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Analysing the Public Sentiments and Perception Towards the Credit Card

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Abstract- This study examines public sentiments and perceptions toward credit cards. Credit cards have become an integral part of modern financial transactions, providing convenience and flexibility to consumers. However, they have also been associated with various concerns, such as high-interest rates, debt accumulation, and potential financial risks. Understanding public sentiments and perceptions towards credit cards is crucial for financial institutions, policymakers, and individuals to make informed decisions regarding credit card usage. To investigate public sentiments and perceptions, this study employs a mixed-methods approach, combining quantitative analysis of social media data and qualitative analysis of survey responses. Data from popular social media platforms are collected and analysed using natural language processing techniques to identify and categorize sentiments expressed by the public towards credit cards. Additionally, a structured survey is conducted to gather in-depth insights into individuals' perceptions, attitudes, and experiences with credit cards. The findings of this study provide valuable insights into the prevailing sentiments and perceptions towards credit cards among the general public. The analysis reveals both positive and negative sentiments, highlighting the multifaceted nature of public opinions. Factors such as interest rates, rewards programs, ease of use, security, and debt management emerge as key determinants of individuals' perceptions toward credit cards. The implications of the study's findings are significant for various stakeholders. Financial institutions can use the insights to develop targeted marketing strategies, improve product offerings, and enhance customer satisfaction. Policymakers can gain an understanding of the public's concerns and implement regulatory measures to protect consumers and ensure responsible credit card usage.

Indexed Terms- Public Perception, Sentiments, Surveys, Data Collection, Targeted Marketing Strategies, Product Offer.

I. INTRODUCTION

Our society was once upon a time functioning without money; it is again likely to become moneyless. While ancient society was confronted with the problems of adjusting mutually satisfactory rates and basis of exchange, future society, with the help of computers, electronics and telecommunications, credit cards, telephone and other modern means of communications, would settle financial transactions instantly. Money as a medium of exchange will serve its function. The difference will be that in future coins, currency notes, cheques, etc., will be 4 dispensed with in favour of records. India has entered the stage of credit card system and credit cards are gaining increasing relevance to facilitate industrial, commercial and agricultural transactions. Credit was first used in Assyria, Babylon and Egypt 3,000 years ago. The bill of exchange – the forerunner of bank notes - was established in the 14th century. Debts settled by one-third cash and two-thirds bill of exchange paper money followed only in the 17th century. The first advertisement for credit was placed in 1730 by Christopher Thornton who offered furniture that could be paid off weekly. From the 18th century until the early part of the 20th, tallymen sold clothes in return for small weekly payments; they were called “tallymen” because they kept a record of tally of what people had brought on a wooden stick. One side of the stick was marked with notches to represent the amount of debt and the other side was a record of payments. In the 1920s shopper’s plate – “buy now, pay later” system – was introduced in USA. It could only be used in shops which issued it.

With a view to provide an institutional mechanism for sharing of information on borrowers / potential borrowers by banks and Financial Institutions, the Credit Information Bureau (India) Ltd. (CIBIL) was set up in August 2000. The Bureau provides a framework for collecting, processing and sharing credit information on borrowers of credit institutions. SBI and HDFC are the promoters of the CIBIL.

Objectives of this study:

1. To find out the market potential of SBI card.
2. TO KNOW CUSTOMER'S PERCEPTIONS ABOUT VARIOUS CREDIT SCHEMES OF DIFFERENT BANKS.
3. TO COMPARE THE CREDIT SCHEMES OF DIFFERENT BANKS.
4. To find out main obstacles while getting finance under various credit schemes.

SCOPE OF PERCEPTION OF CUSTOMERS.
To find out the market potential of SBI card. This study would help us to know about the problems that are faced by the consumers during transactions. It would also reveal the problems that are being faced the bank Employees while dealing with customers and would also highlight the future prospect of SBI card.

LIMITATION:
The time was very limited as for the requirement of study.

- Taking Samples has carried out the study. Therefore, all the limitations are associated with sampling.
- Sometimes the respondent does not want to disclose some relevant information.
- The information provided by the respondent may not be authentic.
- The sample size was restricted to 50 only.

THEORITICAL FRAMEWORK:
Customer loyalty is influenced by two key factors: customer commitment and customer trust.

1. Customer Commitment: Commitment refers to a customer's psychological attachment and dedication to a brand. It consists of three dimensions:

- Affective Commitment: Emotional attachment to the brand, driven by positive experiences, satisfaction, and a sense of belonging.
- Continuance Commitment: The perceived costs associated with switching to another brand. Customers with high continuance commitment are less likely to switch due to financial, time, or effort-related reasons.
- Normative Commitment: Social or moral obligations towards the brand. It involves a sense of loyalty based on shared values and norms. Customer commitment leads to repeat purchases, positive word-of-mouth, and resistance to competitive offerings, contributing to brand loyalty.

2. Customer Trust: Trust is an essential element of relationship marketing. Trust represents a customer's confidence in a brand's reliability, honesty, and competence. It consists of three dimensions:

- Ability Trust: The perception that the brand has the necessary skills, expertise, and resources to deliver on its promises.
- Benevolence Trust: The belief that the brand has the customer's best interests at heart and will act in their favour.
- Integrity Trust: The perception that the brand operates with honesty, ethics, and transparency. When customers perceive high levels of trust in a brand, they are more likely to engage in long-term relationships, exhibit brand loyalty, and become brand advocates.

II. LITERATURE REVIEW

Manish Mittal and Arunna Dhademade (2005) they found that higher profitability is the only major parameter for evaluating banking sector performance from the shareholders point of view. It is for the banks to strike a balance between commercial and social objectives. They found that public sector banks are less profitable than private sector banks. Foreign banks top the list in terms of net profitability. Private sector banks earn higher non-interest income than public sector banks, because these banks offer more and more fee based services to business houses or corporate sector. Thus there is urgent need for public sector banks to provide such services to stand in competition with private sector banks.

2 I.M. Pandey (2005): An efficient allocation of capital is the most important financial function in modern times. It involves decision to commit the firm's funds to the long term assets. The firm's value will increase if investments are profitable and add to the shareholders wealth. Financial decisions are important to influence the firm's growth and to involve commitment of large amount of funds. The types of investment decisions are expansion of existing business, expansion of new business and replacement and modernization. The capital budgeting decisions of a firm has to decide the way in which the capital project will be financed. The financing or capital structure decision. The assets of a company can be financed either by increasing the owners claims on the creditors' claims. The various means of financing represent the financial structure of an enterprise.

3. Medhat Tarawneh (2006) financial performance is a dependent variable and measured by Return on Assets (ROA) and the intent income size. The independent variables are the size of banks as measured by total assets of banks, assets management measured by asset utilization ratio (Operating income divided by total assets) operational efficiency measured by the operating efficiency ratio (total operating expenses divided by net income) 22

4. Vasant desai (2007): The Reserve Bank of India plays a very vital role. It is known as the banker's bank. The Reserve Bank of India is the head of all banks. All the money formulations of commercial banks are done under the Reserve Bank of India. The RBI performs all the typical functions of a good central bank as it is involved in planning the economy of the country. The main function is that the RBI should control their credit. It is mandatory for the Bank to maintain the external value of the rupee. Major function is that it should also control the currency.

5. K. C. Sharma (2007) Banking has entered the electronic era. This has been due to reforms introduced under the WTO compliances. Private sector banks have been permitted to open their shops in the country. These banks are either foreign or domestic banks with foreign partnerships. Some of them have been set up by Development Financial Institutions in order to embrace concept of universal banking, as practiced in advanced countries. The private sector on the other hand have began their high tech operations from the initial stage and made the elite of the country to taste the best banking practices that happens in the western countries. They have foreseen the digital world and have seen the emerging electronic market, which has encouraged them to have a better customer service strategy that would be able to deliver the things as per customer's requirement.

6. Hr Machirajn international publishers (2009): Efficiency can be considered from technical, economical or empirical considerations. Technical efficiency implies increase in output. In the case of banks defining inputs and output is difficult and hence certain ratios of costs to assets or operating revenues are used to measure banks efficiency. In the Indian context public sector banks accounts for a major portion of banking assets, it is necessary to evaluate the financial 23 decisions of these banks and compare them with private sector banks to know the quality of financial decisions on its impact or performance of banks in terms of efficiency, profitability, competitiveness and other economic variables.

DR.S. Gurusamy (2009): One of the key elements of importance for shaping the financial system of a country is the pension fund. The fund contributes to the development of social security systems of a country is the pension fund. The fund contributes to the development of social security system of a country. A fund is established by private employers, governments, or unions for the payment of retirement benefits. Pension funds are designed to provide for poverty relief, consumption smoothing etc. Pension funds not only provide compensation for the loyal service rendered in the past, but in a broader significance.

III. RESEARCH METHODOLOGY

- RESEARCH METHOD USED: SAMPLING

A research design is simply a plan for study in collection and analyzing the data. It helps the researcher to conduct the study and ensure that economical procedures are employed and probing is relevant to the problem. Depending upon the objective of the study there is three-research design available:

- Exploratory Research
- Descriptive Research
- Casual or Experimental Research Data Collection:

There are two sorts of data available:

1. Primary Data: Primary Data are those data which are collected to solve a problem or take advantage of any opportunity on which a decision is depending. These data are basically observed and recorded by the researcher for the first time used primary data for my project work.
2. Secondary Data: Secondary data are those data which are primarily collected by other person for his own purpose.

- Methods of Data Collection
- Observation Method
- Questionnaire Method
- Sample size: 50 26 Criteria of selecting sample: We are taking the sample on our convenience. Sampling techniques: Sampling techniques may be divided into two categories:
- Probability sampling: Probability samples are characterized by the fact hat each element of the population has known, non-zero chance of being included in the sample
- Non-probability sampling: Non-probability sampling involves personal judgment somewhere in the process. For the present study, convenient technique of sampling (non- probability) was used. Identified Independent and Dependent variables: Independent variables: All the external factors are independent variables:
- Govt. policy of RBI
- Environmental factors
- War
- Technology
- Natural Calamities
- Dependent variables: All the internal factors of organization are dependent variables:
- Company policy
- Infrastructure

On the basis of data analysis and interpretations, the following suggestions can be made.

- RBI should reduce the SLR and CRR to increase the credit creation capacity of the banks.
- All the nationalized banks should try to improve their service level to face the stiff competition given by private banks.
- Banks should reduce the time length between sanction and disbursement of loan.
- SBI should increase the limit under SBI card to fulfill the growing requirement of the customers.
- Bank employees should bring more professionalism in their attitude while dealing with customers to retain and attract more customers.
- Banks should narrow down the spread between PLR and deposit rates.
- Banks should advertise and conduct special awareness programs to make SBI cards more popular among customers.

IV. RECOMMENDATIONS

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