentage.
- Here the respondents mostly do not have credit card.

- Here the respondents mostly do not have credit card.
- Here the respondents mostly have an equal percentage in type of credit card they use.
- Here the respondents says that the credit card is the best substitute of cash.
- Here the respondents where 19.3% says that they buy now and pay later.

Here in this chart we come to know that more respondents are using domestic cards.

Here in this chart we come to know that more respondents are against the interest charges.

Here in this chart we come to know that security of credit card transaction is much better.

Here in this chart we come to know that the rate of rewards on credit card it too low.

- Here in this chart we come to know that the most of the respondents have transferred the balance to the credit card.
- Here in this chart we come to know that customers are not aware of this option.
- Here in this chart we come to know that most of the customers do not repay the amount within the time.
- Here in this chart we come to know that the tariff charged is mostly disagreed.
- Here in this chart we come to know that the comfortable level of giving your cards to others is low.
- Here in this chart we come to know that the customers like to prefer cards to avoid cash.
- Here in this chart we come to know that the usage of online payment is somewhat secure.
- Here in this chart we come to know that the service of electronic card issuers is satisfied.
- Here in this chart we come to know that the complaints and grievances against electronic cards are not resolved properly and somewhat in a situation to resolve.
- Here in this chart we come to know that the complaints and grievances are not solved upto the satisfaction.
- Here in this chart we come to know that a greater number of cash withdrawal are happened per month.
- Here in this chart we come to know that greater number of purchases done through electronic card.

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- Here in this chart we come to know that bank cards are known more from friends.
- Here in this chart we come to know that insurance cover makes the customer to obtain a credit card.
- Here in this chart we come to know that time taken by bank to issue cards on a average 1530 days.
- Here in this chart we come to know that customers are disagree with the security in the usage of cards.
- Here in this chart we come to know that customers prefer future updation in cards
  Here in this chart we come to know that spending habit of customers is high.

  Here in this chart we come to know that service provider has a average rating among customer.

  Here in this chart we come to know that customers are satisfied with the banking services.
- Here in this chart we come to know that customer services at bank has a poor rating among customers.
- Here in this chart we come to know that available satisfied customers of electronic cards.
- Here in this chart we come to know that service at the atm is very poor.
- Here in this chart we come to know about annual charges on your cards.
- Here in this chart we come to know about the overall satisfaction of electronic cards.

5.3 RECOMMENDATION:

- In this modern trend most of the youngsters are using the electronic cards compared to other.
- In this graph we conclude that male is more dominated in using the electronic cards compared to other.
- Here the banks can still focus on students, business personalities.
- In this modern trend the banks can still focus on issuing on credit card.
- In this modern trend the banks can still focus on issuing on electronic cards.

- In this modern trend the banks can still focus on the charges on debit card.
- In this modern trend ICICI and HDFC banks can still focus on the producing the debit card.
  - In this modern trend the banks can focus on Mater card and other cards.
- In this modern trend the banks can focus on setting up of new payment methods for easy transaction.
- In this modern trend the banks can focus on setting up of new services other than cash withdrawal, deposit, balance checking etc.
- In this modern trend the banks can focus on giving up more and more new cards services.
- In this modern trend the banks can focus on setting up of those chargers.
- In this modern trend the banks can still focus on increasing the percent of trust on security.
- In this modern trend the banks can still focus on issuing credit card.

- In this modern trend the banks can make more advertisements in the usage of credit cards and make promotions to improve the credit card rate.
- In this modern trend the banks can reach the customers about the credit card usages.
- In this modern trend the banks can issue more and more services for credit card so that it is easy for the customers.
- In this modern trend the banks can issue credit cards with low charges on it.
- In this modern trend the banks can reduce the charges in the electronic cards.
- In this modern trend the banks can still increase the security to reduce the negative percentage.
- In this modern trend the banks can consider to increase the rewards on credit card.
- In this modern trend the banks can do necessary options for the transferring the balance.
- In this modern trend the banks should make aware of this option to every customer they face every day.
- The customer should be aware of the repayment and the banks should give them gentle reminder of the payment.
- The banks should reduce the tariff so that the customers have a satisfaction on using it.
- The banks should increase the security that only the card holder can access the card.
- The banks should increase more facilities in electronic cards so that there will be a cashless transaction.
- The banks and online portals should make necessary arrangements for easy and secure payment.
- Still banks and the card issuers need to improve their services to make more profit.
- Still banks need to improve their services against complaints.
- Still banks need to improve their customer satisfaction.
- Still banks need to improve their customer satisfaction.
- Still banks need to improve their payment.
- Still banks need to improve their promotion towards bank cards.
- Still banks need to improve their promotion towards credit cards.
- Still banks need to improve their issuing of bank cards still faster.
- Still banks need to improve their security of electronic cards.

- Still banks need to improve their card updation.
  Still banks need to improve their way of option for spending.
- Still banks need to improve their response towards customer's needs.
- Still banks need to improve their way to satisfy the customers in their banking services.
- Still banks need to improve their way to provide good customer services.
- Still banks need to improve their way to satisfy their customers.
- Still banks need to improve their way of service at ATMs.
- Annual charges in the cards is reasonable among bank customer.
- Still banks need to improve more to satisfy their customers.

5.4 CONCLUSION:

Electronic card plays an important role among individuals especially Millennials. Mostly every customer uses their Electronic cards for various purposes like purchasing, billing, reservation, Money transfer etc. The electronic cards like debit and credit card is one of the most preferred by millennials in day to day life. From the research, it's clearly shows that everyone who are using the electronic card are doing multi-transaction at a time that makes them to feel convenient and thus leads to often usage of electronic cards in various situations.

The study found that millennial have a demographic relation with their adoption of Electronic cards. Also, millennial have demographic relation with respect to their responds towards usage of cards and Mobilization strategies adopted by Electronic cards. The study found that Millennial are very enthusiast to use these modern payment modes. The majority of the millennial believes using digital payment/UPI apps are convenient and consume less time to use compared to cash. So, they prefer payment apps for their easy mode of transaction. Millennial believes a tech-savvy person prefers digital payment/UPI apps over cash.

An attempt was made to know elicit the opinions of the respondents on account of problems on the usage of Credit cards and Debit Cards. Card users' attitudes to spending and re-payment were influenced not only by rational cost-benefit considerations. Cash as a mode of payment is an expensive proposition for the Government. The country needs to

move away from cash-based towards a cashless (electronic) payment system. This will help reduce currency management cost, track transactions, check tax avoidance and fraud etc., enhance financial inclusion and integrate the parallel economy with main stream. The electronic payment system will generate huge volumes of data on the spending behavior of persons in these areas. Over time when card payments grow and represent a significant part of retail sales, the card payments data could also be used as a quick estimate of private consumption. Banks in order to promote debit card usage, and thus gain on the existing high interchange, have also started providing free of charge frills to debit cardholders and they are in the form of facilities like cash backs, free airport lounges, reward loyalty points, discounts at specified restaurants, and other goodies like movie tickets and petrol vouchers. The banks and card companies argue that such free frills are an incentive for debit card users and thus increase its usage in the system.

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APPENDIX

APPEAL:

The purpose of the study is to examine the customers perceptions, utilization and satisfaction of electronic cards. This study is being conducted through SASTRA University. This questionnaire tells about the customers perceptions, utilization and satisfaction on electronic cards. The Name on the questionnaire is optional, and responses will be anonymous and will not be shared. Your participation is entirely voluntary. Thank you for the cooperation.

1. Name: _____(optional)
2. Age:

   ☐26-30 ☐31-35 ☐36-40
3. Gender

   ☐Male ☐Female ☐Others
4. Occupation

   ☐Student ☐Business ☐Professional Practice

   ☐Service ☐Entrepreneur
5. Education

   ☐High School ☐Under Graduate

   ☐Post Graduate ☐Others
6. Marital status

   ☐Married ☐Unmarried
7. Income per month

   ☐Less than 100000 ☐100000-300000 ☐300000-500000

   ☐500000-1000000 ☐Above 100000 ☐Nil
8. Do you have debit/Credit card?

   ☐Yes ☐No

9. What are the cards you have?

☐Debit card ☐Credit card ☐Both debit and credit card

10. From how many banks, you have availed, card facility?

☐One ☐Two

☐Three ☐More than three ☐Nil

11. How long you have been using debit card?

☐Less than 6 months ☐1-2years

☐2-4years ☐More than 4years

12. How often do you use debit card services?

☐1-5 times a month ☐5-10times a month

☐10-15 times a month ☐Above 15

13. Which bank debit card do you use?

☐SBI Bank ☐ICICI Bank

☐HDFC bank ☐Others

14. What type of Debit card do you own?

☐Visa ☐MasterCard

☐Rupay ☐Others

15. For what purpose you use your debit/credit card?

☐Money transfer ☐Online purchasing ☐Shopping

☐Ticket reservation ☐Others

16. Do you believe that your Debit card brings you to luxurious life?

☐Yes ☐No

17. On an average, how much you spend per month through Debit card?

☐Below Rs 1000 ☐Rs 1000-5000

☐Rs 5001-10000 ☐Rs 10000

18. Which services on your debit card do you often use?

☐

Cash withdrawal ☐Cash deposit ☐Balance checking

☐Online purchases ☐Others

19. Which one of the followings you prefer to use?

☐I only use a domestic debit card

☐I only use a foreign debit card

☐I use both foreign and domestic debit cards

☐I only use debit card when I travel overseas

☐Others

☐Nil

20. Have you ever faced the problem of hidden charges?

☐Yes ☐No

21. Do you trust on the security of card transactions?

☐Yes ☐No

22. How long you have been using credit card?

☐Less than 6 months ☐1-2years

☐2-4years ☐More than 4years ☐Nil

23. How often do you use credit card services?

☐1-5 times a month ☐5-10times a month

☐10-15 times a month ☐Above 15 ☐No

24. Which bank credit card do you use?

☐SBI Bank ☐ICICI Bank

☐HDFC Bank ☐Others ☐Nil

25. What type of credit card do you own?

☐Visa ☐MasterCard

☐American Express ☐Others ☐Nil

☐

26. What type of credit card you are currently using?

☐ Platinum ☐elite ☐lifestyle
moneyback ☐others ☐Nil

27. Credit card is the best substitute for cash money?

☐Yes ☐No

28. Why do you prefer credit card?

☐Buy now pay later ☐Ensuring quality goods

☐Payment in financial crisis ☐Credit Limit provided

☐ NA

29. Which one the following credit card you prefer to use?

☐I only use a domestic credit card

☐I only use a foreign credit card

☐I use both foreign and domestic credit cards

☐I only use credit card when I travel overseas ☐Others ☐Nil

30.Do you think the interest charge is reasonable?

☐Yes ☐No

31. Do you trust on the security of credit card transactions?

☐Yes ☐No

32. How do you rate the rewards on credit card?

☐High ☐Medium ☐Low

33. Have you ever transferred a balance to your credit card?

☐Yes ☐No

34. When did you transferred a balance to your credit card?

☐Less than 6 months ☐upto 1 year ☐upto 2 years

☐above 3 years ☐unaware ☐nil

☐

35. Have you repaid in full under credit card within the stipulated time?

☐always ☐usually ☐sometimes ☐rarely ☐never

36. Are you satisfied with the tariff charged by credit card issuer?

Strongly disagree ☐disagree ☐Neutral

☐Agree ☐Strongly agree ☐Nil

37. Do you feel comfortable while giving your credit/debit card to someone else for the payment?

☐Yes ☐No

38. Why do you like to use debit/credit card?

☐Fast payment ☐Risk of holding cash is avoided

☐Security ☐Others

39. How secure do you feel on using each of the following online payment methods?

☐Not at all secure ☐Somewhat secure ☐Very secure

40.Are you satisfied with the services of credit/debit card issuers?

☐Very Satisfied ☐satisfied ☐Neutral

☐Dissatisfied ☐Very Dissatisfied

41.As a customer, do you have any complaints or grievances against electronic cards?

☐Strongly disagree ☐Disagree ☐Neutral

☐Agree ☐Strongly agree

42. Are your card complaints were resolved satisfactorily?

☐Strongly disagree ☐Disagree ☐Neutral

☐Agree ☐Strongly agree

43.How frequently do you use an Automated Teller Machine (ATM) per month?

☐Less than 1 ☐1 to 3 times ☐3 to 8 times

☐8 to 12 times ☐over 12 times

☐

44.Approximately how many times you have purchased products through electronic cards in the last 12 months?

☐Less than 1 ☐1 to 3 times ☐3 to 8 times

☐8 to 12 times ☐over 12 times

45.How did you come to know of Bank cards?

☐Press advertisements ☐tv advertisement

☐Outdoor advertisement. ☐Friends ☐ Bank staff

☐company personnel ☐Direct mail ☐Business contact ☐others

46.What prompted you to obtain a credit card?

☐Convenience ☐Security ☐Status symbol ☐Insurance cover

☐Free credit up to 50 days ☐Sales person

☐Emergency needs ☐Out of compulsion ☐Others ☐ Nil

47.What was the time taken by the banks to issue a credit card from the date of Submitting the application?

☐Less than 15 days ☐l5 to 30 days

☐30 to 45 days ☐More than 45 days.

48.Do you feel the ultimate security with the usage of cards?

☐Strongly disagree ☐Disagree ☐Neutral

☐Agree ☐Strongly agree

49.Do you believe future updation in the card's era?

☐Yes ☐No

50.Your spending habit mark you as?

☐Very Low ☐Low ☐Medium

☐High ☐Very High

51.How you rate your service provider?

☐Poor ☐Average

☐Good ☐Excellent

52.Are you satisfy with your banking services?

☐Yes ☐ No

53.How will you rate the customer service at your bank?

☐very poor ☐poor ☐neutral ☐good ☐very good

54.Are you a satisfied customer of electronic card?

☐ Yes ☐ No

55.How will you rate the services at the atm?

☐very poor ☐poor ☐neutral ☐good ☐very good

56.Do you think the annual charge on your card is reasonable?

☐ Yes ☐ No

57.Overall satisfaction on the usage of electronic cards?

☐Highly Satisfied ☐Satisfied ☐Moderate

☐Dissatisfied ☐Highly Dissatisfied