CUSTOMER PERCEPTION AND ACCEPTANCE OF VALUCARD.

A case study of Professionals in Lagos State

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ABSTRACT

This study appraises the Customer Perception and Acceptance of valucard with a view of determining the factors that affect the customer's perfection of this product , the level of usage and to proffer solutions that would enable issuing banks to position the product for optimal performance.

The problem associated with a cash economy is a propelling factor that led to this research work.

Although valucard is a new financial product in the Nigerian market, it is fast gaining grounds as a result of the marketing strategy applied by its owners, Smartcard Nigeria PLC and the consortium of banks involved in the marketing and in the distribution of this product.

Those used for this study are professionals from different fields-Bankers, Lawyers, Teachers, Architects, Media Practitioners who are based in the city of Lagos.

Being a new product, there is limited literature on valucard,but not on credit card.

Data were collected through primary and secondary sources and critically analysed. The primary data were through questionnaire and personal interview with cardholders and noncard holders.

The findings of the study reveal that factors such as income level, reference group/peer group status of customers affect their perception and acceptance of the product.

Flaws of valucard were also highlighted and it was recommended that;

- sufficient Merchant outlets should be provided for easy access to valucard users.
- More efforts should be put on advertisement of valucard by banks and Smartcard PLC.
- Use of valucard should be extended to more states in Nigeria.
- Federal Govt. should step in to promote use of noncash instrument such as valucard.