

STUDY REGARDING THE USE OF BANK CARDS

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RESEARCH ARTICLE

Abstract

In this article we aimed to present the bank card, one of the payment instruments in the market of banking products and services, produced in increasingly avant-garde forms, keychain, watch, phone SIM. The diversity of banking operations is based on the bank's study of customer needs and requirements, the creation and promotion of products that satisfy their needs.

The motivation of this study was the fact that the electronic payment instrument called card is one of the most well-known technologies that also determined the development of electronic commerce.

The general objective of the article is to analyze the use of bank cards by the students of the Faculty of Management and Rural Tourism.

The study was based on the survey carried out through an online questionnaire applied to students.

In conclusion, bank cards are the most popular payment instrument that makes life easier, also representing a unique experience. Also, through the multiple advantages offered to those who use it, the most obvious being the replacement of traditional payments, the cards also offer multiple conveniences to consumers.

Keywords: bank, bank card, customers, banking system

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INTRODUCTION

The bank card represents that settlement tool that enables the user to purchase products or services, ensuring the connection between merchants and customers. Having universal payment instrument features, it also ensures getting cash. (Dănilă & Anghel, 2010; Căpraru, 2014; Cocriș & Chirleşan, 2017)

It is also the revolutionary innovation used more and more, following the progress in fields such as informatics and electronics, which facilitates the exchange of funds by means of electronic techniques created between transaction partners with banks as intermediaries. (Mitu, 2020)

The bank card was considered a luxury means of payment in the beginning, but it has become the most popular today as well as a useful way of payment. (Nedelescu & Stănescu, 2012)

The bank card has the role of engine in terms of the modernization of the Romanian society, but also in the process of banking and digitization.

The cards first appeared as credit cards, which were neither bank nor plastic, they were made of cardboard, the data was either written or printed, and had the form of valuable goods in exchange for which purchases could be made from merchants. In 1914, some stores began to issue special cards to their wealthy customers to keep them as regular customers. Specialists believe that the evolution of bank credit cards was made by John S. Biggins who was an expert in the field of consumer credit at the Flatbush National Bank in Brooklyn. But Louis Mandell, believes that the first mass card system was Diners Club which appeared in 1949, they were taken over by shopping merchants and then deposited at the bank for settlement.

The first card appears on October 1, 1958 under the name of American Express, after only 1 year this company included 32,000 businesses and over 475,000 card holders.

In the early 1970s in the USA, two competitors were created in the bank card market under the names NBI and ICA. Notional Bank Americard Incorporated (NBI) changed the name of the "BankAmericard" card to the famous "VISA" card, 4 years later the Inter Bank Card Association followed the same procedure

by changing its name to "MasterCard". (Venter et al, 2022)

The appearance of the magnetic strip allowed the issuance of cards without embossing the information on its surface, they could only be used in electronic equipment, which allowed to obtain the information from the magnetic strip following the technological evolution that brought microchips on cards, it allowed keeping on the cards a large volume of information (Sîrbulescu et al, 2019).

The adoption and introduction of cards has led to the restriction of the use of classic payment titles, the substantial reduction of time and expenses related to making payments, the elimination of the lengthy process of identifying people who use bad checks in a bank account,

the rapid verification of the credit card payment and of its holder through the computer. (Stănescu & Nedelescu, 2010)

Today there are in circulation a multitude of cards, classified according to different criteria. (Venter et al., 2022)

The main categories of cards are: credit, debit and multifunctional ones shown in figure1. (Dănilă & Anghel, 2010; Lungu et al., 2017)

The general objective of the article is the analysis of the use of bank cards offered by the banking system in Romania by the students of the Faculty of Management and Rural Tourism of the "King Mihai I" University of Life Sciences in Timisoara.

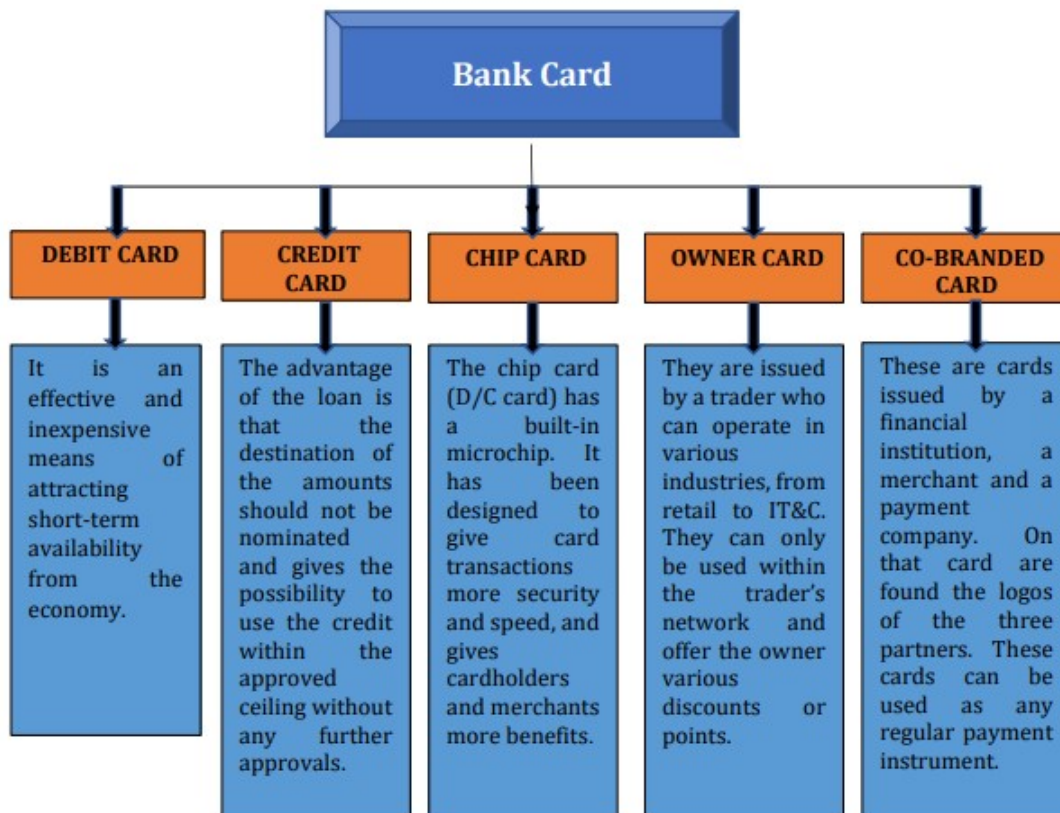


Figure 1. Card types

MATERIAL AND METHOD

The elaboration of the article is based on the study of bibliographic material from the specialized literature, supplemented by the collection and interpretation of some data obtained following the application of a

questionnaire. The research is based on a questionnaire survey and the following stages were completed: (Miftode, 1995)

- the objectives of the investigation were formulated;
- the sample was established;
- the questionnaire was drafted;
- the questionnaire was applied;

- the answers were coded;
- the databases were created
- the data were analyzed;
- the conclusions were drawn up.

The questionnaire was applied to a number of 146 respondents. The respondents were students of the Faculty of Management and Rural Tourism.

The application of the questionnaire was carried out between February and March 2023 online, developed in Google Forms.

The questionnaire includes a number of 12 items and was built by identifying variables that highlight the living environment, age, type of card used, payment method, reasons for using cash payment, reason for using internet banking, the contactless option of the card.

The Excel program was used for data processing. Following the centralization of the data, the weights obtained for the survey questions were highlighted and we made the graphs.

RESULTS AND DISCUSSIONS

The analysis of the use of the bank card is a scientific topic, the content of which involves a research oriented towards conclusive ideas, but also on specific elements of descriptive and theoretical research and the elements of the case study.

The purpose of our work is to highlight the use of bank cards. For this purpose, we devised a set of questions grouped in a questionnaire which was answered by students.

1. Where do you live?

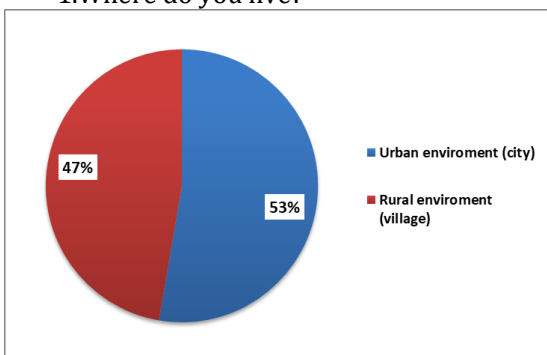


Figure 2. Where students live

According to the answers received, 47.6% of students live in rural areas and 52.4% live in urban areas.

2. What is your age?

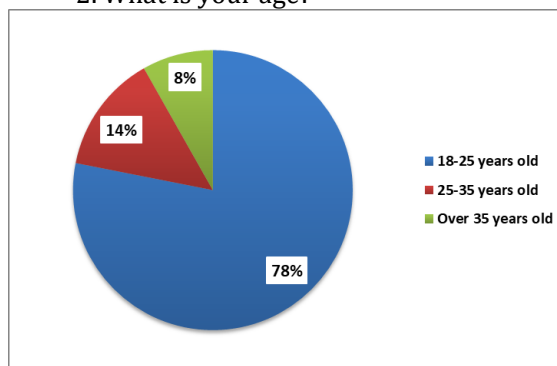


Figure 3. The age of the students

As observed, most students are between 18 and 25 years old, then 13.8% are between 25 and 35 years old, and only 8.3% are over 35 years old.

3. How many bank cards do you own?

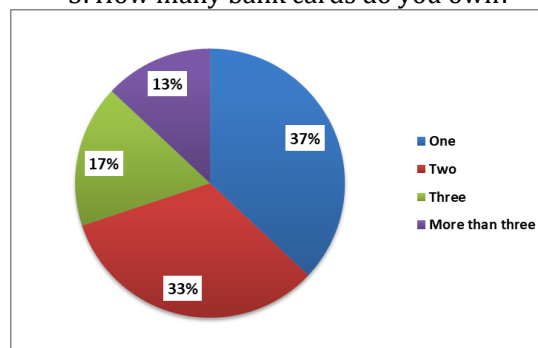


Figure 4. How many bank cards do the students have

Most students hold one or two bank cards, while only 13.1% hold more than 3 bank cards.

4. What type of bank card do you own?

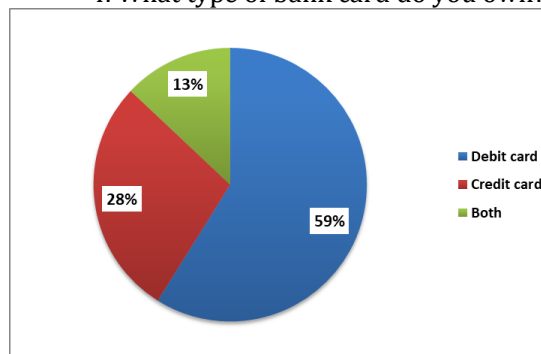


Figure 5 Type of bank card

More than 59% of students have a debit card, while only 28% of students have a credit card and 12% have both types of cards.

5. Do you prefer cash or bank payment?

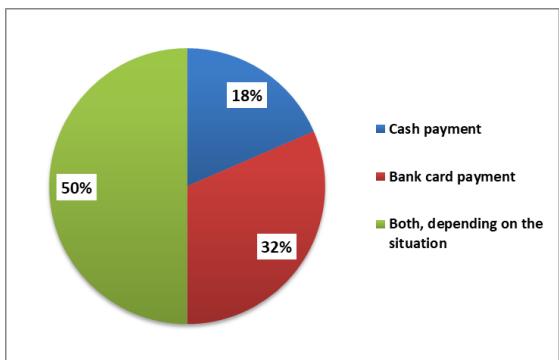


Figure 6. Cash or bank payment

Following the answers, 31% prefer to pay by bank card, 18.6% choose to pay with cash, and the remaining 50.3% are tend toward both options, depending on their situation

6. How often do you use your bank card?

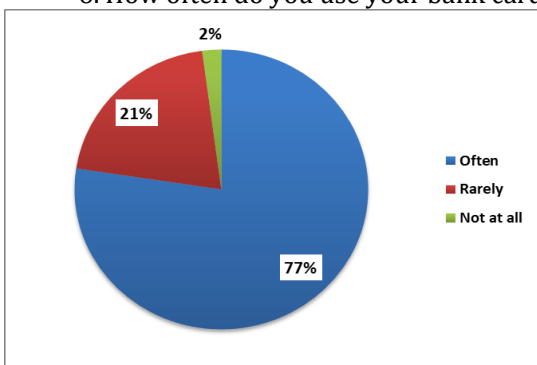


Figure 7. How often are bank cards used?

As it turns out, most students use the bank card constantly, but 20.7% use the bank card less often.

7. Do you prefer physical card payments or internet banking?

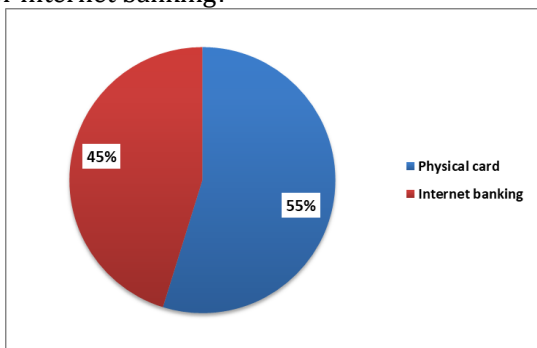


Figure 8. Physical card or internet banking?

More than half of the answers are in favor of the physical card.

8. If you prefer using internet banking, which banking operations do you use most often?

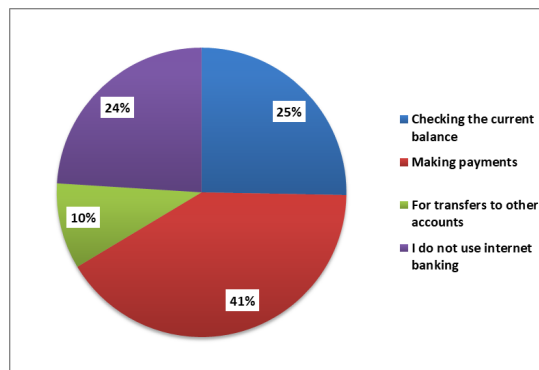


Figure 9. Banking operations used more

Among students, internet banking is most often used for making payments, checking current balances and then for transfers to other bank accounts.

9. What is the reason why you do not use internet banking?

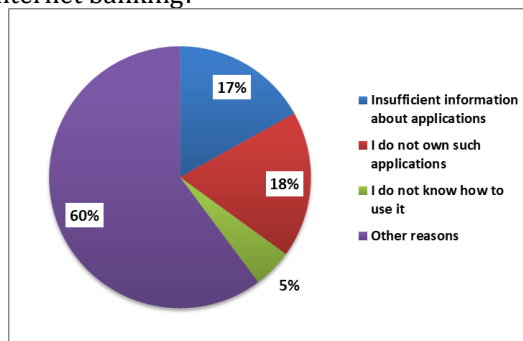


Figure10. The reason why internet banking is not used

This question was not compulsory for everyone, but most people who answered it had different reasons for not wanting to use internet banking. Other students do not use it because of lack of information about usage.

10. What is the reason for using internet banking?

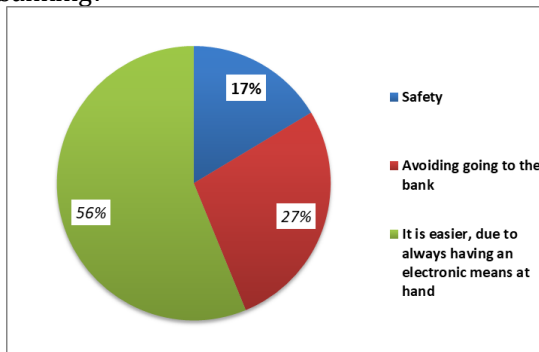


Figure 11. The reason why internet banking is used

More than 55% of students prefer to use internet banking instead of a physical card

because they always have an electronic means at hand, and about 27% use it to avoid trips to the bank.

11. What is the reason for choosing cash payments?

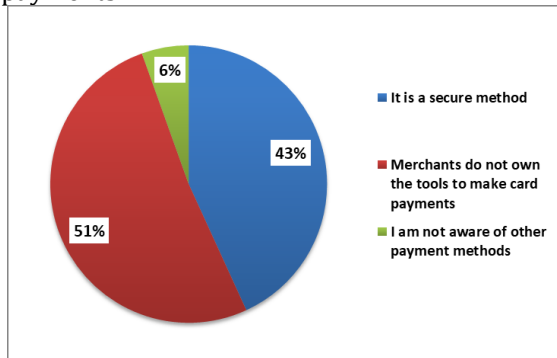


Figure 12. Reason for choosing cash payments

Most students choose to pay with cash because merchants do not own the tools to

make a bank card payment, while others see this method of payment as more secure.

12. In the event of theft or loss, which do you think represents a greater risk?

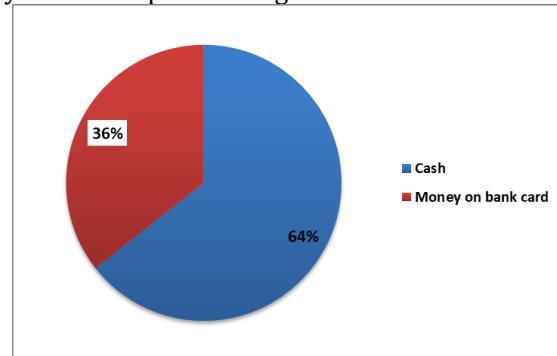


Figure 13. Which presents a greater risk

More than 64% of students believe that cash is a greater risk in case of theft.

CONCLUSIONS

The bank card has transformed from a luxury means of payment to the most popular and useful payment tool that makes our lives easier, being one of the means with an increased degree of security through which a variety of payments can be made, as well as banking transactions.

Currently, the civilized world tends to minimize the use of cash. International card systems have high efficiency ensured by continuous development and popularization on a global level.

The students participating in the study answered the questionnaire items voluntarily

Following the online application of the questionnaire, to the students of the Faculty of Management and Rural Tourism, 53% of them live in rural areas, over 70% are between 18-25 years old, 33% of them use two cards, 13% more than three cards, 77% use the card often, 55% prefer to pay with a physical card, and 56% pay with cash because merchants do not have the necessary tools for card payment.

Even if many respondents do not use internet banking, some of the respondents still consider that the internet banking option is advantageous because it saves time and is easier to use.

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