

ARTICLE PUBLISHED

An Article titled 'A STUDY ON THE USEFULNESS OF STUDENT CREDIT CARD AND SBI STUDENT PLUS ADVANTAGE CREDIT CARD WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN PALAKKAD DISTRICT ,KERALA' has been published by JISHA SANKAR, Assistant Professor, Department Of Management, YIMS and SHEETHAL A, Final Year Student Bachelor Of Business Administration, YIMS in the UGC Care List Journal.

JOURNAL OF MANAGEMENT AND ENTREPRENEURSHIP

ISSN : 2229-5348

UGC CARE Group 1 Journal

A STUDY ON THE USEFULNESS OF STUDENT CREDIT CARD AND SBI STUDENT PLUS ADVANTAGE CREDIT CARD WITH SPECIAL REFERENCE TO COLLEGE STUDENTS IN PALAKKAD DISTRICT ,KERALA

SHEETHAL A, Final Year Bachelor Of Business Administration Degree, Yuvakshetra Institute of Management Studies, Ezhakkad, Mundur, Palakkad, Kerala

JISHA SANKAR, Assistant Professor, Department Of Management, Yuvakshetra Institute of Management Studies, Ezhakkad, Mundur, Palakkad, Kerala

ABSTRACT

College students are at a crossroads of life-They are newly independent but not entirely self-sufficient. This means credit doesn't come easy for them. Banks and financial institutions are apprehensive about extending credit to people who are financially unstable and do not have the resources to pay back the borrowed amount. That is where student credit card come into play. These credit cards are EMI cards for students design for college students with no or limited credit history. A student credit card is a card that is offered to students at the college level. Any student beyond the age of 18 years is eligible to apply for the credit card as it does not have an income eligibility limit. These credit cards have lower interest rates and have a validity period of five years.

INTRODUCTION

A student credit card is a card that is offered to students at the college level. Any student beyond the age of 18 years is eligible to apply for the credit card as it does not have an income eligibility limit. Student credit cards are designed for young adults who are enrolled in college and who may be just starting out with credit. Although, they share a lot in common with other credit cards, they have some features that are tailored made for students. Some of these features are required by law. These cards often have less stringent credit requirements than regular credit cards because most student applicants tend to have weak or non-existent credit histories. The SBI Student Plus Advantage Credit Card is designed specifically to cater to the daily needs of the students. It is a kind of smart card that comes with exciting reward programs in form of discounts and earning points in their spending be it on groceries or luxury items. It is one of the best power packed credit cards for students offered by the State Bank of India. The study is an attempt to analyse the usefulness of student credit cards and the SBI Student plus advantage credit card to students.

OBJECTIVES OF STUDY

- To study the popularity of student credit card.
- To know about the various banks that offer student credit cards and the facilities provided by them.
- To analyse the pros and cons of using a student credit card.
- To analyse the benefits of SBI Student plus advantage credit card
- To understand the reason for applying for a student credit card.

STATEMENT OF THE PROBLEM

Credit card usage by college students is an issue that over the past decade has gained increasing attention. The widespread use of credit cards by college students has raised questions about the ability to manage their finances effectively. Parents, college administrators and others have expressed concern that young people lack the necessary skills to handle the cards. So this study is for analysing the usefulness of student credit card and how to it can be utilised in an effective manner.

SCOPE OF THE STUDY

The purpose of this research is to study the usefulness of student credit cards. It is conducted to explore the benefits and usefulness of student credit card to student and raise awareness about

Vol. 17, No.1 (III), January - March 2023

189

