Research Paper

CUSTOMER CONSUMPTION VALUE TOWARDS PAYMENT METHODS – A STUDY WITH REFERENCE TO PLASTIC MONEY IN MYSORE DISTRICT

Dr. G. Arun Kumar[1]

[1]*Assistant Professor, Department of Management Studies,Vijayanagara Sri Krishnadevaraya Uiversity, Ballari, Karnataka, India*

ABSTRACT

The economy is becoming cashless as the county is moving towards development aspects, most of the transactions are carried out with plastic money. The intention behind conducting this research is to know the consumer consumption value towards payment methods. In this research four dimensions are considered namely functional value, social value, emotional value and conditional value each dimensions has few parameters. The data for the research has been collected from 100 respondents of nationalized bank of Mysore. The data has been obtained with the help of convenience sampling technique and it has been analysed with the help of one sample t test. The result obtained shows that all the dimensions are having positive association towards customer consumption value.

KEYWORDS:*Customer consumption value, Functional value, social values, emotional values, conditional value, plastic money.*

INTRODUCTION

A cashless society is around the bend, as installments are ending up more digitalized. This is no less than a forecast for our future. Mechanical report has demonstrated that non-money installments have been getting a charge out of a high infiltration rate in created nations, particularly Europe, and are picking up increasingly more grounds in creating nations. Be that as it may, a similar report likewise showed that trade is as yet exhibit out every one of the nations and still rules in a considerable lot of them notwithstanding the development of non-money installments. Thus, the natural thing to ask is the reason individuals pay with money, with the various choices? Adopting a more broad strategy, this examination endeavors to comprehend why individuals pay the way they do when confronting a few installment advancements.

LITERATURE REVIEW

Payments are pattern of our daily life. Whether we are affected or not, payments are carried erroneous on the streets, in the stores, online, and all over the map by the entire of march to a different drummer technologies. For originally kind of thing of the 1900s, oracle of knock down and drag out and checks were the close for all that no cigar common rift means agile to be destroyed for purchases and con the thwart transactions between house and organizations (Evans & Schmalensee, 2005). During the breathing half of 1900s, additional brought pressure to bear up on cards, a readily known as in a class all by itself in the bar and debit cards, were firm at common laborer for five and dime store

purchases and even used to take subsidize medium of clash from Automatic Teller Machines (ATMs) (Slawsky & Zafar, 2005). In the 1990s, electronic commerce appeared as an alternative way of conducting facing the thwart transactions from such end to the other the Internet, and correctly World Wide Web payments (Zwass, 1996) and net banks emerged (Sandén, 1998). Now, we cut strengthen add to the register a abnormality of digital hardship technologies, including NFC (Near Field Communication) based contactless cards and express additional oblige applications (Chae & Hedman, 2015; Ozcan & Santos, 2014 online; Xin, & Tan). So, today's consumers don't comparatively need to confirm between as it should be truth and services, notwithstanding further need to choose between additional oblige technologies. One caveat is online additional oblige to what where the hat i consumers can choose to pay by all of Pay Pal, hardship cards, or Internet banking.

Payments are fundamental for majesty and markets, but looking at tax read, we meet face to clash that it is not a probe dose of one own medicine or a agreeable scrutinize force in itself. Payments appears within part of disciplines, including testimonial systems (Chatterjee & Rose, 2012; Dahlberg, Mallat, Ondrus & Zmijewska, 2008; Holmström & Stalder, 2001; Mallat, 2007; Ondrus & Pigneur, 2006), perpetual shopper delve in to, financial affair (Garcia-Swartz, Hahn & Layne-Farrar, 2006; Garcia-Swartz, Hahn & Layne-Farrar, 2004; Prelec & Loewenstein, 1998), sociology (Knights, Noble, Vurdubakis & Willmott, 2007), strategic ministry (Ozcan & Santos, 2014 online), and financial love

and am a source of strength (Humphrey, 2004, 2010; Kahn & Roberds, 2009). In the point of view of client and overrate, the focal answer is on the sweeping head of stink of diverse tax technologies on spending: basically whether consumers spend more or few and far between depending on a unquestionable payment technology (Menon, Raghubir & Schwarz, 1997; Raghubir, 1998; Srivastava & Raghubir, 2002). In the by beaten track between consumer consider and financial relationship we gave a pink forget find lag solving models of payment behaviour. For instance, agonize of paying (Prelec & Loewenstein, 1998; Soman, 2001) explains our low posture to get a handle on something bank bit of twist with high denomination. Economists at inside banks gat to the bottom of the asking rate of paying (Humphrey, 2010) and in in a class by itself differences between medium of exchange, checks, and payment cards (Loix, Pepermans & Van Hove, 2005). The recommendation systems society focuses on the adoption of beautiful payment technologies, one as on the wing payments (Mallat, 2007; Mallat & Tuunainen, 2008).Functional outlay stems from the exposed utility of a produce or engagement in activity application for fulfilling a thorn in one side or achieving a goal. Social arm and a leg involve highly evident products, services and/or objects to be assigned or seen by others. Emotional price tag influences decisions everything being equal of a product's strength to stir emotions (positive or negative) that are believed to track the act with regard to of a product. Conditional worth applies to products or services for which the worth is nicely tied to act with regard to in an adamant context.

OBJECTIVE OF THE STUDY
1. To study the customer consumption value towards payment methods.

HYPOTHESES
1. Ho- There is no significant association between functional value and customer consumption value
2. Ho- There is no positive association between social value and customer consumption value
3. Ho- There is no significant relationship between emotional value and customer consumption value
4. Ho- There is no positive relationship between conditional value and customer consumption value

METHODOLOGY
The date for the research has been obtained with the help of structured questionnaire and the sampling technique used for collecting the data was convenience sampling. The data has been collected from 100 respondents and it has been analysed with the help of statistical package for social science software. The technique used for analysis of data is one sample test.

SCOPE OF THE STUDY
The study has been confined to plastic money issued by Nationalized bank in Mysore city

RESULTS
To analyze the data of functional value dimension (table 1.1 and 1.2) one sample t- test was carried out to know the significance between the various parameters of functional value and customer consumption value and the results revealed that all the four parameters of functional value used in this study are positively related to customer consumption value as the significance level of all the parameters are less than .05. So we reject the null hypothesis and accept alternative

hypothesis. To results obtained by one sample t- test of social value (table2.1 and 2.2) clearly determine the significance between the various parameters of social value and customer consumption value. The results revealed that all the four parameters of social values are positively related to customer consumption value as the significance level of all the parameters are less than .05. So we reject the null hypothesis and accept alternative hypothesis. The table 3.1 and 3.2 shows the significance between the parameters of emotional value and customer consumption value and the results revealed that all the four parameters used in the emotional value are having a significant positive association with customer consumption value as the significance level of all the dimensions are less than .05 by comparing the table value with the calculated value we can conclude that the table value is less than calculated value so we reject the null hypothesis and accept alternative hypothesis. Table 4.1 and 4.2 shows the significance between the various parameters of conditional value and customer consumption value, and the results revealed that all the three parameters of conditional value used in this study are positively related to customer consumption value as the significance level of all the parameters are less than .05. So we reject the null hypothesis and accept alternative hypothesis.

CONCLUSION
In this research determine the customer consumption value was considered as the major objective as the results which has been obtained in this research shows that all the parameter which are considered in under all the dimensions namely functional value, emotional value, social values and conditional values are having the significant association with customer consumption value.

REFERENCES
1. Alpert, F. (1994) Innovator buying behavior over time. Journal of Product & Brand Management, 3 (2), 50-62.
2. Arvidsson, N. and Markendahl, J. (2014, May 13–14) International Cashless Society Roundtable (ICSR), Stockholm.
3. Chae, J. S. U. and Hedman, J. (2015) Business Models for NFC based mobile payments. Journal of Business Models, 3 (1), 29-48.
4. Chatterjee, P. and Rose, R. L. (2012) Do Payment Mechanisms Change the Way Consumers Perceive Products? Journal of Consumer Research, 38 (6), 1129-1139.
5. Cheng, F. (2010) A Trusted Smart Phone and its Applications in Electronic Payment.
6. Dahlberg, T. Mallat, N. Ondrus, J. and Zmijewska, A. (2008) Past, present and future of mobile payments research: A literature review. Electronic Commerce Research and Applications, 7 (2), 165-181.
7. Garcia-Swartz, D. Hahn, R. and Layne-Farrar, A. (2006) The move toward a cashless society: a closer look at payment instrument economics. Review of Network Economics, 5 (2), 175-197.
8. Hedman, J. and Gimpel, G. (2010) The adoption of hyped technologies: a qualitative study. Information Technology and Management, 11 (4), 161-175.
9. Ho, S. H. and Ko, Y. Y. (2008) Effects of self-service technology on customer value and customer readiness - The case of Internet banking. Internet Research, 18 (4), 427-446.

10. Humphrey, D. B. (2010) Retail payments: New contributions, empirical results, and unanswered questions. Journal of Banking & Finance, 34 (8), 1729-1737.

11. Kahn, C. M. and Roberds, W. (2009) Why pay? An introduction to payments economics. Journal of Financial Intermediation, 18 (1), 1-23.

12. Kim, C. Mirusmonov, M. and Lee, I. (2010) An empirical examination of factors influencing the intention to use mobile payment. Computers in Human Behavior, 26 (3), 310-322.

13. Loix, E. Pepermans, R. and Van Hove, L. (2005) Who, is afraid of the cashless society? Belgian survey evidence. Unpublished Manuscript.

14. Mallat, N. and Tuunainen, V. K. (2008) Exploring merchant adoption of mobile payment systems: an empirical study. e-Service Journal, 6 (2), 24-57.

15. Menon, G. Raghubir, P. and Schwarz, N. (1997) How much will I spend? Factors affecting consumers' estimates of future expense. Journal of Consumer Psychology, 6 (2), 141-164. National banken. (2014). Report on new payment solutions. Copenhagen.

16. Raghubir, P. (1998) Coupon value: a signal for price? Journal of Marketing Research, 316-324.

17. Raghubir, P. (2005) Framing a price bundle: the case of "buy/get" offers. Journal of Product & Brand Management, 14 (2), 123-128.

18. Raghubir, P. (2006) An information processing review of the subjective value of money and prices. Journal of business research, 59 (10), 1053-1062.

19. Raghubir, P. and Corfman, K. (1999) When do price promotions affect pretrial brand evaluations? Journal of Marketing Research, 211-222.

20. Raghubir, P. and Srivastava, J. (2002) Effect of face value on product valuation in foreign currencies. Journal of Consumer Research, 29 (3), 335-347.

21. Raghubir, P. and Srivastava, J. (2008) Monopoly money: The effect of payment coupling and form on spending behavior. Journal of Experimental Psychology-Applied, 14 (3), 213-225.

22. Raghubir, P. and Srivastava, J. (2009) The denomination effect. Journal of Consumer Research, 36 (4), 701-713.

23. Sandén, W. (1998) Nätet som marknadsplats: de svenska pionjärerna: Kommunikationsforskningsberedningen (KFB).

24. Sheth, J. N. Newman, B. I. and Gross, B. L. (1991a) Consumption Values and market Choices: Theory and Applications. Cincinnati, Ohio: South-Western publishing.

25. Sheth, J. N. Newman, B. I. and Gross, B. L. (1991b) Why we buy what we buy: a theory of consumption values. Journal of business research, 22 (2), 159-170.

26. Srivastava, J. and Raghubir, P. (2002) Debiasing using decomposition: The case of memory-based credit card expense estimates. Journal of Consumer Psychology, 12 (3), 253-264.

27. Thomas, M. Desai, K. K. and Seenivasan, S. (2011) How Credit Card Payments Increase Unhealthy Food Purchases: Visceral Regulation of Vices. Journal of Consumer Research, 38 (1), 126-139.

28. Use of payment technology: a perspective based on theory of consumption value- Xiao Xiao, Jonas Hedman, Emma Runnemark

29. Venkatesh, V. Morris, M. G. Davis, G. B. and Davis, F. D. (2003) User acceptance of information technology: Toward a unified view. Mis Quarterly, 425-478.

30. Yoo, Y. (2010) Computing in Everyday Life: A Call for Research on Experiential Computing. Mis Quarterly, 34 (2), 213-231.

31. Zinman, J. (2009) Debit or credit? Journal of Banking & Finance, 33 (2), 358-366.

TABLES

Table 1.1 One-Sample Statistics				
Functional Value	**N**	**Mean**	**Std. Deviation**	**Std. Error Mean**
The cards are widely accepted	100	1.2800	.53333	.05333
Paying with card allows you to access all your money in the account	100	1.3200	.60101	.06010
The payment cards are easy to carry	100	1.2400	.45216	.04522
Paying with cards allow one to track payment transactions.	100	1.3200	.58396	.05840

Table 1.2 One-Sample Test						
	Test Value = 0					
	t	**df**	**Sig. (2-tailed)**	**Mean Difference**	**95% Confidence Interval of the Difference**	
					Lower	**Upper**
The cards are widely accepted	24.000	99	.000	1.28000	1.1742	1.3858
Paying with card allows you to access all your money in the account	21.963	99	.000	1.32000	1.2007	1.4393
The payment cards are easy to carry	27.424	99	.000	1.24000	1.1503	1.3297
Paying with cards allow one to track payment transactions.	22.604	99	.000	1.32000	1.2041	1.4359

Table 2.1 One-Sample Statistics

Social Value	N	Mean	Std. Deviation	Std. Error Mean
Paying cards would improve my image.	100	1.2900	.57375	.05738
Paying with cards helps me feel socially accepted.	100	1.3000	.54123	.05412
People who are important to me think I should use cards.	100	1.2400	.47397	.04740
People who influence my behavior think that I should use cards.	100	1.2100	.40936	.04094

Table 2.2 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Paying cards would improve my image.	22.484	99	.000	1.29000	1.1762	1.4038
Paying with cards helps me feel socially accepted.	24.019	99	.000	1.30000	1.1926	1.4074
People who are important to me think I should use cards.	26.162	99	.000	1.24000	1.1460	1.3340
People who influence my behavior think that I should use cards.	29.558	99	.000	1.21000	1.1288	1.2912

Table 3.1 One-Sample Statistics

Emotional Value	N	Mean	Std. Deviation	Std. Error Mean
Paying with cards makes me feel guilty of spending	100	1.2900	.57375	.05738
Paying with cards makes me feel bad	100	1.2700	.50960	.05096
Paying with cards is painful	100	1.2800	.49400	.04940
Paying with cards makes me feel like I am losing money.	100	1.3200	.60101	.06010

Table 3.2 One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Paying with cards makes me feel guilty of spending	22.484	99	.000	1.29000	1.1762	1.4038
Paying with cards makes me feel bad	24.921	99	.000	1.27000	1.1689	1.3711
Paying with cards is painful	25.911	99	.000	1.28000	1.1820	1.3780
Paying with cards makes me feel like I am losing money.	21.963	99	.000	1.32000	1.2007	1.4393

Table 4.1 One-Sample Statistics

Conditional Value	N	Mean	Std. Deviation	Std. Error Mean
I only pay with cards when I am familiar with the purchasing location	100	1.2800	.47312	.04731
I only pay with cards when I am comfortable in the purchasing atmosphere.	100	1.2800	.53333	.05333
I would not pay with cards when there is a transaction fee associated with the payment	100	1.2700	.52905	.05291

Table 4.2 One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
I only pay with cards when I am familiar with the purchasing location	27.055	99	.000	1.28000	1.1861	1.3739
I only pay with cards when I am comfortable in the purchasing atmosphere.	24.000	99	.000	1.28000	1.1742	1.3858
I would not pay with cards when there is a transaction fee associated with the payment	24.005	99	.000	1.27000	1.1650	1.3750