



## Evaluation of attitude of customers towards plastic money post demonetization

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### Abstract

**Purpose:** The purpose of this research paper is to know the changing attitude of customer toward plastic money in today's digitalization era. In present era of digitalization customer enjoy various types of plastic money. But increasing trend of using plastic money creates a fear of risk in mind of customers. Present study also focuses on risk involved in using plastic money.

**Design/methodology/approach:** For the research purpose, descriptive research design has been adopted. For accomplishment of research objective and answer the research questions data has been collected from sample survey, authentic websites and journals. For analysis of data and testing of hypothesis chi-square test is used.

**Findings:** Findings of study confirms that plastic money has a very bright future in the coming years because of the increasing trend of e-commerce. Study also suggests some more security feature should be added to control online frauds.

**Originality/value:** This research paper gives unique insights on changing attitude towards plastic money in present era of digitalization. To best of our knowledge, a few studies have been conducted in selected region.

**Keywords:** attitude, plastic money

### 1. Introduction

Plastic Money is the alternative to the cash or the standard Money. Plastic money is the generic term for all types of bank cards credit cards, debit cards, smart cards etc. Cards services have evolved into a safe and secure manner to purchase goods and services. The internet has given credit card users additional purchasing power. Banks have options like cash back rewards, savings plans and other incentives to entice people to use their cards. Debit cards allow people the convenience of cards without the worry of racking up debt. The convenience, security and reward offer by credit and debit cards keep shoppers using their cards as opposed to cash (M. Meera *et al.* 2017) <sup>[5]</sup>. We saw tremendous growth in digital transactions post demonization in India. Digital payment companies have seen a substantial jump in their business as a result of the government's measures towards promoting cashless transactions post demonetization last year. According to the Payments Council of India, the growth rate of the digital payments industry, which was earlier in the range of 20-50 per cent, has accelerated post demonetization to 40-70 per cent (Business Line, November 5, 2017) <sup>[3]</sup>.

### 2. Objectives of the Study

- To assess the attitude of plastic money customer toward plastic money
- To know the preferences behind using the plastic money
- To know the socio-economic profile of plastic money customers

### 3. Research Methodology

#### 3.1 Research Design

Descriptive and exploratory research design are used to know the attitude of plastic money users toward plastic money

#### 3.2 Area of study

This descriptive study is conducted in Rohtak district of Haryana

#### 3.3 Data collection method

Data is collected from primary sources only.

#### 3.4 Sample Size

To collected the responses of customers 270 questionnaires are administrative and distributed to sample respondents and out of total questionnaires distributed only 260 questionnaire are found suitable and competed in all nature. Therefore, this study based on 260 responses of respondents only.

### 4. Result and discussion

#### Demographic Profile of Sample Respondents

Table 1: Gender of Respondents

Gender of Respondents	Number of Respondents	Percent
Men	140	53.84
Women	120	46.16
Transgender	0	0

It is inferred from table 1 that 53.84% are men while 46.16% are women.

Table 2: Age group of respondents (in years)

Age	Number of Respondents	Percent
18-22	15	05.77
22-26	34	13.08
26-32	63	24.23
32-36	78	30.00
36-42	58	32.30
Above 42	12	04.61

Table 2 shows the age group of respondents. It is inferred from the above table that 30% respondents represented the age

group of 32-36. 32% respondent lay down in the age group 36-42.

**Table 3:** Profession of respondents

Profession	Number of Respondents	Percent
College Students	13	05.00
Salaried Employee (Include of Government, Semi-Government, Private sector)	110	42.31
Businessman	75	28.84
Senior Citizen	35	13.46
Others	27	10.38

Table 3 shows the profession of respondents. 42 % of respondents are salaried persons.

**Table 4:** Income of respondents (In rupee)

Level of Income	Number of Respondents	Percent
Below 50,000	5	01.92
50,000-2,50,000	43	16.54
2,50,000-5,00,000	90	34.62
5,00,000-10,00,000	93	35.77
Above 10,00,000	29	11.15

Table 4 shows the income of respondents. Around 70% of respondents income lie around in the income 2,50,000 to 10,00,000.

**Table 5:** Do you keep plastic money in your pocket for digital transactions?

Do you keep plastic money in your pocket for digital transactions?	Number of Respondents	Percent
Yes	228	87.69
No	32	12.30

Table 5 show the plastic money carry by respondents.

**Table 6:** Different kinds of plastic money

Type of plastic money	Number of Respondents	Percent
Credit Card	97	37.31
Charge Card	10	03.85
Debit Card	120	46.15
Customer Card	15	05.77
Prepaid Card/Gift Card	18	06.92

Table 6 shows the different kinds of plastic money.

**Table 7:** What is the best way to pay?

What is the best way to pay?		
Plastic Money	210	80.77
Cash	50	19.23

Table 7 shows different ways of pay.

**Table 8:** Preference behind uses of plastic Money

Preference behind uses of plastic Money:		
Security in respect to paper money	45	17.31
Convenient to carry	68	26.15
Less risky to carry in respect to paper money	23	08.85
Suit to personality	19	07.31
More credit line option	105	40.38

Table 8 shows preference behind uses of plastic money

**Table 9:** Do you think plastic money safest for transactions?

Yes	093	35.77
No	167	64.23

Table 9 depicts the responses of respondents in respect of safety of plastic money.

**Table 10:** Problems encounter during using of plastic money

Different problems		
Fear of hacking while using for transaction	56	21.54
Not acceptable at point of purchase	64	24.62
High Charges/Hidden Charges	35	13.46
Unclear terms and conditions of financial institutions	60	23.08
Less knowledge of technology	45	17.31

Table 10 shows the different problems faced by customers during uses of plastic money.

### 5. Conclusion

It is concluded from the result and discussion part that 64% customers think that plastic money is not safest for online transactions while 36% customers believe in safety of plastic money. 81% customers prefer plastic money for payment while only 19% customer prefers to give payment in cash. Around 37% customer uses credit card as plastic money while 46% customers use debit cards as a plastic cards. It is concluded from analysis of data that people are ready to use plastic money for all transaction if safety of plastic money is ensured.

### 6. References

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