

## A RESEARCH STUDY TO IDENTIFY FACTORS RESPONSIBLE FOR USAGE OF DEBIT/CREDIT CARDS

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### ABSTRACT

The paper studies the factors responsible for the usage of debit/credit cards among the banking customers of Surat city in India. Primary data is compiled using structured questionnaire method along with reference of secondary information from various research articles and certified journal publications A sample of 186 respondents was considered by drawing sample through non-probability convenience sampling method. Factor analysis was used to analyse the data. Questionnaire was framed by considering variable like Security in usage of cards, Convenience, Risk associated with carrying cash compared with cards, Suitability to Personality, Benefits available, Cheapest when compared with carrying cash, Good customer services, Discounts, Reliability, Safety and Control on Black Money. The analysis discloses that three factors namely Reliability (Safety), Discount and Personality are prime factors responsible for usage of debit/credit cards.

**Keywords:** Plastic money, Debit card, Credit card