Consumer Perception Regarding Plastic Money – Changing Dimension and Its Impact

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Abstract – Technology has radically changed every one of the segments including the money related division, and the exchanges in the saving money framework have additionally experienced a surprising change. The conventional idea of installment through money is supplanted by the Visas or the check cards called 'plastic cash' that individuals are utilizing to attract money or to make buys. This specific research concentrates on the recognition about the acknowledgment of plastic cash, its ease of use and moderateness while they are having an effect on its inclination of utilization in Bangladesh. Information have been gathered from 202 respondents utilizing a semi-organized poll covering understudies, taxpayer driven organization holders, representatives of private organizations, and specialist. It is discovered that a large portion of the respondents are utilizing plastic money as a rule for shopping and global buys, and furthermore to purchase costly items. With a specific end goal to recognize the idle factors in regards to the impression of utilizing plastic cash, factor investigation has been fused. Factor examination separated three dormant elements, to be specific, persuasive factor for utilizing plastic cash, useful factor of utilizing plastic cash, and issues in utilizing plastic cash. Corroborative factor investigation has additionally been done keeping in mind the end goal to get the level of impact of the watched factors on the separated variables. What's more, it is discovered that among the persuasive factors, individuals are for the most part affected for utilizing plastic money since they think it includes an incentive in their way of life. Secure exchange is the most useful reason of utilizing plastic money as per the respondents. The issues of utilizing plastic money as found through corroborative factor investigation, are inaccessibility of money in ATM (Automated Teller Machine) corners, inaccessibility of technology of installment through plastic money in buy focuses, and the mechanical difficulties looked by the card holders.

Keywords: Technology, Money, Exchanges, 'Plastic Cash', Plastic Money, Organizations, ATM, etc.

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INTRODUCTION

This part investigation the view of card holders towards plastic cash in India, the accentuation has been laid on the selection, use, esteem qualities, bottlenecks and factors affecting plastic cash reception. The examination has been separated into the seven segments which incorporate perceptional investigation age–shrewd, occupation-wise, sexual orientation insightful, instruction astute, wage savvy, investigation of forerunners and spending design, and ultimately examination of saw hazard and utility. (Gupta, et. al., 2005).

Age shrewd investigation shows youthful moderately aged (31-45) individuals like to utilize charge cards and supported the imperativeness of plastic cash by those having 4-5 cards in their ownership, trailed by the more youthful individuals (\angle 30) who want to utilize platinum card pushed the centrality of plastic cash. Recurrence of card utilization and month to month spending on cards is overwhelmed by the

youthful moderately aged individuals. The individuals who demonstrated their cards have been abused, 61.5% have a place with the age more than. Youthful moderately aged individuals are not fulfilled and having a few questions about the lawful security the Government of India is giving to card clients. Sexual orientations insightful examination shows male like to utilize MasterCard's when contrasted with platinum cards. Though females incline toward platinum cards to charge cards, the two guys and females are of the feeling of centrality of plastic cash in their everyday life (Aggarwal, 2002). Guys having more ownership of cards when contrasted with females, Recurrence of card utilization and month to month spending on card are again commanded by guys when contrasted with females. Larger part (93%) of guys and females revealed that their cards have not been abused. Larger part of the respondents unfits to state precisely or they are befuddled about the legitimate assurance accessible to them. From wage point of view, greater part has a place with the class of individuals who procure month to month pay of Rs.

20,001- Rs. 60,000. 57.48% of the general population in this class want to utilize MasterCard's rather than platinum cards and are of the assessment of centrality of plastic cash. Dominant part of the respondents utilizing plastic cash 3-5 times in a month win between Rs.20,001-60,000 took after by salary bunch up to Rs. 20,000 and 60,001-10,0,000 separately. Dominant part (63.35%) pays the full installment inside the effortlessness time frame. Larger part of the respondents showed that their cards have never been abused. Among them, dominant part (55.7%) wins between Rs. 20.001-60,000, 25.6% acquire not as much as Rs. 20,000 and 15.8% gain between Rs. 60,001-100,000. Among the individuals who said that their cards have been abused in one way or other, larger part have a place with class that gain between Rs. 20,001-100,000. Result shows that higher wage gathering (above Rs.100, 000) is less confounded about the legitimate framework. Training of card clients is indispensable parameter. It was obvious from the outcome that larger part (50.7%) was post graduates, trailed by graduates and others with 3.8% individually. This demonstrates the individuals who have embraced plastic cash are very much qualified and the individual without great instructive capability is by all accounts hesitant to utilize plastic cash. Lion's share of the respondents studied utilizes charge cards and the individuals who answered to have platinum cards, 55.4% were simply graduates and 39.2% were post graduates. Respondents who said that they have more than 5 cards and among them 78.6% were post graduates and 21.4% were graduates. Plastic cash is seen to be basic for taught individuals as they utilize their card 6-10 times in a month, by dealing with their assets effectively and makes the full installment inside effortlessness period. It demonstrates training similarly matters when it is identified with installment example of card clients (Alexander, 2006). Larger part of the considerable number of respondents are either unfit to state precisely or they are not happy with lawful insurance accessible to them. Occupation viewpoint demonstrates that greater part of respondents who utilize plastic cash in their day by day lives, are from benefit class. Business class are slightest inspired by utilizing plastic cash. Management class spend more on card took after by expert and business class individuals. Plastic cash apparent to be fundamental and they are visit client of plastic cash took after by expert and business class. Result demonstrates that servicemen make full installment inside the elegance time frame with incredible alert as they require not subjecting to balances later. Results demonstrate abuse of the card isn't reliant on the control of the individual and then again, dominant part of the respondents from all the word related gatherings having some unspeakable questions about the legitimate insurance gave to them (Almeida, 1995). Customers were requested to give their inclination against the most critical variables affecting their card decisions. Comfort, Acceptability, Ioan costs,

Distribution systems and Brands were observed to be the most crucial factor on considered in plastic cash appropriation. While promotion on T.V, persuaded by coordinate offering partners and advantages offered with charge card office are respected less vital. From the investigation, it is uncovered that Indian clients are one the underlying selection stage and larger part of clients are youthful guys in age between 31-45, with post-graduate degrees, working and having of Rs. 20,000-60,000 every month.

REVIEW OF LITERATURE:

Gupta Promod (2005) in his article The Future of Plastic Money talked about the utilization of Plastic Money and its development in India lately. He distinguished that the Use of Plastic Money is developing at a phenomenal rate in India. Lesser number of introduced Points - of-Sale (PoS) terminals is the significant obstruction in the development of obligation cards. Savvy Card has numerous creative highlights which may spurt the utilization of cards in India. Shrewd Card is more secure to use in electronic frame than the present type of cards.

Robert (2003)' in his work An Introduction to the Economics of Payment Card Networks. contemplated the open installment card organizes regularly co - ordinate the exercises of thousands of money related foundations that issue cards, a huge number of retail stores that acknowledge them, and a few hundred million buyers that utilization them. This co-appointment can incorporate the aggregate setting of specific costs and other disputable system rules. Guthrie et.al, (2003) in their paper Competing Payment Schemes, displayed a model of contending installment plans. The models feature the way that, in an installment framework, one kind of client (vendors) contends to pull in clients on the opposite side of the market (card holders). It additionally dissected how rivalry between card affiliations influences the decision of exchange expenses and along these lines the structure of charges charged to cardholders and vendors.

PERFORMANCE APPRAISAL AND PROSPECTSOF CARD INDUSTRY IN INDIA:

This part assesses the execution of card industry in India since 2000 to 2009. An endeavor has been gained to investigate the development and ground of credit and platinum cards parts development in India and furthermore acknowledgment from trader foundation in India. Plastic cards industry in India has been encountering upward patterns in the quantity of cards available for use which expanded from 56.29 lakh in 2001 to 1621.30 lakh cards as at March 2009, which was intensified to be 55.9 percent for the whole time frame. Platinum cards have been expanding and have been aggravated to

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be 86.2% development for the whole time frame. Charge cards available for use in India have gotten a decent reaction from clients since they have expanded from just 37.34 lakh cards in courses at 2000 to 275.47 lakh as at March 2008 and 246.99 lakh as at March 2009. This demonstrates a 26.82 compound development rate. Part savvy investigation of charge cards in Indian banks demonstrate that private segment banks lead the Visa showcase as at March 2009 and MasterCard's of private banks have been expanding with a compound development of 77.79% for whole period since 2000 to 2009. Open and outside banks inclines in charge card advertise additionally have been exacerbated to be 23.92% development and 15.77% development separately for the whole time frame. ICICI, HDFC and HSBC banks have been driving charge card advertise in India as they have 145 lakh cards available for use out of the aggregate of 246.95 lakh cards. The charge card spending at POS touched Rs. 65,356 crore as at March 2009 up from just Rs. 10895.00 crores in 2001. These demonstrate the development of exchanges through plastic at POS in India. The Public part banks are the main in platinum cards available for use as at March 2009 with 812.92 of the aggregate check cards available for use took after by private segment manages an account with 355.18. The noteworthy players of plastic market incorporate, SBI, ICICI, AXIS and HDFC saves money with 753 lakh cards out of a sum of 1374.31 at March 2009. Shipper purposes of offer terminals have been expanding since 2000 when the business recorded 53, 915 to 4, and 26,717 as at March 2009. The CGR was observed to be 28.7 for the whole period. POS terminals of open division have been diminishing 2007 and the compound development rate was observed to be - 1.7% while that of private bank was 72% and 5.5% for remote banks for the whole time frame.

PROPERTIES OF PLASTIC MONEY:

While executing plastic cash a major exertion has been made to profit as close as conceivable to genuine, physical cash. (Amin and Pagar, 2008) introduced the accompanying six properties of a perfect electronic installment framework:

- The security of plastic cash does not rely upon uncommon physical conditions. No unique equipment is important and cash can be sent over the system.
- Plastic cash can't be duplicated, changed, or twofold spent.
- Anonymity and non-traceability. Security of client is ensured. No-body can conclude the connection amongst client and his installment. The client may perform operations namelessly.

- The Protocol for plastic installment amongst client and dealer can be performed disconnected. No immediate connect to outsider (e.g. bank) is vital.
- The plastic cash can be exchanged to some other client.
- The plastic coin C can be partitioned to any number of different coins. Any of these coins can have any esteem, littler than C, and the total of estimation of these coins is equivalent to the C.

The Plastic Money is one of those uncommon crossroads in history when that understanding movements and one installment shape surpasses another as the favored method to pay. Plastic cash has turned into the request of the day. Plastic Money or Polymer Money, made out of plastic, is another and simpler method for paying for merchandise and ventures. Plastic Money is experiencing colossal changes over the globe. The primary such change came at some point between the IO" and 6"" centuries B.C. whenever Greece and India presented metal coins, which outperformed deal or the shell monetary forms of prior circumstances. Coins overwhelmed exchange up to 2000 years, until the presentation of check, by Italian dealers in the medieval times. In 1690. Massachusetts turned into the first of the settlements to present paper cash. Money took a very long time to increase expansive acknowledgment, however in the end turned into the standard of installment for the following three centuries (Arnone and Bandiera, 2004). Australia was the principal nation to build up the plastic notes which have longer life yet after wore they are reused for additionally using.

CONSUMERS' PERCEPTUAL BIASNESS IN DEBIT CARDS OF INDIAN BANKS:

Indian financial establishments like keeping money is the life saver of the country has helped in building up the real parts of the economy and introduce another sunrise of advance on the Indian economy. The division has made the expectations and yearnings of a great many individuals into reality on the planet. Be that as it may, it has control the miles of troublesome landscape and endures under the outside guidelines and the strings of segment. As of late Indian banks have embraced the cutting edge technology and can unequivocally rival current banks of the world (Athanassiou and Mas-Guix, 2008). The financial changes of have introduced a test before Indian keeping money segment to make ceaseless development with the pace of new innovative change. The mechanical headway and selection is simply in light of the customers' acknowledgment and positive reaction. Customarily, banks were just worried about the stereotyped exercises like acknowledgment of stores and loaning surplus cash

to the client at some rate of premium and the normal items being profited by banks were investment account, current record, term store record and loaning items like money credit and term advances. It turns out to be especially fundamental for the present banks to offer the managements by considering the client's needs, inclinations, recognitions and accommodation (Azhagaiah, 2002). Client is currently getting a charge out of the offices of banks like anyplace, whenever managing an account. Web managing an account has changed the bank advertise significantly. Inventive keeping money managements like plastic cards presented in the market which has changed the client way of life by making them more unique. The present client for the most part made the exchanges through plastic cards and most ideally the exceptionally satisfactory check cards. Customers are endeavoring to code, arrange and assess financial results and edge the exchange which decides the advantages and the level of fulfillment they hope to get (Barker, et. al., 2008). The procedure of installment mode serves to impact result view of the clients. Electronic keeping money has a more extensive degree which has received by the managing an account segment now days. Banks have created different complex items to meet the fundamental prerequisites of their clients. Indian managing an account part has confronted an emotional change with the coming of well-informed private area banks and remote banks. Open part banks have made an expansive system of conventional branches to approach their clients from urban to rustic when contrasted with the private and remote players. Data technology has made a progressive to convey the keeping money items and managements productively and viably. The new private and outside investors based on reception of new innovative managements like plastic cards, PC managing an account, electronic assets exchange, web keeping money can ready to associate most extreme number of clients notwithstanding having less physical nearness. Presently open area banks are similarly endeavoring to move towards electronic keeping money, which prompts the exceptional improvement regarding its operational effectiveness, client managements, representative efficiency and saving money gainfulness. Presently banks are getting adaptability their dispersion channel by reengineering their managements. There is a rising acknowledgment of check cards in retail stores which has expanded the charge cards exchanges. Most elevated number of shoppers and shippers acknowledgment of plastic cards has changed the best approach to move past the generally geographic found dealer base to current field of exchanges. The interest for check cards has developed quickly among customers as these are more advantageous than other installment choices and practical for vendors. Customers with the restricted access to existing installment strategies discover a plastic is the most reasonable instrument for the most recent exchanges. Check cards' prevalence over

MasterCard's as the most adequate type of electronic installment at the purpose of offer and it turns into an essential purchaser decision which requires moderately little examination for acknowledgment. Plastic clients who have the learning of shrouded cost related with the Visas are judiciously utilize charge card to limit the exchange costs. The downsides like restricting point of confinement in charge cards are changing over clients to depend more on debit cards.

CONSUMERS' PERCEPTUAL BIASNESS IN DEBIT CARDS OF INDIAN BANKS:

Indian money related foundations like managing an account is the life saver of the country has helped in building up the significant parts of the economy and introduce another first light of advance on the Indian economy. The area has made the expectations and goals of a large number of individuals into reality on the planet. Be that as it may, it has control the miles of troublesome landscape and endures under the outside principles and the throbs of parcel. As of late Indian banks have embraced the advanced technology and can unequivocally contend with present day banks of the world (Bhalla, 2002). The financial changes of have exhibited a test before Indian managing an account segment to make constant development with the pace of new mechanical change. The innovative headway and reception is absolutely in light of the purchasers' acknowledgment and positive reaction. Generally, banks were just worried about the stereotyped exercises like acknowledgment of stores and loaning surplus cash to the client at some rate of premium and the regular items being profited by banks were investment account, current record, term store record and loaning items like money credit and term advances. It turns out to be especially vital for the present banks to offer the managements by considering the client's needs, inclinations, discernments and comfort (Bhargava, 2004). Client is presently getting a charge out of the offices of banks like anyplace, whenever managing an account. Web managing an account has changed the bank advertise drastically. Creative saving money managements like plastic cards presented in the market which has changed the client way of life by making them more powerful. The present client for the most part made the exchanges through plastic cards and most ideally the exceedingly adequate charge cards. Customers are attempting to code, order and assess monetary results and casing the exchange which decides the advantages and the level of fulfillment they hope to get. The procedure of installment mode serves to impact result impression of the clients. Electronic managing an account has a more extensive degree which has embraced by the keeping money part now days. Banks have created different refined items to meet the essential prerequisites of their clients. Indian managing an account area has

confronted a sensational change with the appearance of technically knowledgeable private segment banks and outside banks. The drawbacks like binding limit in credit cards are converting customers to rely more on debit cards.

DEVELOPMENT OF PLASTIC MONEY:

Plastic money is step by step reinforcing its position with the capability of further development later on. It is beneficial to watch how plastic cash will develop later on in a focused domain regarding security, productivity and comfort. The utilization of plastic cash has been extending quickly and its development is an unmistakable pattern in the zone of retail installment. There are numerous obvious preferred standpoint of an electronic method of exchange when contrasted with traditional clearing house since banks are progressively swinging to technology for dealing with their installments. A portion of the esteem traits incorporate secure installments, cost-cutting, installment on due date and less demanding money management contrasted with customary frameworks. Plastic cash as of late is picking up energy in India as trader foundations and clients understand the more secure method of making installments contrasted with ordinary installment. Monetary foundations have understood the acknowledgment of merchants and clients, which has persuaded them in utilizing on these frameworks. The plastic culture is impacting into the day by day buying propensities for Indian clients and the installment card business is developing as at no other time. In the course of recent years, client disposition towards the utilization of customary money and checks installments has changed radically prompting enhanced method for making installment. With the adjustment in technology and the change in the installment framework has prompt further improvement in plastic cash. This development in plastic cash encourages the clients to fulfill their consistently evolving needs. The development in plastic cash in the cutting edge period is:

Debit Card: Debit cards are intended for clients who like paying by notice however don't need credit. A charge card is a plastic card which gives an elective installment technique to money when making buys. Practically, it is like written work a check as the assets are pulled back specifically from either the financial balance or from the rest of the adjust on the card. The platinum card is subsequently perfect for the individuals who have a tight spending plan and need to keep inside it. There are two sorts of check cards, to be specific, on-line platinum cards and disconnected charge cards. Influencing a buy with an online charge to card is like pulling back money from an Automated Teller Machine (ATM). The card is goes to a conventional attractive per-user, which is associated by a telephone to a PC. On entering the individual ID number (PIN), PC confirms the PIN and

verifies whether one has enough cash in the bank to cover the exchange, all of which won't take more than a couple of moments. Disconnected charge cards work more like checks, in light of the fact that there is no immediate organization amongst store and bank. Disconnected platinum cards can be utilized wherever VISA or MASTER CARD is acknowledged.

Credit Card: A Credit card is a mean of getting a here and now (typically around 1 month) advance for a buy. In this manner, a charge card is a comfort instrument, not a credit instrument. Under this office, the cardholder needs to make a combined installment to the backer for all buys affected with the card in the middle of a predefined timeframe. There is no "base installment" other than full adjust. A fractional installment (or no installment) brings about an extreme late expense and the conceivable limitation of future exchanges and danger of potential cancelation of the creep. The Diner's club card of Citibank, American Express, Travel and stimulation cards falls under the classification of charge card.

Combi Card: These are attractive stripe plastic cards with a microchip chip connected to them. They can act as ordinary charge cards and furthermore have an extra capacity of putting away data which store devotion focuses, data about adjust and so forth. ABNAmro and ICICI bank have just propelled this card which can store dependability focuses for client and clients can reclaim their focuses from the card itself.

Smart Card: Smart Card, now and then called chip cards, contain a PC chip installed in the plastic. It has the ability to store up to 80 times more data than other attractive stripe cards. Savvy cards convey the electronic verification of its holder's personality empowering its holder to make secure buys anyplace on the globe, prompting an emotional increment in electronic business. It is assessed that by the year 2018, five billion shrewd cards will be being used in more than 100 nations covering 24 percent of the world populaces. Directly, savvy cards are utilized principally phones, human for services, transportation, films, fast food outlets, web managing an account and dependability programs. There are two kinds of Smart cards. In the first place, contact Smart cards that require addition into a per-user and contact less savvy cards which require just closeness to a receiving wire by means of radio waves.

In Store Card: These cards are issued to clients by a retailer or organization and by and large must be utilized as a part of that retailer's outlet or for buying the organization's items. Store cards are alluring in light of the fact that they offer customers rebates for joining, for example, 10% or 15% off the primary thing cardholder purchase. After that cardholders get unique offers and enrollment nights to be a piece of their little club.

Affinity Card: A card offered by two organizations, a loaning establishment, the other a one philanthropic gathering. Non-benefit gatherings, schools, professional wrestlers, mainstream vocalists and aircrafts are among those highlighted on partiality cards. More often than not, utilization of the card qualifies holders for exceptional rebates. Card client's advantage from the vast majority of the offices, for example, preferred customer credits or reward focuses, the non-benefit organization gets some extraordinary impetuses, for example, part of the yearly expense or a little sum for each exchange and the card organization profits by mark dependability. To put it plainly, every one of the three wins. Some fondness cards are additionally an instrument to give cash to a philanthropy or cause.

Travel and Entertainment Card (T and E): These are basically for movement and excitement purposes and known as 'T and E' cards. They are a technique for installment as opposed to a wellspring of credit and did not give a credit confine. In this class, the Diner's club was the first to show up in America and was acquainted with Great Britain in 1951, a year after its dispatch in America. These cards just offer credit for the short time frame amongst buy and charging. On the off chance that full settlement isn't set aside a few minutes, bringing about a late record and punishment is regularly forced. In any case, no intrigue is charged-rather a joining or yearly expenses is demanded. Extra income is created from the 'T and E' organization by charging vendors a commission on the business, charged to the card.

Co-Branded Card: A credit or check card issued mutually by a part bank, and a non-monetary organization, bearing a 'brand' of both. Co-marking is basically two noteworthy brands converging to improve the value and picture o the item. The advantage to the cardholder comes for the most part as reward plans and rebates offered by the credit card organization. Co-marking, aside from the reward plans with various recovery choices, additionally takes into account rebates at particular outlets when utilizing the card, free stock, visit purchaser program like regular customers focuses. For instance, Bharat BOBCARD premium is a co-marked card issued in relationship with Bharat Petroleum Corporation Ltd. Stan graph and Hindustan Lever Ltd. have a cobranded card to offer Aviance excellence items.

Student Credit Card: Understudies for the most part have practically zero financial record. This kind of MasterCard is set up to enable understudies to develop the record as a consumer that the majority of them don't as of now have. In the event that utilized shrewdly, an understudy can venture out building a strong financial record with understudy charge card.

Farmers Green Card/Rural Card: Rancher green card can be issued to parties for undertaking any exercises going under the domain of direct back to

horticulture. The plan empowers the cardholder to get moment credit from the branch which has issued the card. These cards give ranchers to purchase farming contributions without rehashing visits to the bank office. Dena Bank stepped up with regards to dispatch rural card. By and by banks like Canara Bank, Corporation Bank, are similarly giving the same.

Cheques Card: The card issued by a bank which ensures the installment of a check inside endorsed restrict, regardless of whether introduced for money at a branch of a paying bank or to a merchant for merchandise or managements. The principal check card was presented by National Provincial Bank in October 1965, ensuring installment of check up to £ 30. A check ensure card is basically in this way a truncated convenient "letter of credit" conceded to a qualified investor, giving that when he is paying a business with check and the retailer composes a card number in the back of the check. The check was marked in the retailer nearness and the retailer confirms the mark on the check against the mark on the card, at that point the check can't be halted and installment can't denied by the bank. Checks drawn against deficient finances in this way can bring about an overdraft with punishment intrigue.

Switch Card: It is an electronic check card which empowers holder to make installments at retail outlets. The installments are straightforwardly to the retailer's financial balance from the cardholder ledger. It will be an augmentation of the platinum card which may get into the market sooner rather than later.

CONCLUSION:

It was seen through the factor investigation the significance of every factor for the choice of customers to choose any brands of debit cards. The relative significance of the factors can ready to produce the elements. The main factor 'idealness' related to acknowledgment, abnormal state of rebates in brand of plastic, exchange in ATM, rebates based on point framework and global exchange. The second factor 'circumstance' clarifies the choice of a brand of debit card relies on number of ATMs and separation of ATM from living arrangement. The third factor 'acknowledgment' clarifies the money back reward framework and boundless exchanges. The fourth factor 'biasness' clarifies the plastic is chosen due to impact of family and most prominent bank. The perceptual guide made through the multi-dimensional scaling method demonstrated that clients are more disposed towards private segment banks as opposed to the general population segment one. It gives individuals favor the private banks particularly ICICI the most. In the then different banks like HDFC, PNB and SBI should give better offices with a specific end goal to catch consideration of the clients. Thus the

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examination reasons that client take care of the 'positivity' as far as advantages and 'circumstance' as far as offices factor while choosing a specific brand of debit card.

The Automated Teller Machine has changed individuals' ways of life and how the managing an account industry capacities. ATM's gives a considerable measure of advantages to the general population yet it has offered ascend to criminal exercises. The most imperative advantage the banks encounter is of giving its clients subsidizes as and when it is required. That is on account of the clients are more than glad and fulfilled. They can do different exchanges additionally and it has ended up being exceptionally useful to the clients. The managing an account industry should find a way to make its ATMs protected and secure for its clients.

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