

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

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