

## **PG STUDENT'S ATTITUDE TOWARDS DEBIT CARDS (WITH SPECIAL REFERENCE TO CANARA BANK, HASSAN)**

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Dr. Ramesha V\*

### **ABSTRACT**

*Debit cards are substitutes for cash or cheque payments. They are popular today in these of e-banking activities. They ensure 24\*7 banking plus core-banking facilities. So, they are very common today. However, banks only issue them to customers if they hold an account with them. When a debit card is used to make a payment, the total amount charged is instantly reduced from the customer's bank balance. A debit card's concept is whenever a customer swipes it for withdrawing money due to ATM withdrawal or purchase of goods & services, as per personal account rule, the amount will be debited. The personal account rule is, debit the receiver and credit the giver. The bank customer may credit or deposit his money monthly or periodically but he uses the card very frequently like daily or weekly for withdrawal purpose. In the era of digital payments, debit cards play a vital role for admission and examination fees payment. So, present study is undertaken to do detail survey of PG students about their attitude towards debit cards.*

**KEYWORDS:** Debit Card, 24\*7, Personal Account, PG Students.

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### **Introduction**

Debit cards are substitutes for cash or cheque payments. They are popular today in these of e-banking activities. They ensure 24\*7 banking plus core-banking facilities. So, they are very common today. However, banks only issue them to customers if they hold an account with them. When a debit card is used to make a payment, the total amount charged is instantly reduced from the customer's bank balance. A debit card's concept is whenever a customer swipes it for withdrawing money due to ATM withdrawal or purchase of goods & services, as per personal account rule the amount will be debited. The personal account rule is debit the receiver and credits the giver. The bank customer may credit or deposit his money monthly or periodically but he uses the card very frequently like daily or weekly for withdrawal purpose.

### **Debit Cards in India: An Overview**

The debit cards are made up of plastic. This is the reason for both debit and credit we further all as plastic cards and the money what we transact through these cards is called as plastic money. These cards ensures global banking facilities which makes use of core banking concept. The changes in the life style of consumer creates erratic scope for these plastic cards. Debit card is a card which immediately debit the amount in the customer's bank credit balance. But for the credit card no need of immediate bank balance. This arrangement is done by the banker. The credit card concept is buying now and pay later. These plastic cards are carriers of electronic cash. With e-cash, we will no longer be required to carry bills in our pocket for exact change. These cards can be used by bank customers to pay for their shopping, transportation, medical, insurance, agriculture expenses etc.

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\* Co-ordinator & Associate Professor, Dept. of PG Studies in Commerce, Govt. First Grade College for Women, Hassan, Karnataka, India.

### **Centers and Colleges Offering PG Courses in Hassan District**

- PG Centre, Hemagangothri, Hassan.
- Government First Grade College for Women, Hassan.
- Government Arts College (Autonomous), Hassan.
- Harnahally Ramaswamy Institute of Higher Education, Hassan.
- BEG First Grade College, Hassan.
- NDRK First Grade College, Hassan.
- Government First Grade College for Women, Holenarasipura Taluk, Hassan.
- Government First Grade College, Holenarasipura Taluk, Hassan.
- Government Home Science College, Holenarasipura Taluk, Hassan.
- HD Deve Gowda Government First Grade College, Paduvalahippe, Holenarasipura Taluk, Hassan.
- Government First Grade College, Belur Taluk, Hassan.
- Government First Grade College, Halebeedu, Hassan.
- Government First Grade College, Mosalehosahally, Hassan Taluk, Hassan.
- Government First Grade College, Udayapura Hassan Taluk, Hassan.

### **Review of Literature**

The review of related articles has given the following summary.

Heggade (2000), in his research study, "The Bank Customer Relationship in India" says that there are more value services in private sector banks compared to public sector banks. But the charges are very nominal in public sector banks. So, households, students and rural people prefer to have their accounts in public sector banks like State Bank of India, Canara Bank, Corporation Bank etc. But salaried employees and business people prefer to have their accounts in private sector banks such as Karnataka Bank, HDFC Bank, Axis Bank etc. Verma, (2000) in his research article Banking on change, stated IT as a threat for the PSBs since there is no face to face contact. Varghese and Ganesh, (2003) in their research study, Customer Services in Public Sector Banks and old private sector banks, stated that there are no significant differences in the two types of bank branches located in rural and urban areas. Hasanbanu, (2004) in his research study on customer service in rural banks, opined that rural customers are not aware of the benefits of latest technology. So it is very difficult to educate rural customers.

R.K. Uppal, (2006) in his book Indian Banking and information technology stated the need of plastic money instead of carrying huge cash. So, in modern days customers are very much interested in using debit and credit cards for the payment of daily expenses like vegetables, petrol, monthly rent and interest payments etc. He further focus that public sector banks plays a vital role in rural areas in the issuance of debit and credit cards. Richard Gay, (2007) in his book online marketing – a customer oriented, stated that the internet has brought a huge advantages to e-marketers as it provides means of advertising, possibility of increased sales, fast and convenient payments. However, the use of the internet by marketers has brought some challenges also like cyber crimes.

Jyothisna Sthi, (2008) in their book elements of banking and insurance, highlighted the technological innovations witnessed by corporate sector during the nineties have introduced new business strategies wherein IT is increasingly playing a significant role in improving the banking facilities at the door steps of the customers. As a result, drastically changes are done in the banking services in the recent years. Ravi Kolkota, (2008) in their book Electronic Commerce - A manager guide, analyzed the effect and challenges of new technology for banks. It included the online banking, core banking, e-tax payment etc.

### **Objectives of the Study**

- To study and evaluate the PG students attitudes and perception towards the debit cards.
- To study the awareness and usage of PG students who are having Canara bank debit cards in Hassan district.
- To examine the benefit and satisfaction of debit and impact on the customers and
- To offer few suggestions to improve the better banking facilities to customers.

### Hypothesis Statement

**H<sub>01</sub>:** The attitude of male and female students towards debit cards is different.

### Scope of the Study

The present study focuses on only PG students who are having debits cards in the Canara Bank, Hassan district. This study covers the issue of debit cardholders among the PG students, their perception of debit cards, attitudes, satisfaction and awareness about the debit cards. The structured questionnaire was sent to PG student's Watsap group. The study is covered 200 PG students response.

### Sampling Design

The sampling type selected for the study is stratified sampling covering the PG students who are the debit card holders of Canara Bank in the Hassan district and total number of students took part in the present study is 200 in various PG centers and affiliated degree colleges of Mysuru University.

### Period of the Study

The present study is taken over three months from November 2021 to January 2022.

### Methodology

The present study is based on both primary as well as secondary data. The primary data is collected from the cardholders through structured questionnaires. The secondary data are collected from the books, journals, magazines, and news papers. Online data also taken from the websites of Reserve Bank of India and Canara Bank. Further Google search engine also used to collect latest concepts on plastic money.

### Statistical Tools and Techniques

The present study uses different mathematical tools and techniques for the analysis and interpretation of data such as frequency distribution tables, charts, graphs, figures and hypothesis test.

### Limitations of the Study

There are certain limitations of the study which are stated here,

- The data for the present study is taken only from PG Students of Hassan district.
- The respondents covered in the study only customers of Canara Bank.
- The findings and suggestions are limited to specific time period of three months.
- The sample taken only 200 respondents which is very small compared to actual number of Canara Bank.

### Analysis and Interpretation of Data

This section gives the analysis of the study and interprets the available statistical data based on the field work carried out in the selected area.

#### Socio-Economic Profile of the PG Students – Debit Card Holders of Canara Bank, Hassan

Sl. No.	Particulars	Description	No. of Respondents	Percentage
1	Gender	Female	144	72
		Male	56	28
		<b>Total</b>	<b>200</b>	<b>100</b>
2	Age	21 – 23 Years	194	97
		23 – 25 Years	05	2.5
		Above 25 Years	01	0.5
		<b>Total</b>	<b>200</b>	<b>100</b>
3	Course	M. Com	90	45
		MBA	40	20
		MA	30	15
		M. Sc	40	20
		<b>Total</b>	<b>200</b>	<b>100</b>
4	Parent's Income	Below Rs. 1,00,000	166	83
		Rs. 1,00,000 – 2,00,000	20	10
		Rs. 2,00,000 – 3,00,000	9	4.5
		Above Rs 3,00,000	5	2.5
		<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

**Table 1: Showing the type of Bank A/c and Type of card holding by the PG Students**

Preference of Card	Type of Account		Total
	SB A/c	RD A/c	
Debit Card	200	--	200
Credit Card	--	--	--
<b>Total</b>	<b>200</b>	<b>00</b>	<b>200</b>

Source: Primary Data

**Interpretation**

From the above, it is cleared that all PG Students have SB A/c only and no student has RD A/c and all students have debit card and no PG student has credit card.

**Table 2: Showing the Frequency of using Debit Card**

Frequency of Card using	No. of Respondents	Percentage
Every day	00	00
Weekly	20	10
Monthly	97	48.5
Occasionally	25	12.5
Very rarely	58	29
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

**Interpretation**

The above table reveals that majority of PG students are using their debit card monthly and no student is using the card daily. It also shows that 29% of people are using card very rarely.

**Table 3: Showing the Banking Facilities Preferred**

Banking Facilities Preferred	No. of Respondents	Percentage
Debit Card	150	75
Credit Card	00	00
SMS Facility	20	10
E-Banking	05	2.5
Internet Banking	02	1
Cheque Book	00	00
Mobile Banking	23	11.5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

**Interpretation**

From the above facts, it is known that majority of students are using Canara Banking for Debit card purpose. It is also found from the survey that students are opening bank account for the purpose of receiving scholarships and fees payment of admission and examination.

**Table 4: Showing the Safest Banking Modes Preferred**

Safest Banking Modes Preferred	No. of Respondents	Percentage
Cash	48	24
Debit/Credit Card	130	65
Cheque	12	6
Net Banking	10	5
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

**Interpretation**

The above table reveals that around 89 percent of the PG Students of Canara Bank are feeling the safest mode of banking transactions can be through debit card and credit card and cash payment.

**Table 5: Showing the Student's satisfaction about banking service**

Safest Banking Modes Preferred	No. of Respondents	Percentage
Highly Satisfied	105	52.5
Satisfied	60	30
Partly Satisfied	26	13
Dissatisfied	7	3.5
Highly Dissatisfied	02	1
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

**Interpretation**

The above table reveals that majority of PG students are satisfied about banking facilities and services.

**Table 6: Showing the Student's Opinion about Debit card usage for Convenient-ness**

Debit card usage for Convenient-ness	No. of Respondents	Percentage
Strongly Agree	23	11.5
Agree	166	83
Neutral	11	5.5
Disagree	00	00
Strongly Disagree	00	00
<b>Total</b>	<b>200</b>	<b>100</b>

Source: Primary Data

**Interpretation**

The above table says that majority of customers are expressing their views that carrying Debit card is more convenient than holding huge cash in the purse. It is also possible now days since also most all business houses have digital payment Apps for receiving payments from the customers.

**Testing of Hypothesis**

$H_{01}$ : The attitude of male and female students towards debit cards is different.

Variables	Gender	No.	Mean	SD	T-test	Sig.
Attitude of Male & Female students towards Debit Cards	Female	156	2.36	0.66	-0.14	0.89
	Male	44	2.37	0.62		

**Result**

From the table above, t-value takes 0.14 which is not significant at 0.05 significance level ( $p > 0.05$ ). It is obvious that mean value is almost same between male and female ( $M = 2.36$ ,  $M = 2.37$ ). Therefore, it can be concluded that there is no significant difference in attitude of male and female students towards debit cards.

**Major Findings of the Study**

On the basis of field study analysis, the following findings and suggestions can be made,

- Majority of PG students constitutes female. There are only 28% of students from male. This indicates that higher education benefit is enjoyed by female students. So, it can be suggested to male students also to study PG courses and thereby they can do research activities and they can go to higher positions in life like professor, CEO in companies.
- Around 65% of the PG students are studying commerce and management courses like M. Com & MBA. So, there is huge scope to study science course like M. Sc since there is lots of demand in company's side.
- 100% students are using SB Account with Debit cards. It is found that no student is using credit card. It is a good trend to keep away from credit risk.
- Around 48.5% students are using their debit card monthly and 29% of PG students are using their card rarely. So, it can be suggested to use card to promote digital payments.

- Around 65% of PG students are feeling that carrying debit card is safer while travelling like purchasing and picnic.
- About 82.5% of PG students are very happy about Canara Bank facilities. This creates good market for banking products and services. So, canara bank can expand its business to rural areas also to grab market opportunity.
- Around 94.5% of PG students felt that Canara Bank is very convenient to them compared to other banks. This is a good sign of success to Canara Bank.

### **Conclusion**

Canara Bank is one of leading public sector banks and it has more opportunities to grow in rural areas. The bank is establishing its branches all over India. The performance of bank is improving day by day by opening more number of branches. It is providing financial assistance for agricultural activities, student education loans, industrial requirements, business purposes and entrepreneurial activities and so on. Most of the students are using master card and ATM-cum-debit cards of Canara Bank. So, Canara bank can attach still more benefits at concessional rates to common public. By doing so, the bank can enhance its services to more people and it can give competition to other public and private sector banks.

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