

# Consumer Behaviour

## Use of Payments and Cards

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# Background



# Background

- The Australian Merchants Payment Forum (AMPF) represents the interests of a diverse group of Australian retailers whose key focus is on the impact of proposed RBA EFTPOS payment reforms.
- AMPF wish to test how consumers determine their choice of payment method at the point of sale.
- To meet this objective, independent research was commissioned to explore consumer behaviour at the point of sale in a robust and representative manner.

# Research Objectives

- Establish the reasons behind consumer choice of payment cards used.
- Identify consumer decision making processes on choice of card when making payments at various types of retail outlets.
- Establish the extent to which having available funds influences card choice i.e. credit versus debit cards.
- Identify consumer awareness of the costs associated with different transaction types and card types.
- Identify whether there is any difference in the awareness of the costs associated with EFTPOS relative to other card payment options.

# Methodology



# Methodological Considerations

1. **Sample Representativeness**

To ensure the representativeness of the sample, a random sampling approach was undertaken. See next slide for full details.
2. **Sample Size**

The overall sample size was selected to be large enough to allow results to be significantly robust. A table of confidence limits was used to determine the overall and sub group sample sizes. This table is provided within the following slides.
3. **Questionnaire Design**

As per standard practice, the questionnaire is designed with no leading questions and a combination of open ended (5) and closed questions (12). All questions are factual, no hypothetical questions are included.
4. **Interviewers**

All interviewers are fully trained, accredited to the Market Research Society of Australia (MRSA) and required to meet set standards.
5. **Interviews**

Full briefing notes, explaining all questions within the survey are provided to interviewers, with all interviewers being personally briefed prior to conducting surveys. Additionally a proportion of respondents were called back to validate the responses given.
6. **Anonymity**

Details of the client for which the work is being undertaken, and the proposed use of the survey results are not revealed to any persons undertaking or involved in the interviewing process.

# Study Methodology

## Sample Selection and Representativeness

*A representative sample is one which has been selected in such a way that the main characteristics of the sample reflect those of the population from which the sample was drawn*

- For this survey, a representative sample was achieved through the application of a stratified random sampling technique.
- Three quotas (strata) were placed on the survey sample, these being; state, metropolitan/ regional areas, and store type.
- Metropolitan and non-metropolitan areas in NSW, Victoria, Queensland and Western Australia were surveyed as these states represent the majority of locations in which a wide range of retail stores are present and thus provided a representative mix of retail store locations.
- Quotas were set between metropolitan and regional areas to test potential differences in behaviour for card use between the two populations. The assumption being that differences in access to banks and ATMs for those living in regional areas may lead to differences in payment behaviour.
- The final quota on store type was chosen to cover a range of retail outlets, with the exception of fast food outlets, where the proportion of cash payments is extremely high. The use of a range of store types is important, as card usage behaviour between store types may also reveal differences in behaviour due to the differences in the types of payments being made.



# Study Methodology

## Sample Selection and Representativeness

- When selecting the sample size, consideration was given to the need to analyse sub-groups in the population to test differences in behaviour in these sub-groups. Whilst a larger sample size will decrease the sampling error, this is not a proportional effect and the difference in representativeness of a sample of 660 compared to larger samples is negligible. An example of this difference in sample error is shown in the Table of Confidence Limits on the following chart
- A total sample size of 660 was selected as this allowed for large enough sample sizes within each sub-group for statistical analysis, based on the table of confidence limits provided on the following chart (Slide 9: Study Methodology – Confidence Limits).
- Interview locations were then randomly selected within each sample quota.
- Initially a list of stores covering the range of outlet types within each state was ascertained, with six alternative locations for each store type being selected within each state.
- Locations were then taken from this list, ensuring both a geographical spread (N, S, E & W) and a spread by store type (e.g. BP and Caltex for fuel).

# Study Methodology

## Confidence Limits

Result:	n=	50%			80%		
		Margin of error	Lower	Upper	Margin of error	Lower	Upper
TOTAL	678	3.8%	46.2%	53.8%	3.0%	77.0%	83.0%
Metro	467	4.5%	45.5%	54.5%	3.6%	76.4%	83.6%
Regional	211	6.7%	43.3%	56.7%	5.4%	74.6%	85.4%
NSW	227	6.5%	43.5%	56.5%	5.2%	74.8%	85.2%
VIC	196	7.0%	43.0%	57.0%	5.6%	74.4%	85.6%
QLD	150	8.0%	42.0%	58.0%	6.4%	73.6%	86.4%
WA	105	9.6%	40.4%	59.6%	7.7%	72.3%	87.7%
Fuel	122	8.9%	41.1%	58.9%	7.1%	72.9%	87.1%
Grocery	121	8.9%	41.1%	58.9%	7.1%	72.9%	87.1%
Department store	119	9.0%	41.0%	59.0%	7.2%	72.8%	87.2%
Liquor	119	9.0%	41.0%	59.0%	7.2%	72.8%	87.2%
Hardware	135	8.4%	41.6%	58.4%	6.7%	73.3%	86.7%
Post office	62	12.4%	37.6%	62.4%	10.0%	70.0%	90.0%

\* all at 95% confidence

- In analysing statistical information, it is important to note that the margin of error is dependent on the size of the sample in combination with each result identified. A result of 50% has a different margin of error to a result of 80% and this is highlighted in the table above
- If 50% of those in metropolitan areas stated that they used credit cards, using a sample of n=467 consumers you could be 95% confident that the true result lay within +/- 4.5% of 50%.
- If 80% of those from WA stated that they always paid off their credit card bill each month, using a sample of n=105 consumers you could be 95% certain that the true result lay within +/- 7.7% of 80%.



# Study Methodology

## Sample Quotas

- Initial quotas were set by each store type, to allow for a large enough base size for statistical analysis.
- The sample was then split by metropolitan and regional areas to ensure both were represented proportionally.
- Further to this, quotas were then set by state to ensure the national representativeness of the sample.
- Some variation from the planned sample occurred due to factors beyond the control of the field team, such as variations in the volume of store traffic. The interviewing period was restricted to minimise the influence of external factors that could potentially influence behaviour such as advertising campaigns and media coverage of payments that could not be predicted.
- The following slide details targeted versus achieved quotas.

# Study Methodology

## Sample Quotas – Targeted versus Achieved

### Targeted

	Total	Metro	Regional
NSW	215	149	66
VIC	195	135	60
QLD	145	101	44
WA	105	75	30
<b>TOTAL:</b>	<b>660</b>	<b>460</b>	<b>200</b>

### Achieved

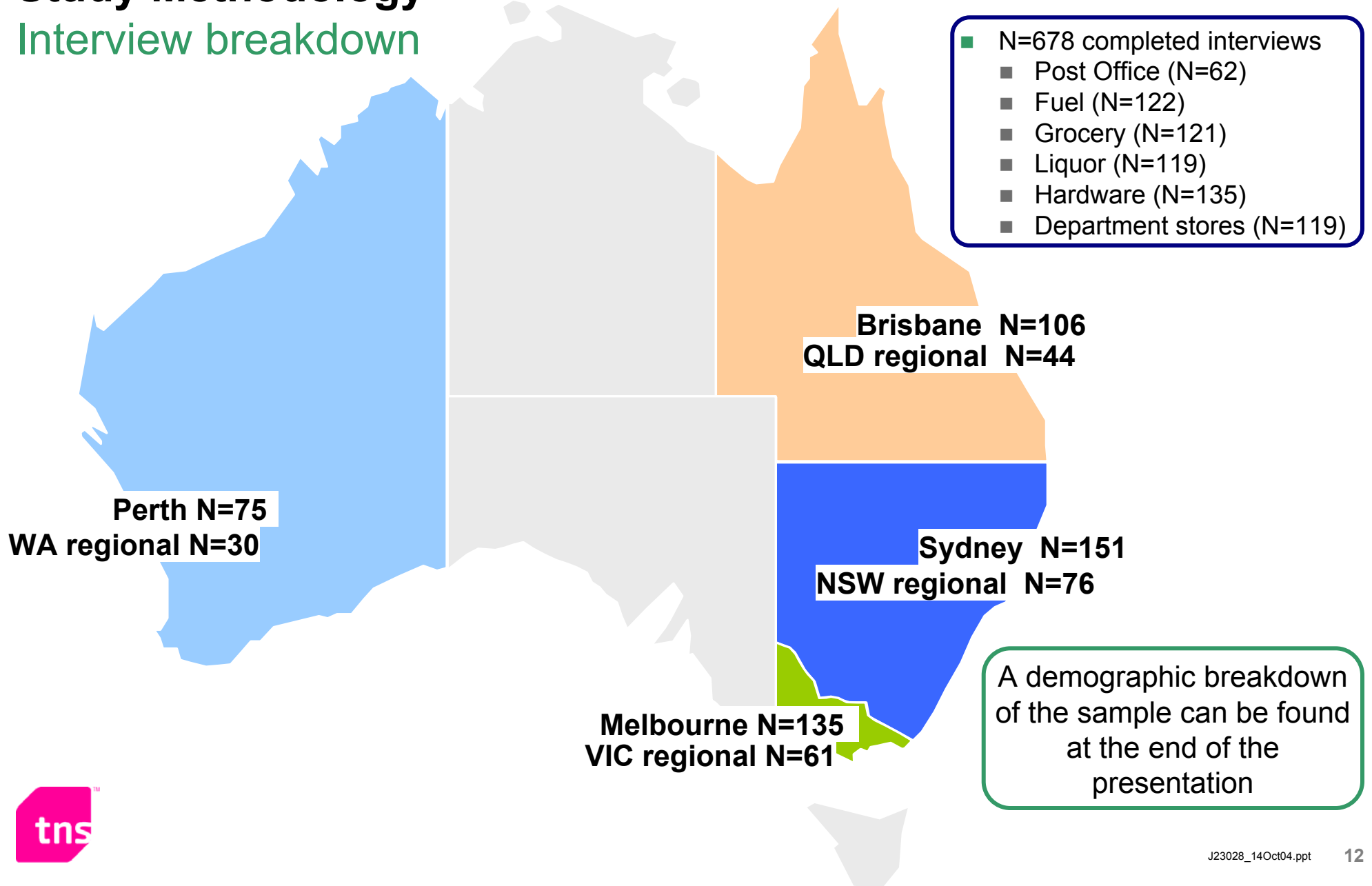
	Total	Metro	Regional
NSW	227	151	76
VIC	196	135	61
QLD	150	106	44
WA	105	75	30
<b>TOTAL:</b>	<b>678</b>	<b>467</b>	<b>211</b>

	Total	Metro	Regional
Fuel	120	75	45
Grocery	120	75	45
Department store	120	90	30
Liquor	115	75	40
Hardware	125	85	40
Post Office	60	60	-
<b>TOTAL:</b>	<b>660</b>	<b>460</b>	<b>200</b>

	Total	Metro	Regional
Fuel	122	75	47
Grocery	121	76	45
Department store	119	90	29
Liquor	119	75	44
Hardware	135	89	46
Post Office	62	62	-
<b>TOTAL:</b>	<b>678</b>	<b>467</b>	<b>211</b>

# Study Methodology

## Interview breakdown



# Study Methodology

## Respondent Definition

Following is the definition of respondents selected to participate in this research...

- *Respondents were defined as individuals who had just made a payment at a retail outlet using a credit, charge, debit card, store or fuel card.*
- *Respondents purchases must have been for personal use, not business.*
- *Those respondents working in banking, advertising/ public relations, marketing/ market research, post office, oil companies or for any large retailing company were not allowed to participate.*

# Study Methodology

## Execution

- The survey was conducted by use of face-to-face exit interviews.
- Exit interviews are conducted on site (at the store) with respondents as they leave the store having made their payment.
- Exit interviews were selected as the preferred approach to this study as they provide the greatest opportunity to collect robust data.
- Exit interviews ensure the interviews can be conducted as early as possible after respondents have made their payment, allowing their decisions and choices to be fresh and clear when answering the questions.
- A delayed interview, possibly by telephone or in home would result in less reliable results from respondents, e.g. they may have made a subsequent payment from the one in question or become confused with payments made at other stores.
- The interview conducted was designed deliberately to be brief to ensure maximum participation of consumers.

# Study Methodology

## Execution

- To ensure respondents are presented with all options for closed questions in an unbiased manner, interviewers were provided with showcards for each question detailing all options.
- With open ended questions, interviewers are trained to probe for any additional answers. This is done in a non-leading manner, simply by asking 'What other reasons?'
- As stated earlier, all interviewers are fully briefed and additionally provided with briefing instructions, detailing how the questionnaire works and explaining any definitions, such as distinguishing credit cards and charge cards.
- Open ended questions are then coded into groups, to allow for quantitative analysis of results. Coders were instructed to only group like responses to ensure nuances of meaning could be analysed by classifying similar but slightly different responses into discrete groups
- Results for open-ended questions are reported in the following slides as ***spontaneous***. Spontaneous responses are those where consumers have been asked to respond without prompting through the use of a predefined list or via verbal means. Care was taken to ensure spontaneous responses were in no way influenced by prior questions in which closed responses were elicited
- Responses to closed questions, where the respondent is provided with a list of options on a showcard are referred to as "***prompted***" in the report.



# Card Ownership and Usage



# Card Ownership and Usage

## Content and Purpose

- A series of questions relating to card ownership and usage were included to allow us to examine potential differences in card usage behaviour across the various sub-groups included and to place their most recent payment in context
- Questions on card ownership and usage were...

**Q8:** Can you please confirm how many, if any, of the following types of payment card you own?

**Q9:** Which of the following types of credit or charge cards do you own?

**Q10a:** How often do you use each of these card types for making purchases?

**Q10b:** For what reasons do you use your <<most frequent from Q10a>> card more than your other card(s)?

**Q11:** Which of the following statements best describes your monthly credit card payments?

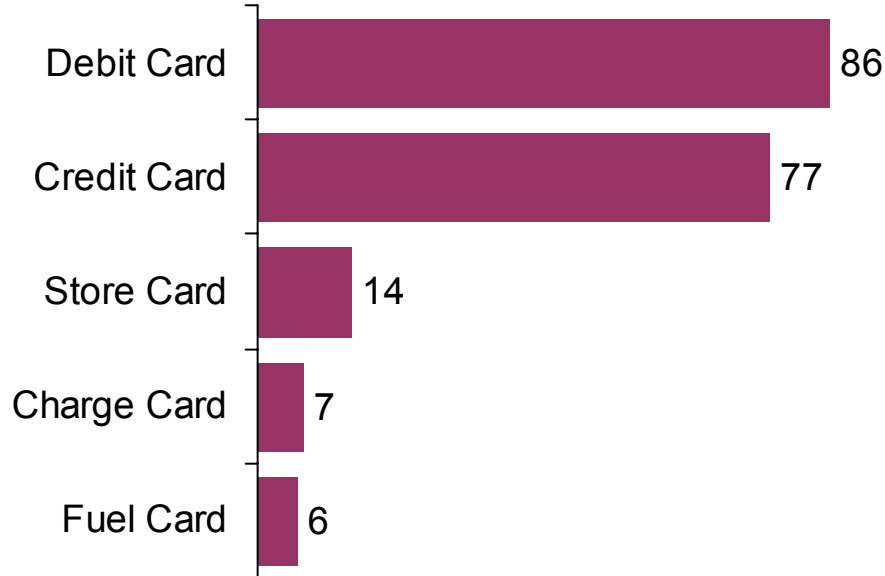
# Card Ownership

## What type of cards do consumers own?

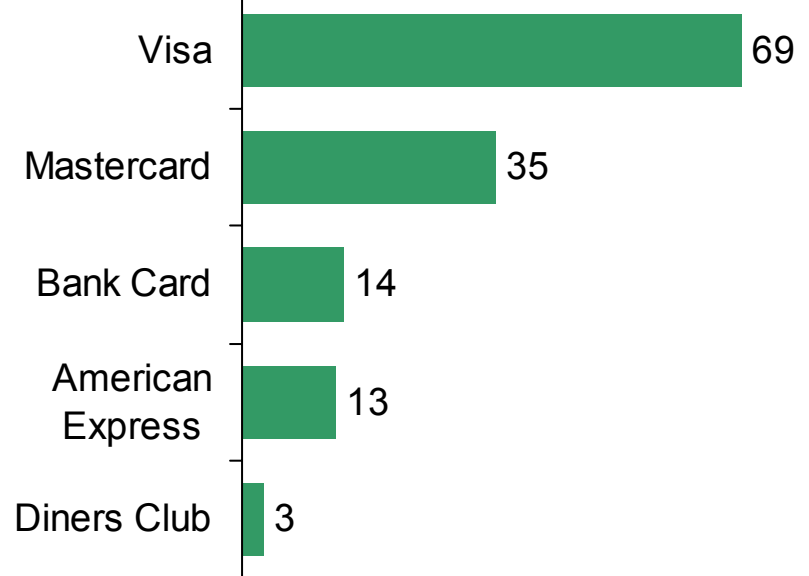
**Q8:** Can you please confirm how many, if any, of the following types of payment card you own?

**Q9:** Which if any of the following types of credit or charge card do you own?

**Percent who own each type of card**



**Card Type (credit/ charge cards)**



The majority of the population have either a credit or debit card or both

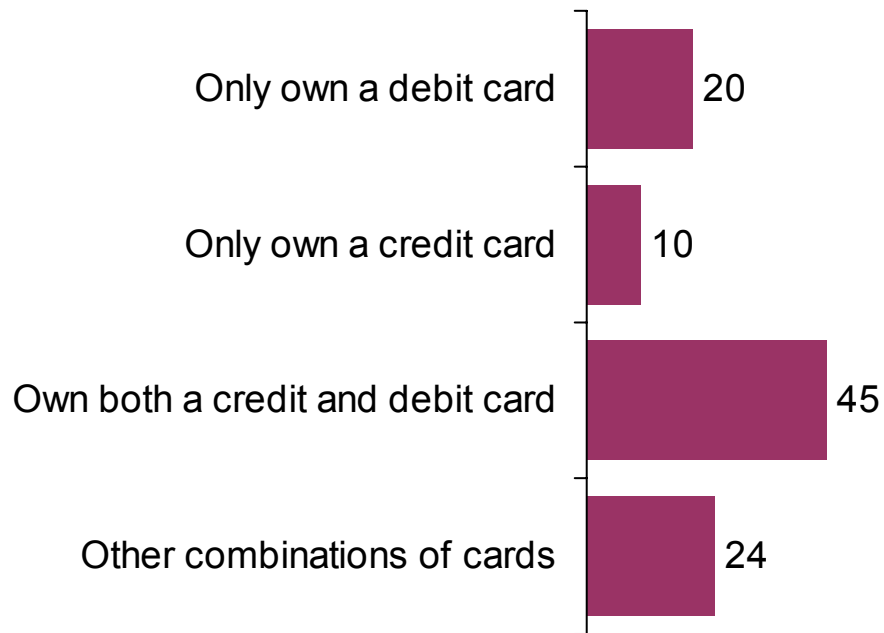


Base: Total Sample n=678 (Q8) & Credit or Charge Card holders n=542 (Q9)

# Usage of Both Credit and Debit Cards

## How Many Consumers Have Both Card Types?

**Q8:** Can you please confirm how many, if any, of the following types of payment card you own?

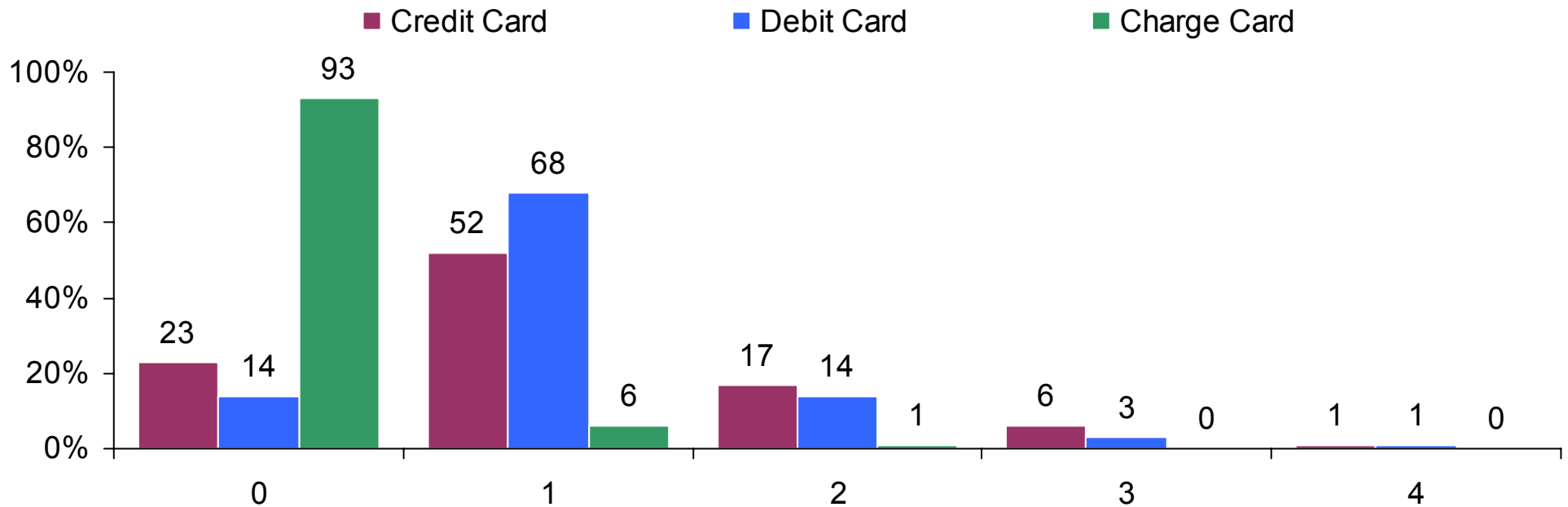


Almost half of consumers own both a credit and a debit card

# Card Ownership

## Number of Cards Owned

**Q8:** Can you please confirm how many, if any, of the following types of payment card you own?



Consumers who hold each of the card types typically have a single card



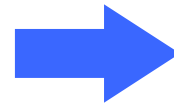
Base: Total Sample n=678 (Q8)

# Credit Card Payments

## Consumers' Claimed Behaviour

**Q11:** Which of the following statements best describes your monthly credit card payments?

I normally pay off **ALL** of my total credit card bill(s) each month



**75%**



**Highest subgroup response: 87%**  
*(those using a credit card for purchase)*

I normally only pay off **PART** of my total credit card bill(s) each month



**24%**

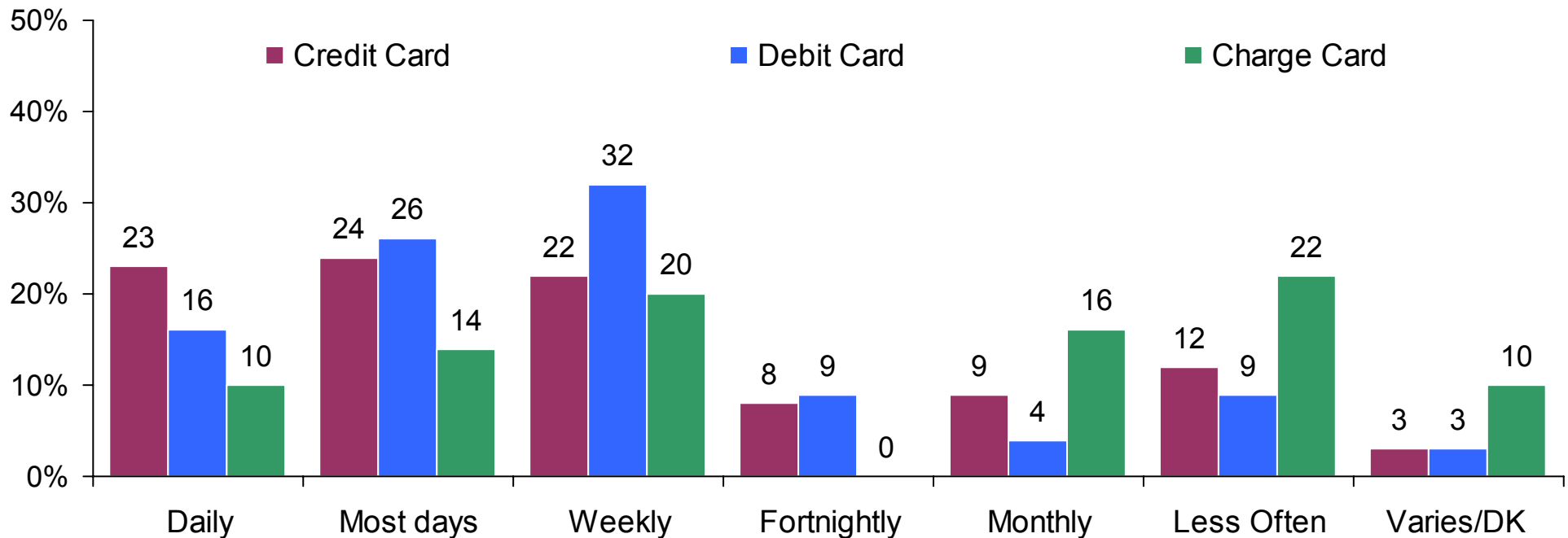
**Lowest subgroup response: 52%**  
*(those using a debit card for purchase)*

The majority of those with credit cards claim to pay off their total bill each month

# Claimed Frequency of Card Use

## Detailed

**Q10a:** How often do you use each of these card types for making purchases?



Comparing usage of each card type, credit cards tend to be used more frequently than debit and charge cards

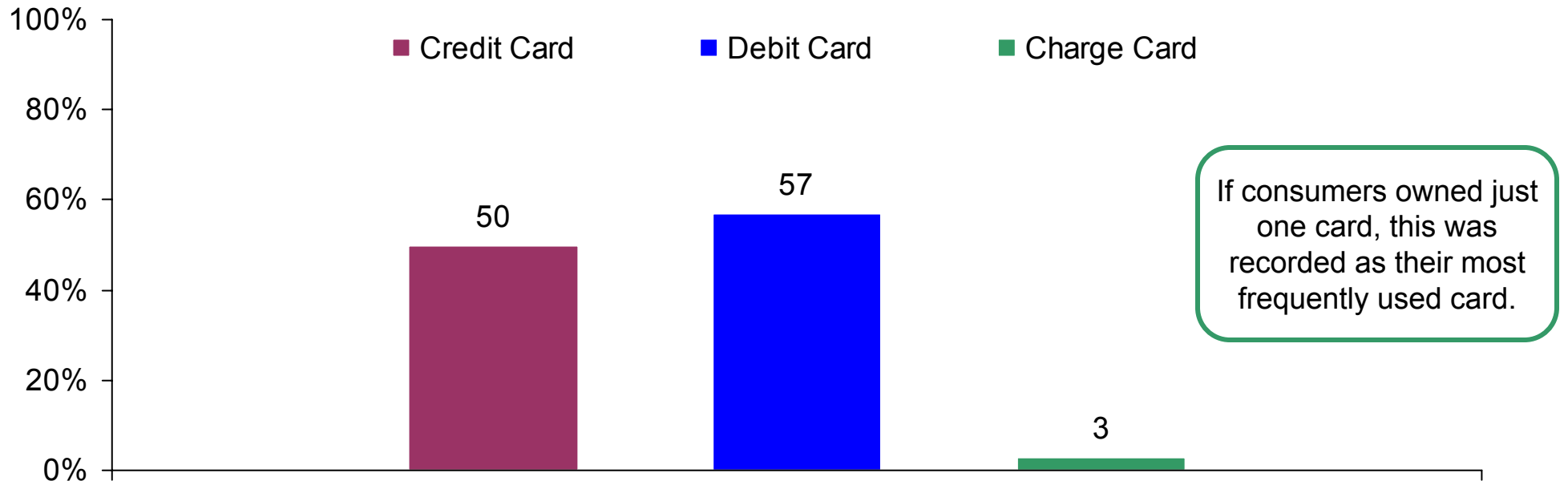


Base: n=520 credit card holders, n=580 debit card holders, n=49 charge card holders (Q10a)

# Claimed Frequency of Card Use

## Most frequently used card

**Q10a:** How often do you use each of these card types for making purchases?



Consumers were equally split in terms of the card they used most frequently



Base: 678 (Q10a) NB// Total adds to greater than 100% due to respondents using cards with equal frequency



# Preference for Card Usage

## Why the card type is preferred

**Q10b:** For what reasons do you use your <<most frequent card from Q10a>> card more than your other cards?

### Credit Card (n=250)

- *Loyalty points (30%)*
- *Most available funds/ credit (12%)*
- *Lower fees and charges (12%)*
- *Managing/ keep track of funds (10%)*
- *Convenience – unspecified (9%)*
- *Convenience – prefer not to carry cash (9%)*
- *Convenience – Just one payment at end of the month (9%)*
- *No fees or charges (7%)*

### Debit Card (n=233)

- *Prefer to use my own cash (23%)*
- *Using available funds (15%)*
- *Don't want to get into debt (14%)*
- *Convenience – paid monthly into this account (14%)*
- *Don't pay interest (11%)*
- *Lower fees and charges (9%)*
- *No fees or charges (6%)*

For those preferring to use their credit card, the loyalty points were the biggest driver whilst with debit cards, the use of available funds and not using credit were the main drivers

# Payment Behaviour



# Payment Behaviour

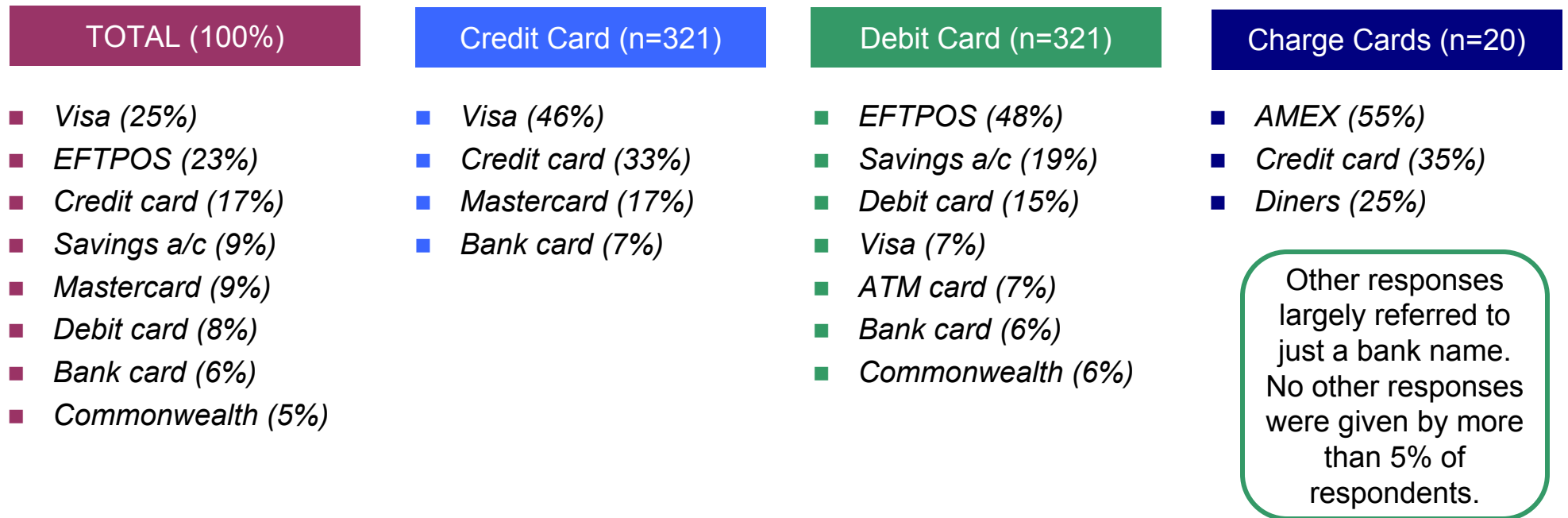
## Content and Purpose

- A series of questions relating to payment behaviour were included to allow us to examine potential differences in card usage behaviour that may occur due to the type of payment being made
- Questions on payment behaviour were...
  - Q1:** What type of card did you use?
  - Q2:** Can I just check, which of the following card types did you use for this purchase?
  - Q3:** Which of the following types of purchase did you make while in the store?
  - Q4:** Which of the following bands indicates the total cost of the purchases you made or amounts you paid?
  - Q5:** Why did you use your <<ans Q2 - credit/ debit/ EFTPOS>> card to pay for this purchase?
  - Q6:** Which, if any of the following things did you think about when choosing the card to make the purchase or payment with?
  - Q7:** Is this the method of payment you would normally choose for this type of purchase?
  - Q13:** Still thinking about the card you used today, what bank or financial institution issued that card?

# Card Used for Payment

## Spontaneous

**Q1:** What type of card did you use?



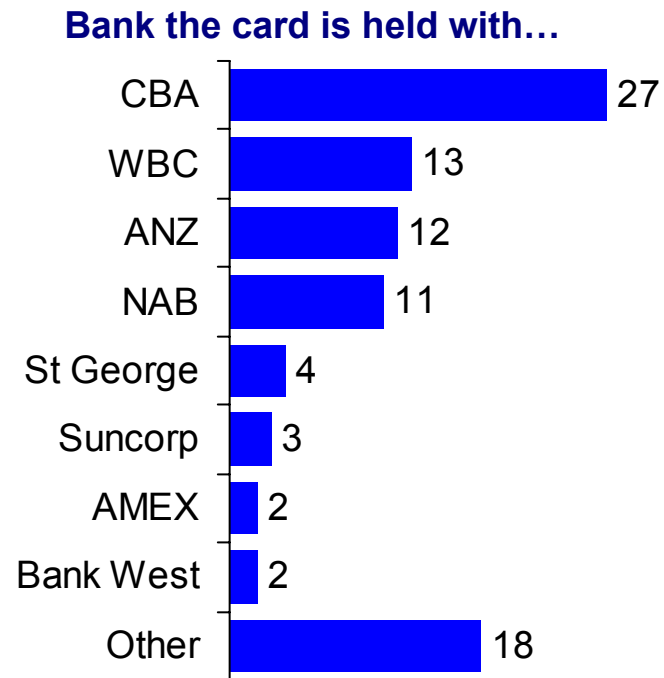
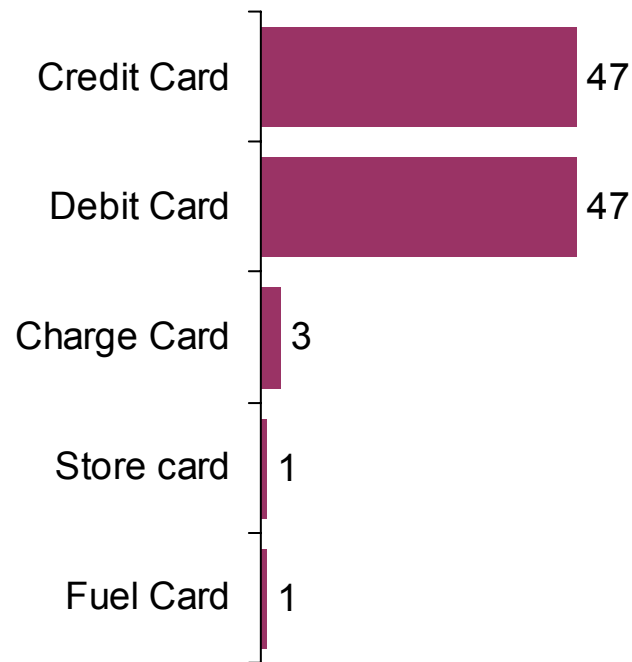
Visa was the most common spontaneous mention for credit cards, with EFTPOS for debit cards and American Express for charge cards

# Card Used for Payment

## Prompted

**Q2:** Can I just check, which of the following card types did you use for this purchase?

**Q13:** Still thinking about the card you used today, what bank or financial institution issued that card?



Payments recorded were evenly distributed between credit and debit cards with a small percentage of charge card usage

# Reason for Using Card

## Spontaneous

**Q5:** Why did you use your <<card from Q2>> card to pay for this purchase?

TOTAL (100%)	Credit Card (n=321)	Debit Card (n=321)	Charge Cards (n=20)
<ul style="list-style-type: none"> <li>Not enough cash on me at the time (22%)</li> <li>Don't/ prefer not to carry cash (17%)</li> <li>Loyalty points (14%)</li> <li>Easier to use (11%)</li> <li>Convenience (unspecific) (10%)</li> <li>Convenience (don't have to carry cash) (10%)</li> <li>No transaction fees (4%)</li> <li>Less transaction fees (3%)</li> </ul>	<ul style="list-style-type: none"> <li>Loyalty points (24%)</li> <li>Not enough cash on me at the time (15%)</li> <li>Don't/ prefer not to carry cash (15%)</li> <li>Easier to use (9%)</li> <li>Convenience (unspecific) (13%)</li> <li>Convenience (don't have to carry cash) (7%)</li> <li>No transaction fees (4%)</li> <li>Less transaction fees (4%)</li> </ul>	<ul style="list-style-type: none"> <li>Not enough cash on me at the time (30%)</li> <li>Don't/ prefer not to carry cash (20%)</li> <li>Easier to use (13%)</li> <li>Convenience (don't have to carry cash) (13%)</li> <li>Convenience (unspecific) (7%)</li> <li>No transaction fees (2%)</li> <li>Less transaction fees (3%)</li> </ul>	<ul style="list-style-type: none"> <li>Loyalty points (60%)</li> <li>Not enough cash on me at the time (15%)</li> <li>Convenience (don't have to withdraw money) (15%)</li> <li>Pay account once a month (15%)</li> <li>Don't/ prefer not to carry cash (10%)</li> <li>No transaction fees (5%)</li> <li>Less transaction fees (5%)</li> </ul>

Loyalty points was the main reason given for using a credit card whilst lack of cash was the main reason given for using a debit card



# Reason for Using Card

## Spontaneous - Consumers with Both Credit and Debit Cards

**Q5:** Why did you use your <<card from Q2>> card to pay for this purchase?

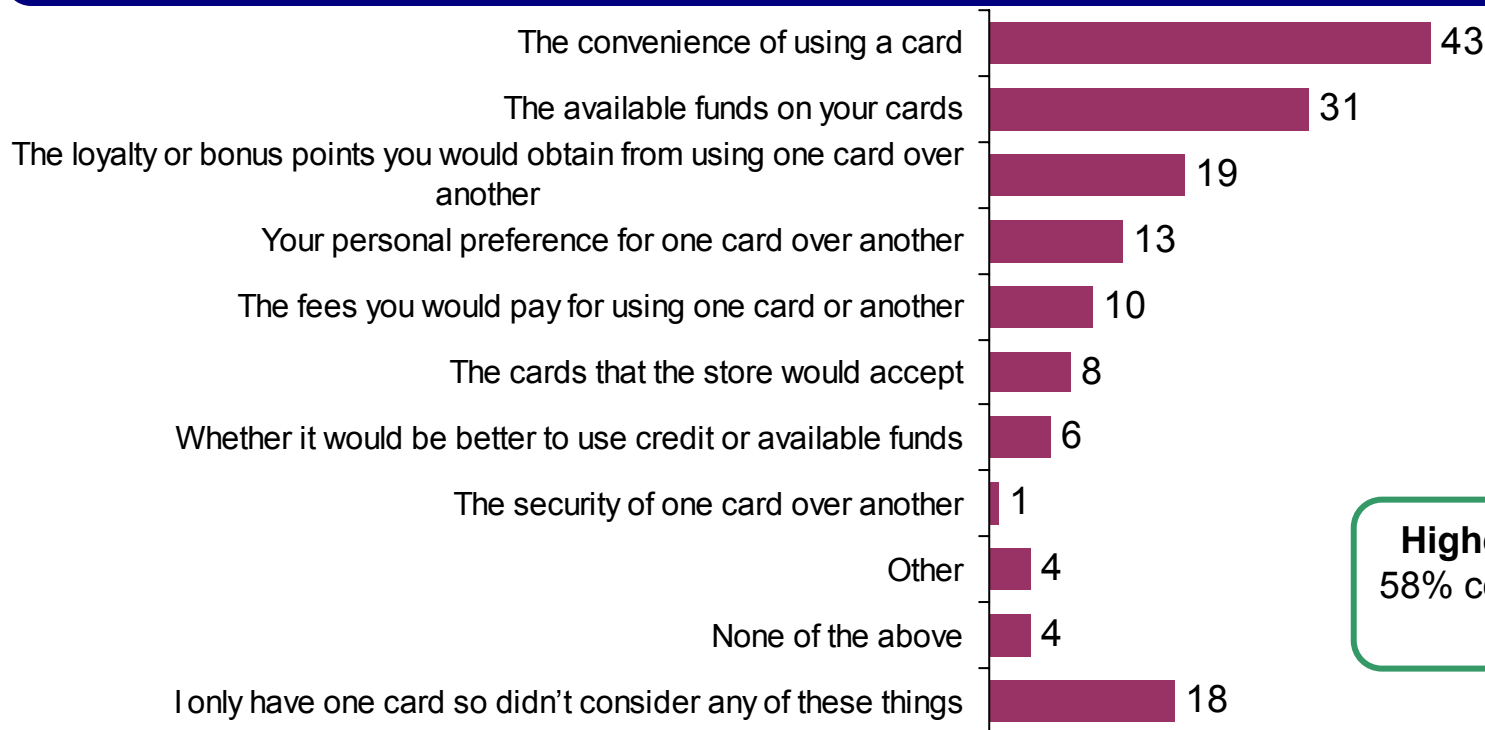
TOTAL (100%)	Credit and Debit Card (n=307)	Credit Card Only (n=68)	Debit Card Only (n=137)
<ul style="list-style-type: none"> <li>Not enough cash on me at the time (22%)</li> <li>Don't/ prefer not to carry cash (17%)</li> <li>Loyalty points (14%)</li> <li>Easier to use (11%)</li> <li>Convenience (unspecific) (10%)</li> <li>Convenience (don't have to carry cash) (10%)</li> <li>No transaction fees (4%)</li> <li>Less transaction fees (3%)</li> </ul>	<ul style="list-style-type: none"> <li>Not enough cash on me at the time (23%)</li> <li>Don't/ prefer not to carry cash (14%)</li> <li>Loyalty points (13%)</li> <li>Easier to use (10%)</li> <li>Convenience (don't have to carry cash) (10%)</li> <li>Convenience (Don't have to withdraw money) (10%)</li> <li>No transaction fees (5%)</li> <li>Less transaction fees (4%)</li> </ul>	<ul style="list-style-type: none"> <li>Don't/ prefer not to carry cash (22%)</li> <li>Loyalty points (21%)</li> <li>Easier to use (10%)</li> <li>Pay account once a month (18%)</li> <li>Convenience (unspecific) (18%)</li> <li>Convenience (don't have to carry cash) (13%)</li> <li>Preferred method (12%)</li> <li>Don't have the cash (10%)</li> <li>No transaction fees (1%)</li> <li>Less transaction fees (-%)</li> </ul>	<ul style="list-style-type: none"> <li>Not enough cash on me at the time (28%)</li> <li>Don't/ prefer not to carry cash (17%)</li> <li>Convenience (don't have to carry cash) (15%)</li> <li>Easier to use (14%)</li> <li>No transaction fees (2%)</li> <li>Less transaction fees (2%)</li> </ul>

Those with both credit and debit cards claimed lack of cash or preferring not to use cash as the main reasons for choosing the card they used on this occasion

# Reason for Using Card

## Prompted

**Q6:** Which, if any, of the following things did you think about when choosing the card to make the purchase or payment with?



**Highest subgroup response:**  
58% convenience of using a card  
(grocery stores)

Prompted reasons for using the selected card closely mirror spontaneous reasons given i.e. convenience, available cash and loyalty points were the most common reasons for choosing the card used



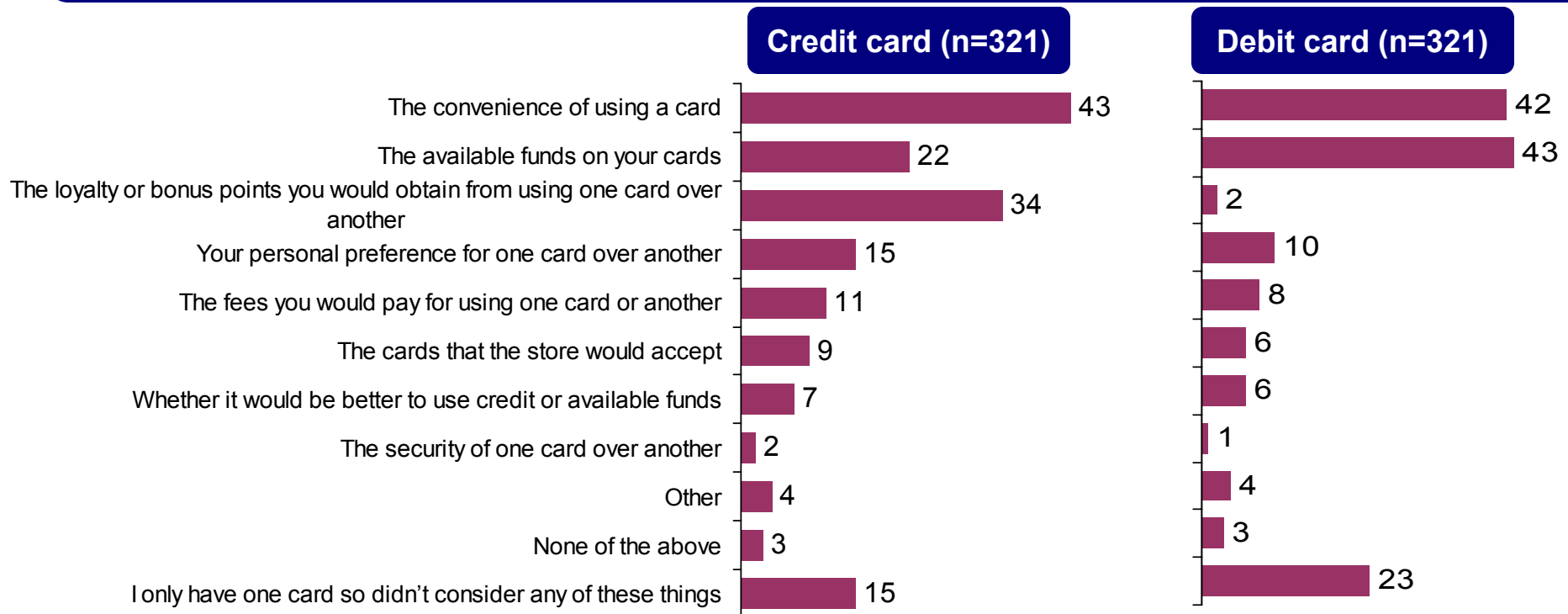
Base: Total Sample n=678 (Q6)



# Reason for Using Card

## Prompted-Users of Each Card Type

**Q6:** Which, if any, of the following things did you think about when choosing the card to make the purchase or payment with?



Credit card users appear more likely to use their card for the loyalty points, whilst debit card users claim to be more concerned about having available funds

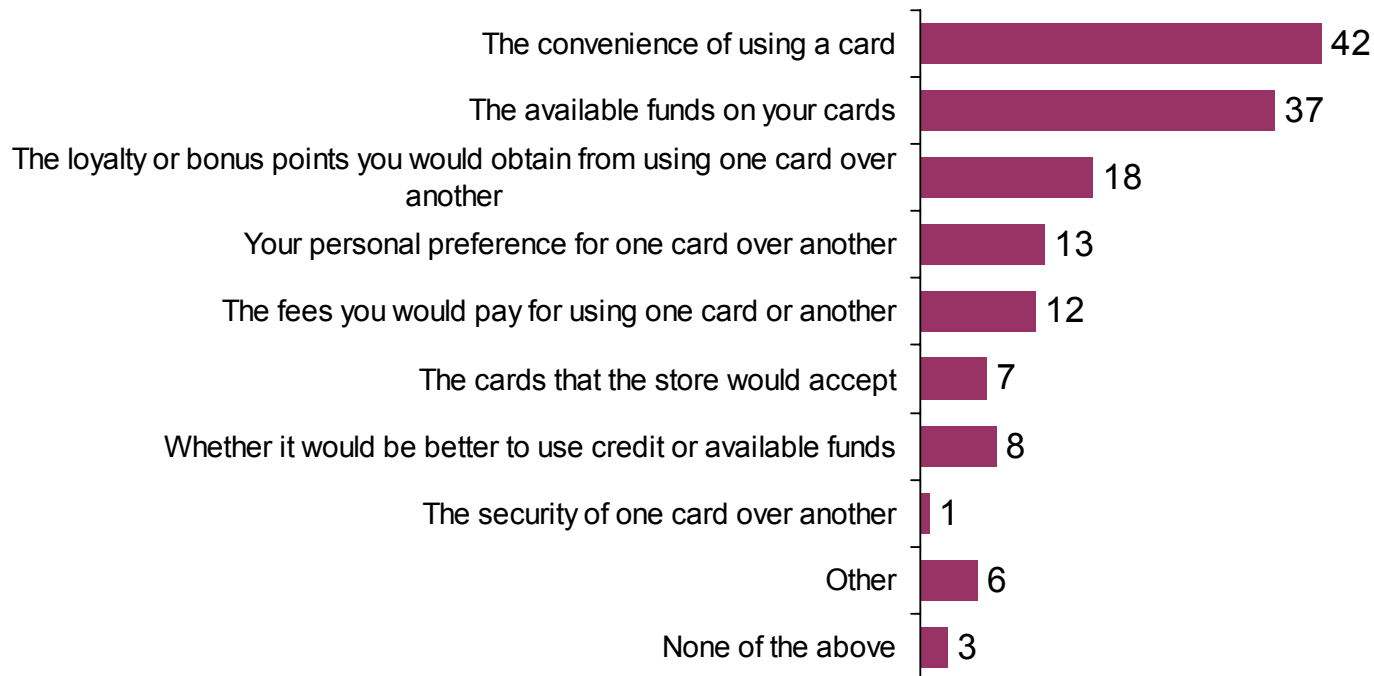


Base: Those using either a credit or debit card for their purchase n=642 (Q6)

# Reason for Using Card

## Prompted - Consumers with Both Credit & Debit Cards

**Q6:** Which, if any, of the following things did you think about when choosing the card to make the purchase or payment with?



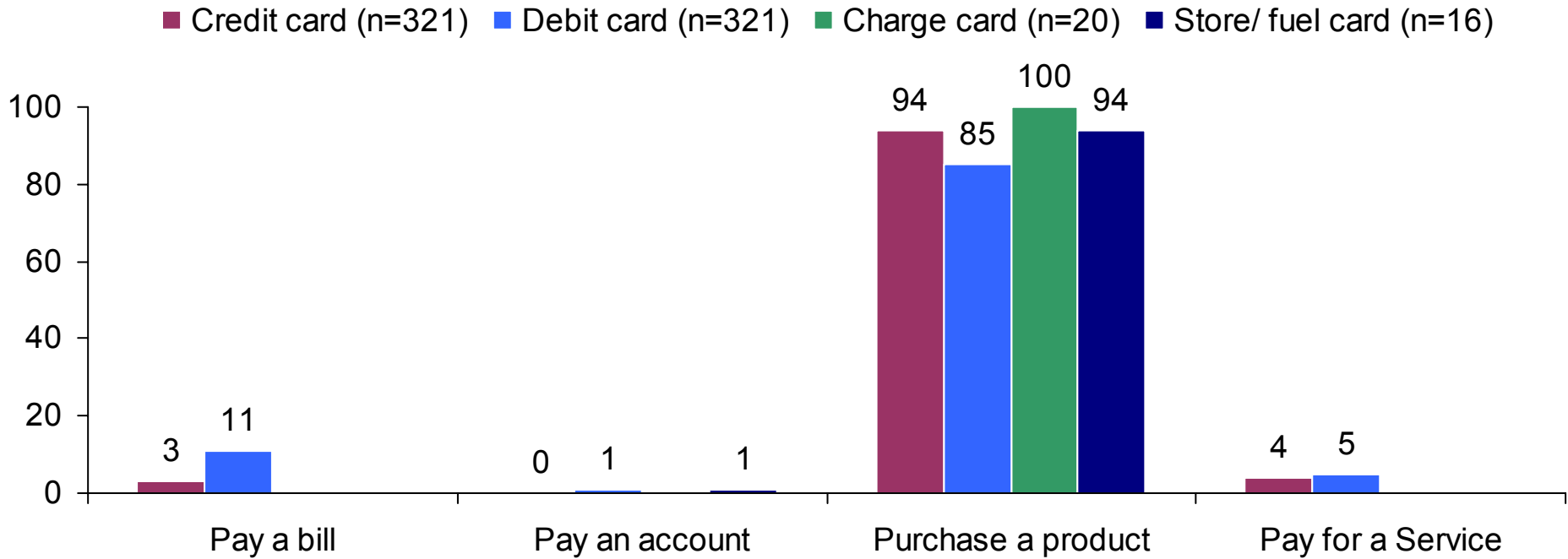
The main reason given for using their card amongst those owning both a credit and debit card was the convenience of using a card

# Type of Payment

## By Card Type

**Q2:** Can I just check, which of the following card types did you use for this purchase?

**Q3:** Which of the following types of purchase did you make while in the store?



The majority of payments were for purchases. A slightly higher proportion used debit cards for bill payments than used credit cards



Base: Total Sample n=678 (Q2, Q3)

# Payment Size

## Card Type

**Q2:** Can I just check, which of the following card types did you use for this purchase?

**Q4:** Which of the following bands indicates the total cost of the purchase you made or amounts you paid?

	Total %	N=	Under \$20 %	\$20-\$29.99	\$30-\$49.99 %	\$50-\$99.99 %	\$100-\$199.99 %	Over \$200 %
Credit card	47	321	15	17	25	24	11	8
Debit card	47	321	18	16	25	20	12	9
Charge card	3	20	10	30	20	35	0	5
Store/ fuel card	2	16	8	22	28	28	11	5

Around a third of payments were under \$30, around half were between \$30 and \$100 with the remainder being larger payments. The profile for credit card users is very close to the profile of debit card users on this issue



Base: Total Sample n=678 (Q2, Q4)

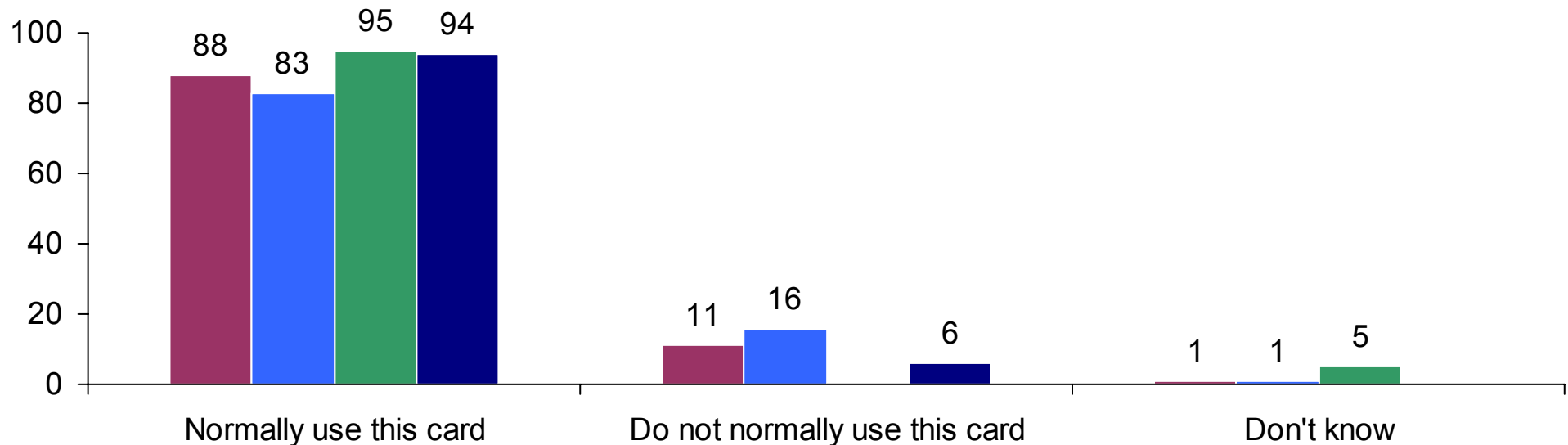
# Normal Payment Method

## Card Type

**Q2:** Can I just check, which of the following card types did you use for this purchase?

**Q7:** Is this the method of payment you would normally choose for this type of purchase?

■ Credit card (n=321) ■ Debit card (n=321) ■ Charge card (n=20) ■ Store/ fuel card (n=16)



The choice of card by consumers in this research was in most cases typical of their usual card usage behaviour

# Transaction Fee Influence on Card Usage



# Transaction Fee Influence on Card Usage

## Content and Purpose

- A series of questions relating to consumer understanding of transaction fees in relation to the type of payment made and the type of card used to make the payment
- Question on transaction fees were...
  - Q12:** Thinking of the card you used today, what are the transaction costs, if any, you pay when using that card?

# Perceived Transaction Fees

## Spontaneous by card type

**Q12:** Thinking of the card you used today, what are the transaction costs, if any, you pay when using the card?

In total 120 different answers were given, 64 different mentions were given by those using credit cards and 59 by debit card users

	Total	Credit Card	Debit Card
None	48%	52%	41%
Don't know	35%	29%	41%
<b>Specified Fee:</b>			
<1\$ (min 25c)	3%	1%	7%
>1\$ (max \$2)	0%	0%	1%
<2.5% (min 1%)	1%	1%	0%
>2.5% (max 20%)	1%	1%	0%
Monthly fee given	1%	2%	1%
Annual fee given	1%	2%	1%
<b>Unspecified Fee:</b>			
Transaction fee (not given)	1%	1%	2%
Monthly fee (not given)	2%	1%	3%
Annual fee (not given)	3%	6%	0%
Other	3%	4%	2%

The majority of card users either do not know the transaction fees, or believe they are not paying a transaction fee



# Perceived Transaction Fees

## By card type-Consumers with Both Credit and Debit Cards

**Q12:** Thinking of the card you used today, what are the transaction costs, if any, you pay when using the card?

	Total	Credit Card Only	Debit Card Only	Credit & Debit Card
None	48%	51%	42%	48%
Don't know	35%	32%	42%	34%
<b>Specified Fee:</b>				
<1\$ (min 25c)	3%	-	6%	4%
>1\$ (max \$2)	0%	-	1%	-
<2.5% (min 1%)	1%	1%	-	0%
>2.5% (max 20%)	1%	-	1%	1%
Monthly fee given	1%	3%	1%	1%
Annual fee given	1%	1%	-	1%
<b>Unspecified Fee:</b>				
Transaction fee (not given)	1%	-	1%	1%
Monthly fee (not given)	2%	-	3%	3%
Annual fee (not given)	3%	6%	-	4%
Other	3%	4%	2%	4%

Almost half of those with both a credit and debit card believed that there were no transaction fees associated with their payment



# Sample Demographics



# Sample Breakdown

## Respondents

### Gender

Male	45%
Female	55%

### Age

16 - 24	14%
25 - 39	29%
40 - 54	32%
55 +	26%

### Employment

Full time	47%
Part time	20%
Home duties	13%
Student	5%
Unemployed/ retired	15%

### Occupation

Manager or administrator	25%
Professional	16%
Para-professional	15%
Tradesperson	10%
Clerical/ secretarial	7%
Sales rep/ store sales person/ personal services	15%
Machine operator/ driver	2%
Labourour/ store person/ unskilled	4%
Other	4%



# Summary of Findings



# Summary of Findings

## Card Ownership and Usage

- The majority of the population have either a credit (77%) or debit card (86%)
- Almost half of consumers own both a credit and a debit card
- Consumers who hold each of the card types typically have a single card
- The majority of those with credit cards tend to pay off their total bill each month (75%)
- Comparing usage of each card type, credit cards tend to be used more frequently than debit and charge cards
- Consumers were equally split in terms of the card they used most frequently, credit card (50%), debit card (57%)
- For those preferring to use their credit card, the loyalty points were the biggest driver whilst with debit cards, the use of available funds and not using credit were the main drivers

# Summary of Findings

## Purchase Behaviour

- Visa was the most common spontaneous mention for credit cards, with EFTPOS for debit cards and American Express for charge cards
- Payments recorded were evenly distributed between credit and debit cards with a small percentage of charge card usage
- Loyalty points was the main reason given for using a credit card, whilst lack of cash was the main reason given for using a debit card
- Those with both credit and debit cards claimed lack of cash or preferring not to use cash as the main reasons for choosing the card they used on this occasion
- Prompted reasons for using the selected card closely mirror spontaneous reasons given i.e. convenience, available cash and loyalty points were the most common reasons for choosing the card used
- Credit card users appear more likely to use their card for the loyalty points, whilst debit card users claim to be more concerned about having available funds

# Summary of Findings

## Purchase Behaviour

- The main reason given for using their card amongst those owning both a credit and debit card was the convenience of using a card
- The majority of payments were for purchases. A slightly higher proportion used debit cards for bill payments than used credit cards
- Around a third of payments were under \$30, around half were between \$30 and \$100 with the remainder being larger payments. The profile for credit card users is very close to the profile of debit card users on this issue
- The choice of card by consumers in this research was in most cases typical of their usual card usage behaviour

# Summary of Findings

## Transaction Fee Influence on Card Usage

- The majority of card users either do not know the transaction fees, or believe they are not paying a transaction fee
- Almost half of those with both a credit and debit card believed that there were no transaction fees associated with their payment





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