



The market acceptance of debit cards amongst the middle income youths in Patna (A study conducted with reference to Bingo debit cards introduced by the Bank of India)

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Abstract : *This study is an attempt to understand and appreciate the nuances related to the acceptance and preference for Debit cards, in Patna. BINGO, a debit card introduced by Bank of India is the latest entrant. It is imperative that its marketers enquire into the forces that play a decisive role in ensuring the success of debit cards in Patna. With the competition heating up at both domestic and international levels, Debit card market is a happening field.*

As debit cards are perceived as an integral part of financial transactions, a systematic study regarding the analysis and interpretation relating to the driving forces that shape-up the debit card market is called for.

Key words: Market acceptance, debit cards, overdrafting, ATM (Automated teller machine), POS(Point of sale).

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Introduction:

Every consumer has a vast number of attitudes towards products and services. There has been a perceptible change in the lifestyle of the middle income youths in Patna with regard to the way they carry cash for the purpose of transactions and to connect with the customers. It is indeed inconvenient and risky to carry a lot of money and move around. Debit cards which are offered by most of the banks provide its users the freedom from carrying the cash and making them available money for transaction at whatever point of time they are in need of. Bingo debit card has been introduced by Bank of India to attract the youth