

International Journal of Asian Economic Light (JAEL)

SJIF Impact Factor (2016): 4.057

Volume: 5 Issue: 1 January 2017

**A STUDY ON PERCEPTION OF PLASTIC MONEY USERS
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ABSTRACT

At present plastic money is used as alternative means for currency which include coins and paper currency. This plastic money includes the debit cards and credit card which are made out of plastic. Mostly this form of money is used to make cash dealing as comfortable and safe one. Buying habits of consumer are also influenced by this usage of plastic money. However this means of payment lacks transparency and unsuitable in all environment. This study focus on perception of plastic money users and factors influence on usage of plastic money in Coimbatore city. It finds that plastic money is comfortable to carry, and pay for all the transaction. At the same time plastic money are lacking trust and it is not accepted at all retail outlet.

KEYWORDS: Plastic money, debit cards and credit card, online banking, insurance, mobile banking services