

Impact of Plastic Money In Current Scenario

Dr.B.Gunasekaran¹, Harikrishnan N²

^{1,2}Dept of Commerce

^{1,2}Sri Krishna adithiya college of arts and Science

I. INTRODUCTION

Plastic money refers mainly to the physical plastic cards that we use on a daily basis instead of banknotes. There are many different types of plastic money such as cash card, credit card, debit card, prepaid cash card and store card.

Plastic money, also known as polymer money, is a type of money made from plastic. It is a new and easy way to pay for products and services. It was first introduced in the 1950's and has since become an essential form of ready money. It reduces the risk of dealing with large amounts of cash. It can be used with credit cards, debit cards, ATMs, smart cards, etc. Plastic money is much more convenient to carry because you don't have to carry a huge amount of money. It is also much safer to carry or travel with it because if it is stolen, you can contact the bank you use and block it, saving you money against theft or even buying it.

Today, even developing countries like India encourage the use of plastic money rather than cash for these reasons. In addition, plastic was also used in the manufacture of these credit and debit cards, giving it the name "plastic money".

1.2 OBJECTIVES

1. To know the perception of people towards plastic money.
2. To study the benefits of debit card and credit cards.
3. To find out the market leader among the various banks/ companies issuing credit and debit cards
4. To study the satisfaction level of consumers towards plastic money.

1.3 STATEMENT OF THE PROBLEM ADVANTAGES OF PLASTIC MONEY

1. Purchasing Power:

Credit or Debit cards made it easier to buy things. Now we don't have any need to carry money in a large amount. Plastic money is accepted everywhere, anytime.

2. Time Saving:

Through a credit card or debit card you can purchase anything from any place without spending money on fare or cash transition. Just provide your card details to seller store or corporations and settle your order. Now you don't have to worry about time wastes. Use internet for minimum time reduction.

3. Extra Safety:

While you are not carrying money, how can it be lost? But if your card has lost, simply contact to your bank or financial institution, which provide you cards. It will block the account and no-one can draw one coin without your permission. Therefore 100 percent safe without any tension

DISADVANTAGES OF PLASTIC MONEY

1. Shops using other Vendors:

There are numerous shops that accept credit cards of a specific company only. In this situation the money is the only manner of payment for those who use a credit card of another company.

2. Less global Availability:

There are numerous cases where various firms do not let their cards to be utilized in areas wherever they have a regional dispute with.

3. Worn out Magnetic Strip:

The magnetic strip of a credit card can get worn out due to large use. If such a condition happens while travelling, and this is the only way of cash that the consumer has, then he or she must wait until the time they receive a new card, which can take a minimum of forty eighths.

1.4 RESEARCH OF METHODOLOGY RESEARCH

The purpose of the study is to find out customer satisfaction services provided by research. In the study the unit of analysis is consumer satisfaction questionnaire survey was conducted in this study to collect Analysis was conducted from information collected through.

RESEARCH DESIGN:

A research design is purely and simply a basic them work or plan for a study that guides the collection of data and analysis of the data. In this, the merchant as adopted descriptive research design in collection and analysing the data.

SAMPLING TECHNIQUES:

Sampling is a technique or method of selection of samples. Convenient sampling method is used. The researcher has taken 112 samples form customer. Conclusions emerged: Firstly money had become nothing guaranteed, alphanumeric data recorded in value less paper and metal. It would eventually become guaranteed data in the form of arranged electronics and photons which would move around the world at the speed of light.

SAMPLE SIZE:

The sample size was limited to a number of 112 respondents only

AREA OF THE STUDY:

The area of the study comprises of the geographical area in which the study was conducted and in the case it is limited.

COLLECTION OF DATA:

Data collection is a process of gathering and measuring information on variables of Interest,in an established systematic fashion that enables one to answer stated research, questions and evaluate outcomes.

PRIMARY DATA:

Primary data is in the form of "raw materials to which statistical methods are applied of the purpose of analysis and interpretation, Primary data were collected from customers through structured questionnaire.

SECONDARY DATA:

Secondary data are in the form of finished product has already been treated statistically in some of the other the secondary data mainly consist of data and information collected records from books, journals and Websites.

PERIOD OF STUDY:

The study was completed over a period of nearly 90 days.

TOOLS USED:

The tools that I have used in my project is only one that is percentage method. In this method we haveone basic formula to calculate.

PERCENTAGE ANALYSIS:

The expression of data in terms of percentage is one of the simplest statistical devices used in the interpretation of business and economics statistics, Percentages are useful to clarify for the purpose of aiding comparison.

1.5 SCOPE OF THE STUDY

The paper money has small life cycle and can't be recycled as compared to plastic money which has long life cycle and can be recycled for further utilization. Due to this problem faced with the paper note the invention of plastic money has been introduced.

Plastic money is secured and cannot be copied. Australia is the first country to have all polymer barometer, the rest of the world is starting to follow the lead.

Another problem that arises is that one cannot keep the huge amount of cash with oneself and this gave an impetus to the idea of plastic cards which is known as plastic money accepted worldwide and one can keep the huge amount with oneself while going anywhere in the world. The plastic money makes the society a cashless society. As the usage of plastic cards increases, the number of suppliers are also increasing which offers the different features. Some suppliers are charging hidden charges and high interest rate.

1.6 LIMATATIONS OF THE STUDY

The study involves primary data collected through a questionnaire; hence personal pre juice might have kept in regarding sampling.

Credit card is not the most popular plastic money In order to test the hypothesis percentage test was used. And it was found that ATM/ATM cum Debit card is commonly used by all the respondents i.e., 96% of the them are using the ATM cum Debit card. And credit card user's are46%.

II. REVIEW OF LITERATURE

Sub Hani in 2023 conducted a study on 'Plastic Money/Credit Cards Charismafor Now and Then'. **The study**

was based to find out the charisma of plastic money, its usability and affordability and its impact on its preference. The research found that the preference to use of plastic money/ credit card has its pros and cons with its usability and affordability. According to the consumer behavior, plastic money is a form of conditioning and acts as as which qualifies a consumer to spend. The study shows that the preference to go for plastic money has a positive attitude that it is easy to use .The perception of credit card usability is associated with a psychological phenomenon that people are likely to spend less with credit card and spend more with the same amount of

Lowenstein and Hafalir in 2022 conducted a study on “The Impact of Credit Cards on Spending”. The study focused on two types of customers: one who carry debts and the one who do not carry debt. The one who carry debt are known as the Revolvers and the one who do not carry debt are called the convenience users. The study measured the impact of paymentwith credit card as compared to cash by an insurance company employees spending on lunch in a cafeteria. It was found that there was change in the payment medium of people from cashto a credit card when an incentive to pay with a credit card was given .It was then found out that credit cards do not increase spending. However, the use of credit cards has a differential impact on spending for revolvers and convenience users. Revolvers spend less when induced to spend with a credit card, whereas convenience users display the opposite behaviour.

III. COMPANY PROFILE INTRODUCTION:

Over the years, money has transformed from coins to paper cash. With the rapid expansion and exponential growth in the technology field, the use of plastic money has evolved to a great extent. Clumsy and expensive to handle coins and notes are replaced by efficient electronic payments initiated by various types of plastic cards with a prospect for the twenty first century. Plastic money is a term used to represent the hard plastic cards used in day- to-day life in place of actual banknotes. Plastic money refers to the hard plastic cards we use every day in place of actual bank notes. For example, ATM cards like credit card and debit card are electronic generated card that acts as plastic money at the time of buying of goods and services. Debit card is used to withdraw money from your bank account at the time of payment for something and credit card is used to generate credit in the name of your bank account for the purpose of electronic payment. Today the domestic card industry is applied with different types of cards from gold, silver, global, smart to secure, co-branded credit cards, etc. the list is endless. There is enormous growth potential in the domestic card industry.

TYPES OF PLASTIC MONEY:

Charge Card:

A charge card has similar features of credit cards. However, after using a charge card, it is necessary to pay the whole amount of bill till the due date. If the person defaults to pay the amount of the charge card, then he has to pay the late payment charges.

Visa Card:

A Visa card is a payment card that uses the Visa network and is branded with a Visa logo. The San Francisco-based company began with just credit cards but later branched out to include debit, prepaid, and gift cards, as well. Although Visa cards bear the Visa name and logo, they are not issued by the company itself. Instead, they are issued by partner financial institutions, such as banks.

Types of Visa Cards:

As noted above, there are several different types of payment cards that are branded with the Visa logo and that use the Visa payment processing network: credit cards, debit cards, prepaid cards, and gift cards. Here is how each of them works.

IV. DATA ANALYSIS AND INTERPRETATION

WITH THE HELP OF TABLE AND CHART THE RESPONDENTS ARE REPRESENTED IN CHAPTER

V. FINDINGS & SUGGESTION

FINDINGS:

1. Majority of the respondents 58.9% belong to the gender of Male.
2. Majority of the respondents 47.3 % belong to the age of group of 18-24
3. Majority of the respondents 53.6 % belong to the Martial Status.
4. Majority of the respondents 47.3 % Annual Income is less than 1,80,000
5. Majority of the respondents 40.2 % belong to the occupation of student
6. Majority of the respondents 62.5% idea about plastic money in Debit Card
7. Majority of the respondents 55.4% Do you have any having cards of Debit Card
8. Majority of the respondents 55.4% According to you which is the most way to pay is card

9. Majority of the respondents 58.9 % How do you make payment of purchase is Cash
10. Majority of the respondents 80.4 % How do you prefer to pay utilities bill is debit card
11. Majority of the respondents 94.6 % Do you find use of credit card/plastic money in yes
12. Majority of the respondents 76.8% How do you make payment purchase luxury in Debit card
13. Majority of the respondents 78.6 % Which you consider more reliable and secured in plasticmoney
14. Majorityofthe respondents 92 % Do you think plastic money penetrate society has agree

VI. CONCLUSION

In light of the analysis presented above, it is evident that the use of plastic money is steadily increasing. However, paper money still holds greater preference among people. Plastic money, in various life situations, offers undeniable advantages. While researching this topic, I found that the benefits of using credit cards outweigh their drawbacks. These cards serve as valuable assets during emergencies and challenging life circumstances.

The growth of plastic money usage in India is undeniably a boon. It has revolutionized transactional processes, making life more convenient.

Additionally, people perceive plastic money as safer and more practical. Electronic payment tools, such as credit cards, play a crucial role in modern financial systems. Various banks and institutions have devised strategic plans to foster the growth and prospects of plastic money in India.

In summary, plastic money has opened up new dimensions for conducting transactions, enhancing financial security, and simplifying daily life. Its continued adoption promises a brighter future for India's financial

ANNEXURE

Majority of the respondents 91.1 % Do you think that over transaction of crab black moneyhas agree.

SUGGESTIONS:

- Card issuers should prioritize enhancing awareness among Male cardholders, the higher age group, and low-income groups. By doing so, they can promote the usage of plastic money effectively.

- The majority of cardholders choose cards primarily for purchase convenience and the interest-free credit facility they offer.
- To further encourage card usage, issuers should collaborate with merchant establishments to ensure wider acceptance of cards. This approach will not only enhance purchase convenience but also contribute to increase sales and overall cardholder satisfaction.

1. Name:

2. Please select your gender

- a. Male
- b. Female

3. Please select your age

- a. 18-24
- b. 25-34
- c. 35-50
- d. 50 above

4. Annual Income

- a. Less than 180,000
- b. 180,000- 300,000
- c. 300,000- 500,000
- d. Above 500,000

5. Please select your occupation

- a. Student
- b. Business
- c. Service
- d. Government Employee
- e. Other

6. Marital status

- a. Unmarried
- b. Married

7. Idea about plastic money? Which?

- a. Credit card
- b. Debit card
- c. Both

8. Do you have any?

- a. Credit card

- b. Debit card
- c. ATM Card
- d. Both

9. According to you, which is the most convenient way to pay?

- a. Cash
- b. Card
- c. Both

10. How do you make payment for purchases of household consumables?

- a. Cash
- b. Card

11. How do you prefer to pay your utilities Bills

- a. Cash
- b. Debit Card
- c. Credit Card

12. Do you find use of credit card/Plastic money to be safest modes of transaction

- a. Yes
- b. No

13. How do you make payment for purchases of luxury and Durable goods?

- a. Cash
- b. Debit Card
- c. Credit Card
- d. UPI

14. Which you consider more reliable and secured?

- a. Paper money
- b. Plastic Money

15. Do you think that plastic money will penetrate in society more in future?

- a. Agree
- b. Disagree

16. Do you think that more credit card/Debit card transaction in country over cash transaction will help to curb black money circulation in economy?

- a. Yes

- b. NO

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