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**FACTORS INFLUENCING
THE DECISION
TO CHOOSE DEBIT CARDS**

Case: Student customers

Bachelor's Thesis

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DESCRIPTION

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Abstract <p>To understand the behavior of consumers and the factors influencing their decision to choose the product/services is important for marketers and business strategists. But different customer groups can have different behaviors, perceptions and can be influenced differently. Therefore different strategies and marketing policies will be applied for different customer groups.</p> <p>The studies about the debit card usage of student group in Vietnam are not deep or full enough. Therefore in this thesis the main purpose was to study student customers, specifically to find out what are the factors influencing the decision of students to use debit cards and how are their levels of influence, then to give recommendation to LienVietPostBank, the bank which request this study.</p> <p>The theoretical study of the research examined about the consumer behavior, and the debit card usage. Quantitative research with the participation of 168 respondents was implemented in this thesis. All of the respondents were students who are studying in two Universities (Hanoi Mine University and National Economics University) in Vietnam. The findings show that more than 18 factors have influence on the decision to use a debit card, the factor "service attitude of the bank employee", "the reputation of the bank", "the safety to use the debit card", "the ease of use", "ATM and POS network and the factor " introduction of friends, relatives to use debit card" are the most influential.</p>			
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Abbreviated words

LVPB	LienVietPostBank
ATM	Automated Teller Machine
POS	Point of Sale- the place accept the card
PIN	Personal identification number

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1 INTRODUCTION

Cards (debit cards and credit cards) are still the biggest driver of non-cash payment volumes globally. Cards accounted for 55.8% of all non-cash payments in 2010, up from 53.4% in 2009 and 35.3% in 2001. Debit cards alone accounted for more than one in three of all payments, partly as the use of cards for smaller-ticket transactions becomes more widespread. (Capgemini company et al., 2012)

Card usage in Vietnam is also going with this global trend. Even though its banking card services only developed a few years ago, Viet Nam is considered as the most dynamic market for banking cards with an annual growth rate of 18.5% until 2014, said the US-based Research and Markets Company (Phong, Ngo T.T, 2013).

According to the Vietnam Banks Association, at the start of June 2010, Vietnam had more than 24 million bank cards, 48 card issuers, over 190 card brands, nearly 11,000 ATMs and 37,000 points of sale (POS). At the end of April 2012, the country had 52 card issuers with more than 300 card brands, and over 44.6 million cards (an increase of 12 times over end-2006) (Thuy Trieu, 2010). These figures were impressive in the roadmap of implementing the non-cash payment scheme in Vietnam but they point out to the more and more intensive competition between banks in having more customer using their cards.

Card services are also basic services of banks, helping to supply fast transaction for approaching new customers, and to create an effective channel to raise capital through individual accounts. Vietnam Commercial banks develop unstoppably and complete the utilities of theirs cards to attract more customers and to make customers more familiar with new services. In consequences, the card usage is gradually more and more popular.

Debit cards as a kind of payment have benefits for the user and also for the market overall, such as: fast transaction, easy to use, cheaper fee than other payment instruments, with regular reward programs from the issuing bank ...This is the main reasons why in Vietnam, the rate of people using debit cards is really high, 94 percent.

The credit cards made up only for 2.5 percent, and the share of prepaid cards were 3.5 percent.

Founded in 2008, LienVietPostBank (LVBP) is a young bank in Vietnam. Its vision is to become the best bank in the Vietnamese retail market. To do that one of the bank aims is about the student customers group: to convert student customers from other banks and to have more new student customers in its debit card market. Still, there are not yet relevant studies on using debit cards in Vietnam of this student group, to support LVBP to understand the behavior of this group and to have concrete measures to develop this niche market in the future for the Bank. This thesis therefore will study the factor influencing the decision/behavior of the student group in choosing and using the debit card.

The overall objective of this thesis is to find factors and their level of influence to the decision of students to use the debit cards in Hanoi for LVBP - Dong Do branch- Hanoi.

The specific goals of this thesis are to:

- Analyze the use debit card in Vietnam, specifically the behavior of the student group customers in using debit cards in Hanoi.
- Research and evaluate the factors influencing the decision to use debit cards of student customers in Hanoi
- Provide suggestions for LVBP for converting student group and have more new student customers in using their debit cards.

2 CONSUMER BEHAVIOR

In order for a company to understand and influence the decision making of customers and adjust the company's products and strategy if necessary, consumer behavior is an important and exciting subject to study. In this thesis, only certain areas of consumer behavior, related to the topic of the research, will be described; they are: principal consumer behavior definitions, factors of influence, consumer's decision making process.

2.1 Principal Consumer behavior definitions

Consumer and Potential consumer

- Consumers are individuals or groups who buy product or services to for their usage.
- Potential consumer: ‘A market consists of all the potential customers sharing a particular need or wants who might be willing and able to engage in exchange to satisfy that need or want ‘’(Kotler, 1997,35). Potential consumers are individuals or group who may buy or consume a particular good or service.

As an important factor to bring revenue for the company, the aim of the company is always to make its potential consumers become its consumers and satisfy the consumer’s need and wants.

Consumer behavior definition

Consumer behavior is defined as all activities of consumers, revealed in the decision making process to buy goods or services. It is not only the acquisition activity as many people think. Consumer behavior also composes customer experiences when using and later disposing of the good or service. It is the reactions of a consumer in an emotional, mental, and behavioral way. Hoyer, Wayne D. ; Macinnis, Deborah J. (2010, 3-4) state: ‘Consumer behavior reflects the totality of consumers’ decisions with respect to the acquisition, consumption, and disposition of goods, services, activities, experiences, people, and ideas by (human) decision-making units [over time]. ‘’



Figure1. Consumer Behavior definition in details. (Hoyer, Wayne D. ; Macinnis, Deborah J. 2010, 3-4)

Through their definition we can recognize that consumer behavior is a dynamic process, it can happen over time in a dynamic order, hours, days, weeks, months, or years. It does not necessarily reflect the action of a single individual, but also a group of people. Moreover, the individuals engaging in consumer behavior can take on one or more roles, not just a purchaser, also an information gatherer for instance.

In addition, Hoyer, Wayne D.; Macinnis, Deborah J. (2010, 3-4) mentioned about totality of decisions in consumer behavior definition. Consumer behavior involves many decisions, based on the answers to whether, why, when, where, how, how much, how often, and for how long consumers will buy, use, or dispose of an offering, for example:

Whether to acquire, use or dispose of an offering? Some decisions about whether to acquire, use, or dispose of an offering are related to personal goals, safety concerns, or a desire to reduce economic, social, or psychological risk.

What and Why Acquire/Use/Dispose of an Offering? Consumption can occur for a number of reasons. Among the most important reasons, are the ways in which an offering meets someone's needs, values, or goals? Sometimes our reasons for using an offering are filled with conflict, which leads to some difficult consumption decisions.

Why Not to Acquire/Use/Dispose of an Offering? Marketers also try to understand why consumers do not acquire, use, or dispose of an offering. At times, consumers who want to acquire or consume an offering are unable to do so because what they want is unavailable. Ethics can also play a role.

How to Acquire/Use/Dispose of an Offering? Marketers gain a lot of insight by understanding how consumers acquire, consume, and dispose of an offering.

Acquisition/Usage/ Disposition decisions are variable from person to person and from culture to culture.

A marketer does not only care about the way in which consumers buy, but is interested in customer's using and disposing of a product or service. Buying represents one type of acquisition behavior. Acquisition includes other ways of obtaining goods and services, such as leasing, trading, and sharing. It also involves decisions about time as well as money. After consumers acquire an offering, they use it, which is why usage is at the very core of consumer behavior. Disposition is how consumers get rid of an offering they have previously acquired, can have important implications for marketers. The acquisition, usage and disposing of consumers can be described in another way through the decision making process in the next part of the thesis.

2.2 Factors of influence

There are four groups of factors influencing the behavior consumer. They are social and cultural factors, individual factors and psychological factors

Cultural factors

Culture, subculture and social classes are important cultural factors. As the part of every society, they are significant influences to individual motivation, needs, purchasing decisions and satisfaction level. Culture shapes the beliefs, attitudes, opinions of individuals, creates similar characteristics in behaviors of individual. There are different

subcultures in each culture, for example religion, nationality group culture, race, geographic regions, etc (Lake, Laura 2009). Individual not only can be influenced by culture and subcultures, but also by the social class they belong to. Social class is not just considered by income (upper, middle, and lower classes); there are various components to determine which social class an individual is associated to: education, occupation, status, wealth etc.

Social factors

For example: reference groups, family, role and status carry significant influences on consumer attitude and beliefs. Reference groups include peer groups, school groups, business groups, and clubs; they are people whose values us share and whose opinions we value (Lake, Laura 2009).

Individual factors: age, profession, economic situation, style, personality, self- concept. Self-concept explains why consumers wear certain fashions, purchase particular products, and drive specific cars. They determine a consumer's behavior, because they represent how a consumer sees herself and how she thinks other people see her.

Psychological factors

Examples of psychological factors are needs, motivation, perception, and attitude. There are different kinds of needs: Biological, physiological, social... Differentiating the needs and want, Kotler (2001, 6) mentioned that: 'Needs describe basic human requirements such as food, air, water, clothing, and shelter.... People also have strong needs for recreation, education, and entertain-ment. These needs become wants when they are directed to specific objects that might satisfy the need.'

Also, according to Maslow's hierarchies, needs of people are ranked in priority to be satisfied, there are five levels of needs from the most basic needs to the most desired ones, physiological needs, safety needs, social needs, esteem needs and self- actualization

needs. When the need becomes strong, recognizable, it causes the motivation of individual in satisfying that need.

Motivation is defined as “an inner state of arousal,” (Hoyer, Wayne D.; Macinnis, Deborah J.2010, 45) with the aroused energy directed to achieving a goal. Motivation and attitude can lead to consumers to behaving the way they do.

An attitude represents how consumers feel about products, services, and companies. Perception is also an important factor because it represents the way how the consumer process and interpret information, how the consumer views the world around them, including the products and services. Values represent consumer belief about life and satisfactory behavior (Engel et al. 1995, 443)

As people have different needs, attitude, perception, motivation, marketers must understand these factors to adapt their strategy and products to persuade consumer to use their product.

2.3 Decision making process

Research shows that the decision making process of customer to purchase goods or services has five stages:

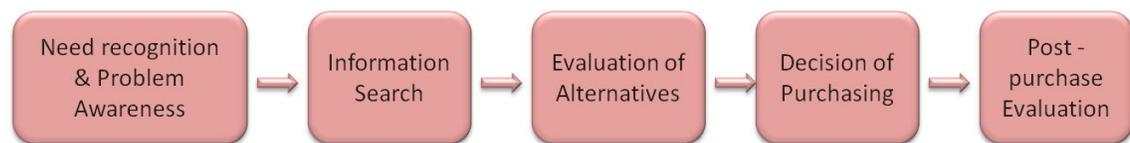


Figure 2. Decision making process (Source: There are many sources for this general model. See, for example, Roger D. Blackwell, Paul W. Miniard, and James Engel, 2005, Consumer Behavior, 10th ed. Cincinnati Southwestern College Publisher.)

First stage - Need recognition and problem awareness

A potential customer perceives his/her need which can create a motivation to solve his problem or to achieve the ideal state from the actual state. The ideal state is the way that

consumers would like a situation to be. The actual state is the real situation as consumers perceive it now (Hoyer, Wayne D. ; Macinnis, Deborah J. 2010, 3-4). Some customer needs are unrecognized, they need to be stimulated strongly enough to become a motivation. Also marketing can help put consumers in a state of problem recognition and motivate them to start the decision process, leading them to acquire, consume, or dispose of a product or service. This first stage is very crucial as it makes a customer searching related information's and get more involved with the products.

Second stage- Information search

A potential customer seeks relevant information about potential solutions that may satisfy their defined need of the first stage, or to solve his/her defined problem. The source of information can be individual sources (personal experiences, memory, and acquired knowledge), commercial or public sources and expert sources. By using one of these sources, or by combining those, customers can obtain good/ service information according to their needs.

This information can be: price, description about the value, benefits of the offering, related promotions or service, the feedback of the past consumers (comment, complains...), the advice of past consumers, of experts...The usefulness and influence of these sources of information are variable by product and by customer, a marketer should identify which sources are most influential to their customers.

Third stage- Evaluation of alternatives

Based on the needs or wants of a consumer and the information that the consumer can acquire, the next step is choosing between the alternative brands, products or services. The customer evaluates or judges competing alternatives in terms of salient beliefs about relevant consequences, and combines this knowledge to make a choice.

The consumer needs to determine some relevant criteria to decide and the level of influence of those criteria on the decision. The relevance and level of influence depend on

the consumer's goals, the timing of the decision. For instance, if the goal is flexibility in choice, the consumer will seek out a large assortment of choices; if the goal is to simplify the choice, the consumer will seek out a small assortment. (Hoyer and Maccinis 2010, 235)

This decision may be based on the brand. This type of brand processing occurs frequently because the environment, advertising, dealerships, and so on are often organized by brands. Also, the decision of a customer to buy can be based on product attributes. The attribute processing, occurs when consumers compare across brands one attribute at a time, such as comparing each brand on price. One study found that the inclusion of an attribute in a shopping agent's recommendations list gives that attribute more prominence. Consumers evaluate differences between the two brands on each attribute and then combine them into an overall preference. This process allows tradeoffs between attributes—that is, a positive difference on one attribute can offset a negative difference on another. (Hoyer and Maccinis 2010, 236)

Fourth stage- Decision of purchasing

The customer makes the choice of one alternative after evaluation or comparison. The choice of alternatives is the alternative behaviors that consumers consider in the problem solving process.

Fifth stage- Post- purchase evaluation

The consumer uses the chosen alternative and evaluates it again in light of its performance. The consumer might experience dissonance about their purchase and be alert to information that supports their decision. According to Hoyer and Maccinis 2010, 279:

“After consumers have made acquisition, consumption, or disposition decisions, they can evaluate the outcomes of their decisions. If their evaluations are positive—if they believe their needs or goals have been met—they feel

satisfaction... When consumers have a negative evaluation of an outcome, they feel dissatisfaction.”

If consumers are satisfied with a product, service, or brand, they will be more likely to continue to purchase it and tell others about their favorable experiences with it. If they are dissatisfied, they will more likely switch products or brands and complain to manufacturers, retailers, and other consumers.

Disconfirmation refers to the difference between the pre-purchase expectation and the post purchase perception of the consumer. There are three types of disconfirmation. A positive disconfirmation occurs when product performance is better than expected. This situation is thought to lead to satisfaction or a pleasurable level of fulfillment. Second, negative disconfirmation occurs when product performance is lower than expected. This situation is thought to lead to dissatisfaction. Finally, neutral disconfirmation occurs when performance perceptions just meet expectations. Whether the consumer is satisfied or not in this case depends on other variables, such as the levels of expectation and performance. (Peter, Paul J.; C.Olson, Jerry 2010, 237)

Marketing communication should supply beliefs and evaluation that reinforce the consumer’s choice and help him or her feel good about the brand. In other words, marketers must monitor post-purchase satisfaction and post- purchase actions.

Peter, Paul J.; C.Olson, Jerry (2010, 238) also mentioned that alternatively the firm’s customers may be final consumers, in which case the promotions are called consumer promotions. Also, they indicate that consumer promotions are used by manufacturers and retailers to persuade consumers to purchase products and visit retail outlets. Second, most consumer promotions are designed to influence the probability of purchase or other desired behaviors, without necessarily changing pre-purchase consumer attitudes about a brand.

3 DEBIT CARD USAGE AND SERVICE

3.1 Debit card description

Definition

A debit card is an alternative payment method to cash that the debit cardholder can use to purchase good or pay for services to a merchant. (Mann, Ronald J. 2006, 28) It is a kind of ATM card, because the debit cardholder can withdraw cash on the ATM, or on the point of sales (POS) with his/her card. A debit card needs to be linked to a cardholder bank account. It is issued by a bank, and therefore it is also called a bank card.

Debit card, with credit card, ATM only card and prepaid card reclassified as consumer cards, one of two categories of payment cards. The other categories of payment cards are commercial cards which business card, procurement cards.

A debit card is similar to a credit card as the customer can make his merchandizing and withdrawing cash with his card. The difference between a debit card and a credit card is the debit card doesn't have the "credit feature" which mean the debit cardholder only can purchase and withdraw cash by directly accessing his own funds from the account. When purchasing or withdraw cash with the debit card, the transaction are immediately debited (taken out) from the cardholder's account. If the funds of the bank account are below the minimum required balance or the demanded transaction could make the account balance below the minimum required balance, the debit card holder cannot make his purchase or withdrawing of cash. Meanwhile if a credit card holder is granted by the card issuer a line of credit, he or she can use this line of credit for his withdrawing of cash or merchandize up to a specific and set credit limit.

The difference between a debit card and a prepaid card is that the debit card holder need a bank account to link with his card and a minimum of the current checking balance to purchasing or withdrawing cash, but a prepaid card holder don't need open a bank account, and don't be required a minimum balance on his prepaid card. A prepaid cardholder can spend or withdraw all of his funds.

The spending limit of the debit card depends on the balance of the card holder bank account. The minimum of the balance account and the maximum of daily cash withdrawing or spending can be agreed between the cardholder and the issuing bank.

Physical description of a debit card

Debit card is always made by plastic. Its sizes are 85.6 mm x 53.98 mm, and 0.76 mm of thickness, complying with the ID -1 format, one of four size formats of ISO/IEC 7810, an international standard defining the physical characteristics for identification cards. (Mann, Ronald J. 2006, 30)

The debit card is covered with a colorful emulsion layer, its background can be designed with different images and colors but it can't be only white background. The debit card has different printed components on its front and its back. On the front of the card, there are: EMV chip, the name or the logo, sometimes both the name and the logo of the card issuing bank, the bank identification number (BIN), the logo of the debit association network (for example VISA, or MasterCard...), the hologram, the embossed components (composing the account number, the name of the card holder and the expiration date and the security characters). On the back of the card, there is information about customer service telephone number of the Issue Bank, the magnetic strip, the signature panel, information about usage of the card as the signed contract between the cardholder and card issuer.

Types of debit card systems

There are mainly two debit card systems, online and offline. One physical card can have both two types of systems used for different situations. (Mann, Ronald J. 2006, 35)

- Online debit system: the transaction of an online debit card is required an electronic authorization and it is debited immediately to the cardholder's account.

- Offline debit: the transaction of an offline debit card is only reflected on the cardholder's account after 2-3 days.

Participants of debit cards and the transaction process

The following parties are involved in payment card transaction: Cardholder or Customer, Merchant, Independent Sales Organization (ISO), Acquiring Bank, Issuing Bank. .

(Mann, Ronald J. 2006, 43)

A business is referred to as "the merchant" once it has been authorized by the acquiring bank, ISO {Independent Sales Organization}, or other financial institution to accept payment cards. It is essential for merchant to have its account with the bank. Banks work with businesses to enable them to process and accept credit card payments by providing businesses a "merchant account". This service is provided in exchange for processing fees and depends on creditworthiness of the party.

ISO is a third party between a merchant and the acquiring bank. The Merchant who can not get the merchant status from the bank may get merchant status through ISOs for which merchants have to pay fees or percentage of their sales. There are various advantages of attaining the merchant status through ISOs. Merchant account through ISOs is more flexible as compared to bank. It is very useful for high risk merchants.

A bank that has a business relationship with a merchant is known as acquiring bank. The Acquiring Bank accepts the sales slips from the merchant and credits the merchant's account after deducting fees or commission.

Issuer Banks a financial institution which issues payment cards to the customers. The Customer or card-holder maintains an account with issuing bank.

According to the Fidelity payment service (2010), the transaction process of a debit card can be represented through 9 steps:

- Step 1: The consumer purchases goods or services from the merchant

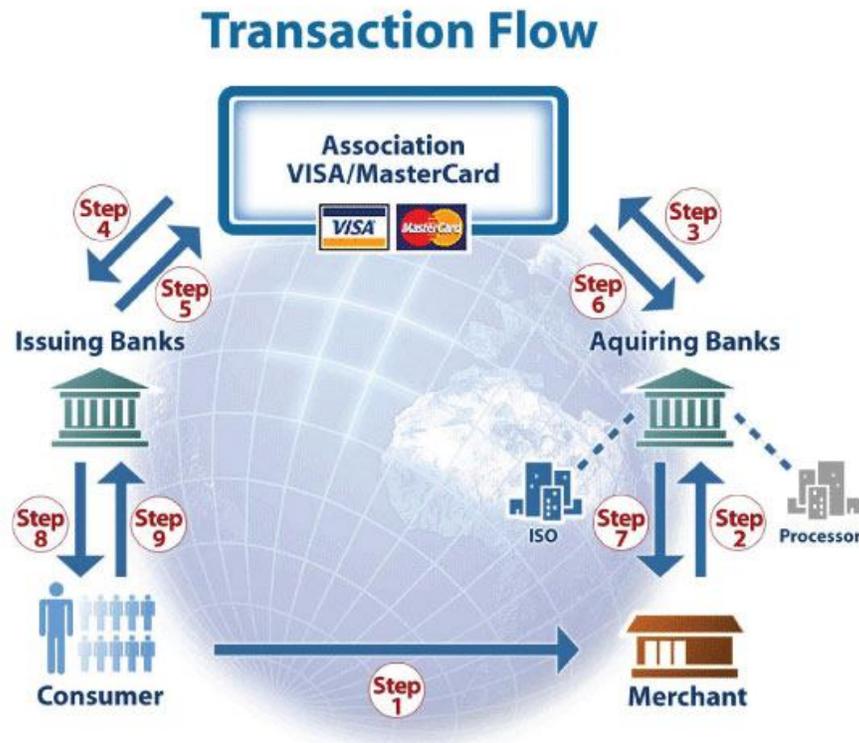


Figure 3. Transaction flow (Fidelity Payment Service, 2010)

- Step 2: There are a variety of ways to transmit the information to the acquiring bank:
 - Standard terminal: The sales authorization request is submitted through a standard phone line connection to the acquiring bank.
 - IP terminal: The sales authorization request is submitted through an internet connection to the acquiring bank with a specially designed terminal.
 - Processing software: The sales authorization request is submitted through an internet connection to the acquiring bank using computer software (such as PC Charge) and a small magnetic stripe reader. No traditional terminal is needed.
 - Payment Processing Gateway: The sales authorization request is submitted through an automated internet website, which communicates with the acquiring bank.

- Step 3: The acquiring bank routes the transaction to a processor and then to the associations – Visa, MasterCard or Discover.
- Step 4: The association system then routes the transaction to the issuing bank and requests an approval.
- Step 5: The issuing bank sends back the response. If the cardholder is approved the issuing bank assigns and transmits the authorization code back to the association.
- Step 6: The authorization code is sent from the card association to the acquiring bank.
- Step 7: The acquiring bank routes the approval code or response to the merchant terminal. Depending on the merchant or transaction type, the merchant terminal may print a receipt for the cardholder to sign, which obligates the cardholder to pay the amount approved.
- Step 8: The issuing bank bills the consumer.
- Step 9: The consumer pays the bill to the Issuing bank.

For payment it is again routed to acquiring bank through card association network institutions –the card issuer (card holder’s bank) and the merchant acquirer (Merchant’s bank). They act as the providers of purchase transaction services to consumers. Both the cardholder and the merchant can be treated as ‘consumers’ of payment transaction services.

The interaction between the four parties (issuer, acquirer, cardholder and merchant) is done through a system which is maintained and supported by this fifth party like Visa or MasterCard.

Benefits of a debit card

According to Mann, Ronald J. (2006) the benefits to the issuing bank:

- Creates a stable income from the annual fee that the cardholder needs to pay for the issuing bank.

- When the cardholder sends his or her money to the balance account to use with the debit card, it creates a capital for the bank from the non-term saving of the cardholder. In addition, placing the ATM or connecting with the POS also enlarges the business area of the bank.

He also mentioned the benefits to the cardholder:

- When using the debit card, the cardholder is provided a transaction services with a high security and usefulness, there is no need of carrying cash. It also increases the credibility of the merchants in the customers' mind.
- Based on the balance on the account, if the cardholder doesn't use it, in many banks, the cardholder will receive the non-term interest. It also reduces the processing fees which ultimately help customers as they have to pay less as compared to other financial instruments such as demand draft or cheques.
- Debit cards are much faster than other financial tools such as cheques and they take less time for clearance. When using debit cards it is easy to work with foreign currencies. Debit cards are the standard way of transferring money and they are universally accepted.

3.2 Usage of debit card nowadays

According to the world payment report 2012 (Capgemini company et al., 2012), until 2011 cards (debit cards and credit cards) are still the biggest driver of non-cash payments volumes globally. Cards accounted for 55.8% of all non-cash payments in 2010, up from 53.4% in 2009 and 35.3% in 2001. Debit cards alone accounted for more than one in three of all payments, partly as the use of cards for smaller-ticket transactions becomes more widespread.

Card usage in Vietnam is also going with this global trend. Even its banking card services only developed a few years ago, Viet Nam is considered as the most dynamic market for banking cards with an annual growth rate of 18.5% until 2014, said the US-based Research and Markets Company. (Thuy Trieu, 2010)

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Similarly, in the Personal Finance Monitor Survey Nielsen with 600 persons in Vietnam in 2010, the results do show a significant increase in awareness and usage of cards.

Card type awareness

Awareness of both Debit and Credit cards has increased significantly over the past 5 years among the banks customers.



Figure 4. Card type awareness (Nielsen 2010)

3.3 Factors influencing to the decision to use a debit card

A debit card is a special good. It has characteristic of a tangible goods because when the customer registers to have a debit card, he or she is provided a plastic card, but it is also

intangible, because the main function of the card is services provided for the cardholder. The factors influencing the decision to use the card therefore are based on the characteristics of the debit card.

In the “model studying of factors influence the intention and decision to use ATM card in Vietnam” was realized in 2006 by Associated professor- PhD Le The Gioi and Master Le Van Huy, they studied the usage of not only debit card but also of credit card in Vietnam, they collected data from 500 people, with age from 18 to 60 in Da Nang and Quang Nam city in Vietnam and were outlined in following topics: the intention to use ATM card (debit card and credit card); marketing policies; attributed of ATM card have relationship with the choice to use ATM card of Vietnamese people.

In another study, “Factor affecting ATM usage in India: An empirical analysis”, the author found a significant positive influence of the characterized socio-economic attributes on the use of ATM service.(Shariq Mohammed, 2012). Debit card service is one of the ATM service. In the study “Dynamics of Consumer Adoption of Financial Innovation: The Case of ATM Cards” authors investigated consumers’ adoption and usage decisions of ATM cards in Italy. Interestingly, their results suggest that (i’) offering a €50 sign-up bonus to customers over 50 could increase their adoption rate by five times; (ii’) a 50% increase in the number of ATMs can result in a 33.4% increase in the percentage of new adopters on average; (iii’) a one-percentage-point increase in the interest rate would lead to a 12.6% increase in the percentage of new adopters. (Botao Yang and Andrew Ching, 2010)

In the study “The Economics of Credit Cards, Debit Cards and ATMs: A Survey and Some New Evidence” the authors agree with Humphrey et al (1996) that over time and across countries electronic forms of payment are rising significantly because they are generally cheaper than paper forms. (Barry Scholnick and al.,2006, 24-26). In the study “Payment Card Rewards Programs and Consumer Payment Choice,” Andrew Ching and Fumiko Hayashi, 2008 while studying consumer payment choice of debit cards and credit card sin USA mentioned about others related studies:

“Previous studies highlighted three important sets of factors that affect consumer payment choice: consumer characteristics, transaction characteristics, and

payment method attributes. Some studies (e.g., Kennickell and Kwast [1997], Stavins [2001], and Klee [2006a]) found that demographic and financial characteristics of consumers are correlated with the use of payment methods. Hayashi and Klee [2003] found that adoption of new technologies, such as online purchases and direct deposits, influences a consumer's adoption decision for debit cards and online bill payments. They also found that transaction characteristics, such as value of transaction and physical environment, likely influence consumer payment choice. Hirschman [1982], Mantel [2000], Jonker [2005], and Klee [2006b] found that payment method attributes or those perceived by consumers are strongly correlated with consumer payment choice. ‘‘

In conclusion, according to the theoretical knowledge on consumer behavior, and many previous studies in different countries about payment card usage, and characteristic of student consumer group, the factors influencing the debit cards are: the attributes of the bank, the attributes of the customer, and the attributes of the debit card

The attributes of the bank, for example is the fame and the quality of service of bank. The more the fame a bank has, the more attention get of the potential consumers the bank can, and the more opportunity it can have in their selection. The competition between banks are more and more intensive, in other words, there is an increase of customer power in choosing which bank they will use the service. Definitely, the customer will choose the bank which has most attractive service, providing a caring service attitude of employees, a good reward program/ marketing policy...

The attributes of the debit card, for example the benefits, the fee and the safety of the debit card. The benefit of the debit card can be understood as the utilities of the card: can he/she receive/transfer the amount of money as he/she wants, can he/she can pay online with the debit card, can she/he have a convenient daily limit of drawing cash or purchasing with the debit cards etc. When choosing which card to use, the consumers have evaluation, comparison among debit cards about their utilities, what the customer can do with the debit card. The fee of a debit card: when the customer registers to have a debit card, the customer has to pay the required fee to the issuing bank. The fee depends on the period, the current promotion campaign or policy of the bank. This fee is the first fee for having a debit card and the monthly or yearly maintenance fee of the debit card.

These fees can be considered as the price that the consumer pays to buy the product, the debit card to use. It definitely influences the decision to use the debit card. A cheaper fee, even a zero first fee and maintenance fee, can open a bigger opportunity for the bank to have more customers. The safety of debit card usage: the debit card is an alternative payment method to cash but also it links to the bank account of the customer which has the money, funds of customer. Therefore, the safety is a considered factor to the decision to use the debit card. The ATM and POS network: the cardholder can experience all the benefits of the debit card when there is investment for the ATM and POS network system. ATM and POS network can be considered as condition for the normal good, as the electricity is a condition for the washing machine can work. A weak ATM and POS network which means there is not much ATM, or inconvenient places of POS, damages of ATM etc reducing the usage of the debit card as expectations of debit card users.

The attributes of the customer, for example the average income, gender, age, expense habit...of the customer: Not all the income groups have the same need and motivation to use the debit card. Also, different income groups also lead to the different perception and evaluation about the debit card and the issuing bank. The students are considered a low income group as they almost do not have a full time work and still receive money from the family or the society associations. The average income is a factor which influences the decision to use the debit card. The source of information also an important factor: the potential consumer get information about debit card by TV, or Internet, Magazines, Relatives or the advertisement of the bank on a panel, on a banner, the introduction of the bank employee. This information help the consumer have first understanding, evaluation of the debit card then decision to use the debit card or not. The number of cards the customer has: The customer can choose to use one or many cards of one or many different banks. The customer can use different kinds of cards, for example a debit card and a credit card at the same time. The number of cards the customer has can be considered to understand the chance the customer chooses to use the debit card of LVPB, the studied bank in this thesis. The perception of consumer about the product and information about the product is another crucial factor influencing the decision of consumer. The perception about the brand of the debit card, the fame of the bank could lead to a priority to the issuing bank in the decision to use the debit card.

4 RESEARCH PROCESS

4.1 LVPB and its debit card product's description

Lien Viet Post Joint Stock Commercial Bank (LienVietPostBank), formerly known as LienVietBank, was granted the Operation License No 91/GP-NHNN on March 28, 2008 by the Governor of the State Bank of Vietnam and it became the first newly established joint stock commercial bank since 1993. In 2011, Vietnam Post Corporation (VNPost), a member of Vietnam Post and Telecommunication Group (VNPT), became the Bank's biggest shareholder by contributing capital to the Bank equal to the value of the Vietnam Postal Savings Service Company (VPSC) and in cash.

The Mission of LVPB is: "We provide customers with diversified and tailor-made products which benefit the Bank and society at large." Its Vision is: Becoming Vietnam's top retail bank or The Bank for Everyone. Its Strategy is: "we pursue a retail customer-oriented strategy by delivering excellent services."

In Vietnam, the banks in the leading position about ATM and POS network and also card service constitute AgriBank, Vietcombank, Cong Thuong Bank, BIDV. LVPB, the studied bank in this thesis, only take a very small percentage of ATM and POS network, and card services (VCBS, 2012, 7-8). Moreover, VCBS, 2012 also concluded that very weaker brand power and the smaller network of LVPB compared to the leading bank in Vietnam.

However, LVPB puts effort to develop their card services to customers by cooperation with other partner or building its own product, service. According to "the annual report of LVPB 2011" released in its website, in 2011, LVPB officially released the first card product - Domestic debit card with the brand "United we develop". LienVietPostBank also succeeded in connecting their ATM system with three largest switching systems in Vietnam - Smartlink, BanknetVN and VNBC. As a member of the card alliance, LVPB have a network of more than 16,600 ATMs, accounting for 98% of the total number of ATMs in Vietnam. With such large network spreading nationwide, LVPB customers can access the service fast, easily and everywhere.

Also the annual report 2011 mentioned that based on the existing ATM payment system and nationwide network of Vietnam Post, in 2012 LVPB will continue to utilize the POS system over 600 post offices and install selectively ATM machines at our branches and transaction points. LVPB will also focus on expanding its cooperation with e-commerce partners in order to provide more convenient services to its customers.

4.2 Research design, data collection and analysis

In the previous chapters, I introduced the theoretical knowledge about consumer behavior and the debit card usage. But according to the case study, there is not a relevant research of debit card usage of student groups in Vietnam yet, and the LVPB request me to do this research. To understand the behavior of student group, also I need to apply a real case study as a compulsory requirement for my Bachelor, therefore this research was established.

There are two research methods, qualitative and quantitative. Dr Catherine Dawson (2007, 13-14) states: "qualitative research explores attitudes, behavior and experiences through such methods as interviews or focus groups. It attempts to get an in-depth opinion from participants. As it is attitudes, behavior and experiences which are important, fewer people take part in the research, but the contact with these people tends to last a lot longer. Quantitative research generates statistics through the use of large-scale survey research, using methods such as questionnaires or structured interviews. This type of research reaches many more people, but the contact with those people is much quicker than it is in qualitative research."

The quantitative research method is used in this study because it is more appropriate to use numbers to determine how many customers share the same opinion and behaviors. The primary data for this study was questionnaires collected from the students of National Economics University and Hanoi Mine University in Vietnam during January 2012 as requested by the LVPB. The number of students of National Economics University is 45,000 and the number of students of Mine University is about 30,000. In other words,

the population is really large, it is difficult to choose a random sampling method in this case because the limitation of time and the difficulties to contacts to each students to collect information for the survey. I asked the counselors of two universities to cooperate and help me to contacts with the students. They accepted me to take students from different classes of two universities for the survey: three classes in National Economics University(first-year, second year, third year), three classes (second year, third year and fourth year).Finally, the used sampling method in this study was the convenience sampling.

The survey was distributed to 168 students from two universities. 16 answered surveys cannot be used because there are wrong answers or lack of necessary information.152surveys were finally coded in SPSS, 123 people answered to used debit card and 29 people answered not to used debit cards. The participants were all volunteers and their responses, the information are recorded anonymously.

The aim of the study was to know the student's behavior in using the debit card and the factors influencing their decision to choose debit card. A questionnaire is convenient in this study for gathering enough information from a large group of people.

Question 1 from the survey is to collect general information of the interviewee (age, sex, major study...) Question 2 is to know if the students use the debit card. If yes, the student will answer to question 19, if no, the student will answer only the question 17 to 20. Question 3, 4,5are for knowing the general information about how the student is: which brand they choose? How many debit cards does he/she have currently and why he/she chooses to use debit card. Question 6 is to identify how they find information about the debit card before using it, actively or not. Question 7, 8, and 10 are to understand the importance level of factors about bank, information source and attributes of debit card when the student decides to use. There are sub factors about bank and information and debit card factor, and there may be other different that the student will mention in his/her answer. Question 9 is to explore the fee to have a new debit card and the annual maintenance fee. Questions 11, 12 let us know about the frequency of the student customer's debit card. Questions 13-16 is to understand the satisfaction level, the future intention of the student customer with using debit card. Questions 17- 19 are about the

expense, income information. Question 20 is for the students who do not use the debit card; I want to know the reason why they don't use it yet.

In the survey form, I use the scale points from 1-5 to understand the level of influence of factors the decision to use the debit card, or the level of satisfaction from the point of view of students.

For example, with the level of influence of factor:

Not important at all	Not particularly important	Fairly important	Quite important	Very important
1	2	3	4	5

With the satisfaction level:

Very low	Rather low	Fair	Quite high	Very High
1	2	3	4	5

I also use multiple – choice type questions to give various alternatives/options for the respondents. In addition, respondents can give their opinions if they have a different answer. These questions were constructed based on the literature and the theories for the study. The supervisor also checked the questions in the questionnaire to make sure the questions were relevant and would give the right results.

Behind the primary information from the survey which can be found in the appendices section, I read and collect necessary information from others researches, studies reports, books etc. to understand more about the factors influencing the decision to use debit cards,.

5 FINDINGS

All findings below here will be serve for LVBP to understand the behavior of student in using debit cards ,and on the other hand, to make a strategy to convert the student customer group and have new student customers.

5.1 Findings from students using the debit card

There are 123 students answered they used the debit card, below here are the findings of those respondents:

Gender of respondents using the debit card

There were 74 female students (60.2%) and 49 (55.8%) answered they used the debit card.

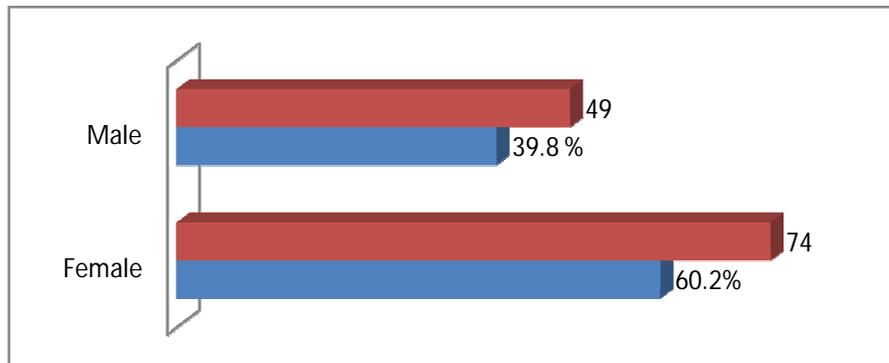


Figure 5. Gender of respondents using debit cards

Age of respondents using the debit card

The age of the 123 respondents using debit cards vary from a minimum 18 to a maximum of 25 years. Most of the students in this survey are 20 years old (47 respondents), 41 respondents are 21 years old. Other common age groups are 18, 19, and 22 years old group. There is only one person of 25 years old. The average age of respondents using debit card is 20.41

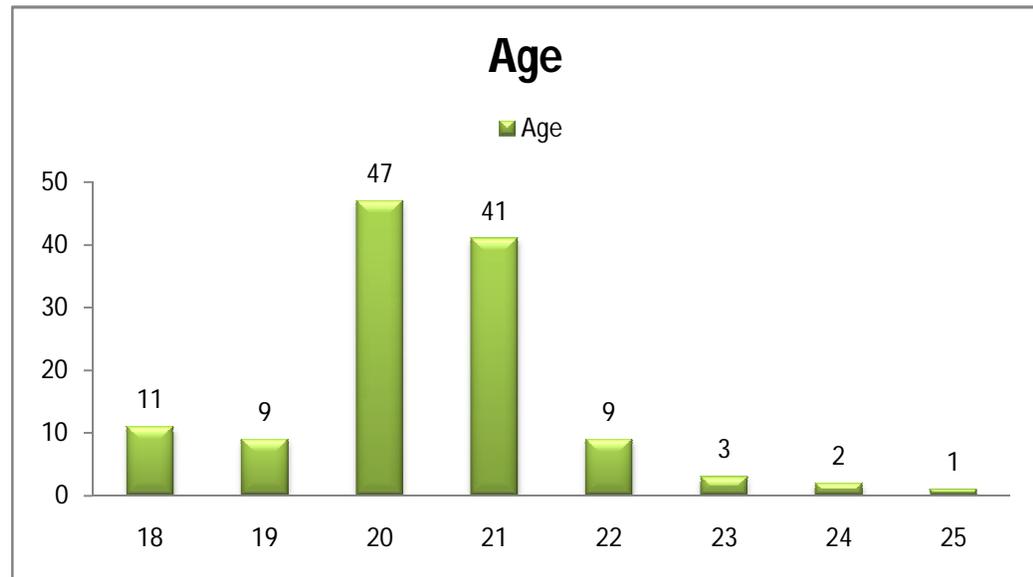


Figure 6. The age of respondent who use debit card

Major study of respondents using the debit card

The figure show the major study in which the respondents were studying in Hanoi Mine University and National Economy University. The percentage of Economy major study reaches the highest rates. The second rank is the Information Technology degree program (23%). The Social and Geodesy degree program both places after the Information Technology with 9%.

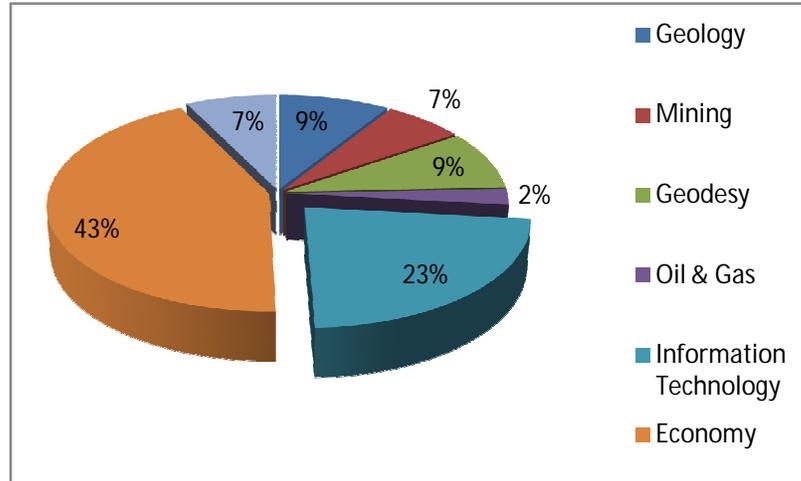


Figure 7: The major study of respondent who used debit cards

The current number of debit card the respondent has

115 respondents have only one debit card (85%). There are 9% respondents who have 2 debit cards, and only one respondent who has four debit cards.

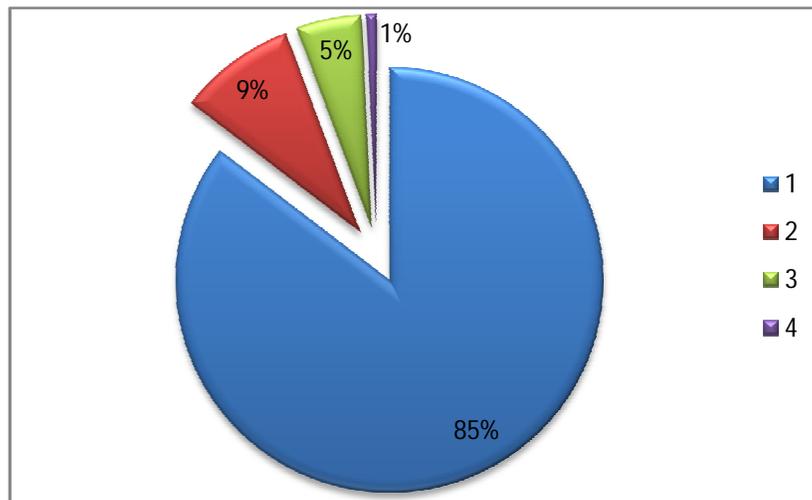


Figure 8. The number of debit cards of the respondent

The name of the issuing bank of the debit card

The figure portrays the bank issuing the debit card that the respondent uses. The majority of the respondents use the debit card of BIDV bank (44 respondents, 36%) and VietTinBank (32 respondents, 26%). According the interview I have with counselor of the two universities, those banks have contract with the universities to have a program of issuing free the debit card for the students at the beginning of every semester three years ago. There are 18 respondents (14.6%) who use the debit card of AgriBank, 11 respondents using debit cards of DongABank. Some of them use the debit card of two banks. For example, three respondents use debit card of VietcomBank and BIDV, four respondents have debit cards from BIDV and AgriBank.

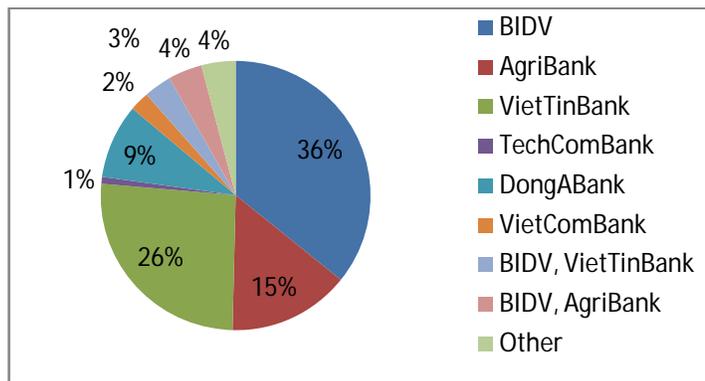


Figure 9. The name of bank publishing the debit card of respondents

How long do the respondents use the debit card?

The graph illustrates the time the respondent use his/her debit card. The given answers show that the majority just use the debit card less than one year (56 respondents, 45.5 %). 36 respondent answer they used the debit card from more than one year to two years, 26 respondent use the debit card from more than two year to 3 years. There are only 3 uses the debit card more than three years. The average time the respondent use the debit card is 1.805 years.

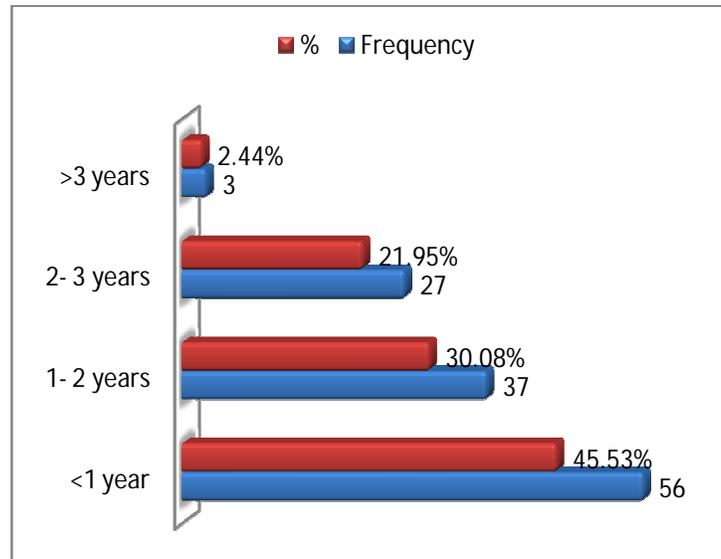


Figure 10. The time the respondents use the debit card

The reasons the respondents choose to use the debit cards

The reasons the respondent has a debit card influence the decision to choose to have a debit card of a certain issuing bank, because it reflects the perception of the customer about the role of the debit card with his or her transactions.

The majority answers that because of the benefits of the debit card; they choose to use the debit cards. Because the bank has a promotion program of the debit card, 47 respondents consider it's the reason they have a debit card. Besides, 31 respondents register a debit card because many people around them use this payment instrument. Some other opinions the respondent mention in the survey is: "I want to try a new issuing bank" (2 respondents), or " my friend introduced me to it " (5 respondents), "the debit card looks fashionable" (3 respondents), "I need a debit card to use in foreign countries" (1 respondent). We can see those other opinions also related to the main three reasons.

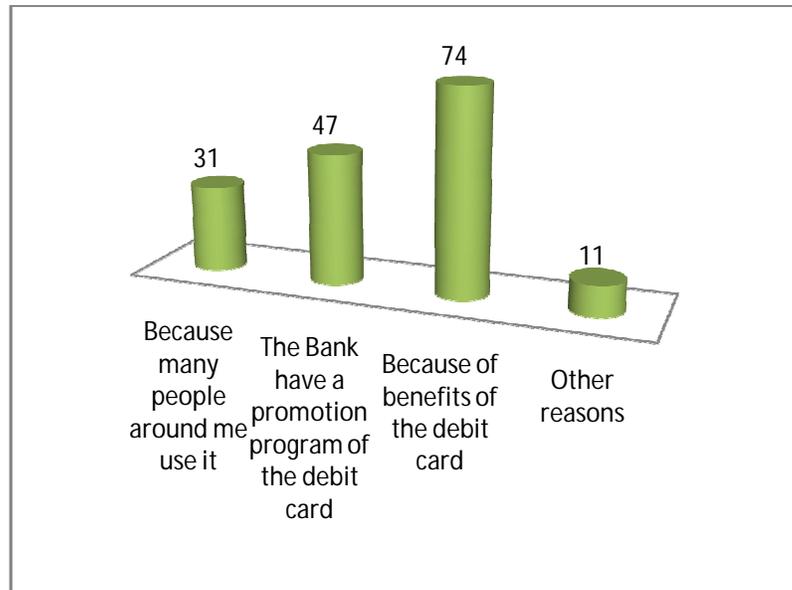


Figure 11. The reasons the respondents use the debit card

Finding information about debit card

Each customer will have a different way to access the information, from different information sources. And each information source also influences differently to the decision of customer. Among the respondents, 86 respondents (71%) actively found information about debit cards, and 35 respondents (29%) did not find actively information about the debit card before using it.

Classifying the level of influence of factors to the decision to use the debit card

I will classify the factors influencing the decision the debit card based on their levels of influence. I also will analyze the six sub- factors most influencing to the decision to use

the debit card by using the formula $P \pm Zc \sqrt{\frac{P(1 - P)}{N}}$. Besides, I will discuss more

those factors and other sub- factors related to the information source, bank and debit card influencing the students' decision to use the debit card in next pages.

The formula $P \pm Z_c \sqrt{\frac{P(1-P)}{N}}$ is used to identify the estimation of percentage of the

factor influencing the debit card which is considered important or unimportant, from the sample to the population. In this formula, P is the percentage of the sample which consider the factor is important or not important to the decision to use the debit card, Zc is the confidence interval, and N is the sample size, estimates were made to show the percentages of the general population which consider that factor is important or not important with the questions.

$P - Z_c \sqrt{\frac{P(1-P)}{N}}$ gives the lowest value and $P + Z_c \sqrt{\frac{P(1-P)}{N}}$ gives the highest or

upper value for the estimation...N is 123, and Zc (confidence interval) at 95% is 1.96.

There are 18 factors whose level of influence scaled from 1 to 5 are questioned in the survey. The respondent is requested to answer the level of influence of all 18 factors. They can choose one of five levels of influence in each factor: 1 = not important at all, 2= not particularly important, 3= fairly important, 4= quite important, 5 = very important. Besides evaluating all 18 factors suggested in the survey, the respondent also can mention other factors and the level of influence of those added factors according to his/her opinion.

In order to understand how a respondent perceives the level of every factor's influence over her/his decision to use a debit card, we need to look at the mean. The mean in this case means a central tendency which represents the most typical response. According to the mean of influence level of factors influencing the decision to use the debit card, the six factors have the highest influence level are: the service attitude of the bank employee (4.16), the reputation of the bank (4.07) , the safety of use (3.99), the ease of use (3.71), ATM machine and POS network (3.64), introduction of friends and relatives (3.64).The factors having lowest level of influence are factor TV (2.07), factor Journal, magazine, factor internet (2.42), Promotion, after service program (2.65).

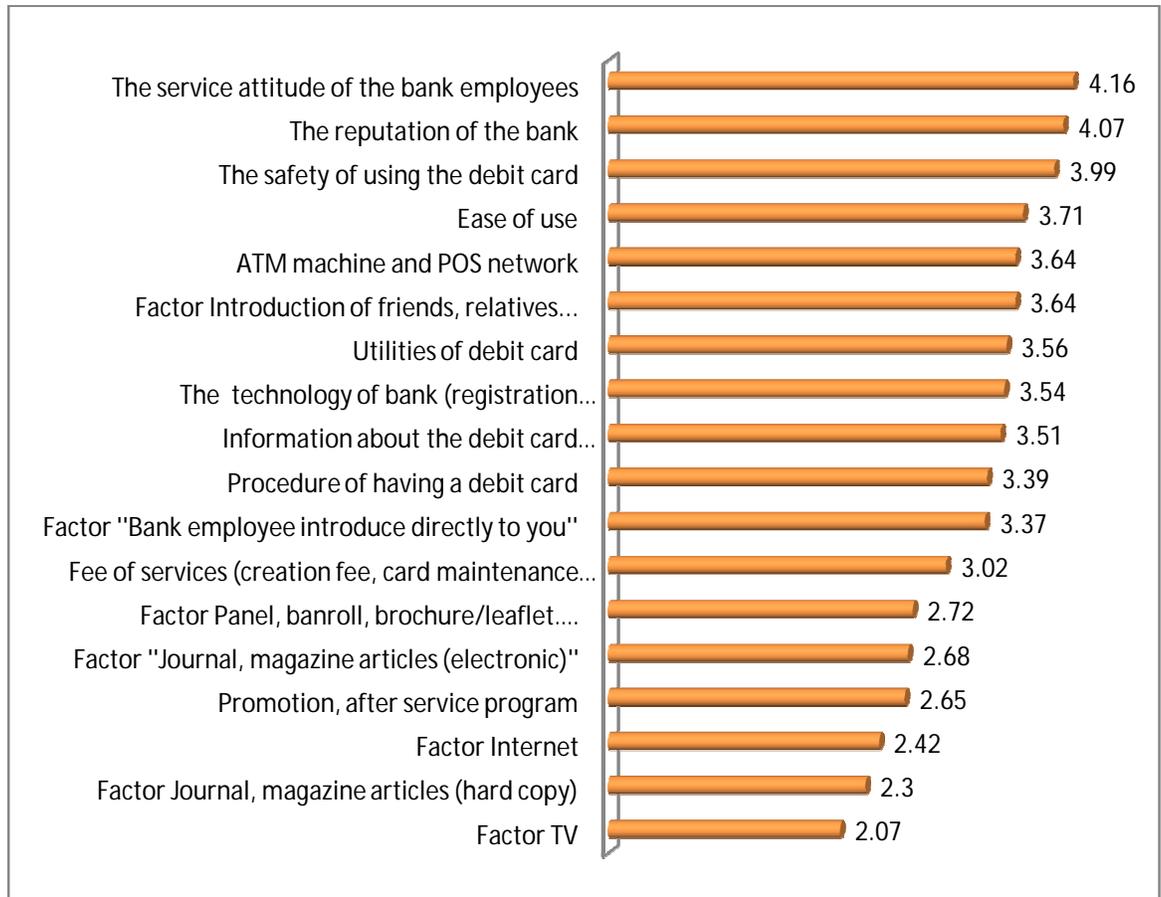


Figure 13. Classifying the level of influence of factors to the decision to use the debit card

The factor "service attitude of the bank employee"

The results show that among 123 respondents, 116 of the respondents which constitute 94.3 % consider that "the service attitude of the bank employee" is an important factor influencing their decision to use the debit card. On the other hand, 7 respondents who constitute 5.7% consider that factor is not important for them.

Using the formula $P \pm Zc \sqrt{\frac{P(1-P)}{N}}$, $N=123$, $Zc=1.96$.

94.3% of the sample population agree the importance of the factor ($P=94.3\%$), therefore between 90.2% and 98.40% of the general population consider the factor 'the service

attitude of the bank employee” is an important influence to their decision to use a debit card.

5.7% of the sample population don't consider the importance of this factor (P=5.70%), then between 1.60% and 9.80% of the general population consider the factor “ the service attitude of bank employee” is not an important influence to their decision to use a debit card.

I noticed that the upper value of the population don't consider the importance of the factor (9.80%) is below the lower value of the population who consider the importance of the factor (98.4%) which means the factor has a strong influence on the decision.

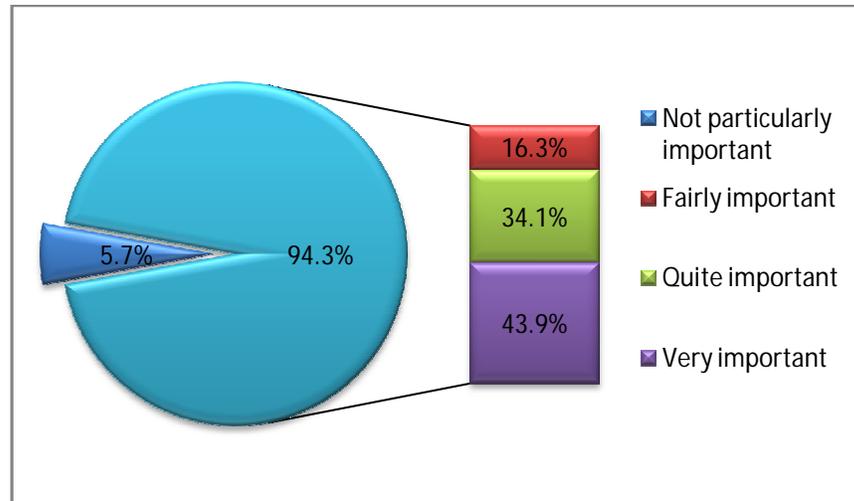


Figure 14. The factor “Service attitude of the bank employee”

The factor “reputation of the bank”

The results show that 104 of the respondents which constitute 84.6 % consider that “the reputation of the bank” is an important factor influencing their decision to use the debit card. On the other hand, 19 respondents who constitute 15.4% consider that factor is not important for them.

Using the formula $P \pm Z_c \sqrt{\frac{P(1-P)}{N}}$, N= 123, Z_c=1.96.

84.6% of the sample population agree the importance of the factor (P= 84.6%), therefore between 78.22% and 90.98% of the general population consider the factor ‘‘ reputation of the bank’’ is an important influence to their decision to use a debit card.

15.4% of the sample population who don’t consider the importance of this factor (P=15.40%), then between 9.02% and 21.78% of the general population consider the factor ‘‘ reputation of the bank’’ is not an important influence to their decision to use a debit card.

I noticed that the upper value of the population don’t consider the importance of the factor (21.78%) is below the lower value of the population consider the importance of the factor (58.95%) which means the factor has a strong influence on the decision.

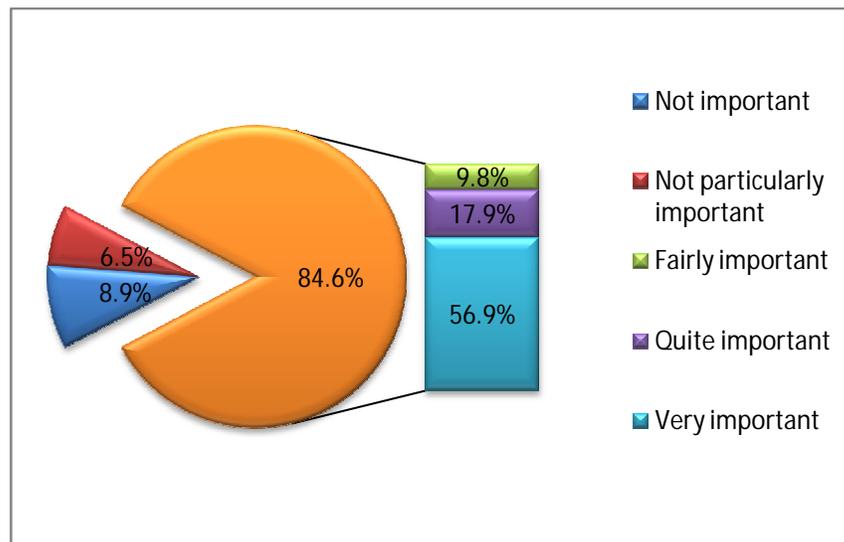


Figure 15: The factor- ‘‘Reputation of the bank’’

The factor ‘‘safety to use the debit card’’

The result show that 103 of the respondents which constitute 83.7 % of the sample consider that the safety to use the debit card is an important factor influencing their decision to use the debit card. On the other hand, 20 respondents who constitute 16.3% consider that factor is not important with them.

Using the formula $P \pm Zc \sqrt{P(1 - P)/N}$, $N= 123$, $Zc=1.96$.

83.7% of the sample population agree the importance of the factor ($P= 83.7\%$), therefore between 77.17% and 90.23% of the general population consider the factor “ the safety to use the debit card “is an important influence to their decision to use a debit card.

16.3% of the sample population who don’t consider the importance of this factor ($P=16.30\%$), then between 9.77% and 22.83% of the general population consider the factor “ safety to use the debit card” is not an important influence to their decision to use a debit card.

I noticed that the upper value of the population don’t consider the importance of the factor (22.83%) is below the lower value of the population who consider the importance of the factor (77.17%) which means the factor has a strong influence on the decision.

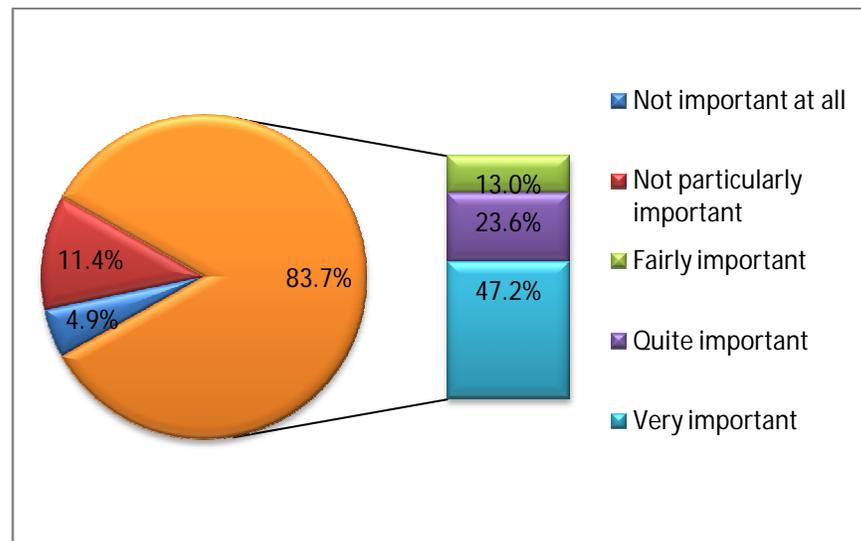


Figure 16.The safety to use the debit card

The factor “ ease of use”

The result show that 103 of the respondents which constitute 83.7 %, consider that the ease of use is an important factor influencing their decision to use the debit card. On the

other hand, 20 respondents who constitute 16.3% consider that factor is not important for them.

Using the formula $P \pm Zc \sqrt{\frac{P(1 - P)}{N}}$, $N= 123$, $Zc=1.96$.

83.7% of the sample population agree the importance of the factor ($P= 83.7\%$), therefore between 77.17% and 90.23% of the general population consider the factor ‘‘ ease of use’’ is an important influence to their decision to use debit card.

16.3% of the sample population don’t consider the importance of this factor ($P=16.30\%$), then between 9.77% and 22.83% of the general population consider the factor ‘‘ ease of use’’ is not an important influence to their decision to use debit card.

I noticed that the upper value of the population who don’t consider the importance of the factor (22.83%) is below the lower value of the population who consider the importance of the factor (77.17%), which means the factor has a strong influence on the decision.

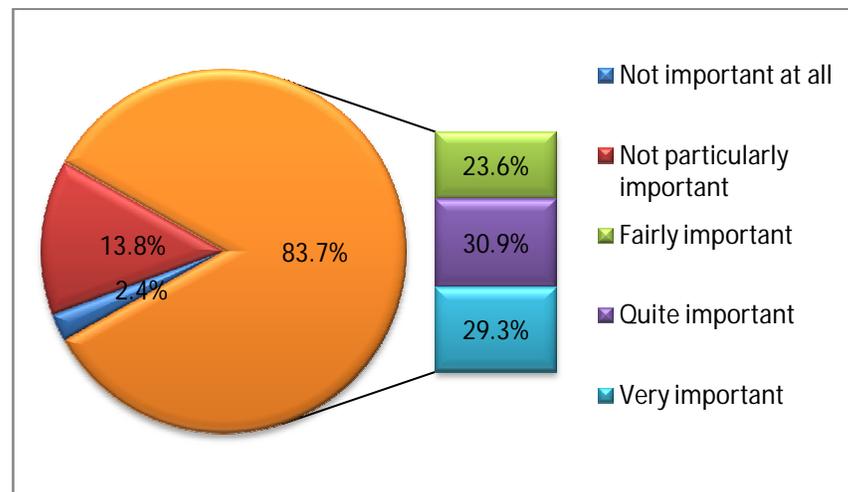


Figure 17.The ease of use

The factor ‘‘The ATM machine and POS network’’

The result show that 98 of the respondents which constitute 79.7 %, consider that the ATM machine and POS network is an important factor influencing their decision to use

the debit card. On the other hand, 25 respondents who constitute 20.3% consider that factor is not important for them.

Using the formula $P \pm Zc \sqrt{P(1 - P)/N}$, $N= 123$, $Zc=1.96$.

79.7% of the sample population agree the importance of the factor ($P= 79.7\%$), therefore between 72.58% and 86.81% of the general population consider the factor ‘ATM machine and POS network’ is an important influence to their decision to use a debit card.

20.3% of the sample population don’t consider the importance of this factor ($P=20.30\%$), then between 13.19% and 27.41% of the general population consider the factor ‘ATM machine and POS network’ is not an important influence to their decision to use a debit card.

I noticed that the upper value of population who don’t consider the importance of the factor (27.41%) is below the lower value of the population who consider the importance of the factor (72.58%) which means the factor has a strong influence on the decision.

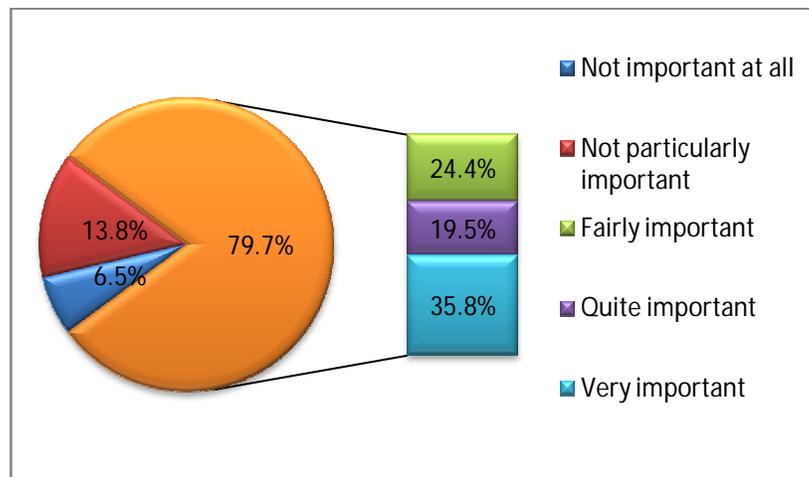


Figure 18. The importance of ATM machine and POS network

The factor ‘Introduction of friends, relatives’

The result show that 103 of the respondents which constitute 83.7 % who consider that ‘the introduction of friends, relatives ‘ is an important factor influencing their decision

to use the debit card. On the other hand, 20 respondents who constitute 16.3% consider that factor is not important for them.

Using the formula $P \pm Zc \sqrt{\frac{P(1 - P)}{N}}$, $N= 123$, $Zc=1.96$.

83.7% of the sample population agree the importance of the factor ($P= 83.7\%$), therefore between 77.17% and 90.23% of the general population consider the factor “the introduction of friends, relatives” is an important influence to their decision to use a debit card.

16.3% of the sample population don’t consider the importance of this factor ($P=16.30\%$), then between 9.77% and 22.83% of the general population consider the factor “the introduction of friends, relatives” is not an important influence to their decision to use a debit card.

I noticed that the upper value of population who don’t consider the importance of the factor (22.83%) is below the lower value of the population who consider the importance of the factor (77.17%), which means the factor has a strong influence on the decision.

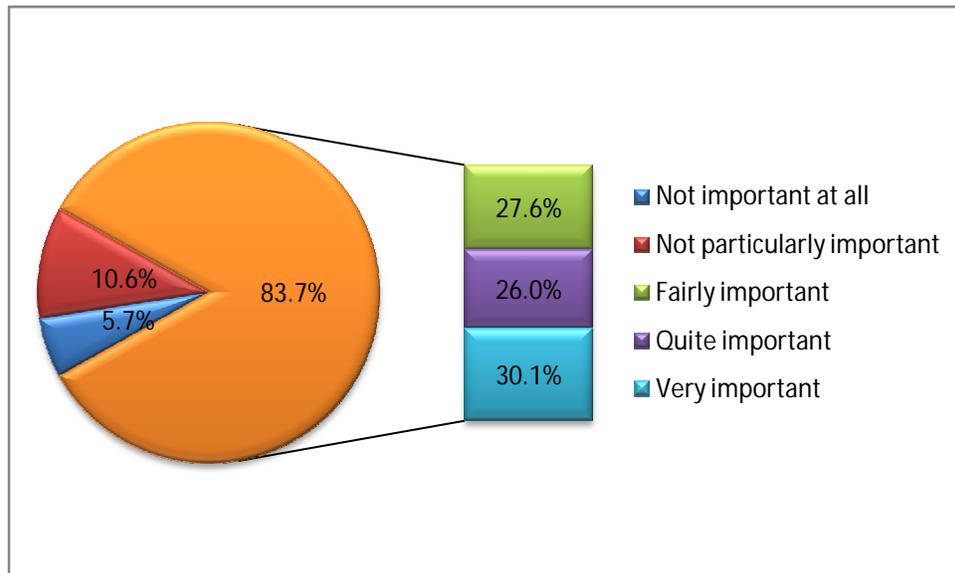


Figure 19. The factor “ Introduction of friends, relatives”

How do the information source factors influence the decision to use debit card?

Among the information source factors, the factor ‘‘introduction of friends, relative’’ and ‘‘Bank employee introduces directly to you ‘influence the decision of the respondents to use the debit card. Their means are 3.64 and 3.37. Meanwhile, the factor TV (mean =2.07), factor’’ Journal, magazine articles (hard copy) ‘‘(mean = 2.3), the factor Internet (2.42), factor Panel, bankroll, brochure, has their means are less than 3 which mean they are not important factors influence to the decision.

Three respondents mention other sources of information. There are introduction of someone they know by chance, or through radio, but the level of those factors are determined low, less than 3, which means they are not important factors.

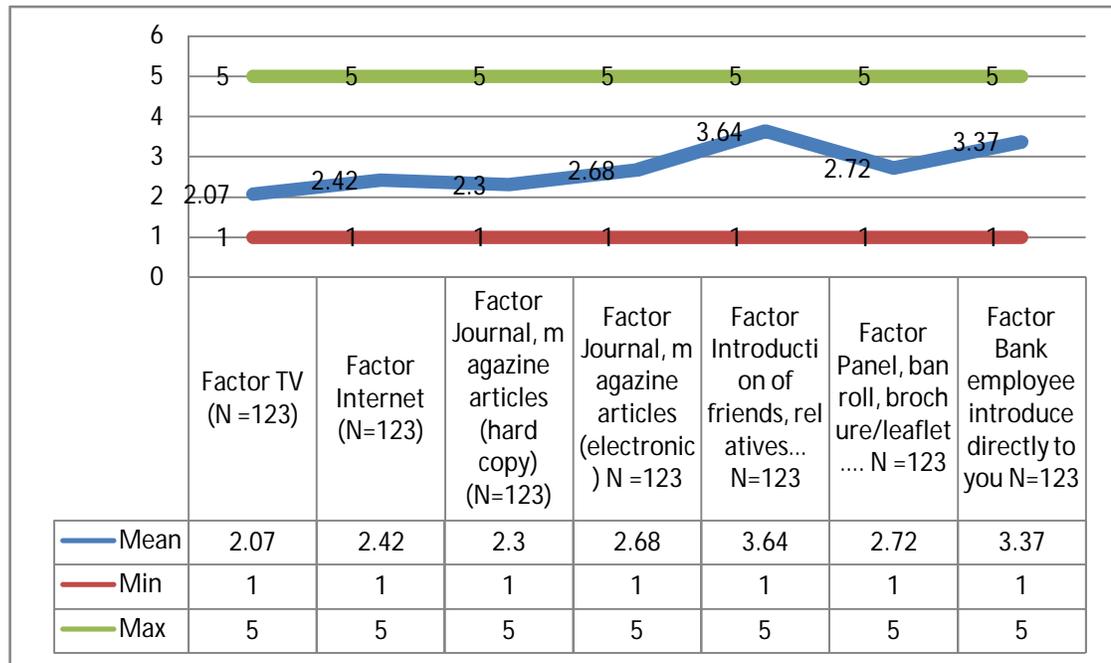


Figure 20. Information source factors influence on the decision to use a debit card

How do the factors from the bank influence the decision to use debit cards?

Among the factors from the bank, the result shows that the factor ‘‘ service attitude of bank employee’’ and ‘‘ reputation of the bank’’ are the most important factors influencing the decision to use the debit card. Their means are 4.07 and 4.16, and 4 = fairly important, which means those factors are fairly important.

Other factors with the mean higher than 3, 3 are considered important factor, which means those factors are also important influences to the decision. They are: ATM machine and POS network (mean = 3.64), the technology of bank (registration, procedure...) (mean = 3.54), the information about the debit card (utilities, procedure...)(mean = 3.51).

Promotion, after service program has the mean 2.65, less than 3 = important which means this factor doesn't influence the decision to use the debit card.

Four respondents mention other factors influencing the decision to use a debit card:

- Because the issuing bank has the branch near my home (two respondents evaluate this factor with point of 2 (not particularly important factor) , and point of 3 (important factor)
- "Because I can win a trip" with evaluation of 3 (important). This specification in fact belongs to the factor "Promotion and After service program"

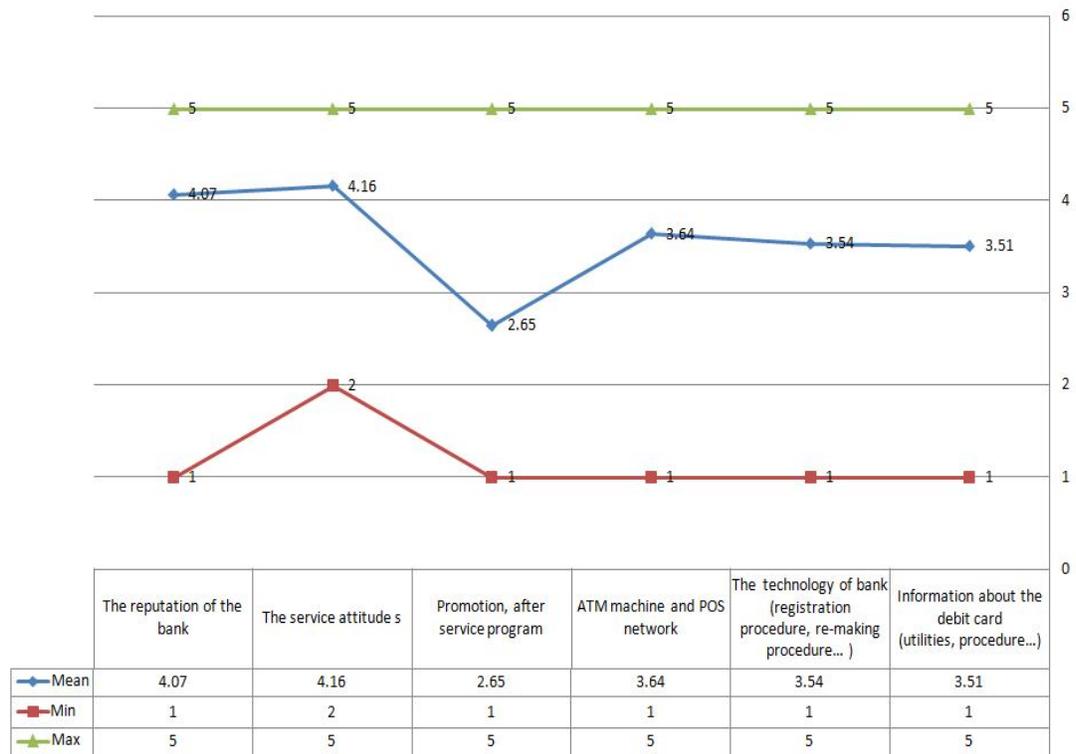


Figure 21. Factors from the bank influence the decision to use debit cards

How do the factors from the debit card influence the decision to use debit cards?

Among the factors from the debit cards, the result shows that all five factors mentioned by the author have an important influence on the decision to use the debit card of respondents, because their mean are all higher than 3, and 3 is considered an important influence. Those five factor are ‘safety of use the debit card’ (mean= 3.99), ‘ease of use’(mean =3.71), ‘procedure of having a debit card’ (mean = 3.39), fee of services (creation fee, card maintenance fee) (mean = 3.02)

Three respondents also mention the design of the debit card is an important factor, with the evaluation of 3.

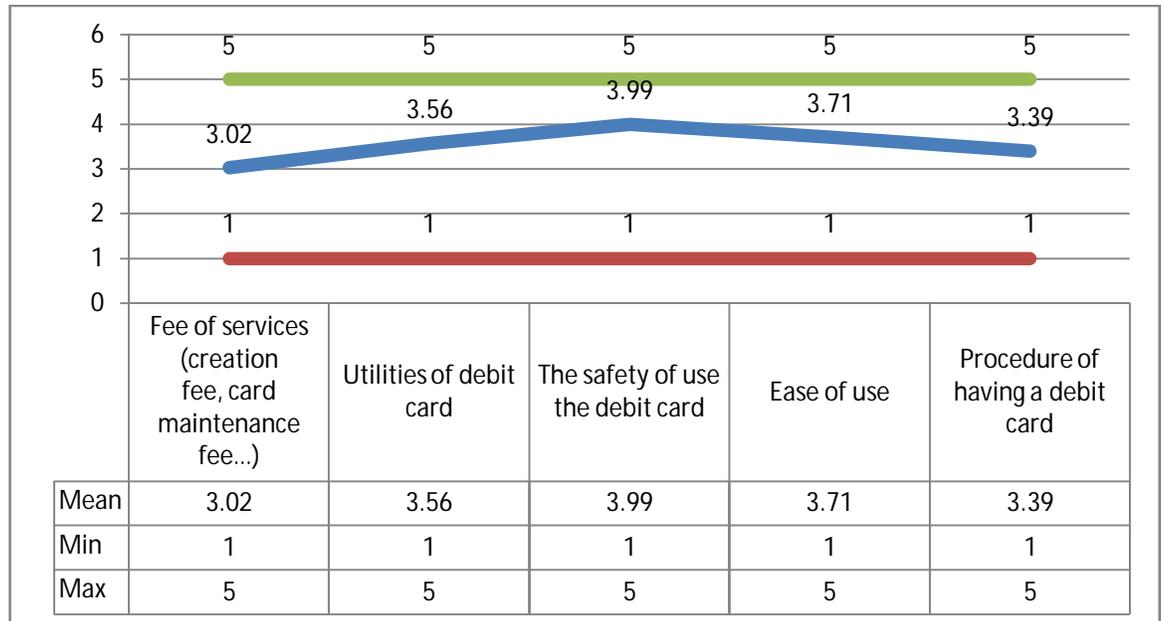


Figure 22. Factors from the debit card influence the decision to use debit cards

Fee to have a debit card

The majority of respondent (98 people, 80%) answer the fee to have a debit card they paid is above 0- below 50,000VND. 24 respondents (19%) answer they don’t need to pay a fee to have a debit card and only 1 respondent (1%) has to pay above 50,000 VND

to below 100,000 VND to have a debit card. The average fee to have first card is VND40,650

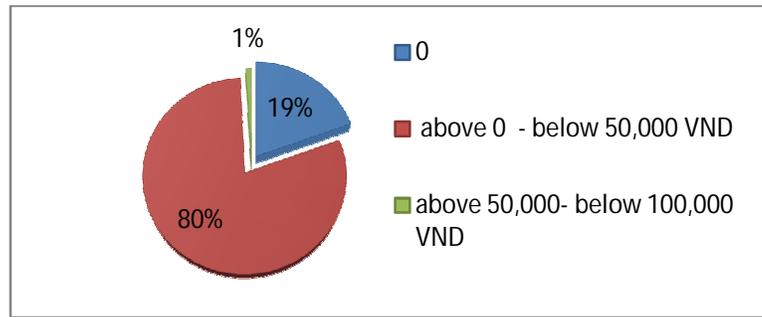


Figure 23. Fee to have a debit card

The maintenance fee of debit card

35 respondents (28%) answered they don't have to pay the maintenance fee or the monthly fee of the debit card. 81 respondents (66%) pay the maintenance fee of above 4000 to 5000 VND/month. The rest need to pay above 0-4000 VND (2 persons), or above 6,000VND (1 person) . The average monthly maintenance fees VND 3,617.

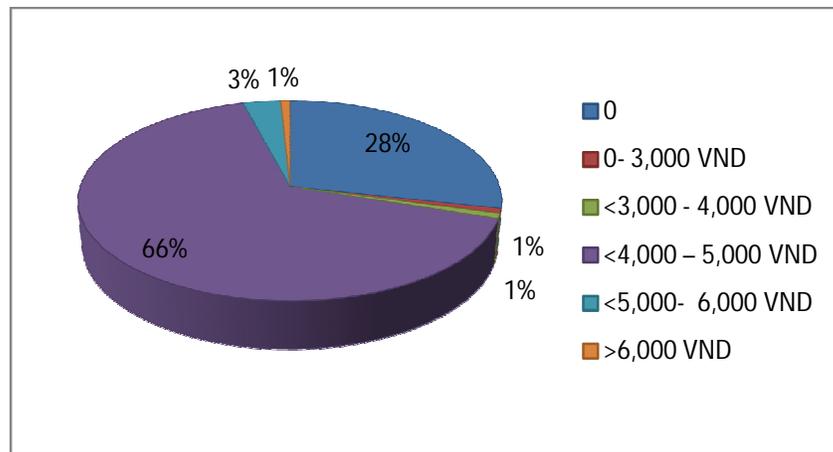


Figure 24. The maintenance fee

Debit card activities of respondents

The majority answered they used the debit card to draw cash (119 respondent). 37 respondents draw cash with the debit card 1 time or less than one time every month, 50 respondents draw cash 1-2 times/month. The number of respondents drawing cash from above 2 to below 3 times/month is 16, from above 3 to below 4 is 9, from above 4 to below 5 is 4. Only three respondents draw cash with the debit card more than five times/month.

To transfer/receive money is another activity that the respondents do with the debit card. 63 respondents record this activity, of whom 41 respondents do it one time or less than one time every month, 17 respondent do it above one time and below two times/month, 4 respondents do it above two times and below three times, only one student did it more than five times every month.

There is 15 respondents using debit card to pay bill, with the average about 1 time/month. Other activities that the respondent does with the debit card/government are to print the account balance statement or to receive salary/government grant. 9 respondents print the account balance statement one time or less than one time every month. 2 respondents did it from 3-5 times/month. 9 respondents receive the salary grant one time or less than one time every month, 2 respondents receive from 3-5times/month.

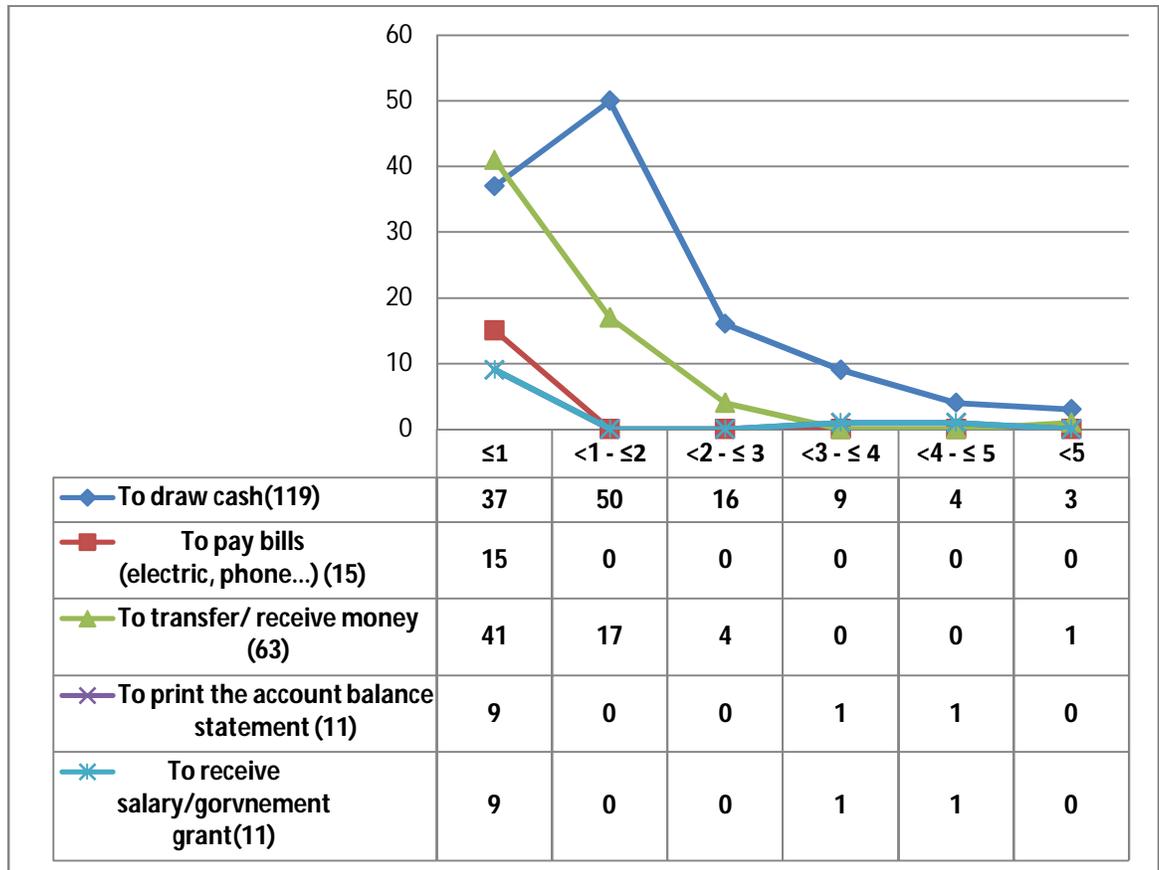


Figure25. Debit card activities

The monthly transaction amount with the debit card

The respondents were asked to provide their monthly transaction amount with the debit card. In this question, 59 respondents answered their monthly transaction is 2,000,000VND, 23 respondents have the monthly transaction of 1,500,000 VND and 11 respondents have the monthly transaction of 3,000,000VND. The rest mention their monthly transaction differently, from 500,000VND to 6,000,000 VND.

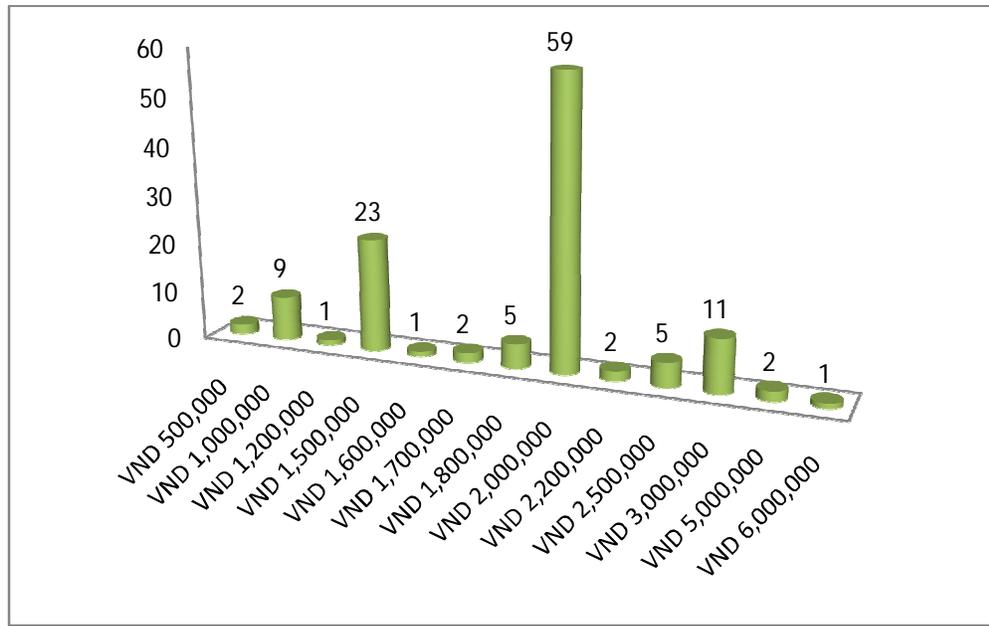


Figure 26. Monthly transaction amount (VND)

The future intention about using the debit card

In this question, respondents could choose two answers; therefore 93 respondents choose to continue to use their current debit card. 27 respondents want to have more the debit cards and only 7 respondents change to another debit card.

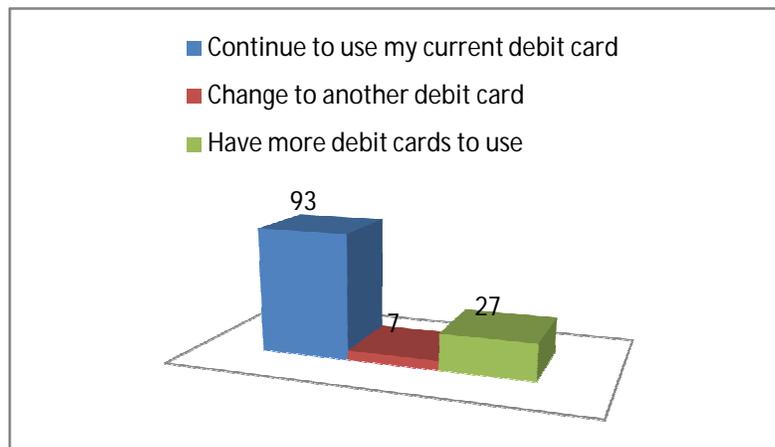


Figure 27. Future intention about debit card usage(Number of respondents)

Problems in making money transactions with the debit card

The respondents were asked what their past problems with the debit card are if they have one. In this question the respondents could choose two answers. 102 respondents mentioned that the ATM machine was giving problems, it could not be used. 95 respondents complained they have to wait too long to use it. 54 respondents said their problem is that machine swallowed the card, also 28 respondents answered that the money in their account disappears absurdly. The other problems are card was suddenly broken (it happened with 8 respondents), PIN is no more secret (it happened with 2 respondents). 6 respondents mention other problems, for example, they cannot request to receive a new debit card when their old card was lost or they cannot change the personal information of the debit card.

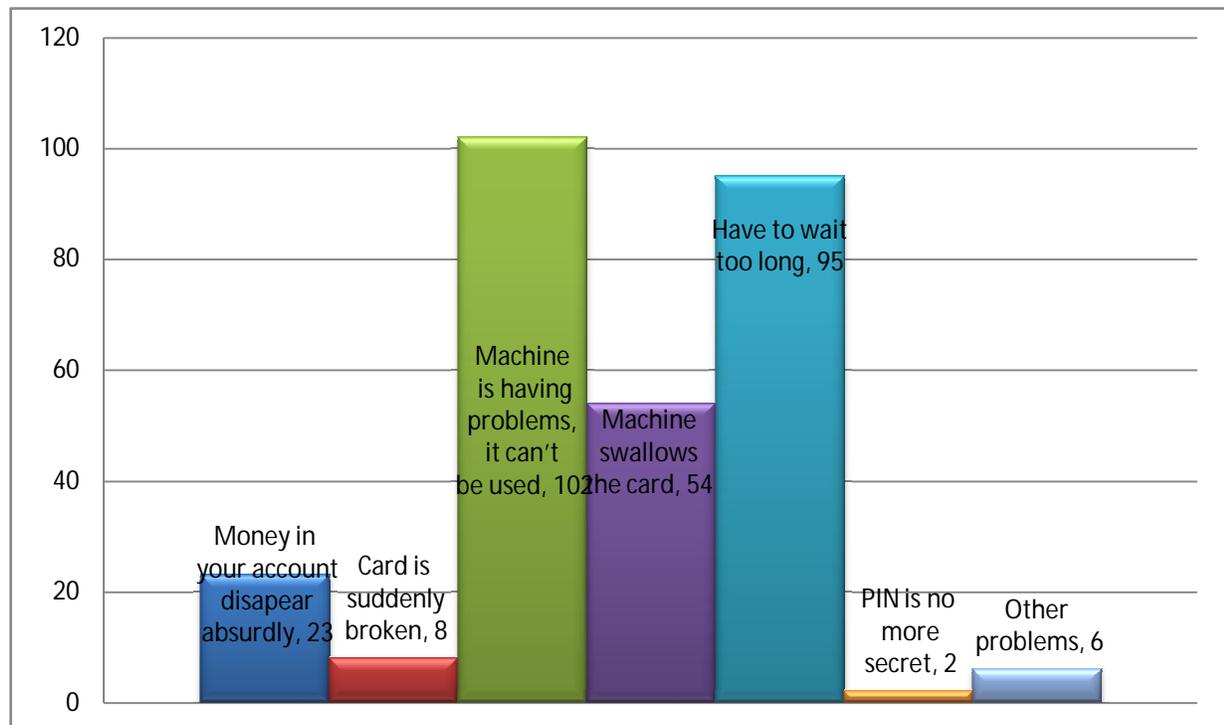


Figure 28. Problems with debit card usage

Satisfaction level about some factors of the current debit card

The respondents were asked to provide their satisfaction level with some factors of debit cards. The satisfaction level varies from 1 to 5 (1= very low, 2= rather low, 3= fair, 4= quite high, 5= very high). In the majority of cases, the respondents feel fairly satisfied when they use the debit card. However, they feel not quite satisfied with the service fee (mean = 2.89) and fashion (mean = 2.72) of the debit card. The mean of satisfaction level of factor ‘‘Amount of ATM and POS’’ and ‘‘place of ATM and POS’’ is lowest (2.52 and 2.46) which mean the satisfaction level is rather low.

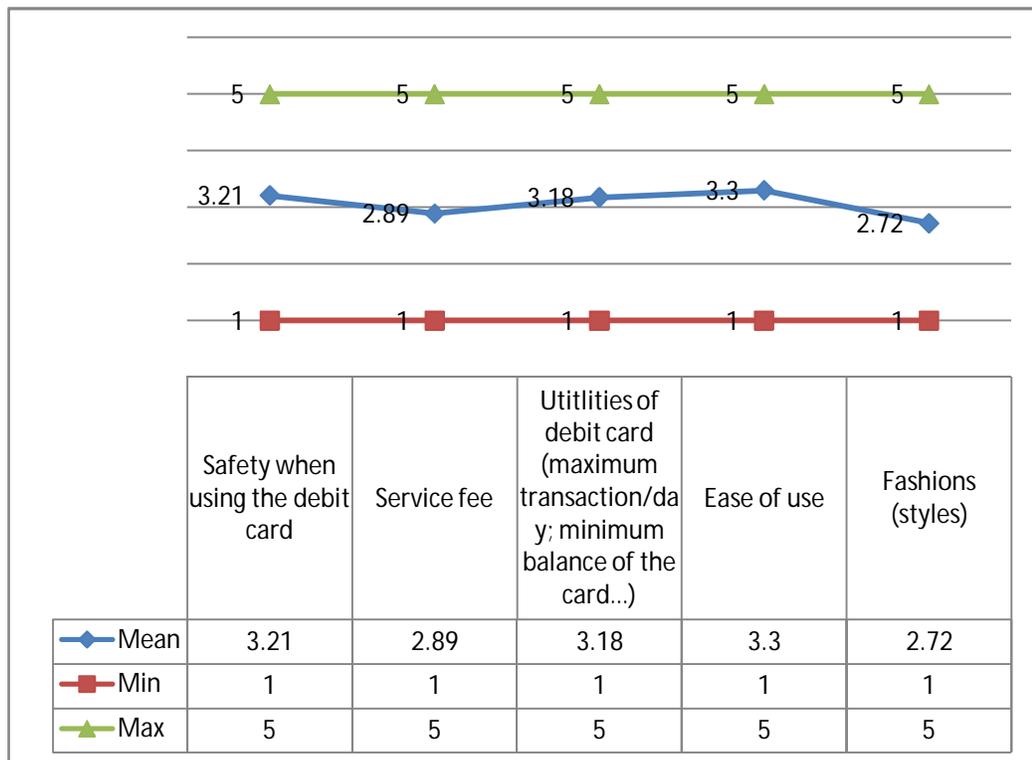


Figure 29. Satisfaction about factors related to debit card usage

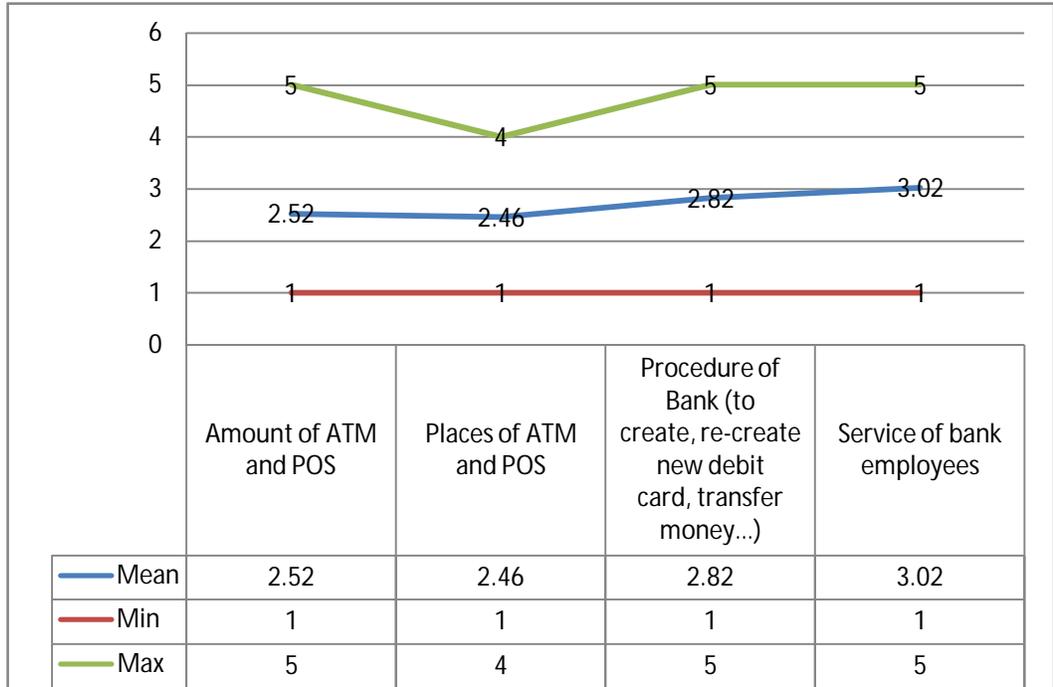


Figure 30.Satisfaction about factors related to debit card usage (cont.)

How much are your expenses every month?

In this question the respondents provided their monthly average expense. There were 51 respondents spend VND 2,000,000/ month, 22 respondents spend VND1,000,000 /month. The others spend from the range VND1,000,000 to VND 5,000,000.

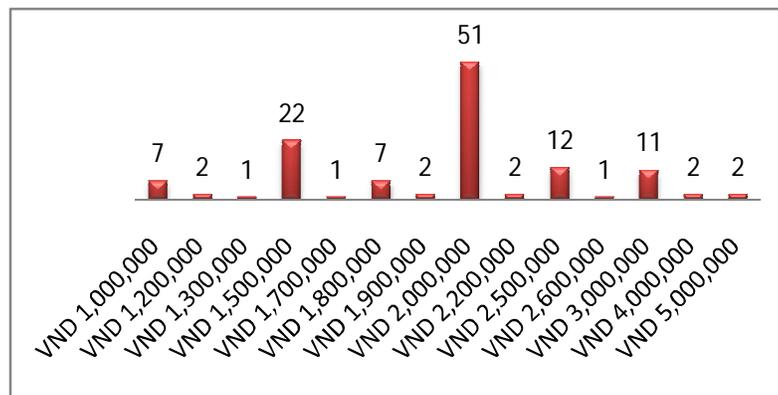


Figure 31.Monthly expense of respondents using the debit card

Where is your income source?

In this question the respondents can choose only one answer. The majority (69%) has the income from their own source (by their job, grant...) . 30% of respondents have the income from both sources, by their job, grant and by their family/relatives.

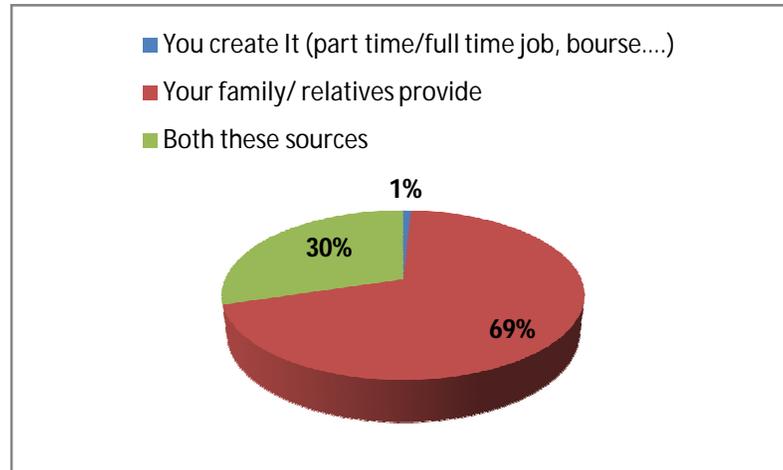


Figure 32. Income source of respondents using the debit card

The average income /month

In this question the respondents were asked about their monthly average income. 50 respondents answered their monthly income of VND 2,000,000. 26 respondents have monthly income of VND 1,800,000. The monthly income of other respondents range from VND 400,000 to VND 5,000,000.

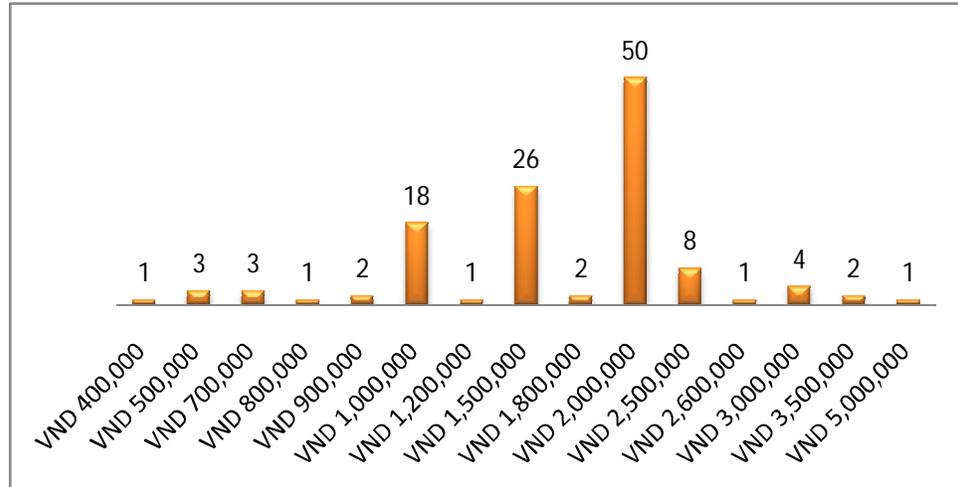


Figure 33. Monthly income of respondents using a debit card

5.2 Findings from the student not using the debit card

There are 29/152 respondents answers they don't use the debit card. They are all 18 years old; they study in different major study fields such as Geology, Mining, Economy. The majority of respondents (28 respondents) who don't use the debit card are male students.

Their monthly expenses range from VND1,500,000 to VND2,500,000, and their monthly income range from VND 1,500,000 to VND 2,500,000. Interestingly, their income sources all come from the providing of family/relatives.

The reasons to not use debit cards are: "it's complicated", "I do not know how to use", "I do not like it", "It is not necessary" or " I do not need it"

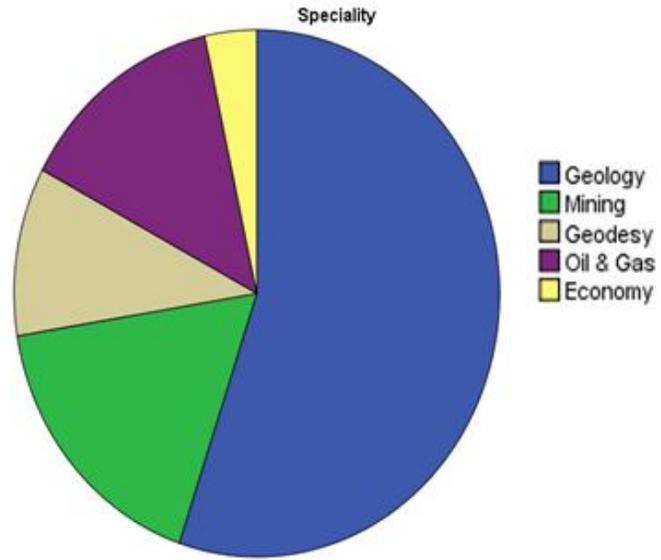


Figure 34. Major studies of respondents who don't use the debit card

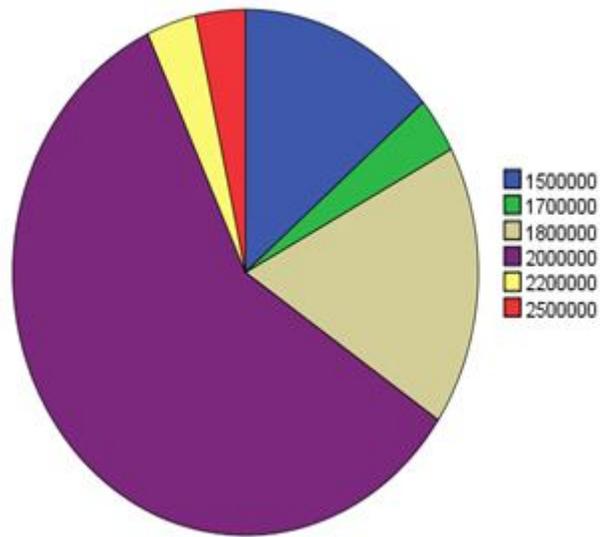


Figure 35. Monthly expense and income of respondents who don't use the debit card

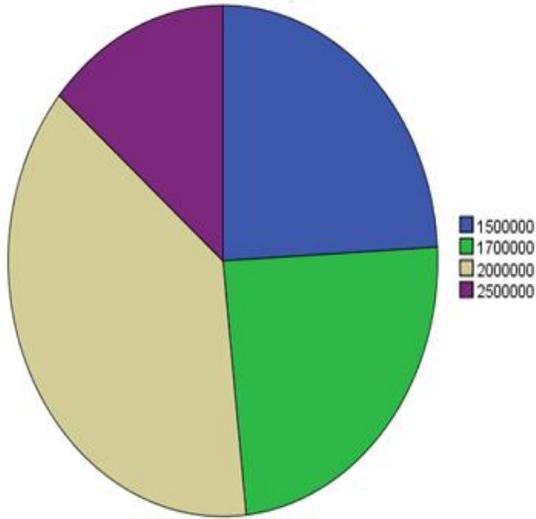


Figure 36. Monthly income of respondents who don't use the debit card

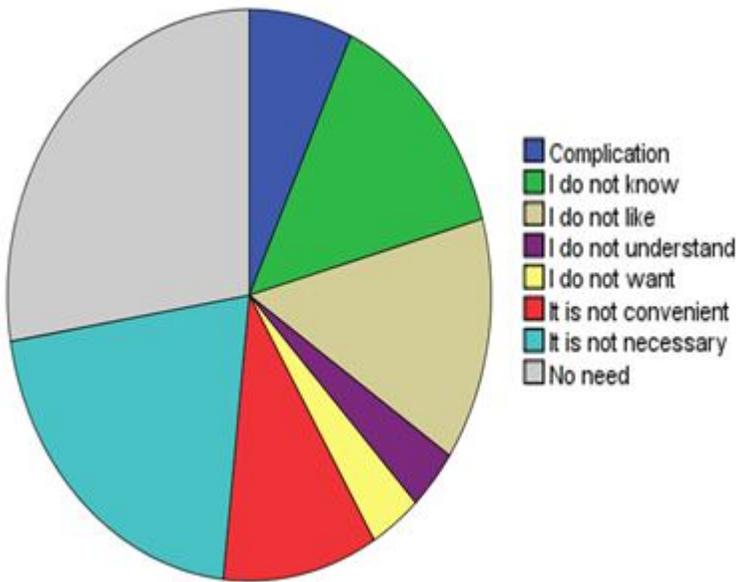


Figure 37. The reasons the respondents don't use the debit card

6 DISCUSSION AND CONCLUSION

This chapter will show the relation between the findings and the theoretical framework. It also discusses the reliability, validity, and limitations of the research. There will be also some suggestions for LVPB based on the findings to have more student customer group to use its debit card. In overall, the research fulfilled its objective and specific goals.

6.1 Debit card usage of student customers

The findings show that there are a majority of students currently use the debit cards (123/152 respondents). Almost of the entire customer just have one debit card and they use their debit card for less than 2 years.

They choose to use the debit card mainly because they perceive the benefits of the debit card and because people around them use it. The majority often respondents mentioned they actively found information about the debit card before using it, which can increase more their opportunity to choose convenient and satisfying product for them. Their main activities with debit cards are to draw cash and to transfer/receive money.

The respondents are having a monthly income with the debit card from the debit cards from VND 1,000,000 to VND 5,000,000. Their transaction amount and expense range from VND 400,000 to VND 5,000,000.

The respondents met some problems when using debit cards, such as machine was having problem and it could not be used, or they had to wait to long... Anyway, their level of satisfaction is fair; therefore almost of them choose to continue to use their current card. A minority wants to have more debit card to use or change to another debit card.

The answers of respondents do show us an association with the theory about decision making process: From the first step when they recognize their need, then find information, evaluate their alternatives, to the fourth step to purchase/ decide to use the

debit card and the last step, their post – purchase, the customer may change to other brand or continue to use the product of familiar brand.

What are the factors influencing the decision to use the debit card and how their influence level?

There are 18 factors suggested by the author which were recognized and was evaluated their level of influence by respondents, and a few others factors that the respondents add more. Six factors have the highest level of influence to the decision to use the debit card. They are the service attitude of the bank employee, the reputation of the bank, the safety to use the debit card, the ease of use, ATM and POS network and the factor Introduction of friends, relatives. Interestingly, almost of those factors does show the importance to increase the service quality of the employee, the benefits of the debit cards and the ATM and POS network Moreover, when the factor Introduction of friends, relatives have more influence than other information sources such as Factor Internet, Factor TV, the marketers need to have strategy with word of mouth activities to influence the decision of customer to use the debit card

The reason to not use the debit card yet

The findings also showed the reasons to not use the debit card yet are: using the debit card is not necessary, or the respondents don't know about it yet or "I don't want it". All the respondents who don't use the debit card are 18 years old. The majority of them are male.

6.2 Validity, reliability and limitations of the research

Reliability can be defined as "the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and

if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable.” (Joppe 2000, 1) The reliability of this report can be seen firstly from the theoretical framework section (consumer behaviour, debit card usage and service) which is revealed by famous theorists and researchers around the world. The theoretical framework makes the study of this thesis reliable because it is based upon those existing research, conclusions will be drawn. There is also some statistical information about the debit card usage in Vietnam closely related to the topic of the thesis, bring more credibility for the research. However, there is not a recent research within the same field for the same region, same target group as it was done in this research, and therefore some of the findings are new and were not mentioned yet. The objectivity of this research is based on scientific facts and proof and not on the personal perception of the researcher. That means that during the research process the researcher neither had any prejudices nor personal feelings, nor during the analysis of the findings only concentrates on facts.

The survey questions were not only closely linked to the theoretical framework, it were compiled with the overall objective and specific goals. The sample size is about 150, large enough, which bring more reliability for the research. There is a small portion of respondents who did not give answers as request. However, almost of the respondents understood the questionnaire and seriously answered questions in the survey. The survey consists of not only questions with categorical answers, but there were also open places where respondents could present or add their own opinions besides the ready options. The response rate was significant which gives more credibility to the research.

Validity is defined as the accuracy of the measurement. It is an assessment of the exactness of the measurement relative to what actually exists. Validity is the truthfulness of responses to a measure. (Burns and Bush 2010, 293). Firstly, the SPSS analysis is enough to show that the research is reliable and valid. Secondly, when I look for the similar researches, I can see the similarity in the answers, specifically about the factors influencing the decision to use the debit cards. Some of the factor like the service attitude of the bank employee, the safety of using the debit card, the ATM machine and POS network are still considered important, like the similar researches. Still, the levels of influence of those factors on the decision to use the debit card, in the evaluation of

student groups are different than other consumer groups. This is a new finding from the research.

In addition, the respondents, students in Hanoi were chosen accurately as the objective of the thesis. They were kept anonymously and they were explained clearly in Vietnamese the way to answer the questionnaire. The questionnaire is distributed in Vietnamese language, with simple interpretation; therefore there is no difficulty to understand and to answer the questions.

There are some questions, for example about monthly income, and expense that I don't expect the respondents answer truthfully as those subject are quite private and hard to discuss in Vietnamese culture. This is one of the limitations of the research. The second limitation of the research is because this research is conducted in two Universities in Hanoi region .It might be used as a helping tool to develop marketing strategy for LVPB but needs optimization according to the cultural region situation, geography. Because Hanoi is capital and also the second biggest city in Vietnam, therefore the income level and habit expense, transaction may be different in other cities, towns.

6.3 Suggestion for further studies and improvement for LVPB

The findings showed there is no student using LVBP debit card. Therefore, a possible topic could be to examine more precisely the LVPB debit card usage of student within Vietnam, and to find reasons to use, satisfaction level, through personal interviews . Because attitude service of the bank employee, the reputation of the bank are the most important factors, another possibility could be a case studying the service of the bank employee. About what is an satisfying attitude, service, and what is specifically the expectation of students group about bank services.

Knowing that to create an effective marketing strategy, the findings of this thesis is just one of the necessary tools for LVPB. Still, based on the factors which are the most important influences to the decision to use the debit card, plus other findings in the study and the related theories, what LVPB should do to compete with other banks in converting student customer group and having new student customer to use the debit card are:

To increase the quality of service: enthusiast, professional and caring bank employees can make influence a lot to the impression of the customer, and also their decision to use the product. The quality of service is also a key point to improve the reputation of the bank. Increase the brand fame: LVPB have a big network of branch, but to get attention from the customer, it need to increase their image as the vision it would like to have, ‘‘a best retail bank in Vietnam’’. Improve the benefits of debit cards and the ATM and POS network: it will bring more convenience and satisfaction for the student customer to use the debit card. Increasing the ease to use and the safety to use the debit card may be more a priority, besides, reduces the fee to have a first debit cards and the monthly fee can also attract more customer, as we can see, student have a monthly average income not too high (less than 6,000,000VND), and almost the current student customer have the debit card with a VND 0 creation fee and only VND 3,000- VND 5,000. Apply more relationship marketing: as we can see the factor introduction of friends/relative, and even the factor introduction of employee are important influence the decision to use the debit cards, LVPB should focus more in relation marketing, by increasing the capacity to spread word-of mouth, the capacity of the employee to convince the customers.

7 CONCLUDING REMARKS

In conclusion, the research process went smoothly despite the limitation of time. Even though I studied my subject since October 2012, because of the schedule of my other courses, of holiday (Christmas, New Year), and of the exams schedule of the Vietnamese students, the target group of my thesis, I just could give the questionnaire for them on January 2013. I finished my thesis on 7th February 2013, it was a short time for completing my writing, and therefore my thesis had quite a lot of spelling, grammar mistakes. I really appreciate much the help of Markku Järvinen, my supervisor in correcting them and also in guiding me to go deeper in the theory, the research and to realize the thesis editing.

I didn't have difficulties to be accepted by the educational counselors of two universities to do the survey. The students also were helpful to me to fulfill their answers after my

explanation about the purpose of the survey, although some of them are not really enthusiast and did not consider it important.

In the writing time, I was doing my abroad study in France, therefore I don't have many times to meet directly the supervisors, I mostly contacted with them by emails, phones. I had working experiences to do research before making my thesis, therefore, I didn't feel really hard to understand and realize the steps of research. I was just quite worried about the pressure of time.

During the research process, I learned deeper about consumer behavior, also I realized that the factors influencing the decision to use the debit card can be studied deeper before the LVPB make any marketing strategy and decisions. A quantitative research like I did can take a mass result, can make us understand some patterns of behavior, but we can go deeper with a qualitative research, for instant a qualitative research about the behavior consumer of student who using only the LVBP debit card.

I sent my analyzed results to my supervisor from LVPB. She agreed about the factors influencing the debit card usage, also she appreciated for what I found which is relevant and useful for the LVPB. We continue to update to each other through mail about this subject, because some further studies may need to be realized.

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APPENDICES

APPENDIX 1: Questionnaire ‘ about Debit Card usage’ in English

SURVEY ABOUT DEBIT CARD USE

My name is ThuyLinh. I am studying in Mikkeli University of Applied Sciences, Finland. I'm doing a research about the factors influencing the use of debit cards by students. This survey is confidential and it is just used for this research. Please cooperate with me and answer these below questions. Thank you a lot!

1. Information about you

Age:..... Where do you study:.....

Sex: Class.....Major study:

2. Do you use a debit card?

Yes -> Continue to questions 3 to 19 to 20 No -> Continue to questions 17 to 20

3. How many debit cards do you have right now? card (s)

4. What is the name of the bank publishing your debit card?

.....

How long used Year (s)

5. Why do you choose to use the debit card?(you can choose several choices)

<input type="checkbox"/> Because many people around me use it.	<input type="checkbox"/> The Bank has a promotion program of the debit card (reduce the fee of having a debit card, have lot of programs with prizes for new users...)
<input type="checkbox"/> Because of benefits of the debit card. (usable for me to save and transfer money, cheap fee...)	<input type="checkbox"/> Other reason:

6. Which below statement do you agree with?

<input type="checkbox"/> I actively found information about my debit card before using it	<input type="checkbox"/> I did not find actively information about my debit card before using it
---	--

7. Before using your card, how did these information source influence your decision (please answer all the choices)

Factors	Level of influence				
	Not important at all	Not particularly important	Fairly important	Quite important	Very important
	1	2	3	4	5
<i>TV</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Internet (social network, email marketing...)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Journal, magazine articles (hard copy)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Journal, magazine articles (electronic)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Introduction of friends or relatives</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Panel, brochure/leaflet....</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Bank employee introduce directly to you</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Other, specify....</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How important are these factors about the bank influencing your decision to choose the debit card of that bank (please answer all the choices)

Factors	Level of influence				
	Not important at all	Not particularly important	Fairly important	Quite important	Very important
	1	2	3	4	5
<i>The reputation of the bank</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>The service attitude of the bank employees</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Promotion, after service program</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>ATM machine and POS network</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<i>The technology of the bank (debit card registration procedure, re-making procedure...)</i>	<input type="checkbox"/>				
<i>Information about the debit card (utilities, procedure...)</i>	<input type="checkbox"/>				
<i>Other (please specify).....</i>	<input type="checkbox"/>				

9. **Fee to have your first new debit card is VND.**

Service fee to card maintenance is.....VND/month

10. **How important are these factors about the debit card influencing your decision to use that debit card of that bank (please answer all the choices)**

Factors	Level of influence				
	Not important at all	Not particularly important	Fairly important	Quite important	Very important
	1	2	3	4	5
<i>1.Fee of services (creation fee, card maintenance fee...)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>2. Utilities of debit card(maximum of amount of money can be drawn, maximum of transfer times/day, minimum of balance of the account)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>3. The safety of use the debit card</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>4. Ease of use</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>5. Procedure of having a debit card</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>6. Other.....</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. **What are your debit card activities? How many times do you use it on average?**

	Average time/month		Average time/month
<input type="checkbox"/> <i>To draw cash</i>		<input type="checkbox"/> <i>To pay bills (electric,</i>	

		phone...)	
<input type="checkbox"/> To transfer money to other people/receive money from others people		<input type="checkbox"/> Print the account balance statement	
<input type="checkbox"/> To pay for goods/ services		<input type="checkbox"/> Check the information, balance account, change PIN	
<input type="checkbox"/> To receive salary/government grants		<input type="checkbox"/> Other	

12. Every month, what is you transaction amount with your debit card?

..... VND/ month

13. In future, what is your intention to use your current debit card?

<input type="checkbox"/> Continue to use my current debit card	<input type="checkbox"/> Change to another debit card (please write its name)	<input type="checkbox"/> Have more debit cards to use (please write its name)
--	--	--

14. Are you satisfied with these factors of the bank of your current debit card?(please answer all the choices)

Factors	Level of satisfaction				
	Very low	Rather low	Fair	Quite high	Very High
	1	2	3	4	5
Amount of ATM and POS	<input type="checkbox"/>				
Places of ATM and POS	<input type="checkbox"/>				
Procedure of Bank (to create, re-create new debit card, transfer money...)	<input type="checkbox"/>				
Service of bank employees	<input type="checkbox"/>				
Other (please specify).....	<input type="checkbox"/>				

15. Have you met any problems in making money transactions with your card?

<input type="checkbox"/> Money in your account disappear absurdly	<input type="checkbox"/> Card issuddenlybroken
<input type="checkbox"/> Machine is having problems, it can't be used	<input type="checkbox"/> Machine swallows the card
<input type="checkbox"/> Have to wait too long	<input type="checkbox"/> Other
<input type="checkbox"/> PIN is no more secret	

16. Are you satisfied with some factors of your current debit card according to your needs (please answer all the choices)

Factors	Level of satisfaction				
	Very low	Rather low	Fair	Quite high	Very High
	1	2	3	4	5
<i>Safety when using the debit card</i>	<input type="checkbox"/>				
<i>Service fee</i>	<input type="checkbox"/>				
<i>Utilities of debit card (maximum transaction/day; minimum balance of the card...)</i>	<input type="checkbox"/>				
<i>Ease of use</i>	<input type="checkbox"/>				
<i>Fashion (styles)</i>	<input type="checkbox"/>				
<i>Other</i>	<input type="checkbox"/>				

17. **How much are your expenses every month?** VND/month

18. **About your income**

<input type="checkbox"/> <i>You create It (part time/full time job, bourse....)</i>	<input type="checkbox"/> <i>Your family/ relatives provide</i>	<input type="checkbox"/> <i>Both these sources</i>
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19. **Your average income is** VND/ month

20. **If you don't use debit card, please tell us the reason why?**

.....

THANK YOU A LOT FOR YOUR CONTRIBUTION!!!

APPENDIX 2: Questionnaire ‘‘About Debit Card usage’’ in Vietnamese

Tên tôi là Thùy Linh, hiện đang học tại trường đại học Mikkeli, Finland. Tôi đang thực hiện một nghiên cứu về các nhân tố ảnh hưởng đến việc sử dụng thẻ debit (Debit card- thẻ ghi nợ) của các sinh viên. Bản điều tra này là bảo mật và chỉ được sử dụng trong phạm vi nghiên cứu này. Xin vui lòng hợp tác và trả lời những câu hỏi dưới đây, cảm ơn sự đóng góp của bạn rất nhiều!

1. Thông tin về bạn

Tuổi:.....

Trường:

Giới tính:

Lớp ...Chuyên ngành học:

2. Bạn có sử dụng thẻ ghi nợ (debit card) không?

Có-> xin tiếp tục từ câu 3 tới 19 Không → xin tiếp tục từ câu 17-20

3. Hiện tại, bạn đang dùng bao nhiêu thẻ ghi nợ? thẻ

4. Thẻ của bạn thuộc ngân hàng nào?

Bạn đã sử dụng thẻ trong bao lâu? Năm

5. Tại sao bạn lại chọn sử dụng thẻ ghi nợ? (có thể chọn nhiều câu trả lời)

<input type="checkbox"/> Bởi vì mọi người xung quanh tôi sử dụng nó	<input type="checkbox"/> Bởi vì Ngân hàng có chương trình khuyến mại lúc đó (giảm phí tạo thẻ, chương trình số xổ cho người dùng mới...)
<input type="checkbox"/> Bởi sự tiện lợi của thẻ đó (dễ sử dụng, phí dịch vụ rẻ...)	<input type="checkbox"/> Lý do khác:

6. Bạn đồng ý với ý kiến nào?

<input type="checkbox"/> Tôi chủ động tìm thông tin về thẻ trước khi quyết định sử dụng	<input type="checkbox"/> Tôi không tìm thông tin về thẻ trước khi quyết định sử dụng
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7. Trước khi sử dụng thẻ của bạn, những nguồn thông tin nào ảnh hưởng quyết định của bạn?

Yếu tố	Mức độ ảnh hưởng				
	Không hề quan trọng	Không quá quan trọng	Quan trọng	Khá quan trọng	Rất quan trọng
	1	2	3	4	5
TV	<input type="checkbox"/>				
Internet (mạng xã hội, quảng cáo qua email...)	<input type="checkbox"/>				
Các bài báo, tạp chí (bản in)	<input type="checkbox"/>				

<i>Các bài báo, tạp chí (bạn điện tử)</i>	<input type="checkbox"/>				
<i>Bạn bè, người thân giới thiệu</i>	<input type="checkbox"/>				
<i>Biển quảng cáo, bandrol, brochure/leaflet</i>	<input type="checkbox"/>				
<i>Nhân viên ngân hàng giới thiệu trực tiếp cho bạn</i>	<input type="checkbox"/>				
<i>Khác (xin ghi cụ thể)</i>	<input type="checkbox"/>				

8. Những yếu tố về ngân hàng ảnh hưởng đến quyết định sử dụng thẻ ghi nợ của bạn như thế nào?

Yếu tố	Mức độ ảnh hưởng				
	Không hề quan trọng	Không quá quan trọng	Quan trọng	Khá quan trọng	Rất quan trọng
	1	2	3	4	5
<i>Uy tín của ngân hàng</i>	<input type="checkbox"/>				
<i>Thái độ phục vụ của nhân viên</i>	<input type="checkbox"/>				
<i>Chương trình khuyến mãi, hậu dịch vụ</i>	<input type="checkbox"/>				
<i>Mạng lưới máy ATM, điểm thanh toán(POS)</i>	<input type="checkbox"/>				
<i>Quy trình thực hiện của ngân hàng (thủ tục làm thẻ, làm mới thẻ...)</i>	<input type="checkbox"/>				
<i>Thông tin về thẻ (các tính năng, thủ tục...)</i>	<input type="checkbox"/>				
<i>Khác (xin ghi cụ thể)</i>	<input type="checkbox"/>				

9. Phí ban đầu để tạo thẻ ghi nợ của bạn là VND

Phí dịch vụ để duy trì hoạt động thẻ là VND/tháng

10. Những yếu tố về thẻ ghi nợ ảnh hưởng đến quyết định sử dụng thẻ của bạn như thế nào?

Yếu tố	Mức độ ảnh hưởng				
	Không hề quan trọng	Không quá quan trọng	Quan trọng	Khá quan trọng	Rất quan trọng
	1	2	3	4	5
<i>Phí dịch vụ (phí tạo thẻ, duy trì thẻ...)</i>	<input type="checkbox"/>				
<i>Các tính năng của thẻ (lượng tiền</i>	<input type="checkbox"/>				

<i>tối đa được rút mỗi lần, số lượng giao dịch tối đa/ngày...</i>					
<i>Sự an toàn khi sử dụng thẻ</i>	<input type="checkbox"/>				
<i>Dễ sử dụng</i>	<input type="checkbox"/>				
<i>Thủ tục làm thẻ</i>	<input type="checkbox"/>				
<i>Khác (xin ghi cụ thể)</i>	<input type="checkbox"/>				

11. Bạn sử dụng thẻ ghi nợ vào những việc gì? Bao nhiêu lần/tháng?

	Số lần trung bình/ tháng			Số lần trung bình/ tháng
<input type="checkbox"/> Để rút tiền mặt			<input type="checkbox"/> Để trả các hóa đơn (tiền điện, điện thoại, ...)	
<input type="checkbox"/> Để chuyển tiền cho người khác			<input type="checkbox"/> In bản sao kê tài khoản	
<input type="checkbox"/> Để trả tiền hàng hóa/ dịch vụ			<input type="checkbox"/> Kiểm tra thông tin, số dư tài khoản, thay đổi PIN	
<input type="checkbox"/> Để nhận lương			<input type="checkbox"/> Other	

12. Mỗi tháng, lượng tiền bạn giao dịch với thẻ là: VND/ tháng

13. Trong tương lai, ý định sử dụng thẻ của bạn như thế nào?

<input type="checkbox"/> Tiếp tục sử dụng thẻ đang dùng	<input type="checkbox"/> Chuyển hẳn sang dùng thẻ của ngân hàng khác (xin viết tên ngân hàng)	<input type="checkbox"/> Có thêm thẻ ghi nợ để sử dụng (xin viết tên thẻ của ngân hàng nào)
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14. Bạn có hài lòng với những yếu tố liên quan tới ngân hàng phát hành thẻ ghi nợ của bạn không?

Yếu tố	Mức độ hài lòng				
	Rất thấp	Khá thấp	Vừa phải	Khá hài lòng	Cao
	1	2	3	4	5
<i>Số lượng máy rút tiền (ATM) và điểm thanh toán (POS)</i>	<input type="checkbox"/>				
<i>Vị trí của máy rút tiền và điểm thanh toán POS</i>	<input type="checkbox"/>				
<i>Quy trình của ngân hàng (tạo thẻ mới, làm lại thẻ, chuyển và nhận tiền...)</i>	<input type="checkbox"/>				
<i>Sự phục vụ của nhân viên ngân hàng</i>	<input type="checkbox"/>				

<i>Khác (xin ghi cụ thể)</i>	<input type="checkbox"/>				
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15. Khi giao dịch tiền, có những vấn đề nào bạn đã gặp phải

<input type="checkbox"/> Tiền trong tài khoản tổng dung bị biến mất một cách vô lý	<input type="checkbox"/> Thẻ tổng dung bị lộ
<input type="checkbox"/> Máy đang bị hỏng/ không có tiền	<input type="checkbox"/> Máy nuốt thẻ, không trả lại
<input type="checkbox"/> Phải chờ quá lâu	<input type="checkbox"/> PIN bị lộ
<input type="checkbox"/> Khác.... (xin ghi cụ thể)	

16. Tương ứng với nhu cầu của bạn, bạn có hài lòng với những yếu tố liên quan tới thẻ ghi nợ của bạn dưới đây không?

Các yếu tố	Mức độ hài lòng				
	Rất thấp	Khá thấp	Vừa phải	Khá hài lòng	Cao
	1	2	3	4	5
<i>An toàn khi sử dụng thẻ</i>	<input type="checkbox"/>				
<i>Phí sử dụng</i>	<input type="checkbox"/>				
<i>Các tính năng của thẻ (mức rút tiền tối đa/lần, mức duy trì thẻ tối thiểu...)</i>	<input type="checkbox"/>				
<i>Dễ sử dụng</i>	<input type="checkbox"/>				
<i>Thời trang (mẫu mã, màu sắc...)</i>	<input type="checkbox"/>				
<i>Khác (xin ghi cụ thể)</i>	<input type="checkbox"/>				

17. Bạn chi tiêu bao nhiêu hàng tháng? VND/month

18. Thu nhập của bạn

<input type="checkbox"/> Do tôi tạo ra (từ việc làm bán/ toàn thời gian, hoặc từ học bổng...)	<input type="checkbox"/> Gia đình/ người thân chu cấp	<input type="checkbox"/> Cả hai nguồn trên
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19. Thu nhập của bạn là: VND/ tháng

20. Nếu bạn không sử dụng thẻ ghi nợ, xin hãy cho chúng tôi biết lí do

.....

CẢM ƠN SỰ ĐÓNG GÓP CỦA BẠN RẤT NHIỀU !

APPENDIX 3: Tables

Table 1a: general information (Age, Sex) and about debit card usage (how many debit cards, of which brand, how long used)

		Age	Gender	Specialty	Do you use the debit card?	How many debit cards do you have right now?	What is the name of the bank publishing your debit card?	How long used
N	Valid	123	123	123	123	123	123	123
	Missing	0	0	0	0	0	0	0
Mean		20.41	.40	4.82	1.00	1.21	2.98	1.805
Minimum		18	0	1	1	1	1	1.0
Maximum		25	1	7	1	4	9	4.0

Table 1b: Age of the respondents using the debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
	18	11	8.9	8.9	8.9
	19	9	7.3	7.3	16.3
	20	47	38.2	38.2	54.5
	21	41	33.3	33.3	87.8
	22	9	7.3	7.3	95.1
	23	3	2.4	2.4	97.6
	24	2	1.6	1.6	99.2

	25	1	.8	.8	100.0
	Total	123	100.0	100.0	

Table 1c: Gender of the respondents using the debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	74	60.2	60.2	60.2
	Male	49	39.8	39.8	100.0
	Total	123	100.0	100.0	

Table 1d: Major study of the respondents using the debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
	Geology	11	8.9	8.9	8.9
	Mining	8	6.5	6.5	15.4
	Geodesy	11	8.9	8.9	24.4
	Oil & Gas	3	2.4	2.4	26.8
	Information Technology	28	22.8	22.8	49.6
	Economy	53	43.1	43.1	92.7
	Social	9	7.3	7.3	100.0
	Total	123	100.0	100.0	

Table 1e: Do you use the debit card?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	123	100.0	100.0	100.0

Table 1f: How many debit cards do you have right now?

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	105	85.4	85.4	85.4
	2	11	8.9	8.9	94.3
	3	6	4.9	4.9	99.2
	4	1	.8	.8	100.0
	Total	123	100.0	100.0	

Table 1g: What is the name of the bank publishing your debit card?

		Frequency	Percent	Valid Percent	Cumulative Percent
	BIDV	44	35.8	35.8	35.8
	AgriBank	18	14.6	14.6	50.4
	VietTinBank	32	26.0	26.0	76.4
	TechComBank	1	.8	.8	77.2
	DongABank	11	8.9	8.9	86.2
	VietComBank	3	2.4	2.4	88.6
	BIDV, VietTinBank	4	3.3	3.3	91.9
	BIDV, AgriBank	5	4.1	4.1	95.9
	Other	5	4.1	4.1	100.0
	Total	123	100.0	100.0	

Table 1h: How long used

		Frequency	Percent	Valid Percent	Cumulative Percent
	<1 year	56	45.5	45.5	45.5
	1-1.5 year	1	.8	.8	46.3

	1.5- 2 years	36	29.3	29.3	75.6
	2-2.5 years	1	.8	.8	76.4
	2.5-3 years	26	21.1	21.1	97.6
	>3 years	3	2.4	2.4	100.0
	Total	123	100.0	100.0	

Table 2: The reason you use the debit cards

		Because many people around me use it	The Bank have a promotion program of the debit card	Because of benefits of the debit card	Other reason
N	Valid	31	47	74	11
	Missing	92	76	49	112
Mean		1.00	1.00	1.00	1.00
Minimum		1	1	1	1
Maximum		1	1	1	1

Table 3: Which below statement do you agree with?

		Frequency	Percent	Valid Percent	Cumulative Percent
	I did not find actively information about my debit card before using it	35	28.9	28.9	28.9
	I actively found information about my debit card before using it	86	71.1	71.1	100.0
	Total	123	100.0	100.0	
Missing	System	0	0		

		Frequency	Percent	Valid Percent	Cumulative Percent
	I did not find actively information about my debit card before using it	35	28.9	28.9	28.9
	I actively found information about my debit card before using it	86	71.1	71.1	100.0
	Total	123	100.0	100.0	
Missing	System	0	0		
Total		123	100.0		

Table 4a: Fees of debit cards and activities related to debit card usage

		Fee to have your first new debit card	Service fee to card maintance	To draw cash	To pay bills (electric, phone...)	To transfer money to other people/receive money from others people	Print the account balance statement
N	Valid	123	123	119	15	63	11
	Missing	0	0	4	108	60	112
Mean		40650.41	3617.89	2.181	.600	1.392	1.091
Minimum		0	0	1.0	.0	.0	.0
Maximum		100000	9000	6.0	1.0	6.0	5.0

Table 4b: Fee to have your first new debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	24	19.5	19.5	19.5

	above 0 - below 50,000 VND	98	79.7	79.7	99.2
	above 50,000- below 100,000 VND	1	.8	.8	100.0
	Total	123	100.0	100.0	

Table 4c: Service fee to card maintenance

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	35	28.5	28.5	28.5
	0- 3,000VND	1	.8	.8	29.3
	<3,000 - 4,000 VND	1	.8	.8	30.1
	<4,000 – 5,000 VND	81	65.9	65.9	95.9
	<5,000- 6,000 VND	4	3.3	3.3	99.2
	<6000 VND	1	.8	.8	100.0
	Total	123	100.0	100.0	

Table 4d: To draw cash

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	36	29.3	30.3	30.3
	1.5	1	.8	.8	31.1
	2	50	40.7	42.0	73.1
	3	16	13.0	13.4	86.6
	4	9	7.3	7.6	94.1

	5	4	3.3	3.4	97.5
	6	3	2.4	2.5	100.0
	Total	119	96.7	100.0	
Missing	System	4	3.3		
Total		123	100.0		

Table 4e: To pay bills (electric, phone...)

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	6	4.9	40.0	40.0
	1	9	7.3	60.0	100.0
	Total	15	12.2	100.0	
Missing	System	108	87.8		
Total		123	100.0		

Table 4f: To transfer money to other people/receive money from others people

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	4	3.3	6.3	6.3
	0.2	1	.8	1.6	7.9
	1	36	29.3	57.1	65.1
	1.5	1	.8	1.6	66.7
	2	16	13.0	25.4	92.1
	3	4	3.3	6.3	98.4
	6	1	.8	1.6	100.0

	Total	63	51.2	100.0	
Missing	System	60	48.8		
Total		123	100.0		

Table 4e: Print the account balance statement

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	6	4.9	54.5	54.5
	1	3	2.4	27.3	81.8
	4	1	.8	9.1	90.9
	5	1	.8	9.1	100.0
	Total	11	8.9	100.0	
Missing	System	112	91.1		
Total		123	100.0		

Table 5a: Activities related to debit card usage (continued) and intention of debit card in futur

		To pay for goods/ services	Check the information, balance account, change PIN	To receive salary/government grants	Other	Every month, what is you transation amount with your debit card	Continue to use my current debit card	Change to another debit card (please write its name)	Have more debit cards to use (please write its name)
N	Valid	17	42	14	7	123	93	7	27
	Missing	106	81	109	116	0	30	116	96

Mean	.659	1.695	.571	.714	1980487.80	1.00	1.00	1.00
Minimum	.0	.0	.0	.0	500000	1	1	1
Maximum	2.0	6.0	3.0	2.0	6000000	1	1	1

Table 5b: To pay for goods/ services

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	7	5.7	41.2	41.2
	0.2	1	.8	5.9	47.1
	1	7	5.7	41.2	88.2
	2	2	1.6	11.8	100.0
	Total	17	13.8	100.0	
Missing	System	106	86.2		
Total		123	100.0		

Table 5c: Check the information, balance account, change PIN

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	3	2.4	7.1	7.1
	0.2	1	.8	2.4	9.5
	1	21	17.1	50.0	59.5
	2	10	8.1	23.8	83.3
	3	1	.8	2.4	85.7
	4	4	3.3	9.5	95.2
	5	1	.8	2.4	97.6

	6	1	.8	2.4	100.0
	Total	42	34.1	100.0	
Missing	System	81	65.9		
Total		123	100.0		

Table 5d: To receive salary/government grants

		Frequency	Percent	Valid Percent	Cumulative Percent
	0	8	6.5	57.1	57.1
	1	5	4.1	35.7	92.9
	3	1	.8	7.1	100.0
	Total	14	11.4	100.0	
Missing	System	109	88.6		
Total		123	100.0		

Table 5e: Every month, what is you transaction amount with your debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
	500000	2	1.6	1.6	1.6
	1000000	9	7.3	7.3	8.9
	1200000	1	.8	.8	9.8
	1500000	23	18.7	18.7	28.5
	1600000	1	.8	.8	29.3
	1700000	2	1.6	1.6	30.9
	1800000	5	4.1	4.1	35.0

	2000000	59	48.0	48.0	82.9
	2200000	2	1.6	1.6	84.6
	2500000	5	4.1	4.1	88.6
	3000000	11	8.9	8.9	97.6
	5000000	2	1.6	1.6	99.2
	6000000	1	.8	.8	100.0
	Total	123	100.0	100.0	

Table 5f: Continue to use my current debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	93	75.6	100.0	100.0
Missing	System	30	24.4		
Total		123	100.0		

Table 5g: Change to another debit card (please write its name)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	7	5.7	100.0	100.0
Missing	System	116	94.3		
Total		123	100.0		

Table 5h: Have more debit cards to use (please write its name)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	27	22.0	100.0	100.0

Missing	System	96	78.0		
Total		123	100.0		

Table 7: Problem when using debit card- Money in your account disappear absurdly

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	23	18.7	100.0	100.0
Missing	System	100	81.3		
Total		123	100.0		

Table 8: Problem when using debit card- is suddenly broken

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	6.5	100.0	100.0
Missing	System	115	93.5		
Total		123	100.0		

Table 9: Problem when using debit card- Machine is having problems, it can't be used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	102	82.9	100.0	100.0
Missing	System	21	17.1		
Total		123	100.0		

Table 10: Problem when using debit card- Machine swallows the card

		Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Yes	54	43.9	100.0	100.0
Missing	System	69	56.1		
Total		123	100.0		

Table 11: Problem when using debit card- Have to wait too long

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	95	77.2	100.0	100.0
Missing	System	28	22.8		
Total		123	100.0		

Table 12: Problem when using debit card- PIN is no more secret

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	2	1.6	100.0	100.0
Missing	System	121	98.4		
Total		123	100.0		

Table 13a: Monthly expense, income and the income

		How much you expense every month?	You create It (part time/full time job, bourse....)	Your family/ relatives provide	Both these sources	Your average income is
N	Valid	123	1	84	36	123
	Missing	0	122	39	87	0
Mean		2047154.47	1.00	1.00	1.00	1747967.48
Minimum		1000000	1	1	1	400000
Maximum		5000000	1	1	1	5000000

Table 13b: How much you expense every month?

		Frequency	Percent	Valid Percent	Cumulative Percent
	1000000	7	5.7	5.7	5.7
	1200000	2	1.6	1.6	7.3
	1300000	1	.8	.8	8.1
	1500000	22	17.9	17.9	26.0
	1700000	1	.8	.8	26.8
	1800000	7	5.7	5.7	32.5
	1900000	2	1.6	1.6	34.1
	2000000	51	41.5	41.5	75.6
	2200000	2	1.6	1.6	77.2
	2500000	12	9.8	9.8	87.0
	2600000	1	.8	.8	87.8
	3000000	11	8.9	8.9	96.7
	4000000	2	1.6	1.6	98.4
	5000000	2	1.6	1.6	100.0
	Total	123	100.0	100.0	

Table 13c: You create it (part time/full time job, bourse....) -- monthly income source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	.8	100.0	100.0
Missing	System	122	99.2		

Table 13c: You create it (part time/full time job, bourse....) -- monthly income source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	1	.8	100.0	100.0
Missing	System	122	99.2		
Total		123	100.0		

Table 13d: Your family/ relatives provide - monthly income source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	84	68.3	100.0	100.0
Missing	System	39	31.7		
Total		123	100.0		

Table 13e: Income source from both these above two sources of respondents using the debit cards

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	29.3	100.0	100.0
Missing	System	87	70.7		
Total		123	100.0		

Table 13f: Monthly average income of respondents using the debit cards

		Frequency	Percent	Valid Percent	Cumulative Percent
	400000	1	.8	.8	.8
	500000	3	2.4	2.4	3.3

Table 14a: Factors (related to the information source) influencing the debit card usage

		Factor TV	Factor Internet	Factor Journal, magazine articles (hard copy)	Factor Journal, magazine articles (electronic)	Factor Introduction of friends, relatives, ..	Factor Panel, banroll, brochure /leaflet...	Factor Bank employee introduce directly to you	Factor other, specify...
N	Valid	123	123	123	123	123	123	123	123
	Missing	0	0	0	0	0	0	0	0
Mean		2.07	2.42	2.30	2.68	3.64	2.72	3.37	1.12
Minimum		1	1	1	1	1	1	1	1
Maximum		5	5	5	5	5	5	5	3

Table 14b: Factors (related to the information source) influencing the debit card usage-
Factor TV

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	41	33.3	33.3	33.3
	Not particularly important	51	41.5	41.5	74.8
	Fairly important	17	13.8	13.8	88.6
	Quite important	9	7.3	7.3	95.9
	Very important	5	4.1	4.1	100.0
	Total	123	100.0	100.0	

Table 14c: Factors (related to the information source) influencing the debit card usage
Factor Internet

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	28	22.8	22.8	22.8
	Not particularly important	41	33.3	33.3	56.1
	Fairly important	37	30.1	30.1	86.2
	Quite important	8	6.5	6.5	92.7
	Very important	9	7.3	7.3	100.0
	Total	123	100.0	100.0	

Table 14d: Factors (related to the information source) influencing the debit card usage-
Factor Journal, magazine articles (hard copy)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	38	30.9	30.9	30.9
	Not particularly important	33	26.8	26.8	57.7
	Fairly important	34	27.6	27.6	85.4
	Quite important	13	10.6	10.6	95.9
	Very important	5	4.1	4.1	100.0
	Total	123	100.0	100.0	

Table 14e: Factors (related to the information source) influencing the debit card
usageFactor Journal, magazine articles (electronic)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	24	19.5	19.5	19.5
	Not particularly important	27	22.0	22.0	41.5

	Fairly important	42	34.1	34.1	75.6
	Quite important	24	19.5	19.5	95.1
	Very important	6	4.9	4.9	100.0
	Total	123	100.0	100.0	

Table 14f: Factors (related to the information source) influencing the debit card usage
Factor Introduction of friends, relatives...

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	7	5.7	5.7	5.7
	Not particularly important	13	10.6	10.6	16.3
	Fairly important	34	27.6	27.6	43.9
	Quite important	32	26.0	26.0	69.9
	Very important	37	30.1	30.1	100.0
	Total	123	100.0	100.0	

Table 14g: Factors (related to the information source) influencing the debit card usage
Factor Panel, brochure/leaflet....

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	24	19.5	19.7	19.7
	Not particularly important	37	30.1	30.3	50.0
	Fairly important	25	20.3	20.5	70.5
	Quite important	21	17.1	17.2	87.7
	Very important	15	12.2	12.3	100.0

	Total	122	99.2	100.0	
Missing	System	1	.8		
Total		123	100.0		

Table 14h: Factors (related to the information source) influencing the debit card usage
Factor Bank employee introduce directly to you

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	12	9.8	9.8	9.8
	Not particularly important	17	13.8	13.8	23.6
	Fairly important	36	29.3	29.3	52.8
	Quite important	29	23.6	23.6	76.4
	Very important	29	23.6	23.6	100.0
	Total	123	100.0	100.0	

Table 15a: Factors (related to the bank) influencing the debit card usage

		The reputation of the bank	The service attitude of the bank employees	Promotion, after service program	ATM machine and POS network	The technology of bank (registration procedure, re-making procedure ...)	Information about the debit card (utilities, procedure ...)	Other (please specify)
N	Valid	123	123	123	123	123	123	123
	Missing	0	0	0	0	0	0	0
Mean		4.07	4.16	2.65	3.64	3.54	3.51	1.28
Minimum		1	2	1	1	1	1	1

		The reputation of the bank	The service attitude of the bank employees	Promotion, after service program	ATM machine and POS network	The technology of bank (registration procedure, re-making procedure ...)	Information about the debit card (utilities, procedure ...)	Other (please specify)
N	Valid	123	123	123	123	123	123	123
	Missing	0	0	0	0	0	0	0
Mean		4.07	4.16	2.65	3.64	3.54	3.51	1.28
Minimum		1	2	1	1	1	1	1
Maximum		5	5	5	5	5	5	4

Table 15b: Factors (related to the bank) - The reputation of the bank

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important	11	8.9	8.9	8.9
	Not particularly important	8	6.5	6.5	15.4
	Fairly important	12	9.8	9.8	25.2
	Quite important	22	17.9	17.9	43.1
	Very important	70	56.9	56.9	100.0
	Total	123	100.0	100.0	

Table 15c: Factors (related to the bank) -The service attitude of the bank employees

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not particularly important	7	5.7	5.7	5.7

	Fairly important	20	16.3	16.3	22.0
	Quite important	42	34.1	34.1	56.1
	Very important	54	43.9	43.9	100.0
	Total	123	100.0	100.0	

Table 15d: Factors (related to the bank) Promotion, after service program

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important	25	20.3	20.3	20.3
	Not particularly important	39	31.7	31.7	52.0
	Fairly important	25	20.3	20.3	72.4
	Quite important	22	17.9	17.9	90.2
	Very important	12	9.8	9.8	100.0
	Total	123	100.0	100.0	

Table 15e: Factors (related to the bank) ATM machine and POS network

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	8	6.5	6.5	6.5
	Not particularly important	17	13.8	13.8	20.3
	Fairly important	30	24.4	24.4	44.7
	Quite important	24	19.5	19.5	64.2
	Very important	44	35.8	35.8	100.0
	Total	123	100.0	100.0	

Table 15f: Factors (related to the bank) The technology of bank (registration procedure, re-making procedure...)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	5	4.1	4.1	4.1
	Not particularly important	19	15.4	15.4	19.5
	Fairly important	34	27.6	27.6	47.2
	Quite important	34	27.6	27.6	74.8
	Very important	31	25.2	25.2	100.0
	Total	123	100.0	100.0	

Table 15g: Factors (related to the bank) Information about the debit card (utilities, procedure...)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	5	4.1	4.1	4.1
	Not particularly important	19	15.4	15.4	19.5
	Fairly important	34	27.6	27.6	47.2
	Quite important	38	30.9	30.9	78.0
	Verry important	27	22.0	22.0	100.0
	Total	123	100.0	100.0	

Table 16a: Factors (related to the benefits of debit cards) influencing the debit card usage

		Fee of services (creation fee, card maintenance fee...)	Utilities of debit card	The safety of use the debit card	Ease of use	Procedure of having a debit card	Other factors influencing your decision to use that debit card of that bank
N	Valid	123	123	123	123	123	123
	Missing	0	0	0	0	0	0
Mean		3.02	3.56	3.99	3.71	3.39	1.26
Minimum		1	1	1	1	1	1
Maximum		5	5	6	5	5	3

Table 16b: Factors (related to the benefits of debit cards) influencing the debit card usage
Factor ‘‘ Fee of services (creation fee, card maintenance fee...)’’

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	25	20.3	20.3	20.3
	Not particularly important	30	24.4	24.4	44.7
	Fairly important	16	13.0	13.0	57.7
	Quite important	22	17.9	17.9	75.6
	Verry important	30	24.4	24.4	100.0
	Total	123	100.0	100.0	

Table 16c: Factors (related to the benefits of debit cards) influencing the debit card usage
Factor ‘‘Utilities of debit card’’

		Frequency	Percent	Valid Percent	Cumulative Percent

	Not important at all	5	4.1	4.1	4.1
	Not particularly important	22	17.9	17.9	22.0
	Fairly important	31	25.2	25.2	47.2
	Quite important	29	23.6	23.6	70.7
	Very important	36	29.3	29.3	100.0
	Total	123	100.0	100.0	

Table 16d: Factors (related to the benefits of debit cards) influencing the debit card usage
Factor "The safety of use the debit card"

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	6	4.9	4.9	4.9
	Not particularly important	14	11.4	11.4	16.3
	Fairly important	16	13.0	13.0	29.3
	Quite important	29	23.6	23.6	52.8
	Very important	58	47.2	47.2	100.0
	Total	123	100.0	100.0	

Table 16e: Factors (related to the benefits of debit cards) influencing the debit card usage
Factor "Ease of use"

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	3	2.4	2.4	2.4
	Not particularly important	17	13.8	13.8	16.3

	Fairly important	29	23.6	23.6	39.8
	Quite important	38	30.9	30.9	70.7
	Very important	36	29.3	29.3	100.0
	Total	123	100.0	100.0	

Table 16f: Factors (related to the benefits of debit cards) influencing the debit card usage

Factor ‘‘Procedure of having a debit card’’

		Frequency	Percent	Valid Percent	Cumulative Percent
	Not important at all	7	5.7	5.7	5.7
	Not particularly important	27	22.0	22.0	27.6
	Fairly important	23	18.7	18.7	46.3
	Quite important	43	35.0	35.0	81.3
	Very important	23	18.7	18.7	100.0
	Total	123	100.0	100.0	

Table 17a: Level of satisfaction of factors related to debit card usage

		Amount of ATM and POS	Places of ATM and POS	Procedure of Bank (to create, re-create new debit card, transfer money...)	Service of bank employees	Satisfied with other factor (please specify)
N	Valid	123	123	123	123	123
	Missing	0	0	0	0	0
Mean		2.52	2.46	2.82	3.02	1.37

Minimum	1	1	1	1	1
Maximum	5	4	5	5	4

Table 17b: Level of satisfaction of factors related to debit card usage– About Amount of ATM and POS

		Frequency	Percent	Valid Percent	Cumulative Percent
	Very low	18	14.6	14.6	14.6
	Rather low	42	34.1	34.1	48.8
	Fairly hight	45	36.6	36.6	85.4
	Quite hight	17	13.8	13.8	99.2
	Very hight	1	.8	.8	100.0
	Total	123	100.0	100.0	

Table 17c: Level of satisfaction of factors related to debit card usage- Places of ATM and POS

		Frequency	Percent	Valid Percent	Cumulative Percent
	Very low	16	13.0	13.0	13.0
	Rather low	49	39.8	39.8	52.8
	Fairly hight	43	35.0	35.0	87.8
	Quite hight	15	12.2	12.2	100.0
	Total	123	100.0	100.0	

Table 17d: Level of satisfaction of factors related to debit card usage- Procedure of Bank (to create, re-create new debit card, transfer money...)

	Satisfaction	Frequency	Percent	Valid Percent	Cumulative Percent
	Very low	5	4.1	4.1	4.1
	Rather low	33	26.8	26.8	30.9
	Fairly high	65	52.8	52.8	83.7
	Quite high	19	15.4	15.4	99.2
	Very high	1	.8	.8	100.0
	Total	123	100.0	100.0	

Table 17e: Level of satisfaction of factors related to debit card usage- Service of bank employees

	Satisfaction	Frequency	Percent	Valid Percent	Cumulative Percent
	Very low	4	3.3	3.3	3.3
	Rather low	27	22.0	22.0	25.2
	Fairly high	56	45.5	45.5	70.7
	Quite high	35	28.5	28.5	99.2
	Very high	1	.8	.8	100.0
	Total	123	100.0	100.0	

Satisfaction		Safety when using the debit card	Service fee	Utilities of debit card (maximum transaction/day; minimum balance of the card...)	Ease of use	Fashions (styles)	Other satisfied factor
N	Valid	123	123	123	123	122	123
	Missing	0	0	0	0	1	0

Mean	3.21	2.89	3.18	3.30	2.72	1.42
Minimum	1	1	1	1	1	1
Maximum	5	5	5	5	5	5

Table 17f: Level of satisfaction of factors related to debit card usage- Safety when using the debit card

	Satisfaction	Frequency	Percent	Valid Percent	Cumulative Percent
	Very low	8	6.5	6.5	6.5
	Rather low	29	23.6	23.6	30.1
	Fairly high	34	27.6	27.6	57.7
	Quite high	33	26.8	26.8	84.6
	Very high	19	15.4	15.4	100.0
	Total	123	100.0	100.0	

Table 17g: Level of satisfaction of factors related to debit card usage- Service fee

		Frequency	Percent	Valid Percent	Cumulative Percent
	Very low	8	6.5	6.5	6.5
	Rather low	41	33.3	33.3	39.8
	Fairly high	41	33.3	33.3	73.2
	Quite high	23	18.7	18.7	91.9
	Very high	10	8.1	8.1	100.0
	Total	123	100.0	100.0	

Table 17h: Level of satisfaction of factors related to debit card usage- Utilities of debit card (maximum transaction/day; minimum balance of the card...)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Very low	4	3.3	3.3	3.3
	Rather low	24	19.5	19.5	22.8
	Fairly high	57	46.3	46.3	69.1
	Quite high	22	17.9	17.9	87.0
	Very high	16	13.0	13.0	100.0
	Total	123	100.0	100.0	

Table 17i: Level of satisfaction of factors related to debit card usage- Ease of use

		Frequency	Percent	Valid Percent	Cumulative Percent
	Very low	2	1.6	1.6	1.6
	Rather low	28	22.8	22.8	24.4
	Fairly high	41	33.3	33.3	57.7
	Quite high	35	28.5	28.5	86.2
	Very high	17	13.8	13.8	100.0
	Total	123	100.0	100.0	

Table 17k: Level of satisfaction of factors related to debit card usage- Fashions (styles)

		Frequency	Percent	Valid Percent	Cumulative Percent
	Very low	18	14.6	14.8	14.8
	Rather low	34	27.6	27.9	42.6
	Fairly high	41	33.3	33.6	76.2
	Quite high	22	17.9	18.0	94.3
	Very high	7	5.7	5.7	100.0

	Total	122	99.2	100.0	
Missing	System	1	.8		
Total		123	100.0		

Table 18a: General information about respondents not using the debit card

		Age	Gender	Your average income is	How much you expense every month?
N	Valid	29	29	29	29
	Missing	0	0	0	0
Mean		18.00	.97	1875862.07	1910344.83
Median		18.00	1.00	2000000.00	2000000.00
Mode		18	1	2000000	2000000
Std. Deviation		0.000	.186	323656.754	219324.983
Minimum		18	0	1500000	1500000
Maximum		18	1	2500000	2500000
Percentiles	25	18.00	1.00	1600000.00	1800000.00
	50	18.00	1.00	2000000.00	2000000.00
	75	18.00	1.00	2000000.00	2000000.00
Skewness			-5.385	.661	-.185
Kurtosis			29.000	-.301	1.339

Table 18b: Gender of respondents not using the debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	1	3.4	3.4	3.4
	Male	28	96.6	96.6	100.0
	Total	29	100.0	100.0	

Table 18c: Major study of respondents not using the debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Geology	16	55.2	55.2	55.2
	Mining	5	17.2	17.2	72.4
	Geodesy	3	10.3	10.3	82.8
	Oil & Gas	4	13.8	13.8	96.6
	Economy	1	3.4	3.4	100.0
	Total	29	100.0	100.0	

Table 18d: The monthly average income respondents not using the debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1500000	7	24.1	24.1	24.1
	1700000	7	24.1	24.1	48.3
	2000000	11	37.9	37.9	86.2
	2500000	4	13.8	13.8	100.0
	Total	29	100.0	100.0	

Table 18e: The monthly expense of respondents not using the debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1500000	4	13.8	13.8	13.8
	1700000	1	3.4	3.4	17.2
	1800000	5	17.2	17.2	34.5
	2000000	17	58.6	58.6	93.1
	2200000	1	3.4	3.4	96.6
	2500000	1	3.4	3.4	100.0
	Total	29	100.0	100.0	

Table 18f: The reason respondents don't use the debit card

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Complication	2	6.9	6.9	6.9
	I do not know	4	13.8	13.8	20.7
	I do not like	4	13.8	13.8	34.5
	I do not understand	1	3.4	3.4	37.9
	I do not want	1	3.4	3.4	41.4
	It is not convenient	3	10.3	10.3	51.7
	It is not necessary	6	20.7	20.7	72.4
	No need	8	27.6	27.6	100.0
	Total	29	100.0	100.0	