



## INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

### CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>CUSTOMER SATISFACTION AND SUSTAINABLE FIRM PERFORMANCE: THE ROLE OF UNCERTAINTY</b> <i>DR. SANAL K. MAZVANCHERYL</i>	1
2.	<b>MOVEMENT FROM EEE SYSTEM TO EET SYSTEM</b> <i>DR. SAMBHAV GARG</i>	7
3.	<b>THE IMPACT OF CAPITAL STRUCTURE-CHOICE ON FIRM PERFORMANCE: EMPIRICAL INVESTIGATION OF LISTED COMPANIES IN COLOMBO STOCK EXCHANGE, SRILANKA</b> <i>B. PRAHALATHAN &amp; DR. (MRS.) R.P.C.RANJANI</i>	12
4.	<b>AN ANALYSIS OF ORGANISATIONAL CULTURE IN THE COMPANIES</b> <i>DR. ARAVIND. S., DR. FISSEHA GIRMAY TESSEMA &amp; DR. HAILAY GEBRETINSAE</i>	17
5.	<b>RESOLVING EXPECTATIONS GAPS IN FINANCIAL REPORTING: ISSUES FOR INTERNATIONAL FINANCIAL REPORTING STANDARDS</b> <i>DR. JOHN A. ENAHORO</i>	25
6.	<b>E-BANKING SCENARIO AND ITS IMPACT ON CUSTOMERS' SATISFACTION IN INDIA</b> <i>PROF. (DR.) SULTAN SINGH &amp; SAHILA CHAUDHRY</i>	29
7.	<b>A COMPREHENSIVE FINANCIAL ANALYSIS OF AQUA CULTURE FEED INDUSTRIES IN SOUTH INDIA</b> <i>ASLAM CHINARONG, PROF. (DR.) K. MARAN &amp; DR B. YAMUNA KRISHNA</i>	35
8.	<b>A STUDY ON COUSTOMER SATISFACTION TOWARDS RELIANCE TELICOM IN TAMILNADU WITH SPECIAL REFERENCE TO SALEM CITY</b> <i>MR. B. ADHINARAYANAN &amp; DR. K. BALANAGA GURUNATHAN</i>	39
9.	<b>VALUE FOR THE MONEY - SUCCESS MANTRA FOR MARKETERS IN RURAL MARKET</b> <i>DR. N. RAJASEKAR &amp; R.PRIYA</i>	44
10.	<b>INDIGENOUS BRANDING – INDIA'S FUTURE BRAND STRATEGY (AN EMPIRICAL STUDY OF THREE DECADES OF BRAND WARFARE IN INDIA)</b> <i>DR. S. P. RATH, PROF. BISWAJIT DAS &amp; PROF. CHEF GERARD D' SOUZA</i>	49
11.	<b>STOCK PRICE REACTION OF THE MERGED BANKS – AN EVENT STUDY APPROACH</b> <i>DR. P. NATARAJAN &amp; K. KALAICHELVAN</i>	54
12.	<b>A STUDY ON ABSENTEEISM OF EMPLOYEES IN RETAILING INDUSTRY</b> <i>DR. N. SANTHI, MRS. D. MARIA ANGELIN JAYANTHI &amp; MS. HEMALATHA</i>	61
13.	<b>MEASURING OF QUALITY OF WORK LIFE IN TEXTILE INDUSTRIES - AN INTEGRATION OF CONCEPTUAL RELATIONSHIP WITH PRODUCTIVITY</b> <i>N. MOHAN &amp; DR. J. ASHOK</i>	67
14.	<b>RISK MANAGEMENT STRATEGIES AND PRACTICES IN THE BANKING SECTOR: CHALLENGES ARISING FROM GLOBAL RECESSION – KEY TO SURVIVAL &amp; GROWTH</b> <i>K. BHAVANA RAJ &amp; DR. SINDHU</i>	71
15.	<b>PREVENTIVE MEDICINE TO COMBAT OCCUPATIONAL STRESS OF EMPLOYEES IN BPO ORGANISATIONS – INDIA'S NEED OF THE HOUR</b> <i>DR. R. SRINIVASAN &amp; MRS. A. BHARATHY</i>	74
16.	<b>AYURVEDIC WELLNESS TOURISM IN KERALA: A GATE WAY FOR ENTREPRENEURS TO EMERGE SUCCESSFUL</b> <i>RAMESH U &amp; KURIAN JOSEPH</i>	80
17.	<b>THE BANNED SURROGATE MARKETING AS BRAND - NEW BRAND EXTENSION ADVERTISING</b> <i>V V DEVI PRASAD KOTNI</i>	85
18.	<b>COMPARATIVE STUDY ON RETAIL SHRINKAGE OF INDIA, ASIA-PACIFIC AND GLOBAL COUNTRIES</b> <i>SANDEEP RAJENDRA SAHU</i>	90
19.	<b>QUALITY OF WORK LIFE (QWL) FOR FINANCE PROFESSIONALS IN DUBAI</b> <i>DR. SANGEETHA VINOD, FAYAZ AHAMED M.A. &amp; N. MOHAMED RAFIQ</i>	96
20.	<b>ART OF DELIGATION- A POWERFUL TOOL FOR LIBRARIAN</b> <i>NARENDER KUMAR, ASHISH SIWACH &amp; MRS. SUNITA BHARATWAL</i>	102
21.	<b>A STUDY ON BENEFITS AND RISK ANALYSIS OF FUTURES AND OPTIONS IN MADURAI</b> <i>MS. K. HEMA MALINI &amp; ER. R. DEEPA</i>	105
22.	<b>GREEN AND SUSTAINABLE MANAGEMENT – A DECIDING FACTOR FOR TOMORROW'S BUSINESS</b> <i>HARDEEP SINGH &amp; BIKRAM PAL SINGH</i>	110
23.	<b>CHANGING CONDITIONS OF WORKERS AND PROCESSES OF WORK IN ADVERTISING AGENCIES IN INDIA</b> <i>DR. YASHMIN SOFAT</i>	115
24.	<b>INDIAN FINANCIAL SECTOR REFORM (1991-2001): MISSING A MANDATORY SOCIAL CONSENSUS</b> <i>SANJAY BHATTACHARYA</i>	123
25.	<b>A STUDY ON CONSUMER BEHAVIOUR IN SELECTING CREDIT CARDS</b> <i>DR. A. VALARMATHI &amp; MRS. PRIYA KALYANASUNDARAM</i>	127
	<b>REQUEST FOR FEEDBACK</b>	133

A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories

Listed at: Ulrich's Periodicals Directory ©, ProQuest, U.S.A.

Circulated all over the world & Google has verified that scholars of more than fifty-six countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamuna Nagar, Haryana, INDIA

[www.ijrcm.org.in](http://www.ijrcm.org.in)

**CHIEF PATRON****PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
 Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
 Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**PATRON****SH. RAM BHAJAN AGGARWAL**

Ex. State Minister for Home & Tourism, Government of Haryana  
 Vice-President, Dadri Education Society, Charkhi Dadri  
 President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**ADVISORS****PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. PARVEEN KUMAR**

Director, M.C.A., Meerut Institute of Engineering & Technology, Meerut, U. P.

**PROF. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**PROF. MANOHAR LAL**

Director & Chairman, School of Information & Computer Sciences, I.G.N.O.U., New Delhi

**EDITOR****PROF. R. K. SHARMA**

Dean (Academics), Tecnia Institute of Advanced Studies, Delhi

**CO-EDITOR****DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**EDITORIAL ADVISORY BOARD****DR. AMBIKA ZUTSHI**

Faculty, School of Management & Marketing, Deakin University, Australia

**DR. VIVEK NATRAJAN**

Faculty, Lomar University, U.S.A.

**PROF. SIKANDER KUMAR**

Chairman, Department of Economics, Himachal Pradesh University, Shimla, Himachal Pradesh

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. SATISH KUMAR**

Director, Vidya School of Business, Meerut, U.P.

**PROF. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**PROF. ROSHAN LAL**

Head & Convener Ph. D. Programme, M. M. Institute of Management, M. M. University, Mullana

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**PROF. S. P. TIWARI**

Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**DR. ASHOK KHURANA**

Associate Professor, G. N. Khalsa College, Yamunanagar

**DR. TEJINDER SHARMA**

Reader, Kurukshetra University, Kurukshetra

**DR. KULBHUSHAN CHANDEL**

Reader, Himachal Pradesh University, Shimla, Himachal Pradesh

**DR. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P. J. L. N. Government College, Faridabad

**DR. VIVEK CHAWLA**

Associate Professor, Kurukshetra University, Kurukshetra

**DR. VIKAS CHOUDHARY**

Asst. Professor, N.I.T. (University), Kurukshetra

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Government F. G. College Chitgappa, Bidar, Karnataka

**ASSOCIATE EDITORS****PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering &amp; Technology, Amity University, Noida

**DR. PARDEEP AHLAWAT**

Reader, Institute of Management Studies &amp; Research, Maharshi Dayanand University, Rohtak

**PARVEEN KHURANA**

Associate Professor, Mukand Lal National College, Yamuna Nagar

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**SUNIL KUMAR KARWASRA**

Vice-Principal, Defence College of Education, Tohana, Fatehabad

**DR. BHAVET**

Lecturer, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana

**TECHNICAL ADVISORS****DR. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**DR. BHARAT BHUSHAN**

Head, Department of Computer Science &amp; Applications, Guru Nanak Khalsa College, Yamunanagar

**DR. VIJAYPAL SINGH DHAKA**

Head, Department of Computer Applications, Institute of Management Studies, Noida, U.P.

**DR. ASHOK KUMAR**

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

**DR. ASHISH JOLLY**

Head, Computer Department, S. A. Jain Institute of Management &amp; Technology, Ambala City

**MOHITA**

Lecturer, Yamuna Institute of Engineering &amp; Technology, Village Gadholi, P. O. Gadhola, Yamunanagar

**AMITA**

Lecturer, E.C.C., Safidon, Jind

**MONIKA KHURANA**

Associate Professor, Hindu Girls College, Jagadhri

**ASHISH CHOPRA**

Sr. Lecturer, Doon Valley Institute of Engineering &amp; Technology, Karnal

**SAKET BHARDWAJ**

Lecturer, Haryana Engineering College, Jagadhri

**NARENDRA SINGH KAMRA**

Faculty, J.N.V., Pabra, Hisar

**FINANCIAL ADVISORS****DICKIN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

Advocate, Punjab &amp; Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate &amp; Consultant, District Courts, Yamunanagar at Jagadhri

# CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses, **info@ijrcm.org.in** or **infoijrcm@gmail.com**.

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

### 1. **COVERING LETTER FOR SUBMISSION:**

Dated: \_\_\_\_\_

The Editor

IJRCM

Subject: **Submission of Manuscript in the Area of (Computer/Finance/Marketing/HRM/General Management/other, please specify).**

Dear Sir/Madam,

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for possible publication in your journal.

I hereby affirm that the contents of this manuscript are original. Furthermore It has neither been published elsewhere in any language fully or partly, nor is it under review for publication anywhere.

I affirm that all author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name(s) as co-author(s).

Also, if our/my manuscript is accepted, I/We agree to comply with the formalities as given on the website of journal & you are free to publish our contribution to any of your journals.

**Name of Corresponding Author:**

Designation:

Affiliation:

Mailing address:

Mobile & Landline Number (s):

E-mail Address (s):

2. **INTRODUCTION:** Manuscript must be in English prepared on a standard A4 size paper setting. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 12 point Calibri Font with page numbers at the bottom and centre of the every page.
3. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.
4. **AUTHOR NAME(S) & AFFILIATIONS:** The author (s) full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address should be in 12-point Calibri Font. It must be centered underneath the title.
5. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain background, aims, methods, results and conclusion.
6. **KEYWORDS:** Abstract must be followed by list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.

7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should be in a 8 point Calibri Font, single spaced and justified.
10. **FIGURES & TABLES:** These should be simple, centered, separately numbered & self explained, and titles must be above the tables/figures. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. It must be single spaced, and at the end of the manuscript. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - Use endnotes rather than footnotes.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**Books**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio," Ohio State University.

**Contributions to books**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**Journal and other articles**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**Conference papers**

- Chandel K.S. (2009): "Ethics in Commerce Education." Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**Unpublished dissertations and theses**

- Kumar S. (2006): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**Online resources**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**Website**

- Kelkar V. (2009): Towards a New Natural Gas Policy, Economic and Political Weekly, Viewed on February 17, 2011 <http://epw.in/epw/user/viewabstract.jsp>

## A STUDY ON CONSUMER BEHAVIOUR IN SELECTING CREDIT CARDS

**DR. A. VALARMATHI**

**ASST. PROFESSOR**

**DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH**

**TAMILNADU COLLEGE OF ENGINEERING**

**COIMBATORE – 641 659**

**MRS. PRIYA KALYANASUNDARAM**

**RESEARCH SCHOLAR, BHARATHIAR UNIVERSITY**

**LECTURER**

**DEPARTMENT OF MANAGEMENT STUDIES AND RESEARCH**

**TAMILNADU COLLEGE OF ENGINEERING**

**COIMBATORE – 641 659**

### ABSTRACT

*This is a report on research into consumer behaviour in selecting credit cards it covers the credit card holder's expectation and preference towards selected banks. During the last one decade, there has been an exponential growth in the issue of credit cards and their usage. Today the Indian population feels that a wallet without a card is empty. In the early stages its growth was very slow in terms of numbers and values however in the recent past, the scenario has changed. The number of nationalized and private banks issuing credit cards has increased significantly and credit cards have now become an integral part of consumer's life. The article suggests the bankers to offer more schemes providing benefit to all income level people. It should take necessary steps to popularize the schemes in rural areas. Customer care services should be improved. The outcomes of research in consumer behaviour gave the preference for brand name and loyalty for selecting credit cards.*

### KEYWORDS

Credit cards, consumer, bank, behavior, loyalty.

### INTRODUCTION TO THE STUDY



Over the past few decades, there has been a notable change in consumer financial services. This has opened the door to usage of credit cards, both for payments and as sources of revolving credit. A credit card is part of a system of payments named after the small plastic card issued to users of the system. Most credit cards are issued by local banks or credit unions, and are the same shape and size as specified by the ISO7810. A credit card is basically plastic card with a magnetic strip invented with the intention to simplify the complicated banking process for an individual in case he/she is short of cash, be it something casual like shopping or something severe like an emergency situation.

Various banks and private financial organization have now started providing credit card facility to their client to offer them better and simpler financial solution to their problems. Many credit card programs these days also include insurance coverage to secure the card holder in cases like theft or fraud.

Every banking and other financial institution has its own company policies and conditions regarding the credit limit as well as the time allowed to pay it back. Both secured and unsecured types of credit cards are issued by the various lender companies and it is your choice on which one you want to opt for. Sometimes, it also depends on your credit rating. It is to buy first and pay later, but paying it back later is a must or you may never come to know when you get trapped in the vicious circle of credit card debts.

Credit cards arrived in India two decades ago. Purchases were made on credit, but it was technically a charge card, meaning the bill to be paid in full at the end of each month.

### NEED FOR THE STUDY

- The study covers the credit card holder's expectation and preference towards selected banks in Coimbatore city.
- It covers their grievances and the manner of redressal of complaints.

### STATEMENT OF THE PROBLEM

Almost all the banks have issued credit cards to the people. Credit cards have been possessed by a large segment of our society. Hence, there arises a need to study the consumer behavior of users of credit cards with various levels. The study is based on the opinion expressed by the respondents which is subject to change. Here, the researchers aim to probe into the reason for possession of cards and the level of selecting credit cards.

### OBJECTIVES OF THE STUDY

- To study the consumer's behavior in selecting the credit cards.
- To study about the consumer satisfaction on credit card services.
- To study the consumer, preference and convenience to operate credit card.
- To study the utility of credit card among card holders.
- To give the suggestions on the basis of the study.

### HYPOTHESIS

**H<sub>0</sub>:** Brand name, Personal recommendation, Loyalty points all have same rankings in selecting credit cards

**H<sub>1</sub>:** Brand name, Personal recommendation, Loyalty points all do not have same rankings in selecting credit cards

**H<sub>0</sub>:** The factor analysis is not valid

**H<sub>1</sub>:** The factor analysis is valid

### METHODOLOGY

The study is intended to analyze customer's behavior towards selecting credit cards.

### SAMPLING DESIGN



The study is based on primary data collected with the help of structural questionnaire; the data was collected from 300 respondents, who are using credit cards in Coimbatore city. Secondary information is collected from books, published magazines and various dissertation and their studies.

## STATISTICAL TOOLS USED

The collected data had been analyzed by using:

- a) Percentage analysis b) Friedman's test c) Factor analysis

## CREDIT CARDS-AN OVERVIEW

### WHAT IS CREDIT CARD?

The dictionary defines a credit card as 'A card which can be used to obtain cash, goods or services up to a stipulated credit limit. The supplier is later paid by the credit card company which in due course is reimbursed by the credit card holder who will be charged interest at the end of the credit period if money is still owing.'

Everyone carries a credit card these days. A credit card is basically plastic card with a magnetic strip invented with the intention to simplify the complicated banking process for an individual in case he/she is short of cash, be it something casual like shopping or something severe like an emergency situation.

### THE HISTORY OF CREDIT CARDS

As far back as the late 1800s, consumers and merchants exchanged good through the concept of credit, using credit coins and charge plates as currency. It wasn't until about half a century ago that plastic payments as we know them today become a way of life. In the early 1900s, oil companies and department stores issued their own proprietary cards, according to Stan Sienkiewicz, in a paper for the Philadelphia federal entitled "credit cards and payment efficiency".

The first bank card, named "chard-it", was introduced in 1946 by John Baggins, a banker in brooking, according to Master card. When a consumer used it for a purchase, the bill was forwarded to Baggins' bank. The bank reimbursed the merchant and obtained payment from the customer. The catches: purchase could only be made locally, and Charge-it cardholders had to have an account at Baggins' bank. In 1951, the first bank credit card appeared in New York's Franklin National Bank for loan customers. It also could be used only by the bank's account holders. By 1951, there were 20,000 Diners Club cardholders. A decade later, the card was replaced with plastic. Diners Club Card. No doubt that after almost a decade of existence, credit cards has finally carved a niche for themselves in the Indian market.

## ANALYSIS AND INTERPRETATION

TABLE NO-1 GENERAL PROFILE OF THE CARD HOLDERS

Factors	Classifications	No. of respondents	Percentage
Age	Below 25 years	150	50
	26 to 35 years	70	23.3
	36 to 45 years	70	23.3
	Above 60 years	10	3.3
Gender	Male	180	60
	Female	120	40
Educational Qualification	School level	40	13.3
	Diploma	40	13.3
	Degree	140	46.7
	Post graduate	80	26.7
Occupation	Student	50	16.7
	Employed	110	36.7
	Profession	40	13.3
	Business	100	33.3
Marital Status	Married	140	46.7
	Unmarried	160	53.3
Family Size	Below 3 members	50	16.7
	3 to 5 members	150	50
	5 to 7 members	80	26.7
	Above 7 members	20	6.7
Monthly Income	Below 5000	70	23.3
	5000 to 10000	170	56.7
	1000 to 15000	50	16.7
	Above 15000	10	3.3

### INFERENCE

Reference to the personal profile of the customers in the above table shows that 50% respondents belong to the age of the group of below 25 years, 60% of the respondents belong to the Male category, 46.7% of the respondents are degree holders, 36.7% of the respondents are employed, 53.3% of the respondents are single, 50% of the respondents belong to family size of 3 to 5 members, 56.7% of the respondents are in the income group Rs.5000 to Rs.10000.

TABLE NO-2 BANK ACCOUNT

SNO	BANK ACCOUNT	NO OF RESPONDENTS	PERCENTAGE
1	Nationalized Banks	170	56.7
2	Private Banks	90	30
3	Schedule Banks	40	13.3
	TOTAL	300	100

### INFERENCE

It is understood from the above table that 56.7% of the respondents have bank account in nationalized banks, 30% of the respondents have account in Private Banks, and 13.3% of the respondents have account in Scheduled banks. Majority of the respondents are having account in nationalized banks.

**TABLE NO-3 CLASSIFICATION BASED ON NATURE OF BANK ACCOUNT**

SNO	TYPE OF BANK ACCOUNT	NO OF RESPONDENTS	PERCENTAGE
1	Fixed account	50	16.7
2	Saving account	170	56.7
3	Current account	50	16.7
4	Recurring account	30	10
	TOTAL	300	100

**INFERENCE**

The above table represents that 16.7% of the respondents maintain fixed account, 56.7% of the respondents maintain savings account, 16.7% of the respondents maintain current account, 10% of the respondents maintain recurring deposit. Majority of the respondents maintain saving account in banks.

**TABLE NO-4 NUMBER OF CREDIT CARDS**

SNO	NO OF CREDIT CARDS	NO OF RESPONDENTS	PERCENTAGE
1	One	210	70
2	Two	50	16.7
3	Three	20	6.7
4	Above four	20	6.7
	TOTAL	300	100

**INFERENCE**

The above table shows the number of credit cards owned by the respondents 70% of total respondents own one credit card, 16.7% of the respondents own two credit cards, 6.7% of the respondents own three credit cards. Majority of the respondents are using only one credit card.

**TABLE NO-5 CLASSIFICATION BASED ON BASIS OF BANKS**

SNO	BANK OF CREDIT CARDS	NO OF RESPONDENTS	PERCENTAGE
1	State bank of India	130	43.3
2	Indian bank	50	16.7
3	ICICI Bank	60	20
4	Any other specify	60	20
	TOTAL	300	100

**INFERENCE**

The above table states about the banks in which the respondents have their credit cards. 43.3% of the respondents belong to State bank of India, 16.7% of the respondents belong to Indian bank, 20% of the respondents belong to ICICI bank, and 20% of the respondents belong to any other. Majority of the respondents are the customers of State Bank of India

**TABLE NO-6 PERIOD OF USAGE OF CREDIT CARDS**

SNO	TIMING	NO OF RESPONDENTS	PERCENTAGE
1	Below 1 Yrs	130	43.3
2	1 to 3 Yrs	120	40
3	3 to 6 Yrs	30	10
4	Above 6 Yrs	20	6.7
	TOTAL	300	100

**INFERENCE**

The above table shows the period of usage of credit cards 43.3% of the respondents use credit cards below 1 year, 40% of the respondents use credit cards the period of 1 to 3 yrs, 10% of the respondents use card of 3 to 6 yrs, 6.7% of the respondents use the card for above 6 years Majority of the respondents use the card of below 1 year.

**TABLE NO-7 PERIODICAL USAGE OF CREDIT CARDS**

SNO	PERIOD	NO OF RESPONDENTS	PERCENTAGE
1	Daily	40	13.3
2	Weekly	30	10
3	Monthly	60	20
4	Whenever necessary	170	56.7
	TOTAL	300	100

**INFERENCE**

The above table represent the periodical usage of credit cards 13.3% of them, belong daily usage group, 10% of the respondents belong to Weekly usage, 20% of the respondents belong to Monthly usage, 56.7% of the respondents belong necessity usage group.

**TABLE NO-8 RESPONDENTS SATISFACTION**

SNO	SATISFACTION	NO OF RESPONDENTS	PERCENTAGE
1	Yes	300	100
2	No	0	0
	TOTAL	300	100

**INFERENCE**

The above table represents the respondent's satisfaction of credit cards 100% of the respondents are satisfied with the credit cards. All the respondents are satisfied with the credit cards



TABLE NO-9 CREDIT CARDS USAGE

SNO	OPINION	NO OF RESPONDENTS	PERCENTAGE
1	24 hours usage	40	13.3
2	Emergency	40	13.3
3	Time saving	120	40
4	Safety & Security	100	33.3
	TOTAL	300	100

**INFERENCE**

The above table represents the total respondents 13.3% of them use 24 hours, 13.3% of the respondents use only during emergency, 40% of the respondents use for time saving, 33.3% of the respondents use card for Safety & Security. Majority of the respondents use credit cards for saving time, safety & security

**FRIEDMAN RANK TEST**

The Friedman test ranks the scores in each row of the data file independently of every other row. The Friedman chi-square tests the null hypothesis that the ranks of the variables do not differ from their expected value. For a constant sample size, the higher the value of this chi-square statistic, the larger the difference between each variables rank sum and its expected value.

TABLE 10: FRIEDMAN RANK TEST – MEAN RANK FOR SELECTION OF CREDIT CARDS

S.NO.	PREFERENCE OF CREDIT CARDS	MEAN RANK
1	Brand name	2.81
2	Personal recommendation	2.94
3	Loyalty points	3.19

**RESULT**

The table 10 lists the mean rank of each variable. Low rank corresponds to the higher values of the variables. Here reason for selection of credit cards as “Brand name” and “Personal recommendation” has lower values than the other variables with the mean rank of 2.81 and 2.94 respectively. “Loyalty points” has larger values than the other variables with the mean rank of 3.19. Here respondents gave the preference for brand name for selecting credit cards.

TABLE 11: FRIEDMAN TEST

No of respondents	300
Calculated value	71.336
Df	2
Asymp. Sig.	.000

**RESULT**

The table 11 lists the result of the Friedman test. For these rankings, the chi-square value is 71.336; Degree of freedom is equal to the number of values minus 1. As 3 purchasing options are ranked, there are 5 degrees of freedom. It is clear that the significance level is 0.000 at 5 per cent level of significance. Hence the hypothesis is rejected. At least one of the variables differs from the others.

**FACTOR ANALYSIS**

Factor Analysis is a set of technique by which analyzing correlations between variables reduces their numbers into fewer factors which explain much of the original data, more economically.

TABLE 12: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy - <b>0.538</b>		
Bartlett's test of sphericity	Approx Chi-Square	<b>71.336</b>
	Df	<b>66</b>
	Sig.	<b>.000</b>

TABLE 13: LOADING OF FACTORS FOR SELECTING CREDIT CARDS MEASUREMENT SCALE ITEMS ON EXTRACTED FACTORS

S.NO.	Variables	Factor I	Factor II	Factor III	Factor IV	Factor V
X <sup>1</sup>	Good customer care	.540	.075	.380	.094	.020
X <sup>2</sup>	Time while transacting	-.605	.509	.328	.279	-.078
X <sup>3</sup>	Security while transaction	.667	.272	-.340	-.029	.159
X <sup>4</sup>	Insurance benefits	-.169	-.788	-.303	-.035	-.032
X <sup>5</sup>	Online operating facilities	-.178	-.507	.351	.475	-.038
X <sup>6</sup>	Flexible repayment period	.057	-.429	.314	-.526	.495
X <sup>7</sup>	Balance transfer rate	-.134	.203	-.578	-.216	.465
X <sup>8</sup>	Monthly service charges	-.556	.278	-.157	.348	.538
X <sup>9</sup>	Low interest rate	.449	.098	-.280	.668	.134
X <sup>10</sup>	Repayment period	.287	.271	.690	.044	.429
X <sup>11</sup>	Cash back bonus	.708	-.286	-.015	.373	-.071
X <sup>12</sup>	Personal schemes	.245	.607	-.051	.268	-.312
	Eigen values	2.334	2.058	1.597	1.418	1.090
	Variance (in %)	19.481	17.111	13.308	11.814	9.082
	Cumulative Eigen values (in %)	19.481	36.592	49.900	61.714	70.796

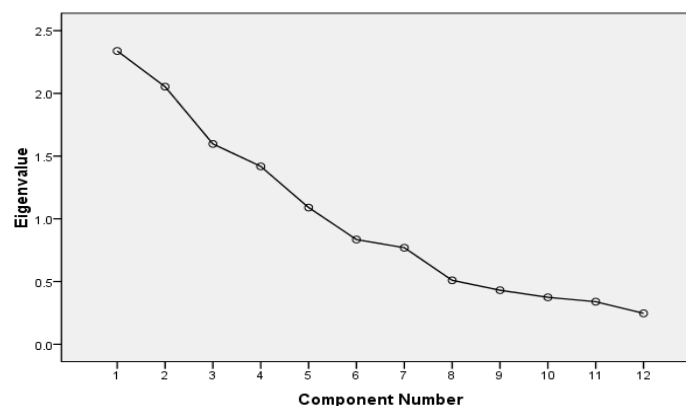
Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

TABLE 14: COMMUNALITIES

S.NO.	Variables	Initial	Extraction (C <sup>2</sup> )
X <sup>1</sup>	Good customer care	1.000	.451
X <sup>2</sup>	Time while transaction	1.000	.816
X <sup>3</sup>	Security while transaction	1.000	.661
X <sup>4</sup>	Insurance benefits	1.000	.743
X <sup>5</sup>	Online operating facility	1.000	.640
X <sup>6</sup>	Flexible repayment rate	1.000	.808
X <sup>7</sup>	Balance transfer rates	1.000	.656
X <sup>8</sup>	Monthly service charges	1.000	.821
X <sup>9</sup>	Low interest rate	1.000	.754
X <sup>10</sup>	Repayment period	1.000	.818
X <sup>11</sup>	Cash back bonus	1.000	.727
X <sup>12</sup>	Personal scheme	1.000	.601

Scree Plot



## RESULT

The table no. 12 represents, two tests namely, Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) & Bartlett's Test of Sphericity have been applied to test whether the relationship among the variables has been significant or not. The values of approximate chi-square by Bartlett's test of Sphericity with 66 degree of freedom, which is found to be 71.336. Since this value is significant at the 0.05, so reject the null hypothesis that the population correlation matrix is an identity matrix. This means that there exist correlations among the variables X<sup>1</sup>, X<sup>2</sup> .....X<sup>12</sup>. The value of KMO is found to be 0.538 which is more than 0.5. So, factor analysis is an appropriate technique to analyze the data.

The scree plot is the diagrammatic representation of the total variance explained based on the variance in the Eigen values of the fifteen components using Principal Component Analysis. This chart states the high influence of the one factor based on their Eigen value is greater than one.

## FINDINGS

- 50% respondents belong to the age of the group of below 25 years, 60% of the respondents belong to the Male category, 46.7% of the respondents are degree holders, 36.7% of the respondents are employed, 53.3% of the respondents are single, 50% of the respondents belong to family size of 3 to 5 members, 56.7% of the respondents are in the income group Rs.5000 to Rs.10000.
- (56.7%) of the respondents are having account in nationalized banks.
- (56.7%) of the respondents maintain saving account in banks.
- 70% of total respondents own one credit card.
- (43.3%) of the respondents are the customers of State Bank of India
- Majority of the respondents use the card of below 1 year.
- 56.7% of the respondents belong necessity usage group.
- All the respondents are satisfied with the credit cards
- (33.3%) . Majority of the respondents use credit cards for saving time, safety & security
- "Loyalty points" has larger values than the other variables with the mean rank of 3.19. Here respondents gave the preference for brand name for selecting credit cards.
- The values of approximate chi-square by Bartlett's test of Sphericity with 66 degree of freedom, which is found to be 71.336. Since this value is significant at the 0.05, so reject the null hypothesis that the population correlation matrix is an identity matrix. This means that there exist correlations among the variables X<sup>1</sup>, X<sup>2</sup> .....X<sup>12</sup>. The value of KMO is found to be 0.538 which is more than 0.5. So, factor analysis is an appropriate technique to analyze the data. It shows the factors loadings of factors influenced by credit cards purchase.

## SUGGESTIONS

- ❖ The credit card should offer more schemes providing benefit to all income level people.
- ❖ Banks should take necessary steps to popularize the schemes in rural areas.
- ❖ Special schemes should be provided to the credit card holders.
- ❖ Bank should have regular communication with the card holders.
- ❖ The customers should clearly be informed about the pros and cons of the credit cards etc.
- ❖ Proper review of the customers helps to avoid various problems like late fees, misuse of credit cards etc.
- ❖ Special offers and discounts should be provided during festive seasons.
- ❖ Customer care services should be improved.

- ❖ Necessary actions should be taken to rectify the errors in the statements.
- ❖ Proper redressal measures should be taken to process customer complaints

## CONCLUSION

The study shows that there are many factors which influence the selection of credit card among consumers. These factors include service offers and promotional offers. These factors were aimed at studying the selection of credit cards. Understanding the factors that explain consumer buying behavior of credit card. Users help in providing essential insights into strategy of financial services, retailers and business. Knowledge of these factors also helps in promoting the use of credit cards. Moreover the consumer credit card market in India. Stage and so, the industry must endeavor to develop marketing strategies that appeal to the changing customer needs in order to promote the usage of credit cards.

## REFERENCES

- ❖ Ausubel L (1991), "The Failure of competition in the Credit card Markets", American Economic Review, Vol. 81, No.1, PP. 50-81.
- ❖ Bank Alert Consumers on credit card frauds, The Journal of Banking Studies, (2006), Pp.14
- ❖ Berlin M and Mester J (2004), "Credit card Rates and Consumer Search", Review of Financial Economics, Vol. 13, PP. 179-198.
- ❖ Brito D L and Hartley P (1995), "Consumer Rationality and Credit cards", Journal of Political Economy, Vol.103, No.21, PP.400-433.
- ❖ Calem PS and Mester L J (1995), "Consumer Behavior and stickiness of Credit card Interest Rates", American Economic Review, Vol. 85, No.5, PP.1327-1336.
- ❖ Malhotra N K (2005), Marketing Research: An Applied Orientation, 4<sup>th</sup> Edition Pearson Education, India Branch, New Delhi.
- ❖ Srikant A (2008), "The Icfai University Journal of Services Marketing", Vol.4, No.4, PP. 49-59.
- ❖ S.P.Gupta(2006), "Statistical methods", Sultan Chand & sons Publication, New Delhi.
- ❖ S.Natarajan & R.Parameswaran(2003), "Indian Banking ", S.Chand & Company Ltd, New Delhi.
- ❖ [www.sbi.com](http://www.sbi.com)
- ❖ [www.citibank.com/india](http://www.citibank.com/india)
- ❖ [www.hdfcbank.com](http://www.hdfcbank.com)
- ❖ [www.icicibank.com](http://www.icicibank.com)
- ❖ [www.standardchartered.com](http://www.standardchartered.com)
- ❖ [www.google.com](http://www.google.com)

## **REQUEST FOR FEEDBACK**

**Esteemed & Most Respected Reader,**

At the very outset, International Journal of Research in Commerce and Management (IJRCM) appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to take this opportunity to request to your good self to supply your critical comments & suggestions about the material published in this issue as well as on the journal as a whole, on our E-mails i.e. **info@ijrcm.org.in** or **infoijrcm@gmail.com** for further improvements in the interest of research.

If your good-self have any queries please feel free to contact us on our E-mail **infoijrcm@gmail.com**.

Hoping an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**