

A Study on Usage & Satisfaction Towards Credit Card Users of HDFC Bank Within Coimbatore City

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Abstract- During that time many of them faces budget money problem and have no balances on bank account due to late credit of salary. So the credit card helped them a lot to Afford the daily expenses and also for the basic necessary needs. And also many of them uses credit card for bulk payments and also enjoy many of the credit card benefits. Since hdfc bank offers many credit card offers over the users according to the card usage most of the users uses the cards regularly. Thus this project studies about the satisfaction behavior of the customers using the HDFC bank credit cards. Hence most of the respondents were very much satisfied and also prefer others to use the credit cards. They also avail most of the credit card benefits over the bank as they use more.

Keywords- HDFC bank, Credit card usage, Consumer Satisfaction.

I. INTRODUCTION

In this project I studied about the usage and satisfaction of hdfc bank credit card users in reference to coimbatore city. Hence most of them were started using the credit card due to lockdown period in corona. During that time many of them faces budget money problem and have no balances on bank account due to late credit of salary. So the credit card helped them a lot to Afford the daily expenses and also for the basic necessary needs. And also many of them uses credit card for bulk payments and also enjoy many of the credit card benefits. Since hdfc bank offers many credit card offers over the users according to the card usage most of the users uses the cards regularly.

II. OBJECTIVES

- To study about the level of satisfaction towards credit card users
- To examine the need for the credit cards
- To find out pro's and con's of credit cards of HDFC bank
- To know the factors influencing the use of credit cards in HDFC bank.

III. STATEMENT OF THE PROBLEM

The usage of credit cards have been rising these days. During the lockdown period most of the peoples started using the credit cards due to financial problems. Hence the credit card users may feel an different satisfaction level. This project is made to find out the level of satisfaction of credit card users paerticularly in HDFC Bank. We also study about the need why they started to use credit cards and also the credit cards facilities and disadvantages of those credit cards of HDFC bank.

IV. REVIEW OF LITERATURE

- Davis, Hugh C., and Karen Fill. "Embedding Blended Learning in a University's Teaching Culture: Experiences and Reflections."
- El-Seoud, Samir Abou, et al. "HDFC credit card users Motivation: A Research Study the Effect of Usage."
- Fearon, Colm, et al. "Value of credit card in University and the Workplace: Some Experiences of University Students."
- Gillett-Swan, Jenna. "The Challenges of credit cards Supporting and Engaging the Isolated users"

V. ANALYSIS AND INTERPRETATION

Gender		
	No. of Respondents	Percent
Male	77	64.2 %
Female	43	35.8 %
Total	120	100

Source: Primary data.

Interpretation:

Out of 120 total responses 70 of them were male and remaining 50 were female with 58.60% and 41.40% respectively.

Age category		
	No. of Respondents	Percentage
18 – 21	78	65 %
22 – 25	27	22.5%
26 – 29	15	12.5%
Total	120	100

Source: Primary data.

Interpretation:

112 respondents belongs to the age category of 18 – 23 and 8 were of 24 – 27.

Occupation		
	No. of Respondents	Percentage
Private sector	30	25 %
Student	85	70.8 %
Unemployed	5	4.2%
Total	120	100

Source: Primary data.

Interpretation:

25 of the private sector employees and 95 students were responded.

Monthly income		
	No. of Respondents	Percentage
Below 10000	8	6.6 %
10,000 - 20,000	10	8.33%
20,000 - 30,000	15	12.5 %
30,000 +	21	17.5%
Not a income earner	66	55%
Total	120	100

Source: Primary data.

Interpretation:

Majority of them were spending from their parents' income (41.40 %) and other 31 % of them earns less than Rs.20,000 and other income were ranged to Rs.20,000- Rs.30,000.

Usage of HDFC Credit Card		
	No. of Respondents	Percentage
Yearly once	12	10%
Monthly once	81	67.5 %
Weekly once	27	22.5%
Total	120	100

Source: Primary data.

Interpretation:

10 percentage uses yearly once,67.5 percent uses monthly once and 22.5 percentage uses weekly once.

Network issues		
	No. of Respondents	Percentage
Many time	7	5.8%
Rarely	72	60 %
Often	11	9.2%
Never faced a issue	30	25%
Total	120	100

Source: Primary data.

Interpretation:

5.8 percentage of people responds many times,60 percent rarely,9.2 percentage often and 25 percentage never faced a issue.

Credit card charges		
	No. of Respondents	Percentage
Strongly agree	9	7.5%
Agree	70	58.3%
Neutral	37	30.8%
Disagree	4	3.4%
Total	120	100

Source: Primary data.

Interpretation:

Out of 100 percentage 7.5 strongly agrees,58.3 agrees,30.8 neutral,3.4 disagrees.

<u>Credit card is benefit for you</u>		
Out of	No. of Respondents	Percentage
Yes	101	84.1%
No	19	15.9%
Total	120	100

Source: Primary data.

Interpretation:

Out of 120 respondents 84.1 percentage says yes,15.9 percentage says no.

<u>Reasons to use the Credit card</u>		
	No. of Respondents	Percentage
Higher amount purchase	44	36.6%
No bank balance	56	46.6%
For EMI benefits	20	16.8%
Total	120	100

Source: Primary data.

Interpretation:

36.6 percentage of the users used credit card for higher amount purchase,46.6 percentage for no bank balance and 16.8 percentage for EMI benefits.

<u>Satisfactory service towards HDFC Credit card</u>		
	No. of Respondents	Percentage
Fast and easy transaction	58	48.3%
Convenient usage	21	17.5%
Network delays	33	27.5%
Higher rate of interest	8	6.7%
Total	120	100

Source: Primary data.

Interpretation:

Out of 100 percentage ,48.3 responds fast and easy,17.5 responds convenient usage, 27.5 responds network delay and 6.7 responds higher rate satisfaction.

<u>Customer service satisfaction</u>		
	No. of Respondents	Percentage
Not responsive service	27	22.5%
Very helpful services	83	69.2%
Not answering the call	10	8.3%
Total	120	100

Source: Primary data.

Interpretation:

In the above-mentioned table majority of them says that very helpful service,8.3 percent says not answering calls ,22.5 percent says that not responsive.

<u>Does repayment days is convenient</u>		
	No. of Respondents	Percentage
Not as much	24	20%
Have more time to pay	59	49.2%
Moderate available time	37	30.8%
Total	120	100

Source: Primary data.

Interpretation:

Out of 120 respondents 24 respondents says not as much,59 says have more time pay and 37 says moderate available time.

<u>Type of credit card</u>		
	No. of Respondents	Percentage
Millenia credit card	35	29.2%
Money back + credit card	63	52.5%
Regalia credit card	22	18.3%
Total	120	100

Source: Primary data.

Interpretation:

Out of 100 percentage 26.2 says millenia credit card, 52.5 says money back + credit card and regalia credit card.

VI. FINDINGS

- From the total respondents 75% of them said that they prefer credit cards to avail benefits.
- 25% of the remaining respondents said that they prefer credit cards for less interest credit facility
- Another 42% of the respondents chose that they are very much comfortable using the credit card
- The remaining 58% of the respondents chose they are not that much comfortable because of the less repayment time
- The respondents were very satisfied say the 79% of the responses
- And the 21% of responses shows an average level of responses.

VII. SUGGESTIONS

- The usage of credit cards should be more frequent to avail more benefits
- The repayment period will be normal if they use the cards for big transactions
- The amount of credit should be repaid within a period of time to gain much more benefits from the respective bank.
- There should be an proper usage and better administration between the bank and the customer.

VIII. CONCLUSION

In this project I studied about the usage and satisfaction of hdfc bank credit card users in reference to coimbatore city. Hence most of them were started using the credit card due to lockdown period in corona. During that time

many of them faces budget money problem and have no balances on bank account due to late credit of salary. Thus, this project studies about the satisfaction behavior of the customers using the hdfc bank credit cards. Hence most of the respondents were very much satisfied and also prefer others to use the credit cards. They also avail most of the credit card benefits over the bank as they use more.

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