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Consumer Preference toward Credit Cards in Kathmandu

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Abstract

This study examines the consumer preference toward credit card in Kathmandu. Consumer preference toward credit card is the dependent variable. The selected independent variables are social influences, credit limit and cost, perceived ease of use, risk and benefits. The primary sources of data is used to assess the opinions of respondents regarding social influences, credit limit and cost, perceived ease of use, risk, benefits and consumer preference toward credit card. The study is based on the primary data of 150 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of consumer preference toward credit cards in Kathmandu.

The study showed a positive impact of social influence on consumer preference toward credit card. It indicates that higher the level of social influence leads to increase in consumer preference towards credit card. However, the study showed a negative impact of credit limit and cost on consumer preference toward credit card. It indicates that higher the credit limit and cost, lower would be the consumer preference towards credit card. In contrast, the study showed a positive impact of perceived ease of use on consumer preference toward credit card. It indicates that easiness in using credit card leads to increase in consumer preference towards credit card. Likewise, the study showed a negative impact of risk on consumer preference towards credit card. It indicates that higher the risk in using of credit cards, lower would be the consumer preference toward credit card. Further, the study showed a positive impact of benefits on consumer preference toward credit card. It indicates that higher the level of benefits, higher would be the consumer preference towards credit card.

Keywords: consumer preference toward credit card, social influences, credit limit and cost, perceived ease of use, risk, benefits

1. Introduction

Banking is a service-oriented industry that provides a wide range of services to people daily. Today's problems are complex and vary from person to person. Change in business model and payment system has invented the credit system, and the creditworthiness of the entire customer could not be established by all sellers. It has once produced another brilliant idea in the

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form of plastic money. Plastic money or credit cards provide the convenience of on-the-spot purchases while eliminating the need to carry large amounts of cash (Alessandra *et al.,* 2016). A credit card is a flexible and convenient way to borrow money and pay it back over time. It provides benefits to consumers and merchants which are not provided by other payment instruments. Credit cards are one of the important means of payments in today's society. It is undoubtedly one of the convenient payment tools, which enables credit card holders to make payments instead of using cash. Mitchell and Mickel (1999) also considered that credit cards as the source of later money which gives opportunity to customers to delay their payments. Credit card is one of the payment methods used at the present time around the wide world by individual, credit card has become an essential instrument of payment. The popularity of choosing the credit card of a payment tool in the modern life comes from the convenience of not carrying cash and checks, the limited liability of lost/stolen cards, and additional enhancements, such as dispute resolution services and perks (Chakravorti and Emmons, 2005).

The card is regarded as a reusable check with an electronic interface. The card introduces an extension for secure customer identification (Worthington, 1995). An efficient self-service interface for vending machines has also been developed for cards. However, card payments are still vulnerable to fraud, so payers have plenty of room to refuse card payments. Therefore, frequent checks and statements should be done to find fraudulent payments. There are two very different account structures and service types for card payments: debit cards and credit cards. With a debit card, the payer's bank account is debited directly and the merchant's bank account is credited directly (Guo *et al.,* 2008). A credit card is a plastic card that is issued to consumers by a bank, an organization, or a club (Lee and Hogarth, 1999).

Trinh *et al.* (2020) concluded that perceived risk, perceived usefulness, social influence and perceived ease of use are significant determinants of consumer intention to use a credit card. Among them, only perceived risk discouraged the intended use of a credit card, which is synthesized from psychological, financial performance, privacy, time, social and security risk. Moreover, social groups such as family, friends and colleagues have a significant influence on consumer intended to use of credit cards (Ali *et al*., 2017). Similarly, Gan *et al.* (2006) stated that convenience, protection, and economies are the main factors considered by Singaporeans for the selection of credit cards, while reputation and travel economics are the least important factors. Additionally, females preferred the promotional factor while males preferred the economic factor for the selection criteria of credit cards. Likewise, Butt *et al.* (2010) concluded that convenience, economical use, both local and abroad, and sense of security are important attributes that customers consider while selecting a credit card. In addition, Khalid *et al.* (2013) showed that the reasons behind the low usage of credit cards in Pakistan are security, low level of income, lack of awareness about the usage of credit cards, inequality among the interest rate charged, and benefits received. Moreover, Hussina *et al.* (2013) showed that there is a significant differences in credit card usage among credit card holders of different personal background. Similarly, Sheikh (2014) examined the factors affecting customer's preferences in selecting credit card in Bangladesh. The study revealed that there is a positive and significant relation between discount, reward, satisfaction level, communication of information, loan payment and processing factors preferred by the customer for the use of credit card.

Mohamed (2016) examined the factors influencing credit card usage. The study revealed that there is no significant relationship between credit card usage and factors like easy access to credit, aggressive promotion by the credit card provider, low minimum payment requirement, and attitude towards credit usage. Similarly, Deb and Lodh (2016) analyzed the perceptions about credit cards. The study showed that principal unique features, secondary unique features, compulsive buying, impulsive buying and puzzles in using cards have significant impact on using credit card services. Likewise, Ahmed (2019) stated the prime motive for using credit cards is that it is easier to carry cards than cash. Bank image also played a vital role in the selection of credit cards instead of its promotion. Further, Ahmed (2020) found a positive relationship between the costumer information and their behavior in using credit cards. In addition, Prabuddhima and Tharanga (2021) investigated the determinants of customers' attitudes towards credit card usage: Special reference to middle level employees in Sri Lanka. The study found that perceived usefulness and customer's financial knowledge have a positive and significant relationship with credit card usage.

Gattan and Faleel (2021) examined the factors affecting the consumer's usage of credit cards in the kingdom of Saudi Arabia. The study found a positive relationship between credit card knowledge and debt perception. On the other hand, the demographic factors have no influence on credit card usage. Similarly, Mohamad *et al.* (2022) investigated the awareness towards selection of Islamic credit card among Malaysian consumers. The study concluded that religious beliefs and attitudes are the most influential factors among Malaysian bank consumers' decisions to use Islamic credit cards. Likewise, Sarangapani *et al.* (2023) analyzed the factors influencing purchasing behavior of online consumers. The study found that perceived benefits, perceived risks, hedonic motivation, and website design are significant factors that affect the consumers' online purchasing behavior. In contrast, the study showed that psychological dimensions are insignificant to consumers' online purchasing behavior. Further, Pulina (2010) examined the consumer behavior in the credit card market: A banking case study. The study showed that payment products choice is influenced by gender, age, location, type of circuit, card ownership, credit line and type of expenditure.

Warsame and Abdall (2020) analyzed the determinants of customers 'attitude towards credit card usage in Kenya. The study concluded that the most influential variable on attitude towards credit card usage is card use intention followed by perceived usefulness and availability of information. In addition, Safakli (2007) examined the factors of credit card usage and ownership: evidence from Northern Cyprus. The study satted that ccustomers' pursuing credit cards just because of "convenience" and "easiness safety" factors so there is a significant relationship between uses of credit card with consumer preference. Similarly, Sudhakar (2012) analyzed the perception and awareness on credit cards among bank customers. The study stated that conduct direct marketing of cards, create awareness about interest-free credit periods and reduce the interest rate are the best way to popularize the use of credit cards. Likewise, Kumar (2013) investigated the consumer's attitude towards credit cards: An empirical study. The study showed that perceptions have the strongest influence on attitude towards credit card usage followed by family influence, knowledge, and awareness. Further, Kundan and Gupta (2019) examined the demographic factors that influence the usage of credit cards: A study of Jammu Region. The study found that the outcomes demonstrate that gender, income and conjugal status have critical connection with credit card holders' spending conduct.

Gan *et al.* (2006) investigated the Singapore credit cardholders: ownership, usage patterns, and perceptions. The study found that convenience, protection, and economies are the main factors considered by Singaporeans for the selection of credit cards, while reputation and travel economics were the least important factors. Similarly, Ramayah *et al.* (2002) examined the cardholders' attitude and bank credit card usage in Malaysia: An exploratory study. The study showed that among the major factors driving the usage of credit cards are long interest free periods, wide acceptance, higher credit limit and image of the bank. Besides, advertising and other promotional activities is another factor that leads to an increase in credit cards' usage level. The study also found that the credit card holders prefer to use credit cards because of convenience in the event that they did not carry any cash. Likewise, Brito and Hartley (1995) analyzed the consumer rationality and credit cards. The study showed that credit card liquidation services provide creditors with the opportunity to save money and avoid costs. Furthermore, the study also found that because of the low transaction cost, credit cards are more attractive than bank loans. Further, Dewri *et al*. (2016) analyzed the behavioral analysis of credit card users in a developing country: A case of Bangladesh. The study stated that the customers' attitude towards using credit card in the emerging economics and how internal and external aspect affect the consumer's use of credit card in their daily life. In addition, Chahal *et al.* (2014) examined the moderating role of perceived risk in credit card usage and experience link. The study argued that consumers decide to use credit cards because of their advantages compared to other payment methods such as cash, e-money or debit card. Moreover, Porto and Xiao, (2019) investigated the credit card adoption and usage in China: urban-rural comparisons. The study argued that a person decides using credit cards because of their ability to finance his daily expenses effectively. Likewise, Varaprasad *et al.* (2013) examined the empirical investigation on credit card adoption in India. The study found that payments are not always successful because of operational breakdowns or system malfunctions so there is a significant relationship for the use of credit card. Further, Tan *et al*. (2014) explored that user's credit card adoption is not from how they perceive the losses caused by its use so there is insignificant effect on consumer intended use of credit cards. In addition, Roy *et al.* (2017) explored the predicting internet banking adoption in India: A perceived risk perspective. The study revealed that perceived risk is a major barrier to the intended use of e-services. Moreover, Nguyen and Cassidy (2018) examined the consumer intention and credit card adoption in Vietnam. The study stated that consumers are less like to use credit cards when they are deeply concerned about their uncertainty so their outcomes are inconsistent; perceived risk has a significantly negative impact on use of credit card.

In the context of Nepal, Thapa (2016) examined the ATM service quality and customer satisfaction in Nepalese commercial banks. The study found that security, convenience, reliability, security, ease of use, cost effectiveness have positive and significant impact on customer satisfaction toward credit card. Similarly, Joshi (2019) investigated the impact of automated teller machine

(ATM) service quality on customer satisfaction in the Nepalese commercial banks. The study stated that security and privacy, availability of cash, response to the query, time required to do transaction, location of ATM, availability of networked have positive and significant impact on customer satisfaction. Likewise, Dangol (2017) examined the factors affecting impromptu buying behavior among credit cardholders. The study stated that existence of different POS on the outlets, traveling, ease of use, and limited cash in the wallet have a positive and significant influence on buying behavior of credit card users. Further, Devkota *et.al* (2021) analyzed the using plastic money (cards) in Kathmandu Valley: Users' knowledge, current use, challenges and way-forward. The study concluded that people who use plastic money usually work in banks and financial institutions and are from the nuclear family with income "between" 25001-50000. The study also concluded that those hassle-free transactions, a low-interest rate of credit cards, attractive advertisement, and awareness of how plastic money can use help and attract users of plastic money.

The above discussion shows that empirical evidences vary greatly across the studies on the consumer preference toward credit cards. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the consumer preference toward credit cards in Kathmandu. Specifically, it examines the relationship of social influences, credit limit and cost, perceived ease of use, risk and benefits with consumer preference toward credit card in Kathmandu.

The remainder of this study is organized as follows. Section two describes the sample, data and methodology. Section three presents the empirical results and the final sections draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 150 respondents through a questionnaire. The study employed convenience sampling method. The respondents' views were collected on social influences, credit limit and cost, perceived ease of use, risk, benefits and consumer preference towards credit cards. The study is based on descriptive as well as causal comparative research designs.

The model

The model estimated the consumer preference upon several factors. The dependent variable selected for the study is consumer preference. Similarly, the selected independent variables are social influences, credit limit and cost, perceived ease of use, risk, and benefits. Therefore, the model takes the following form:

$CP = \beta_0 + \beta_1 SI + \beta_2 CLC + \beta_3 PEU + \beta_4 R + \beta_5 B + e$

Where,

CP= Consumer preference

SI = Social influences

CLC = Credit limit and cost

PEU = Perceived ease of use

R = Risk

B= Benefits

Social influences were measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am willing to get credit card if my family, relatives and friends insisted to get one”, “I consider getting credit card when it is advertised through the means of television, radio and YouTube” and so on. The reliability of the items was measured by computing the Cronbach’s alpha (α =0.951)

Credit limit and cost was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I consider getting a credit card after knowing the joining and renewal fees of credit cards”, “interest for delay in payments of debt may influence me to get a credit card” and so on. The reliability of the items was measured by computing the Cronbach’s alpha (α =0.862).

Perceived ease of use was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Since credit card use is easy, so I am willing to get it”, “I am willing to get credit card because I don’t have to carry cash of different denomination” and so on. The reliability of the items was measured by computing the Cronbach’s alpha

(α =0.801).

Risk was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "I consider my overspending habit may be developed through easy credit while getting a credit card", "I consider the existence of credit card fraud while taking credit card" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α =0.890).

Benefits was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "A credit card ensures Instant payment which saves my time, so I want it", "I want a credit card because of discounts and benefits from every purchase" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α =0.912).

Consumer preference toward credit card was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include "A credit card subscription improved my buying capacity", "Credit card subscription to get expensive things on installment" and so on. The reliability of the items was measured by computing the Cronbach's alpha (α =0.912).

The following section describes the independent variables used in this study along with hypothesis formulation.

Social influences

Individual credit card subscription decisions are influenced by family, relatives, friends, advertisements, social media, and bank sales personnel. Social influence also has significant role before getting credit cards. Yahaya and Bakar (2020) examined the critical factors influencing consumer spending by using credit card. The study showed that economic, social and technological factors have significant relationship in influencing consumer spending by using credit cards. Similarly, Meidan and Davo (1994) explored the selection criteria of credit and charge cards in Greece. The study showed that perceived prestige has strongly positive impact on consumers' preference to select credit card. In addition, Safakli (2007) determined the factors of how to become a credit card owner and the effective user of the credit cards in the capital city Nicosia in Northern Cyprus. The study showed that socialization and modernization have positive influence on credit card usage and ownership in North Cyprus. Based on it, this study develops the following hypothesis:

H_1: There is a positive relationship between social influences and consumer preference toward credit cards.

Credit limit and costs

Credit limits are determined by the customer's income, experience, and dependent family, all of which influence credit card subscription. Priyadharshini and Priyanka (2021) examined the consumer level of satisfaction towards using credit card in Coimbatore city. The study concluded that high interest rate has a significantly negative impact on consumer satisfaction towards using credit cards. Similarly, Paing (2021) examined the factors influencing the usage of credit card of private bank staff. The study showed that low minimum payment requirement has a positive impact on the usage of credit card. In addition, Dali *et al*. (2015) examined whether certain consumers behave irrationally when it comes to select Credit card. The study stated that there is a significant relationship between cost associated with the credit card and selection of credit cards. Based on it, this study develops the following hypothesis:

H_2: There is a positive relationship between credit limit and costs and consumer' preference toward credit card.

Perceived ease of use

Khare *et al.* (2012) examined the factors affecting credit card use in India. The study revealed that effortless process to learn and use of credit card have a positive and significant impact on consumer preference to use credit card. Similarly, Barker and Sekerkaya (1992) highlighted the attitudes of 400 Turkish card holders and non-cardholders towards credit cards. The study showed that convenience factors have significant impact on credit card ownership. Further, Ahmed *et al*. (2010) examined the Malaysian consumers' attitude and spending behavior using credit cards. The study concluded that perceived ease of use has a positive impact on consumers' attitude and spending behavior using credit cards. Moreover, Hussin (2011) analyzed the credit card selection criteria and its impact. The study revealed that ease of use has a significant impact on preference to select credit card. Based on it, this study develops the following hypothesis:

H_3: There is a positive relationship between perceived ease of use and consumer preference toward credit card.

Risk

Mokhtar *et al*. (2014) investigated the factors influencing the ownership and usage of Islamic credit card. The study revealed that sense of security has a significant impact on ownership and usage of Islamic credit card. Similarly, Gan *et al*. (2006) analyzed the Singapore's diverse cardholders in search of variations among demographic groups, credit card profiles, and their perceptions with regard to credit card ownership and use. This study proved that convenience and protection dominate the credit card selection criteria compared to other factors, such as economy and flexibility. Likewise, Safakli (2007) determined the factors of how to become a credit card owner and the effective user of the credit cards in the capital city Nicosia in Northern Cyprus. The study showed that convenience and safety are the major motivating factors in influencing credit card usage and ownership in North Cyprus. Based on it, this study develops the following hypothesis:

H_4: There is a negative relationship between risk and consumer' preference toward credit card.

Benefits

Maya and Rofi (2011) revealed that the perceived ease of use and perceived benefit of a credit card influences preference towards usage of credit cards. Likewise, Khalid *et al*. (2013) examined the perceived barriers in the adoption and usage of credit cards in Pakistan banking industry. The study showed that there is a significant relationship of benefits towards consumer preference towards credit card. Moreover, Agarwal *et al*. (2010) investigated the impact of cash-back rewards on individuals before and during their enrollment in the program. The study revealed that the cardholders who do not use their card prior to the cash-back program increase their spending and debt more than cardholders with debt prior to the cash-back program. Based on it, this study develops the following hypothesis:

H_5: There is a positive relationship between benefits and consumer' preference toward credit card.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with means and standard deviations have been computed, and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau correlation coefficients between dependent variable and independent variables. The correlation coefficients are based on 150 observations. The dependent variable is CP (Consumer preference). The independent variables are SI (Social influence), CLC (Credit limit and cost), PEU (Perceived ease of use), R (Risk), and B (Benefits).

Variables	Mean	S.D.	CP	SI	CLC	PEU	R	B
CP	3.381	1.103	1					
SI	3.635	0.832	0.663**	1				
CLC	3.532	0.703	-0.535**	0.655**	1			
PEU	3.335	0.850	0.630**	0.718**	0.751**	1		
R	3.373	0.899	-0.693**	0.709**	0.721**	0.872**	1	
B	3.901	0.589	0.163*	0.071	0.020	0.119	0.106	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels respectively.

Table 1 shows that social influence is positively correlated to consumer preference towards credit cards. It indicates that higher the level of social influence leads to increase in consumer preference towards credit cards. Similarly, credit limit and cost is negatively correlated to consumer preference towards credit cards. It indicates that higher the credit limit and cost, lower would be the consumer preference towards credit cards. However, perceived ease of use is positively correlated to consumer preference towards credit cards. It indicates that easiness in using credit card leads to increase in consumer preference towards credit cards. Likewise, risk is negatively correlated to consumer preference towards credit cards. It indicates that higher the risk in using of credit cards, lower would be the consumer preference toward credit cards. In contrast, benefits are positively correlated to consumer preference towards credit cards. It indicates that higher the level of benefits, higher would be the consumer preference towards credit cards.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of social influence, credit limit and cost, perceived ease of use, risk and benefits on consumer preference towards credit cards.

Table 2

Estimated regression results of social influence, credit limit and cost, perceived ease of use, risk and benefits with customer preference towards credit cards

The results are based on 150 observations using linear regression model. The model is CP = $\beta_0 + \beta_1 SI + \beta_2 CLC + \beta_3 PEU + \beta_4 R + \beta_5 B + e$, where the dependent variable is CP (Consumer preference). The independent variables are SI (Social influence), CLC (Credit limit and cost), PEU (Perceived ease of use), R (Risk), and B (Benefits).

Model	Intercept	Regression coefficients of					Adj. R_bar²	SEE	F-value
		SI	CLC	PEU	R	B			
1	3.606 (23.403)**	0.087 (2.013) **					0.020	0.583	4.052
2	3.719 (17.185)**		-0.501 (0.867)				0.002	0.589	0.751
3	3.842 (15.484) **			0.170 (0.243)			0.006	0.591	0.059
4	3.625 (18.615) **				-0.810 (1.464)		0.008	0.587	2.143
5	3.667 (19.599) **					0.070 (1.297)	0.05	0.588	1.683
6	3.698 (17.219) **	0.111 (1.909)	-0.047 (0.067)				0.016	0.584	2.205
7	3.821 (15.527) **			0.137 (4.518)**	-0.166 (1.943)		0.012	0.586	8.918
8	3.806 (14.905) **	0.119 (2.016)*	-0.015 (0.166)	0.072 (0.784)			0.013	0.586	1.676
9	3.830 (14.987) **	0.101 (1.659)	-0.051 (0.556)	0.141 (1.318)	-0.124 (1.257)		0.017	0.584	1.165
10	3.828 (14.915) **	0.105 (1.641)	-0.050 (0.535)	0.137 (3.264)**	-0.142 (1.122)	0.028 (0.229)	0.011	0.586	1.325

Notes:

i. Figures in parenthesis are t-values.
ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
iii. Consumer preference towards credit cards is dependent variable.

The regression results show that the beta coefficients for social influence are positive with consumer preference towards credit card. It indicates that social influence has a positive impact on consumer preference towards credit card. This finding is similar to the findings of Yahaya and Bakar (2020). However, the beta coefficients for credit limit and cost are negative with consumer preference towards credit card. It indicates that credit limit and cost has a negative impact on consumer preference towards credit card. This finding is consistent with the findings of Priyadharshini and Priyanka (2021). In contrast, the beta coefficients for perceived ease of use are positive with consumer preference towards credit card. It indicates that perceived ease of use has a positive impact on consumer preference towards credit card. This finding is similar to the findings of Khare *et al.* (2012). Likewise, the beta coefficients for risk are negative with consumer preference towards credit card. It indicates that risk has a negative impact on consumer preference towards credit card. This finding is consistent with the findings of Gan *et al*. (2008). In addition, the beta coefficients for benefits are positive with consumer preference towards credit card. It indicates that benefits have positive impact on consumer preference towards credit card. This finding is similar to the findings of Gaudel (2021).

4. Summary and conclusion

Banking is a service-oriented industry that provides a wide range of services to people daily. Today's problems are complex and vary from person to person. Change in business model and payment system has invented the credit system, and the creditworthiness of the entire customer could not be established by all sellers. It has once produced another brilliant idea in the form of plastic money. Plastic money or credit cards provide the convenience of on-the-spot purchases while eliminating the need to carry large amounts of cash. Consumer preference is the major issue in today's banking sector to retain customers. It is one of the challenges that most of the banks are facing today. Consumer preference leads to retain the valuable customers and helps to increase the profitability. The banks need to adopt necessary majors to be a consumer's preferable bank.

This study attempts to examine the consumer preference toward credit cards in Kathmandu. The study is based on primary data with 150 observations.

The major conclusion of this study is that social influence, perceived ease of use and benefits have positive impact on consumer preference towards credit cards. It indicates that higher the social influence, perceived ease of use and benefits, higher would be the consumer preference towards credit cards. However, credit limit and cost and risk have negative impact on consumer preference towards credit cards. It indicates that higher the credit limit and cost and risk, lower would be the consumer preference towards credit cards. Likewise, the study also concludes that perceived ease of use followed by social influence is the most influencing factor that explains the changes in the consumer preference towards credit cards.

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