



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

segment. This card has an attractive operational feature of overdraft i.e., maximum of Rs. 2500 linked with charged account. The card can be used at an ATM and a POS.

The study is an attempt to explore and appreciate the acceptance level of Bingo debit cards among the middle income youths in Patna.

Objectives of the study:

The different objectives which were considered are enumerated as follows:-

- To measure the attitude of the middle income youths towards debit cards in Patna.
- To figure out the awareness level of Bingo debit cards.
- To estimate the satisfaction level of debit card users.
- To explore the criteria for the selection of debit cards.
- To suggest how Bingo debit card could consolidate its market position in Patna.

Hypotheses of the study:

The following hypotheses, considered appropriate for the study, were formulated :-

- Youths accept credit cards irrespective of gender.
- Outdoor advertising is the major source of information regarding debit cards.
- Satisfaction level of the customers of Bingo card is very high.
- Awareness level of Bingo cards is low.

Methodology of the study :

The design of the study has been both exploratory and descriptive as it attempted to figure

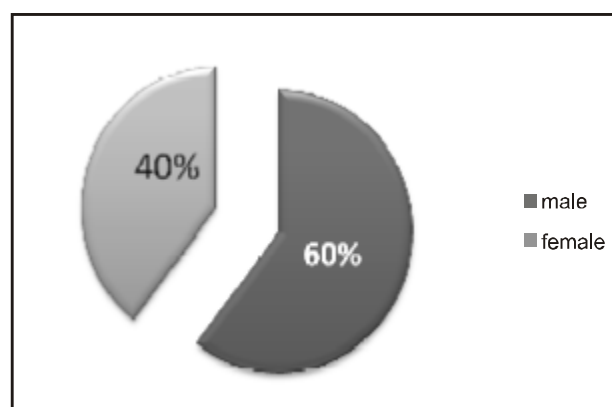
out the attitude of the users and to enquire the criteria for their preference to enrich the data base. It has considered both primary and secondary sources for the purpose of data collection as it was believed that it would enrich the data base. Questionnaire was administered for the purpose of data collection to 200 respondents belonging to middle income group in Patna which were selected on the basis of stratified random sampling. Data once collected was analyzed statistically and logically to arrive at valid conclusions.

Limitations of the study :

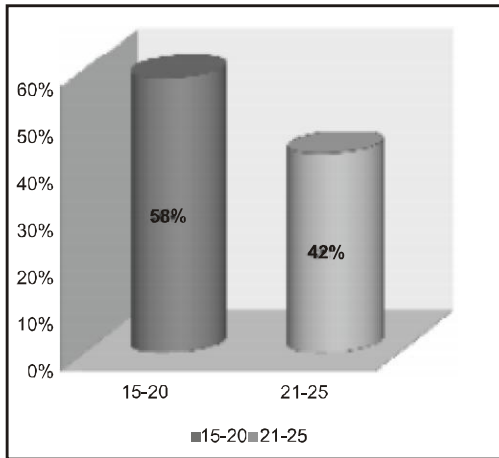
- There was a scarcity of time as the entire study was required to be conducted within the stipulated time period.
- The enquiry was highly technical in nature as it dealt with the financial product that is the debit card about which people are still not very aware and responsive.
- The busy schedule of the respondents also at times appeared to be the stumbling blocks.

Analysis and Interpretations:

1. Gender profile of the prospects: The analysis establishes that debit cards are more acceptable amongst male than female.



2. Awareness level with respect to age group: The analysis establishes that the awareness level is more amongst the younger age bracket.



3. Preference of the education group : The analysis establishes that the debit cards are more popular with the under-graduates.

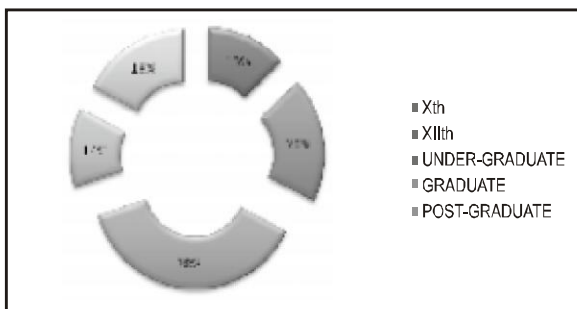
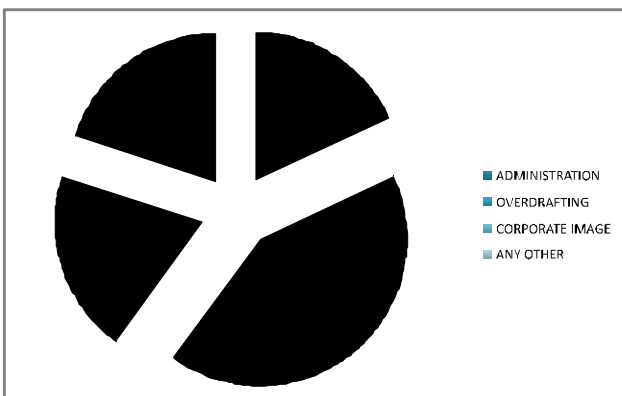
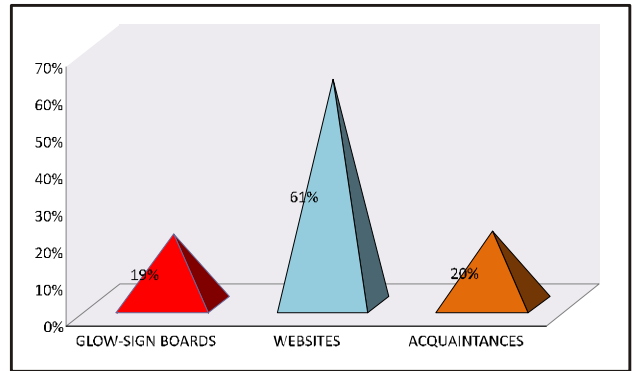


Fig. – 3 : Preference of debit cards across the educational group

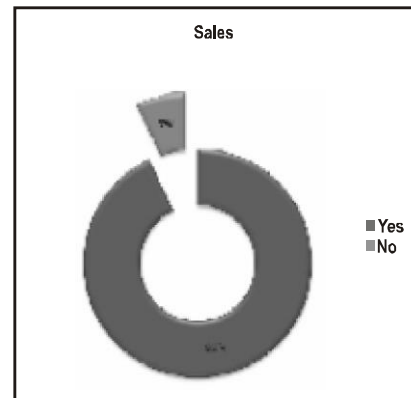
4. Criteria for the preference of debit cards:: Overdrafting facility is the major criteria regarding the preference of debit cards.



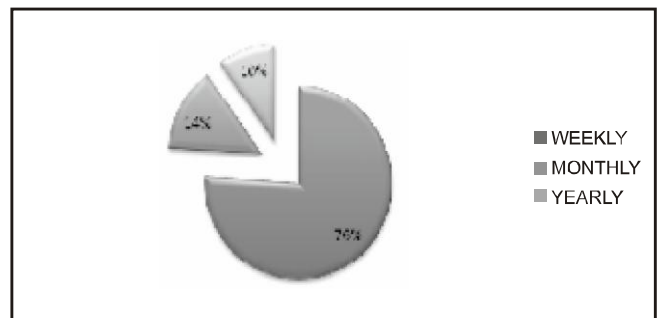
5. Sources of information: Websites are found to be the predominant source of information regarding debit cards amongst the prospects.



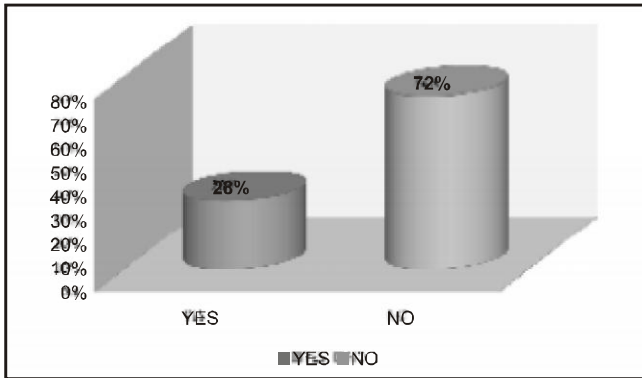
6. Satisfaction level of the customers: The analysis establishes that satisfaction level of the customers is very high with the Bingo debit cards.



7. Frequency of using debit cards: The analysis establishes that the over-whelming numbers of debit card holders use it on weekly basis.



8. Awareness regarding the newly launched Bingo debit cards by the Bank of India: The awareness level of Bingo debit cards amongst the prospects is abysmally low.



Findings of the study :

- Bingo debit card was well accepted amongst the youths of Patna irrespective of gender. This proves the hypotheses.
- Contrary to the hypotheses of was observed that hypotheses was not proved.
- Contrary to the hypotheses, the satisfaction level of the customers of Bingo debit card was overwhelming.
- The awareness level of the target audience regarding Bingo debit card was just below average which proves the hypotheses.
- Online advertising was found to be most effective in order to reach out to the target audience which disproves the hypotheses.

Suggestions:

- Bingo debit card should undertake aggressive promotion campaign as the customer awareness level is not satisfactory.
- It should ensure the maintenance of high level of customer satisfaction as it would lead to the favourable publicity of the product.
- Online advertising should be given the impetus, as it has been found to be most popular amongst the target audience.
- The company could also consolidate its customers base by including different customer groups which cut across the

narrowly defined age group, which is presently served by the company.

Conclusion:

- Debit cards have become widely accepted amongst the Patnaites.
- The debit card companies have the upcoming urban market to tap the immense potential.
- The competition is heating up, it is therefore, the need of the hour to grab the opportunity by developing effective marketing strategies.

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