

**RESEARCH REPORT**

**ON**

**“AN EVALUATION OF CONSUMER PREDICTION AND  
ATTITUDE TOWARDS THE USAGE OF PLASTIC MONEY  
IN NOIDA”**

Submitted for partial fulfilment of demand for the award of degree of

**BACHELOR OF COMMERCE (HONOURS)**

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**GALGOTIAS**  
UNIVERSITY

**UNDER THE GUIDANCE:**

**PROF. POONAM SINGH**

**SUBMITTED BY:**

**NIDHI**

**17GSFC101036**

**GALGOTIAS UNIVERSITY, GREATER NOIDA  
SCHOOL OF FINANCE AND COMMERCE**

## **DECLARATION**

I, Nidhi, student of Department of Finance and Commerce, Galgotias University, Greater Noida, Uttar Pradesh, hereby affirm and declare that this Research work entitled “AN EVALUATION OF CONSUMER PREDICTION AND ATTITUDE TOWARDS THE USAGE OF PLASTIC MONEY IN NOIDA” has been completed by me under the supervision of Prof. Poonam Singh, department of SFC, Galgotias University, Greater Noida, and embodies the original piece of research work done by me and the same has been not copied, reproduced and submitted by me to any other university or the institution. Reference to other research works has been duly acknowledged.

**Nidhi**

## **ACKNOWLEDGEMENT**

Completion of this research project was accomplishable with the support of the many people. I would like better to convey to my pricey thanks to all of them. Firstly, I would like better to specific my sincere feeling to my Guide academician. Poonam Singh, school of Finance and Commerce, Golgotias University, larger Noida, for the continuing support for analysis, for his patience, motivation, and enormous info. She has typically created herself on the market to clarify my doubts even in conjunction with her busy schedules. it's her zeal for perfection, that created her hear the simplest detail of my analysis work and brought out my confidence in myself and my analysis work. Her guidance helped Pine Tree State altogether the time of {research} and writing of this which I ponder it a decent probability to undertake my research project below her guidance and to be told from her research expertise. I could not have fanciful having a far higher authority and mentor for my study. Thank you, Ma'am for you facilitate and support.

**NIDHI**

**17GSFC101036**

**B.COM(HONS)2017-2020**

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## ABSTRACT

Technology has drastically modified all the sectors together with the money sector, and therefore the the} group action within the industry has also undergone a noteworthy modification. the standard construct of payment through money is replaced by the MasterCard or the identification known as 'Plastic Money' that individuals are victimization to drawn cash. this paper tries to review the numerous distinctions in shopper perception and perspective towards the employment of plastic cash supported demographic profiles. The paper is based on the info collected from a hundred respondents from NCR Noida and conjointly studies the attention, shopper preference to pay, and therefore the influencing factors whereas victimization plastic cash. it's found the foremost of the respondent's are alert to the term plastic cash. The financial gain and education of the respondents are the most demographic issue that impacts shopper perception and perspective towards the usage of plastic cash. whereas the foremost influencing factors for the respondents for victimization plastic cash are convenience secure approach of the group action and therefore the time pressure.

**CHAPTER - 1**  
**INTRODUCTION TO**  
**STUDY**

# INTRODUCTION OF THE STUDY

## 1.1 INTRODUCTION

**1.2** Plastic cash because the name suggests the money created out of plastic, a straightforward thanks to build payment in exchange for merchandise and services to cut back the usage of money. The thought of plastic cash came into the decennium and therefore the initial plastic card was employed in the USA. the thought behind victimisation plastic cash was to form the payment system cashless. Plastic cash includes ATM cards, credit cards, debit cards, etc.

## 1.3 PLASTIC MONEY IN INDIA

Plastic cash within the kind of cards has been actively introduced by banks in Republic of India within the Nineteen Nineties. however, it had been not highly regarded among Indian customers at the time of its introduction. The modification in demographic options of customers in terms of their financial gain, legal status, education level etc., and up-gradation of technology and its awareness has brought the relevant changes in consumers' preferences. These ever-changing preferences have additionally changed their outlook and call relating to the acceptance and non-acceptance of explicit product and services within the market. Thus, the Plastic Cards square measure gaining quality among bankers yet as customers and obtaining accepted within the market place. It is imaginary that the Plastic Cards market is growing at an outsized pace in Republic of India nonetheless, it's an extended thanks to go if compared to the usage trends of alternative countries. Hence, it's become vital that the payment system in Republic of India needs to be progressive enough to be at par with the systems current in alternative countries since our domestic monetary markets square measure progressively obtaining integrated with markets abroad.

(Survey of Republic of India, 2005) Federal Reserve Bank of Republic of India (RBI) is taking vital steps to reinforce Plastic Card's usage and recognition through initiatives like regulation card market to take care of the protection levels and to create up the arrogance of bankers and customers. Despite the robust advances in E - Payments, Associate in Nursing calculable ninety plc. of private consumption expenditure in {India Republic of Republic of India Bharat Asian country Asian nation} remains created with money (Country Survey - India, 2005) that indicates the tremendous growth potential of this business. So, this will be thought of as simply a starting that indicates the brilliant prospects of the Plastic Card market in Republic of India. It indicates that the Indian banking sector is acceptive the challenge of knowledge technology as all the teams of bankers have currently recognized it as a vital demand for survival and growth within the future.

#### **1.4 MEANING OF PLASTIC MONEY**

Plastic cash could be a term that's used preponderantly concerning the hard-plastic cards we tend to use daily in situ of actual banknotes. they will are available in many various forms like money cards, credit cards, debit cards, pre-paid money cards, and store cards.

#### **1.5 TYPE OF PLASTIC MONEY**

There are a number of types of plastic cards but the most common type of plastic card is credit cards and debit cards



#### **❖ CREDIT CARDS**



An open-end credit has similar options of credit cards. However, once employing an open-end credit, it's necessary to pay the total quantity of bill until the maturity. If the person defaults to pay the quantity of the open-end credit, then he should pay the late payment charges.



### ❖ DEBIT CARDS

The revolving credit is an associate encoded plastic card that is issued by banks and has replaced with the cheques. It permits the purchasers to pay in exchange for merchandise and services while not carrying money. it's a utile card, because it may be used as associate ATM to withdraw the money and check the balance of the checking account. it's issued by bank freed from the value with the savings or accounting. it's one in all the most effective online-payment tools wherever the number of purchases is straight away ablated from the account of the client and attributable to the merchant's account. it's overcome the delay within the payment method.

- 1 Their area unit presently 2 ways that within which debit cards transactions area unit processed:
- 2 1 Online debit (also called a PIN)
- 3 2 Offline debits (also called signature debit)



### ❖ VISA & MASTER CARDS



Visa & MasterCard square measure international non-profit organizations. they're dedicated to promoting the expansion of the business of cards across the world. they need designed a good network of merchandiser establishments by keeping in mind that the purchasers would possibly use their credit cards to create many transactions worldwide.

### ❖ CHARGE CARDS

A charge account credit has similar options for credit cards. However, when employing a charge account credit, it's necessary to pay the entire quantity of bill till the day of the month. If the person defaults to pay the number of the open-end credit, then he must pay the late payment charges.

### ❖ ATM CARDS

These cards are generally used at ATMs to withdraw cash, transfer funds, and create deposits. ATM cards are utilized by inserting the cardboard into a machine and enter a PIN or personal variety for security purpose. The system checks the account for spare funds before permitting any dealing.



## 1.6 ADVANTAGES OF PLASTIC MONEY

- **Convenience:** Plastic cash provides a simple thanks to building monetary transactions while not carrying money. It additionally provides the advantages of anyplace and anytime banking.
- **Check Counterfeiting:** The planned plastic currency notes can cut back the probabilities of counterfeiting.
- **Long lifetime of Plastic Currency Notes:** The planned plastic currency notes can have a lifetime of 5 years as against the annual lifetime of currency notes.
- **Check on Black Money:** it's doable to trace the monetary transactions done through cards. Developing a culture of plastic cash can build it simple for the govt to trace black suspected black cash sources.
- **Supports Growth of E-commerce:** the employment of cards has supported the expansion of e-commerce. the expansion of e-commerce enhances cost-effectiveness and various channels to enhance the economic process.
- **Power of Purchasing:** Debit or Credit cards created it easier to shop for things. currently we tend to don't need to hold cash in an exceedingly great deal. Plastic cash is accepted at any time and everyplace.
- **Time-Saving:** one should purchase something from anyplace through a MasterCard or charge account credit while not {spending money pocket money pin money cash hard money hard currency} on the fare or cash transactions. you've got to produce your card details to the vendor store or firms and settle your order. It saves time within the group action by debit and Mastercard.

- **Safety:** just in case, if a person loses the cards, then he/she could contact the bank or establishment, which offer the cards. The establishment or bank can block the account and no-one will draw one penny while not your permission.

## 1.7 DISADVANTAGES OF PLASTIC MONEY

- **Shops exploitation alternative Vendors:** varied outlets settle for credit cards of a particular company solely. during this state of affairs, cash is that the solely mode of payment for those that use a Mastercard for an additional company.
- **Less Availability:** There square measure many cases wherever the companies don't let their cards to be utilised in specific areas where they need a regional dispute.
- **An issue with Magnetic Strip:** The Mastercard consists of the magnetic strip that may get tired because of in depth use of it. If it happens whereas traveling, and a Mastercard is that the solely type of cash with the person, then he/she should wait until the time they receive a brand-new card. The new card might take a minimum of 48 hours to induce active.
- **Increased Debt and rates of high-interest:** Mastercard from firms and monetary establishments charge high-interest rates on more cash if the person fails to pay off until the fastened date of the actual month. These interests square measure the earnings, that they supply the extra buying limits then the money. it's not a decent plan to owe loans on high-interest rates and pay it in necessary things or buying.
- **Fraud:** within the case of purloined credit cards, the felon might use it on to get the data. In today's world, it's potential to induce a just like any debit or Mastercard, that works like original and may be a considerable loss. Thus, remember of the frauds of credit cards.

## **CHAPTER – 2**

# **REVIEW OF LITERATURE**

## 2.1 REVIEW OF LITERATURE

The problem that we have a tendency to will not keep the massive quantity of {money} with United States gave birth to idea of plastic card that is aware of as plastic money accepted worldwide and that we can keep the massive quantity with United States whereas getting to anyplace within the world. The plastic cash makes the society as cashless societies.

As the usage of plastic cards area unit increasing the quantity of suppliers is additionally accumulated that providing the various options. Some suppliers (Banker) area unit charging the hidden charges and high rate. The agent WHO persuade the folks to urge the Mastercard by providing the wondrous package however truly, agent is hidden some necessary truth that was disclose once the receiving of the bill.

Citibank and HSBC were the pioneer within the Indian Mastercard market within the Nineteen Eighties. Over succeeding 20 years, the quantity of players accumulated to over 10 in 2000. The Mastercard market in Republic of India registered a healthy annual rate of over twenty fifth throughout 1987-2001.

As we all know that there's some disadvantage of plastic cash like still recent folks aren't use to that however still their area unit many edges additionally offered to use by credit cards usage as they provide a positive signal of corruption free economy, associate economy with terribly less or on black cash.

**Here, is a list of views of following people**

**By: Alvares, Clifford**

The article report at intervals the prepare of the Indian government to introduce a plastic currency which is able to have increased security

feature to counter the growing balk of counterfeiting at intervals the country.

Report on the use of polymers for currency as another to currency. Conversion of all Australia's current notes; mercantilism of the substance dollar substrate by Secrecy Pty Ltd.: Use of the substance for ceremonial issues; blessings offered by plastic bills.

The articles provide recommendations on the use of credit and debit cards overseas. One has to be compelled to use credit or revolving credits to create purchases and open-end credit to induce money once one desires it. each Visa and Master card charge currency-conversion fees on MasterCard purchases. One will minimize fees by victimization the proper card. HSBC, Washington Mutual, and most credit unions don't add a surcharge. retiring money from a remote ATM not a region of one's bank network might price \$5 or additional on high of the conversion fee.

**By: Goldwasser, Joan**

Present highlights of the report 'Plastic Card' in Japan, by Steve Worthington and Ronald Brown. Focuses on the development of a smart card in Japan, which looks like a plastic card bur contains a microchip; Sophisticated and diverse applications for the card: future forecast for the cards in the world market.

The article report that paying cash is better for the environment than using a credit card. Credit cards, made of plastic, take decades to decompose, the computers that effect credit transaction consumers large amounts of energy, and most people in the U.S. still receive paper credit card statements. Bill, however, is made largely of materials like cotton, which creates less carbonless carbon emission than paper when harvested. Also, bills stay in circulation for up to five years.

### **By; Stone, Daniel**

This article discusses the competitive advantage held by conventional credit card issuers and what steps they take to maintain their market share against online upstarts that offer lower interest rates. The articles describe the fierce competition online to offer low-interest rates and attract credit card applicants. The article states that incumbent credit card companies need to establish a strong online presence and cut costs. The article suggests cutting costs by offering online account services and distributing advertising and customer acquisition costs over several new accounts.

### **By; Amisha Gupta and et al**

The study investigated the factors affecting the acceptability of credit cards in India; therefore, it was concentrated on the primary data only. The study revealed a total of six factors namely Bank Policies, Willingness to pay, payment policies, Flexibility, Related Benefits, and Perceived Risk. The study has emphasized on how customers are involved in the acceptance of credit cards in India. Customers are putting more importance on the benefits of credit cards such as speed, convenience, environment friendly, and international presence. Customers are also very much interested in issues such as risk and security issues, new features, and innovation when adopting credit cards. Hence, it is highly recommended that the banks develop a deep understanding of the factor influencing the acceptance of credit cards to adapt their marketing strategies to potential customers.



**CHAPTER – 3**  
**OBJECTIVE OF THE**  
**STUDY**

## **OBJECTIVE OF THE STUDY**

### **3.1 OBJECTIVE OF STUDY**

**The principal objective of the study is: -**

- To analyse the numerous distinctions in client proportion towards plastic cash supported the human ecology profile.
- To analyse the numerous distinctions in client perspective towards plastic cash supported demographic profit

**The sub-objectives are as follows: -**

- To study the attention of plastic cash among customers.
- To study the consumer's preferences to pay whereas victimization plastic cash.
- To perceive the influencing issue behind the utilization of plastic cash.

**CHAPTER –4**  
**RESEARCH**  
**METHODOLOGY**

# Research Methodology

## 4.1 INTRODUCTION

Research methodology may well be a because of systematically solve the analysis draw back.

For achieving the objectives of study, survey was conducted. For survey, personal interviews of the respondents were undertaken. Personal interviews were elect as a result of the mode of survey to form the study extra pregnant & therefore most information could also be collected. For conducting the personal interviews of the respondents, a kind was created. the shape was structured with open everywhere & shut everywhere question.

The respondents were interviewed on varied aspect probably to possess impact on the plastic money and its uses.

### 4.1.1 PROBLE DEFINITION: -

This research report “An evaluation of consumer prediction and attitude towards the usage of plastic money in Noida” is considered as descriptive research in nature. Descriptive research is used to describe characteristics of a population or particular individual or group.

**Sample design:** In most of the cases of analysis studies, it becomes nearly not possible to look at the whole universe; the sole alternatives so, was to resort to sampling. the current study is additionally constant. A sample may be a part of the population that is studied to form inferences concerning the complete population. Thus, honest sample work is a miniature version of the population, which might involve the following:

- Sample Unit (Unit of Analysis)
- Sample size
- Sample Techniques

**Sample Unit:** Consumer from Noida

**Sample Size:** For population that are large, Cochran (1963:75) developed the equation to yield a representative sample for proportions.

**Sample Technique:** The sampling method used is non-probability convenience sampling. The information has been gathered from respondents in Noida with the help of questionnaire.

#### **4.1.2 DATA COLLECTION**

An analysis method, the result is smart if the info place is nice. If poor and unrelated information area units collected, naturally poor and deceptive conclusions are drawn. Therefore, due thought ought to tend to the sort and technique of information assortment (Wilkinson and Bhandarkar, 2000). There are a unit 2 styles of information: primary information and secondary data. observing the scope of the study, each kind of information has been collected.

##### **PRIMARY DATA:**

The primary data is the data which is collected fresh or first time which is original in nature. In this study the Primary data has been collected through:

- Questionnaire
- Through Google Form

##### **SECONDARY DATA:**

The secondary information square measure those that have already collected by somebody else and keep. the most important supply of knowledge for this project was collected through:

- Books
- Internet
- Journal
- Websites

## 4.2 LIMITATIONS OF THE STUDY

The present study has conjointly been conducted beneath sure limitations and is predicated on some assumptions. a number of the foremost vital square measure given as under:

- The sample size of the gift study was comparatively little to generalize the ends up in the Asian country context. however time and money issues didn't enable the scientist to pick out a giant sample size. But, for future analysis this issue ought to be taken into thought.
- The results of this study have supported the opinions and skills of the respondents. In opinions survey there would perpetually be potentialities of individual business in opinions, and results look unreliable. This business couldn't be eliminated.
- There can be drop error i.e. the respondents WHO square measure willing also as ready might not be contacted.
- There can go error i.e. the respondents WHO square measure unable or unwilling might embody within the sample. However, the big sample base also because the pre-testing would any cut back the possibility of those errors.
- There can be possibilities of various perceptions on the expression of the form or scale.

**CHAPTER- 5**

**DATA ANALYSIS AND**

**INTERPRETATION**

# DATA ANALYSIS AND INTERPRETATION

## 5.1 Data Analysis and Interpretation

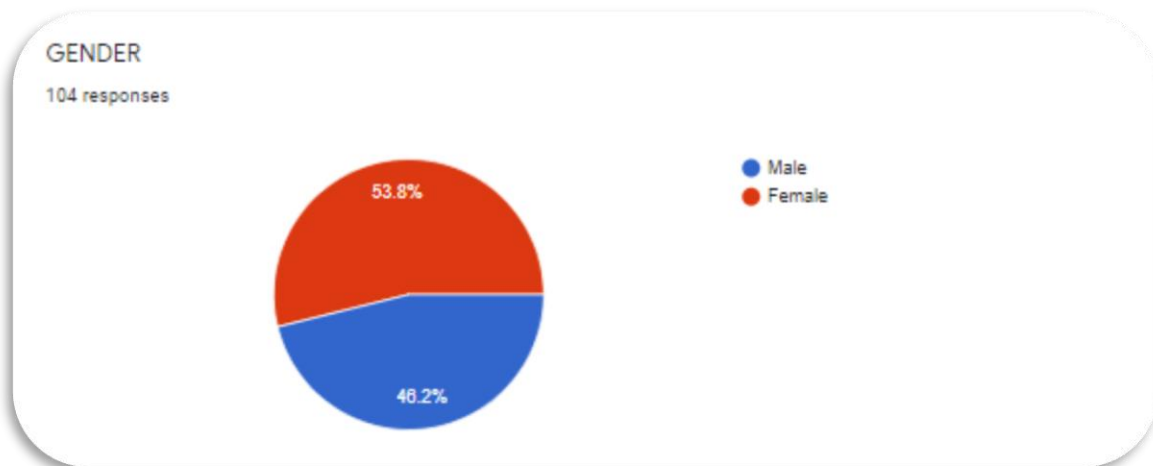
### 5.1.1 Graphical Analysis

#### (1) Gender of Respondents

Table No. 1 Gender Respondent

| Gender | Frequency | Percent | Valid percent | Cumulative percent |
|--------|-----------|---------|---------------|--------------------|
| Male   | 48        | 48      | 48            | 48                 |
| Female | 52        | 52      | 52            | 100                |
| Total  | 100       | 100.0   | 100.0         |                    |

Chart No. 1 Gender Responded



#### Interpretation:

The above table and chart showed that out of 100 respondents there are 48 male respondents and 52 female respondents, who fill the questionnaire.

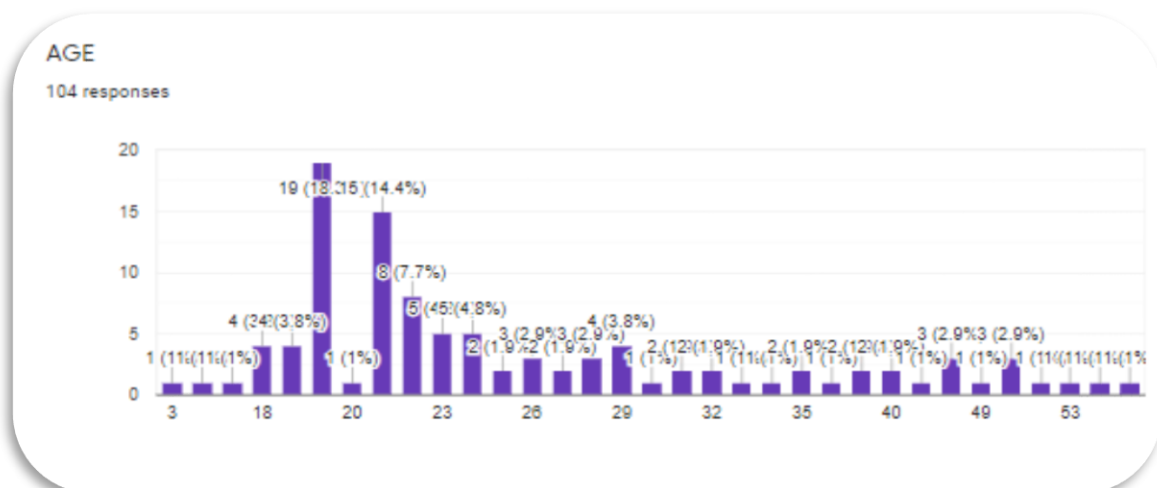


## (2) Age of Respondents

Table No.2 Age of Respondents

| Age          | Frequency | Percent | Valid percent | Cumulative percent |
|--------------|-----------|---------|---------------|--------------------|
| 10-20        | 26        | 26      | 26            | 26                 |
| 21-30        | 38        | 38      | 38            | 64                 |
| 31-40        | 11        | 11      | 11            | 75                 |
| 41-50        | 13        | 13      | 13            | 88                 |
| More than 51 | 12        | 12      | 12            | 100.0              |
| Total        | 100       | 100.0   | 100.0         |                    |

Chart No.2 Age of Respondents



### Interpretation:

The above table and chart showed that 38 (38%) respondents are the highest percentage; belong to 21-30 age groups. Only 26 out of 100

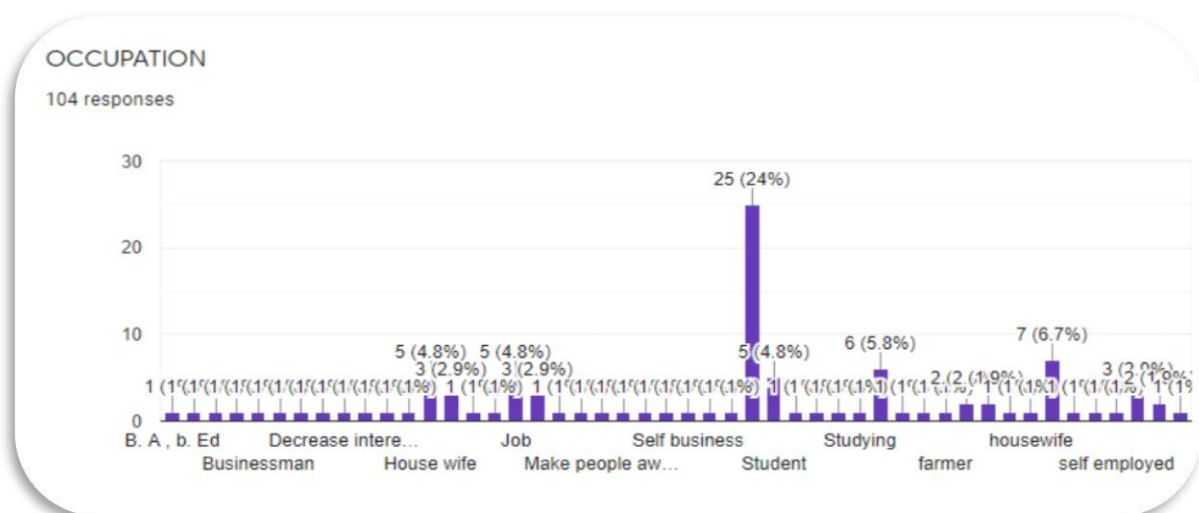
respondents belong to 10- 20 age group. 11 respondents belong to 31-40, while 13 respondents who belong to 41-50 and 12 respondents are more than 51 who fill the questionnaire.

### (3) Occupation of respondents

Table No.3 Occupation of Respondents

|                     | Frequency | Percent | Valid percent | Cumulative |
|---------------------|-----------|---------|---------------|------------|
| Student             | 36        | 36.0    | 36.0          | 36         |
| Private employee    | 28        | 28.0    | 28.0          | 64         |
| Businessmen         | 18        | 18.0    | 18.0          | 82         |
| Government employee | 2         | 2.0     | 2.0           | 84         |
| Not working         | 16        | 16.0    | 16.0          | 100        |
| Total               | 100       | 100.0   | 100.0         |            |

Chart No.3 Occupation of Respondents



## Interpretation:

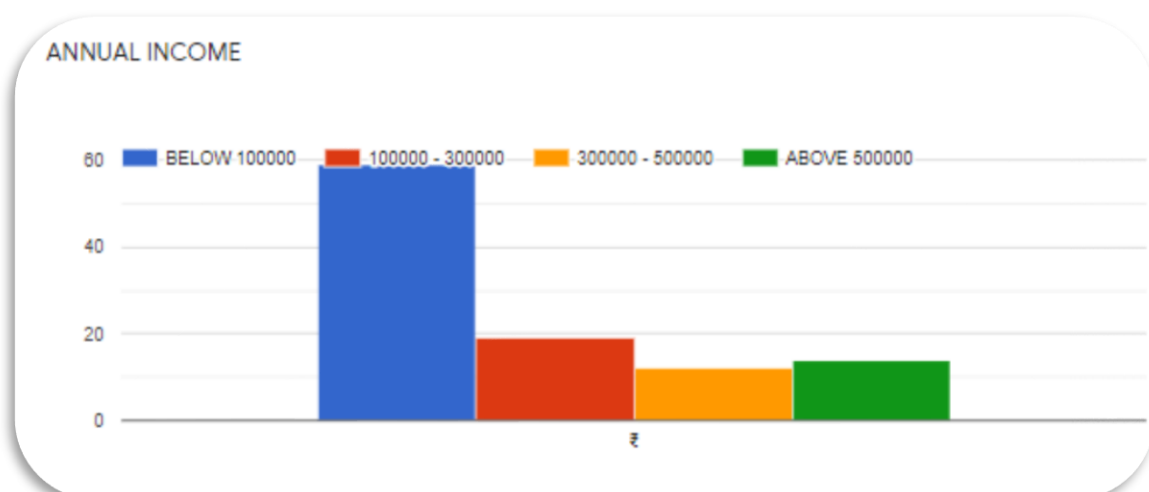
The above table and chart showed that 36(36%) respondents out of 100 are students, 28 (28%) are private employee, 18(18%) are businessmen, 2(2%) are government employee, and 16(16%) respondents are still not working who filled the questionnaire.

### (4) Annual income

Table No.4 Income (Annually)of the respondents

|                    | Frequency | Percent | Valid percent | Cumulative percent |
|--------------------|-----------|---------|---------------|--------------------|
| Less than 1,00,000 | 59        | 59.0    | 59.0          | 59.0               |
| 1,00,000-3,00,000  | 19        | 19.0    | 19.0          | 78.0               |
| 3,00,000-5,00,000  | 12        | 12.0    | 12.0          | 90.0               |
| Above 5,00,000     | 10        | 10.0    | 10.0          | 100.0              |
| Total              | 100       | 100.0   | 100.0         |                    |

Chart No.4 Income (Annually)of the respondents



### **Interpretation:**

The above table and chart shown that 59(59%) respondents out of 100 have income less than 1,00,000 and 19(19%) ;12(12%);10(10%) respondents belong to 1,00,000-3,00,00; 3,00,00-5,00,00 and more than 5,00,000 income categories. Highest respondents belong to less than 1,00,000 categories because most of respondents were the students who filled the questionnaire.

### **(5) Do you have idea about plastic money? which of them are you aware of?**

Table No.5 idea about plastic money

|             | Frequency | Percent | Valid percent | Cumulative percent |
|-------------|-----------|---------|---------------|--------------------|
| Debit card  | 3         | 3.0     | 3.0           | 3.0                |
| Credit card | 8         | 8.0     | 8.0           | 11.0               |
| Both        | 75        | 75.0    | 75.0          | 86.0               |
| None        | 14        | 14.0    | 14.0          | 100.0              |
| Total       | 100       | 100.0   | 100.0         |                    |

Table No.5 idea about plastic money



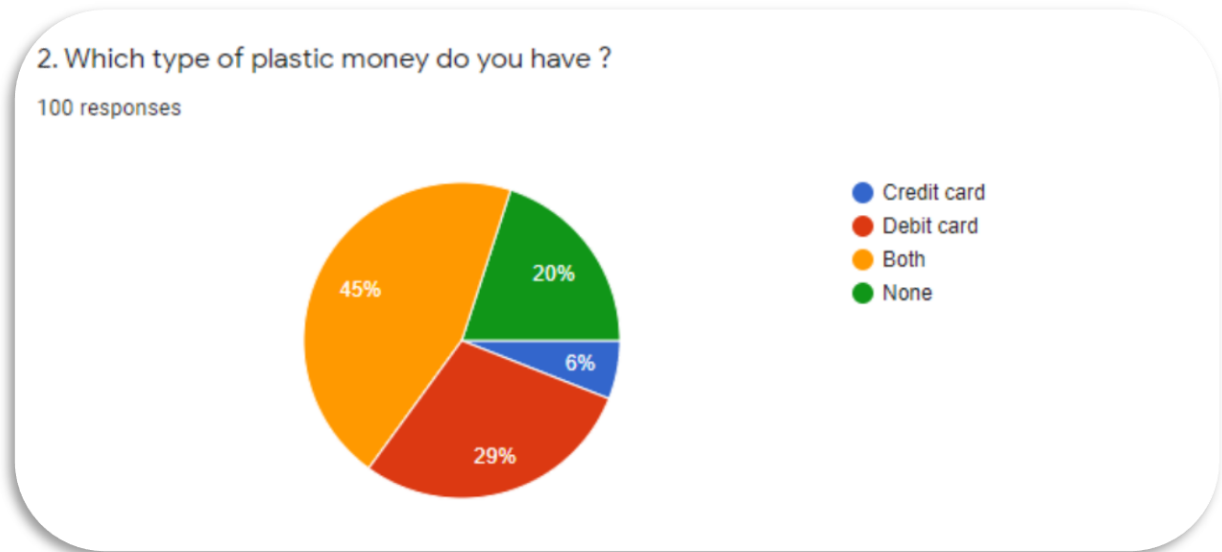
The above table and chart showed that 75 (75%) respondents have idea about both the plastic cards, 8 (8%) respondents have idea about debit card, only 4 (4%) respondents have idea about credit card, and 14(14%) respondents who are not aware about any plastic card. So, most of the respondents are aware about the plastic card.

**(6) Which type of plastic money do you have?**

Table No.6 Type of plastic money respondent`s use

|             | Frequency | Percent | Valid percent | Cumulative percent |
|-------------|-----------|---------|---------------|--------------------|
| Debit card  | 29        | 29.0    | 29.0          | 29.0               |
| Credit card | 6         | 6.0     | 6.0           | 35.0               |
| Both        | 45        | 45.0    | 45.0          | 80.0               |
| None        | 20        | 20.0    | 20.0          | 100.0              |
| Total       | 100       | 100.0   | 100.0         |                    |

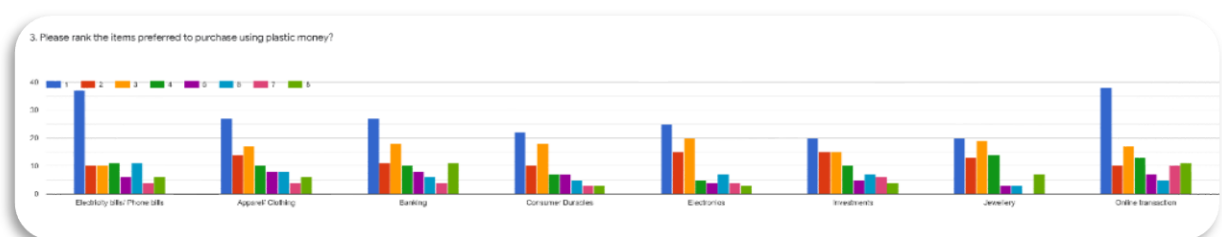
Chart No.6 Type of plastic money respondent`s use



The above table and chart showed that 29(29%) respondents are using debit card, 6(6%) respondents are using credit card, 45(45%) respondents are using both the plastic cards and 20(20%) respondents are not using any plastic card. So, most of the respondents have plastic cards.

**(7) Please rank the items preferred to purchase using plastic money?**

Chart No.7 preferred to purchase using plastic money



### **Interpretation:**

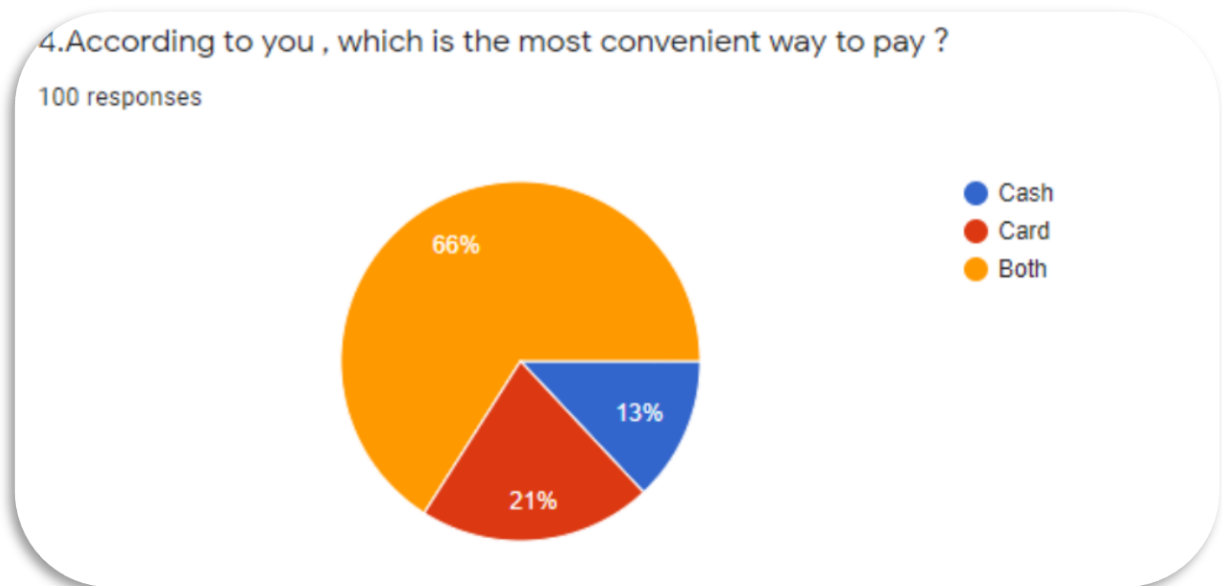
It is found that most of the consumers prefer to use their plastic money to pay for Consumer Durables items, beside that the other usage of plastic money is to pay jewellery, Electronics, Investment, Online transaction, Apparel/Clothing, Banking and Electricity bills. So, most of the consumer preferred to pay for consumers durables items and least for electricity bills while using plastic money

### **(8) According to you, which is the most convenient way to pay?**

Table No.8 the most convenient way to pay

|       | Frequency | Percent | Valid percent | Cumulative percent |
|-------|-----------|---------|---------------|--------------------|
| Cash  | 13        | 13.0    | 13.0          | 13.0               |
| Card  | 21        | 21.0    | 21.0          | 34.0               |
| Both  | 66        | 66.0    | 66.0          | 100.0              |
| Total | 100       | 100.0   | 100.0         |                    |

Chart No.8 the most convenient way to pay



### Interpretation

The above table and chart showed that 13 (13%) respondents believe that Cash is the best way to pay, and 21(21%) respondent believe in Card that the most convenient way to pay, but 66(66%) respondents believe that both the plastic card and cash are convenient way to pay. So, most of the respondents believe in that, the Cash as well as Plastic card both are the convenient ways to pay.

### (9) While traveling, according to you which is the preferred way of payment?

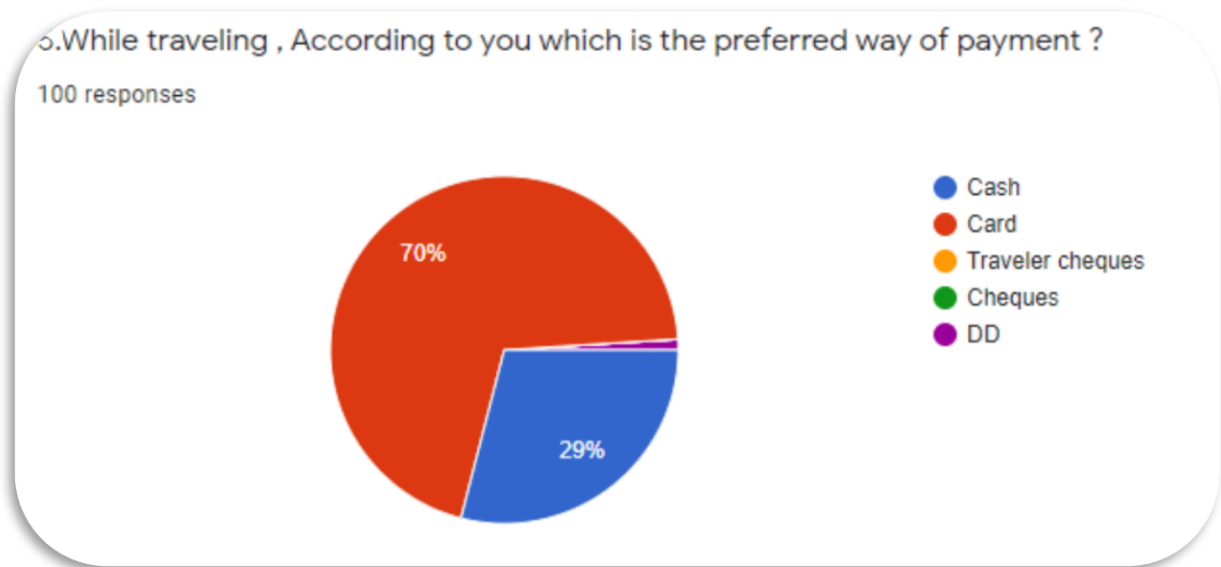
Table No.9 the preferred way of payment, while traveling

|      | Frequency | Percent | Valid percent | Cumulative percent |
|------|-----------|---------|---------------|--------------------|
| Cash | 29        | 29.0    | 29.0          | 29.0               |



|                   |     |       |       |       |
|-------------------|-----|-------|-------|-------|
| Card              | 70  | 70.0  | 70.0  | 99.0  |
| Traveller cheques | 0   | 0.0   | 0.0   | 99.0  |
| Cheques           | 0   | 0.0   | 0.0   | 99.0  |
| DD                | 1   | 1.0   | 1.0   | 100.0 |
| Total             | 100 | 100.0 | 100.0 |       |

Chart No.9 the preferred way of payment, while traveling



**Interpretation:**

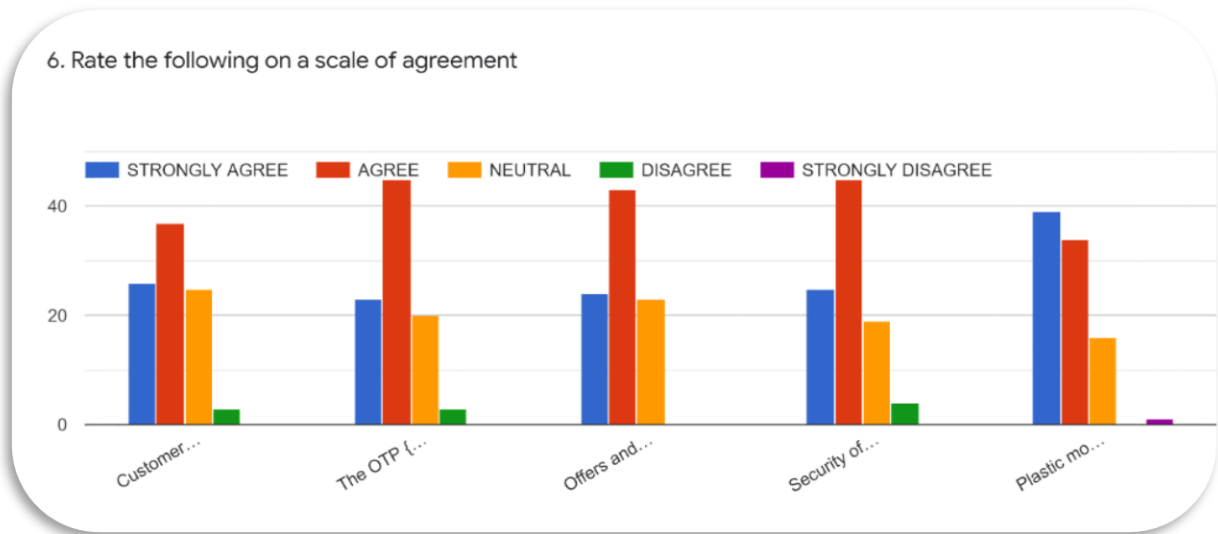
The above table and chart showed that 29(29%) respondents preferred cash while traveling, 70 (70%) respondents preferred card while traveling, 0% respondents not preferred traveller cheques and cheques; and 1(1%) respondents preferred DD while traveling. So, most of the respondents preferred cards while travelling.

**(10) Rate the following on a scale of a agreement.**

Table No.10 scaling of agreements

|  | Strongly agree | Agree | Natural | Disagree | Strongly disagree | Total |
|--|----------------|-------|---------|----------|-------------------|-------|
| Customer care support provided by credit/debit card provider | 26.0           | 37.0  | 25.0    | 3.0      | 9.0               | 100.0 |
| The otp protection is enough for any online transaction      | 23.0           | 45.0  | 20.0    | 3.0      | 9.0               | 100.0 |
| Offer and discount while shopping is attractive              | 24.0           | 43.0  | 23.0    | 10.0     | 0.0               | 100.0 |
| Security of money  | 25.0           | 45.0  | 19.0    | 4.0      | 7.0               | 100.0 |
| Plastic money will penetrate in society more in future       | 39.0           | 34.0  | 16.0    | 10.0     | 1.0               | 100.0 |

Chart No.10 scaling of agreements



**Interpretation:**

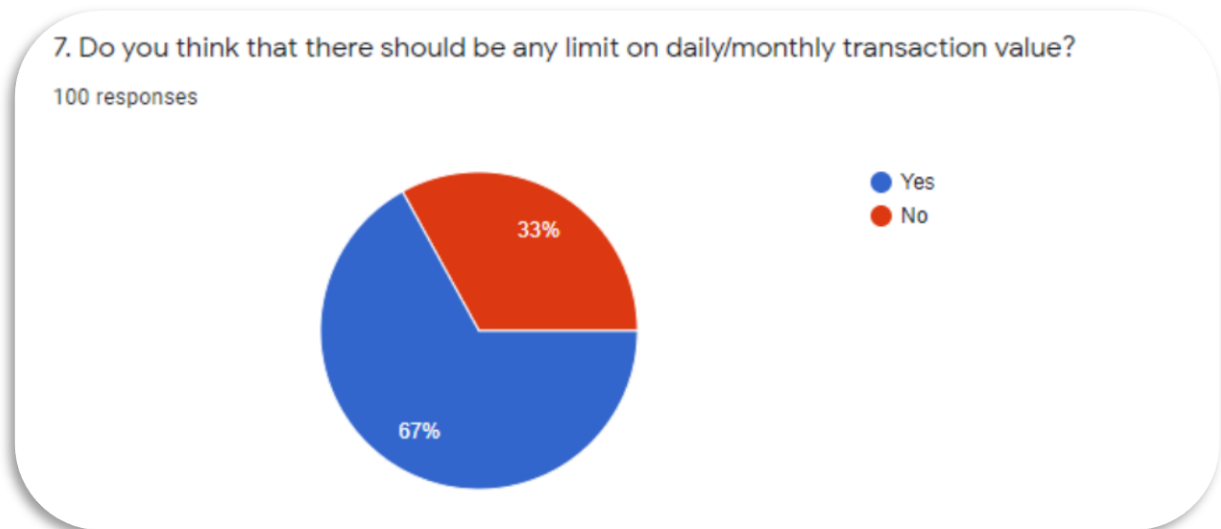
The above table and chart showed that there are different of statements, customer care support provided by credit/debit card provider the (37%) respondents agree, the otp protection is enough for any online transaction the (45%) respondents are agree, the offer and discount while shopping is attractive (43%) respondents agree, security of money (45%) respondents agree, and the plastic money will penetrate in society more in future the (34%) respondents agree, so most of the respondents are strongly agree with all the statements.

**(11) Do you think that there should be any limit on daily/monthly transaction value?**

Table No.11 limit on transaction value

|       | Frequency | Percent | Valid percent | Cumulative percent |
|-------|-----------|---------|---------------|--------------------|
| Yes   | 67        | 67.0    | 67.0          | 67.0               |
| No    | 33        | 33.0    | 33.0          | 100.0              |
| Total | 100       | 100.0   | 100.0         |                    |

Chart No.11 limit on transaction value



**Interpretation:**

The above table and chart showed that 67(67.0) respondents are aware about the daily and monthly limit in transaction value ,33(33.0) respondents are not aware. So, most of the respondents are aware about this.

**(12) Do you think that more credit card/debit card transaction in the country over cash transaction will help to grab black money circulation in the economy?**

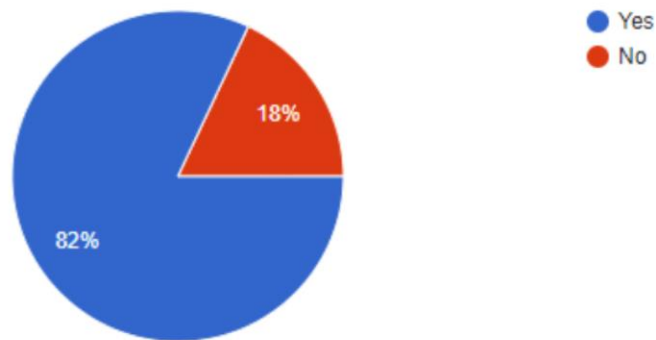
Table No. 12 comparison between credit/debit card and cash transactions

|       | Frequency | Percent | Valid percent | Cumulative percent |
|-------|-----------|---------|---------------|--------------------|
| Yes   | 82        | 82.0    | 82.0          | 82.0               |
| No    | 18        | 18.0    | 18.0          | 100.0              |
| Total | 100       | 100.0   | 100.0         |                    |

## Chart No. 12 comparison between credit/debit card and cash transactions

8. Do you think that more credit card/debit card transaction in the country over cash transaction will help to grab black money circulation in the economy?

100 responses



### Interpretation:

The above chart and table showed that 82(82.0) respondents use more credit/debit card more than cash ,18(18.0) respondents don't use any type of card they prefer cash more. So, the most of the respondents use credit/debit card more.

**(13) Do you go through all the term and conditions and policy terms of the credit/debit/ATM card before applying or getting one of them?**

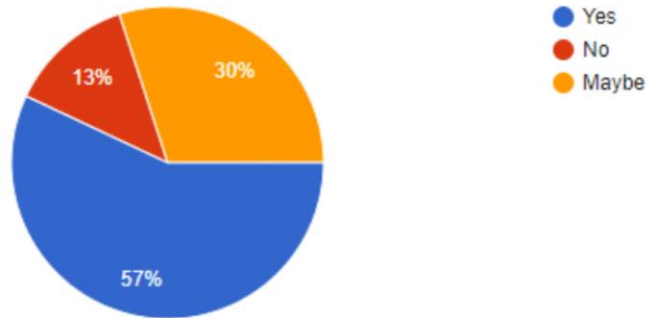
Table No.13 policy and term conditions

|        | Frequency | Percent | Valid percent | Cumulative percent |
|--------|-----------|---------|---------------|--------------------|
| Yes    | 57        | 57.0    | 57.0          | 57.0               |
| No     | 13        | 13.0    | 13.0          | 70.0               |
| May be | 30        | 30.0    | 30.0          | 100.0              |
| Total  | 100       | 100.0   | 100.0         |                    |

Chart No.13 policy and term conditions

7. Do you go through all the term and conditions and policy terms of the credit/debit/ATM card before applying or getting one of them ?

100 responses



### Interpretation:

The above table and charts showed that 57(57.70) respondents go through the policy and term condition of the credit/debit/ATM card before applying, 13(13.0) respondents don't any policy and term condition of the credit/debit/ATM cards and 30 (30.0) respondents don't anything. So, most of the respondents apply all the terms and conditions.



# **CHAPTER -6**

## **OUTCOME**



## 6.1 FINDING

The purpose of the research was to study the significant difference in consumer perception and attitude towards Plastic money based on demographic profile and also study the awareness, consumer preference to spend and the influencing factor behind the use of plastic money, after analyzing the responses of 100 respondents I conclude that:-

- Most of the respondents approx. (75%) are aware of the term Plastic money.
- It is found that most of the consumers prefer to use their plastic money to pay for Consumer Durables items, besides that the other usage of plastic money is to pay jewelry, Electronics, Investment, Online transactions, Apparel/Clothing, Banking, and Electricity bills. So, most of the consumers preferred to pay for consumer's durables items and least for electricity bills while using plastic money.
- There is no significant difference in perception towards Plastic money based on age.
- Banking industry has also provided 24\*7 customer services for their customer.
- There is no significant difference in perception towards plastic money on the bases of income. It means the income of the consumers is the main demographic factor that impacts the perception of the consumer towards the usage of plastic money.
- The main influencing factors for the respondents for using plastic money are convenient; a secure way of the transaction; reduce the time pressure are the leading reason of using the plastic money, on the Noida (city) use of cards also risky in some cases; likelihood of getting fake notes from ATM or the non-availability of money are the dissatisfaction cause that people are facing while using plastic money.

## 6.2 CONCLUSION

- 1 The use of the plastic card is more and more raising for online payment.
- 2 Around 50% of the payment of the customers is done through credit/debit cards. The sample survey shows debit cards are preferred over a credit card.
- 3 The main reason for the increase in plastic money is that the customer is not a victim of fraud except 4% of them.
- 4 The survey and secondary data suggest that customers have hardly faced any discrepancies with their bills.
- 5 The introduction of the ATM has changed the banking process also. Customers are preferring the ATM now today due to that frequency of customer to visit the banks have become less.
- 6 The use of the plastic card has also been increased because banking industries have also provided 24\*7 customer service for their customers.
- 7 About 75% of people are feeling that plastic money will penetrate society. So, we can conclude that the future of plastic money in Noida seems to be bright.

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## **CHAPTER-7**

## **REFERENCES**

## REFERENCE

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- (3) Stone, Daniel This article discusses the competitive advantage held by conventional credit card issuers and what steps they to maintain their market share against online upstarts that offer lower interest rates.
- (4) Amisha Gupta and et al The study investigated the factors affecting the acceptability of credit cards in India; therefore, it was concentrated on the primary data only.

### FOLLOWING LINK:

- [www.wikipedia.com](http://www.wikipedia.com)
- [www.investopedia.com](http://www.investopedia.com)
- <http://www.indistudychannel.com/resources/172881-advantages-and-disadvantages-of-plastic-money.aspx>
- [www.Google.com](http://www.Google.com)