

ADOPTION OF CREDIT CARD SERVICES: A STUDY ON THE INDIAN EXPERIENCE

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ABSTRACT

Diffusion of credit card services is low in India compared to the international scenario. The existing literature on adoption behaviour particularly in terms of financial services is very scarce in the Indian context. Against this settings, the paper attempts to explore the adoption behaviour with respect to the credit cards. The influence of demographic variables and personality traits on adoption behaviour is highlighted. Attempt is made to analyse the difference in the adoption behaviour among the adopter categories. The variables discriminating the adopters and non-adopters are unraveled. Further the reasons for non-adoption of credit cards are explored. The findings would be useful for the marketing strategists in financial service sector to arrive at appropriate decision so as to enhance the rate of adoption of credit cards.

Keywords: Credit cards, Adoption behaviour, Adopter categories, Non-adopters Personality traits, Demographic variables