

CHITTAL R and Dr.M.Kavitha March 2023). A STUDY ON PROS AND CONS OF CUSTOMER USING PLASTICE MONEY IN CHENNAI CITY

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A STUDY ON PROS AND CONS OF CUSTOMER USING PLASTICE MONEY IN CHENNAI CITY

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INTRODUCTION

Technology has drastically changed all the sectors including the financial sector, and the transactions in banking system have also undergone a remarkable change. The traditional concept of payment through cash is replaced by the debit cards or credit cards called 'plastic money'. Plastic money is a term that is predominantly in reference to the hard plastic cards we use every day in place of actual bank notes. Plastic money was introduced in the 1950s and is now an essential form of ready money which reduces the risk of handlings a huge amount of cash. The plastic money technology is prospering all around the world. Almost all of the businesses are being preferred this way. The plastic money includes credit cards, debit cards, smart cards, etc. Plastic money encourages people to stop carrying out weighty wallets. In the condition of immediate need for money, a person can take out the card / withdraw the demanded cash amount from his account and avoids any risk. Now a day's every bank provides the facilities of Credit cards as long as the account become active. As cash machines are also open 24 hours therefore a person does not have to wait for the banks to open, by using the card he takes out the money.

Plastic money means Credit card in simple languages. An interest rate up to 42 percent being charged by the companies offering such facilities has increased the consumption limit. The consumers must use this provision but also ensure that they are not made beyond the capacity of their survival. The competitive world definitely is pushing in more and more players to offer such a service but it is the customer who should know to evaluate the pros and cons of utilizing this new revolutionary concept in the world of fast-changing world of Business. Growth must happen and the life of the customers must modernize. At the same time, it should be ensured that unwanted and uninterrupted use of this facility does not lead to unwanted complications. Perception is an important aspect which is to be given importance in marketing studies. Perception is what the customers are actually expecting on the products from the seller or service providers.

Credit cards have changed the lifestyle of people at all levels. Even though there was a time when rich people used to mobilize the usage of the credit cards but at present, so many facilities have eased the middle and lower classes also to use the facility of the revolution in the world of Credit cards. Of course, such a system and the usage also have certain disadvantages like misrepresentation by hefting the code words, frauds committed etc. Since cash can be paid later, almost 50 to 60 percent backlog has increased and the business community also ends up making loss sometimes by availing such a facility endlessly. Even a smaller amount of Rs.100 till lakhs worth transactions is the specifying limit in such deals of using the plastic money concept.

Mobile payment apps are also known as digital payment apps which are used for easy transactions and payments. These payment apps were introduced to customers for their benefits. There are various payment apps which are used for UPI payments like Google pay Phone pe, Paytm etc. Now days the online payment apps users are increased dramatically and also the payment options have been spread in local market.

REVIEW OF LITERATURE

Arasamma(2014)Customer Perception Towards Plastic Money In Tamilnadu. © 2022 JETIR January 2022, Volume 9, Issue 1 www.jetir.org (ISSN-2349-5162) .The paper has been undertaken to study the perception of the respondents towards 10 factors related to Plastic card usage in Tamil NaduThe researcher collected primary data through the questionnaire. The researcher applied a simple percentage and Mean Score as statistical tools. Especially, a high positive perception was found in the services of prompt receipt of the monthly statement, prompt receipt of e-statement, good security system on online payments. The perception level was low in case of convenient payment modes. It was also found that there was a significant difference between the gender of the respondents and their perception level on 10 factors. There was a significant difference between income and perception level and age and perception level on all the factors of perception

Sathiyabama1 ,**.Gunasundari**(2016)Challenges And Future Prospects Of Plastic Money.IJMRR/July 2016/ Volume 6/Issue 7/Article No-8/942-949. The growing incursion of smart phones has made technology applications much more accessible to users. The Government“s also move forward for a “Digital India” and its focus on growing electronic payments is significant drivers of growth in replacing physical payments with technology-backed solutions. India is at the cusp of a tectonic shift towards electronic money from traditional cash. for instance the PradhanMantri Jan DhanYojana (PMJDY), is slowly building recognition among people to move from paper to electronic money. The PMJDY alone has seeded over 150 million Rupay cards in the last year, in addition to the 400 million debit cards already in circulation. This paper focus on the challenges and future prospects of plastic money in India.

Rifaya et al(2017) A study on customer attitude towards usage of plastic money in sivakasi.Asian Journal of Management. The current study makes an attempt to know the customer attitude

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towards usage of plastic money. Technology has drastically changed all the sectors including the financial sector, and the transactions in the banking system have also undergone a remarkable change. It is found that most of the respondents are using plastic money usually for shopping and online purchases and also for purchasing expensive products. It was found that customers prefer plastic money over paper money and the major benefit that the card provides to the customers is the convenience and accessibility. The major problem according to them is the bigger transactional costs and redundant formalities to acquire the cards from the financial institutions. They felt that the future of plastic money is vivid.

APARNA JAYARAJ(2019)A Study on Consumer's Attitude Towards Plastic Money.JETIR June 2019, Volume 6, Issue 6 www.jetir.org (ISSN-2349-5162). The aim of this paper was to understand the choice and preference of consumers towards the usage of debit and credit card. Also the study tries to find out the specific areas that consumers prefer to spend more through these cards and which is their preferred card for payment .The paper helps to understanding the factors influencing possession of debit and credit cards and card holders' attitude towards it. This paper make an attempt to study the attitude of card holders towards debit card and credit cards.

Sanjai(2021)A Study on Usage of Online Payment Apps By Customers.IJCRT.Volume 6. Issue 5. The customers are highly beneficial and satisfied towards payment apps. This study is focused on the usage of payment apps by customers and also their satisfaction towards payment apps This study done using descriptive research design method and data are collected by primary sources with 120 sample size of customers. The results are analyzed and interpreted through simple percentage analysis and chi-square test and annova test. The data analysis and interpretation done and presented through pie charts and graph.

OBJECTIVES OF THE STUDY

1. To find the customer perception towards plastic money
2. To study the customer satisfaction on plastic money usage

ANALYSIS AND INTERPRETATION

The plastic money givesmore convenient than carrying cash, it can help you stay within your budget, and it can make buying things online easier. The cons are that it can be easy to overspend, it can be hard to track your spending, and there are some risks associated with using credit cards (such as identity theft) The following table shows that the customer perception towards plastic money.

Table 1 ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Easy EMI	Between Groups	.011	1	.011	.035	.852
	Within Groups	170.237	547	.311		
	Total	170.247	548			
Convenient	Between Groups	3.830	1	3.830	12.323	.000
	Within Groups	170.022	547	.311		
	Total	173.852	548			
Safety	Between Groups	10.479	1	10.479	27.607	.000
	Within Groups	207.630	547	.380		
	Total	218.109	548			
Offers	Between Groups	.614	1	.614	2.433	.119
	Within Groups	137.964	547	.252		
	Total	138.577	548			

From the above table Convenient ($f= 12.323$, $P= 0.000$) and Safety ($f=27.607$, $P=0.000$) are statistically significant at 5 % level. It is found that out of four factors gives satisfaction to the customers for the usage of plastic money. This leads to a mean comparison shown in the following descriptive table.

FINDINGS AND CONCLUSIONS

Credit or Debit card is termed plastic money, yet it also applies to money transfers made by wire through one bank to the other. The Cons of Plastic Money are Plastic money alone won't always be helpful, Plastic money is also not 100% safe, Minimum purchase restrictions and Service fee. The pros of Plastic Money are convenience, safety, easy EMI options provided by the banks and offers given by the company and banks. Finally, it concludes that the problems associated with carrying cash have been reduced by the invention of plastic money, which has also made life simpler. We may travel the globe with some of the greatest credit cards without worrying about bringing cash.

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