

Exploring Credit Card Perceptions: A Socioeconomic Study in Jammu Region

Dr. Arti Kundan



Exploring Credit Card Perceptions: A Socioeconomic Study in Jammu Region



**India | UAE | Nigeria | Uzbekistan | Montenegro | Iraq |
Egypt | Thailand | Uganda | Philippines | Indonesia**
www.empyrealpublishinghouse.com

Exploring Credit Card Perceptions: A Socioeconomic Study in Jammu Region

Authored By:

Dr. Arti Kundan

Academic Counselor in Management at IGNOU Jammu and holds the position of an Online Teaching Instructor in Business Administration at Eton College, Vancouver, Canada

Copyright 2024 by Dr. Arti Kundan

First Impression: February 2024

Exploring Credit Card Perceptions: A Socioeconomic Study in Jammu Region

ISBN: 978-81-970603-0-4

Rs. 1000/- (\$80)

No part of the book may be printed, copied, stored, retrieved, duplicated and reproduced in any form without the written permission of the editor/publisher.

DISCLAIMER

Information contained in this book has been published by Empyreal Publishing House and has been obtained by the author from sources believed to be reliable and correct to the best of their knowledge. The author is solely responsible for the contents of the articles compiled in this book. Responsibility of authenticity of the work or the concepts/views presented by the author through this book shall lie with the author and the publisher has no role or claim or any responsibility in this regard. Errors, if any, are purely unintentional and readers are requested to communicate such error to the author to avoid discrepancies in future.

Published by:
Empyreal Publishing House

Acknowledgement

It is an opportunity to express my heartfelt appreciation for those who helped me in the process of completion of my book. First and foremost, I would like to thank almighty God for always giving me the strength to achieve my goals successfully.

At the outset, I owe a great sense of gratitude towards my better half Prof. Brinder Kumar, for his eternal support and understanding of my goals and aspirations. His infallible love and support have always been my strength. His patience and sacrifice will remain my inspiration throughout my life. I am very thankful to my son Abhinav and my lovely daughter Hiral whose innocent smile and ignorant questioning quest always act as my laughter pills.

I am thankful to my in-laws for their good wishes and cooperation during this journey. I offer my special thanks and deep appreciations to my father in law Sh. C.D. Gorka and mother in law Smt. Pushpa Devi for their unconditional love, support, affection and blessings.

Words are not enough to express my deepest sense of gratitude and thanks to my father Sh. R. D. Kundan and mother Smt. Darshana Devi for showing me the right direction, providing me unconditional support and for instilling unwavering faith and confidence in my abilities. I earnestly want to thank both of them for the sacrifices they have made for me and for doing every possible effort to develop my professional and personal life

I am lucky to have Mr Vishal Kundan as my younger brother and Ms. Rhythm Kundan as my lovely bhabi, whose love, cooperation and support amplify my efforts and chances of success. A special thanks to my sisters Ms. Neeru Kundan and Ms. Sweety Kundan for their trustworthy love and affection.

As always it is impossible to mention everybody who had an impact on this work. There are those whose spiritual support is even more important. Their infallible love and support have always been my strength. Their patience and sacrifice will remain my inspiration throughout my life.

I would also like to thank all the staff members, University of Jammu and others who in any way helped me during my research work. I owe my thanks to library staff, office staff and other non-teaching staff of The Business School, University of Jammu for the support they rendered me throughout my research work.

I dedicate this book to my family, my mentor and my tots! You are the reason why I did this. You all mean the world to me. I love you all dearly. Thank you, thank you, thank you, thank you and thank you!

There could be a possibility that I might have missed few names who contributed to this thesis immensely. My sincere thanks to one and all.

Dr. Arti Kundan

Table of Contents

Acknowledgement		IV - V
Table of Contents		VI - IX
	Title of Chapters	Page No.
INTRODUCTION		
1.1	Introduction	1
	1.1.1 Concept of Credit Cards	1 – 4
	1.1.2 Features of Credit Cards	4 – 5
	1.1.3 Foundation of Credit Cards	5
1.2	Journey And Progress of Credit Cards	5 – 7
1.3	Challenges Related to Credit Cards	7 – 8
1.4	Needs For Promotion of Credit Cards	8
1.5	Current Implications in Credit Card Industry	8 – 11
1.6	Significance of the Study	11 – 12
1.7	Structure of the Thesis	12
1.8	Chapter Summary	12
REVIEW OF LITERATURE AND RESEARCH DESIGN		
2.1	Introduction	13 – 30
2.2	Justification of The Study	30 – 31
2.3	Research Design	31
2.4	Statement of the Problem	31 – 32
2.5	Purpose of the Present Study	32

2.6	Scope of the Study	32
2.7	Research Hypotheses	32 – 33
2.8	Research Objectives	33
2.9	Sampling Design	34
	2.9.1 Data Collection Techniques	34
2.10	Statistical Tools	34
	2.10.1 Research Purpose	34 – 35
2.11	Selection of Study Area	35
2.12	Selection of Sample Bank Branches	35
2.13	Questionnaire Design and Development	35 – 36
2.14	Pretesting and Final Instrument	36
2.15	Selection of Credit Card Holders	36 – 38
2.16	Data Analysis Techniques	39 – 41
2.17	Chapter Summary	41
ORGANIZATIONAL PROFILE		
3.1	Introduction	42
3.2	State Bank of India Ltd.	42 – 47
3.3	HDFC Bank Ltd.	47 – 51
3.4	ICICI Bank Ltd.	51 – 56
3.5	Punjab National Bank (PNB Bank)	56 – 59
3.6	Jammu And Kashmir Bank (J & K Bank)	59 – 63

3.7	Chapter Summary	63
DEMOGRAPHIC AND SOCIO-ECONOMIC ANALYSIS OF USERS' PERCEPTION TOWARDS CREDIT CARDS: DATA ANALYSIS AND INTERPRETATION		
4.1	Introduction	64
4.2	Demographic and Socio-Economic Profile of Respondents	64 – 65
4.3	Descriptive Statistics of Usage Construct	66 – 68
4.4	Reliability And Validity Analysis	68 – 71
4.5	Factor Analysis	71
4.5.1	Exploratory Factor Analysis For Usage Context Scale	71 – 74
4.5.2	Scree Plot	74
4.6	Achievement of Objectives	74 – 81
4.7	Testing of Hypotheses	81 – 84
4.8	Chapter Summary	84
ANALYTICAL FRAMEWORK OF THE DEMOGRAPHIC AND SOCIO-ECONOMIC FACTORS INFLUENCING THE USE OF THE CREDIT CARDS IN THE SELECT BANKS		
5.1	Introduction	85
5.2	Demographic And Socio-Economic Variables of the Study	85 – 86
5.3	Analysis of Demographic and Socio-Economic Factors in Relation to Factors Explored	86 – 91
5.4	Analysis of Card Usage in the Select Banks Understudy	91 – 93
5.5	Comparison of Card Usage In SBI, ICICI, PNB, HDFC And JKB on the Basis of Arithmetic Means	93 – 95

5.6	Comparative Analysis of HDFC, SBI, PNB, ICICI And JKB Across Demographic Parameters	96 – 97
5.7	Comparative Analysis of HDFC, SBI, PNB, ICICI And JKB Across Socio-Economic Parameters	97 – 98
5.8	Chapter Summary	98
SUMMARY OF FINDINGS, CONCLUSIONS AND SUGGESTIONS		
6.1	Introduction	99
6.2	Synoptic View	99 – 101
6.3	Summary of the Findings	101
	6.3.1 Validation of Hypotheses	101 – 103
	6.3.2 Achievement of the Objectives of Study	103 – 106
6.4	Conclusion of the Study	106 – 107
6.5	Managerial Implications	107 – 108
6.6	Suggestions and Recommendations	108
6.7	Limitations	109
6.8	Directions for Future Scope	109
	REFERENCES	110 – 111
	BIBLIOGRAPHY	112 – 127

ABOUT THE AUTHOR



Dr. Arti Kundan is an accomplished professional with a diverse academic and professional background. Holding an MBA with a major in HRM and a minor in marketing, Dr. Kundan earned a PhD from Jammu University and is UGC NET qualified in Management. In addition, she holds a three-year diploma in computer engineering from Govt Polytechnic.

With a rich teaching experience of five years in the BBA department at GDC Boys Udhampur, Jammu, and two and a half years in the HRM and OB department at Central University Jammu, Dr. Kundan also contributed three and a half months of work at Govt SPMR College of Commerce. Her professional journey includes a one-year stint as an Operation Assistant at Karvy Mutual Fund.

Dr. Kundan's academic prowess extends to research, with five publications in UGC CARE and peer-reviewed international journals. She has presented numerous papers in both international and national conferences, showcasing her commitment to academic discourse.

Currently, Dr. Kundan serves as an Academic Counselor in Management at IGNOU and holds the position of an instructor in Business Administration at Eton College, Vancouver, Canada. Her multifaceted expertise in academia and industry positions her as a dynamic and knowledgeable professional in the field of management and business administration.



India | UAE | Nigeria | Uzbekistan | Montenegro | Iraq | Egypt | Thailand | Uganda | Philippines | Indonesia

Empyreal Publishing House || www.empyrealpublishinghouse.com || info@empyrealpublishinghouse.com