Objectives of the study

The basic intention of carrying on this study was to assess the behavior and attitude of people towards the plastic currency which they use in their day to day life in Jhunjhunu and to find out the problems and prospects of the same. Through this study it will be clear that to what extent the customers of plastic money offered by different banks are satisfied and to what level the factors influence them.

The objectives of the research can be summed up as follows:

1. To evaluate the existing position of customers using plastic money.
2. To analyze the gap between the existing quality and the expected one.
3. To find out the chances of further development regarding plastic money.
4. To evaluate the usage of plastic money with regard to the income level and awareness.
5. To ascertain the customer satisfaction keeping in minds the occupation and living standard of people.