

INFLUENCE OF DEMOGRAPHIC FACTORS ON USAGE OF CARD TRANSACTIONS

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ABSTRACT:

Demonetization in India has opened many opportunities in the banking sector and eventually the Indians also changed their attitude towards their financial transactions. As a part of these, banking sector encouraging customers to make paperless transactions. The present study focus on determining the bank customer's opinion towards card transactions. The sample framed by the bank customers of SBI, Axis, and ICICI of Kurnool district. The data analysis done in SPSS by using t-test and one-way ANOVA.

KEY WORDS: Card transaction, green business, NEFT.

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