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## STUDY ON COMBO CARDS ISSUED IN INDIA AND SURVEY OF USAGE PATTERN AND SATISFACTION LEVEL OF COMBO CARD USERS AT MANIPAL UNIVERSITY

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**Abstract:** *Cards which functions for combination of utilities are called Combo Cards. Some Banks have issued Combo cards for a number of purposes in association with various agencies. State Bank of India has issued Combo Card to Manipal Academy of Higher Education (MAHE) Group in 2005 which is used as their Student Identity, ATM cum Debit Card, Access Control card for university, Library, Hostel, Card for Payment of fees and Card for payment at Food Court and other locations. In Combo Card the Smart Card portion of the Card and an ATM Card have been cloned together so that the individual need to carry only one Card instead of multiple cards for multiple functionalities/uses. The present study has been conducted to assess the potential of Combo Card as marketing/customer retention tool and suggest measures to improve the acceptability of the card among existing/potential customers.*

**Key Words:** *Combo Card, Smart Card, Debit Card, ATM cum Debit Card, Access Control Card*

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## INTRODUCTION

There are no text book definitions for Combo Cards in banking parlance. But in practice, cards which functions for combination of utilities are called Combo Cards. Several Banks have issued Combo cards for various purposes in India and abroad. Some of the Combo Cards issued by banks are given as under:

S No.	Name of the Bank	Name of the Institution	Name of the Combo card
1.	Federal Bank, India	Bangalore Metro Corporation	Flash Combo card
2.	ICICI Bank, India	UP State Road Transport Corporation	Combo Prepaid Card
3.	ICICI Bank, India	Delhi Metro Corporation	Unifare Card
4.	State Bank of India	Manipal University	Combo Card
5.	State Bank of India	City Corporation	Combo Card
6.	Hatton National Bank, Sri Lanka	Bharati Airtel, Smart Metro and Sony Felecia	HNB One

Features incorporated in some varieties of the Combo Cards available in International market are given below:

**Coin-** This card is meant to replace entire wallet. The \$100 product can store the data from an unlimited number of other card accounts, allowing consumers to switch payment methods before they swipe.

**Pay Pal Instant Credit-** PayPal's digital wallet and card have an odd twist – they let users change the funding source even after a purchase has been made. This is accomplished through Bill Me Later, PayPal's instant credit operation, which provides a five-day float for purchases made in stores

**Walgreens Balance Financial-**Walgreens' Balance Financial card integrates so completely with the store's loyalty program that it allows shoppers to leave the loyalty card at home. Shoppers can access the prepaid account and the loyalty account with the same swipe.

**Dynamics' ePlate** -Dynamics' ePlate card, issued by UMB, allows users to choose their rewards on a purchase-by-purchase basis by pressing a button on the card.

**Fifth Third's Duo Card-** Fifth Third's hybrid debit/credit card, introduced in 2011, lets consumers choose at the point of sale whether to pay with debit or credit. It's considered a rare success in hybrid cards.



**Bitcoin Trojan Horse**-Most merchants do not accept Bitcoin, but they accept gift cards. This is becoming a loophole for Bitcoin devotees, who can use the digital currency to purchase digital gift cards through Gyft and then use the gift cards to shop at major retailers like Burger King, Lowes, American Eagle and Nike.

**Ticket to Ride**- Cards such as the Hong Kong's Octopus and Chicago's Ventra can be used both for regular purchases and for transit fare.

### **COMBO CARD ISSUED AT MANIPAL UNIVERSITY**

State Bank of India has issued Combo Cards to Manipal Academy of Higher Education (MAHE) Group in 2005 which is used as their Student Identity Card, ATM cum Debit Card, Access Control card for university, Library, Hostel, Card for Payment of fees and Card for payment at Food Court and other locations. Combo Card clones the Smart Card and an ATM Card together so that the individual need to carry only one Card instead of multiple cards for multiple functionalities/uses.

The Combo Card offered to MAHE is primarily an ATM cum Debit Card linked to an Account which has additional chip or chips either visible or invisible which can be used either as contact card or contact less Card. The Card can have multiple Chips with varying storage capacity (4KB to 32KB). A card with double chips can allow the organization to run different utilities/ functionalities or programmers on different chips which is useful for organizations which already have legacy systems in place which are proposed to be continued. Thus while existing legacy software related utilities can run on one chip new software related utilities can run on the second chip.

### **FEATURES OF COMBO CARD AT MAHE**

The features available in the Combo Card is a standard 4K chip with a magnetic strip for personalization similar to the ATM cum debit card in use in the Bank. It serves as:

- a) A Student Identity Card.
- b) An ATM cum Debit Card.
- c) An Access Control Card for university, library, Hostel.
- d) A card for payment of fees.
- e) A card for payment at Food Court & other locations.

### **OBJECTIVE OF THE STUDY**

Present study has been done with a view to assess the potential of Combo Card

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- I. As marketing / customer retention tool and
- II. Suggest measures to improve the acceptability of the card among existing and potential customers.

### **METHODOLOGY OF THE STUDY**

- I. Obtention of information regarding the potential of Combo Card as marketing / customer retention tool through survey of existing customers.
- II. Explore the possibility of adding additional features in the present combo card to make it more attractive to users.

### **PROCESS**

- I. Sourced secondary data through interaction with State Bank of India, Manipal Branch which has issued Combo Cards to students of Manipal University.
- II. Obtained first hand information by interacting with
  1. Existing Combo Card users at Manipal.
  2. Staff at Manipal Branch.

### **SAMPLING DESIGN**

Convenience Sampling has been used in the study and data has been collected from the students who are using Combo Cards.

### **QUESTIONNAIRE DESIGN**

A structured questionnaire with Likert Scale has been used to record respondents' level of agreement to the statements that suit the purpose of the objective.

### **DATA COLLECTION**

The process of data collection involved following steps:

- Visiting Campus and interacting with the students.
- Hosting the questionnaire online
- Recording the responses from the students
- Coding the data using SPSS and Microsoft Excel
- Interpretation

### **LIMITATIONS OF THE STUDY**

The sample is restricted to limited number (170) because of limited availability of students.



## DATA ANALYSIS

### ❖ DURATION

Majority of the people surveyed had been using the combo card for about one to three years, and so they were quite aware of its features. This improved the reliability of the study.

Table No 1- Duration of Use

Duration	Frequency	Percent	Valid Percent	Cumulative Percent
0-1 year	32	18.8	18.8	18.8
1-2 years	51	30.0	30.0	48.8
2 - 3 years	53	31.2	31.2	80.0
>3 years	34	20.0	20.0	100.0
<b>Total</b>	<b>170</b>	<b>100.0</b>	<b>100.0</b>	

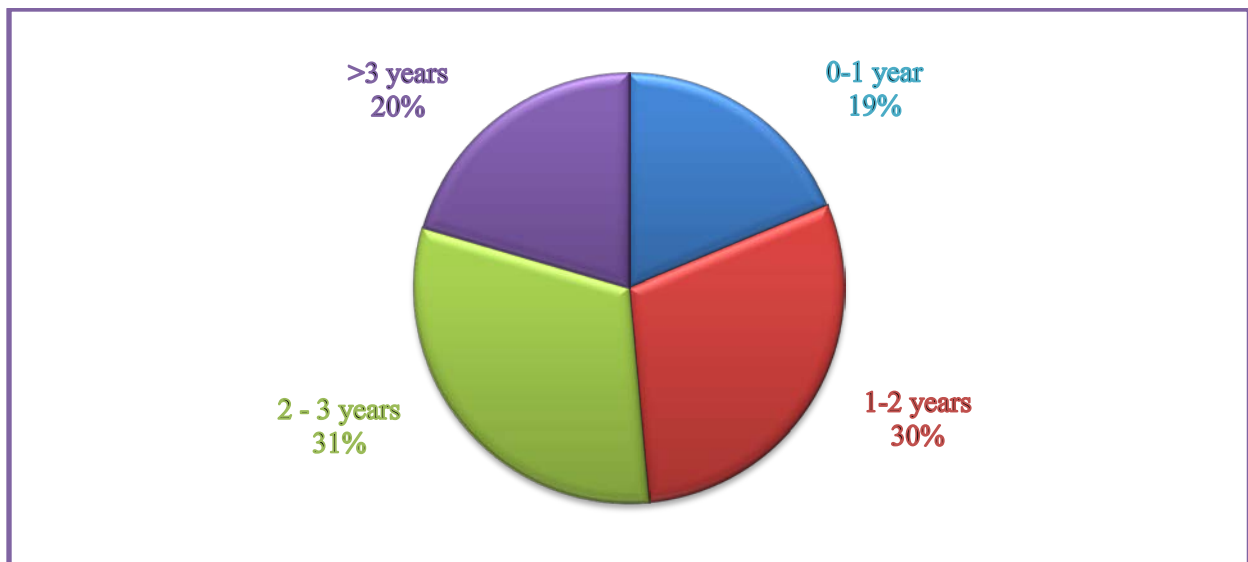


Fig 1: Duration for which cards were being used

### i. FREQUENCY

Most of the students used the combo card about five times a day. The major uses of the card in descending order are:

1. As an identity card to gain access to university buildings, library and mess.
2. For withdrawing money from ATM and online shopping.
3. For gaining entry into the Kasturba Medical College (KMC).



**Table No. 2-Frequency of use**

Number of times card used in a Day	Frequency	Percent	Valid Percent	Cumulative Percent
1 to 5	140	82.4	82.4	82.4
6 to 10	22	12.9	12.9	95.3
11 to 15	3	1.8	1.8	97.1
>15	5	2.9	2.9	100.0
<b>Total</b>	<b>170</b>	<b>100.0</b>	<b>100.0</b>	

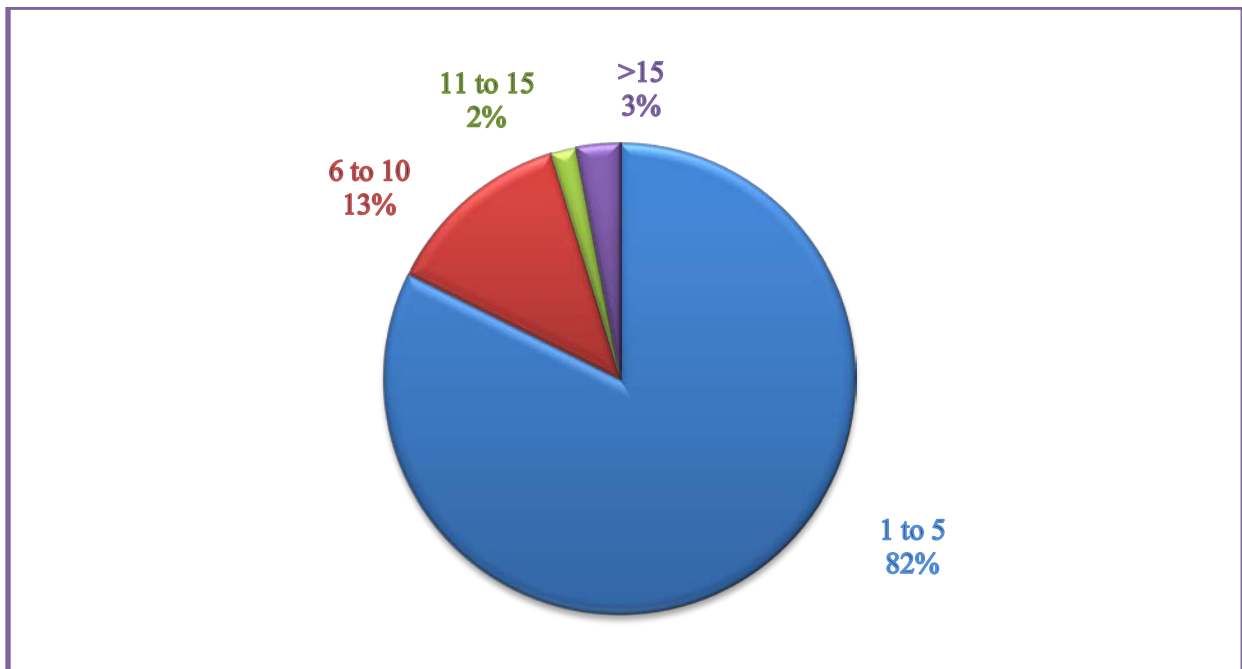


Fig 2: Number of times the combo card is used in a day

**ii. SATISFACTION**

Most of the respondents were satisfied with the combo card for gaining access to university buildings and food courts.

❖ **ENTRANCE**

**Table No. – 3**

Level of Satisfaction	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	58	34.1	34.5	34.5
Satisfied	70	41.2	41.7	76.2
Neutral	26	15.3	15.5	91.7
Not Satisfied	5	2.9	3.0	94.6
Not at all Satisfied	9	5.3	5.4	100.0
<b>Total</b>	<b>168</b>	<b>98.8</b>	<b>100.0</b>	

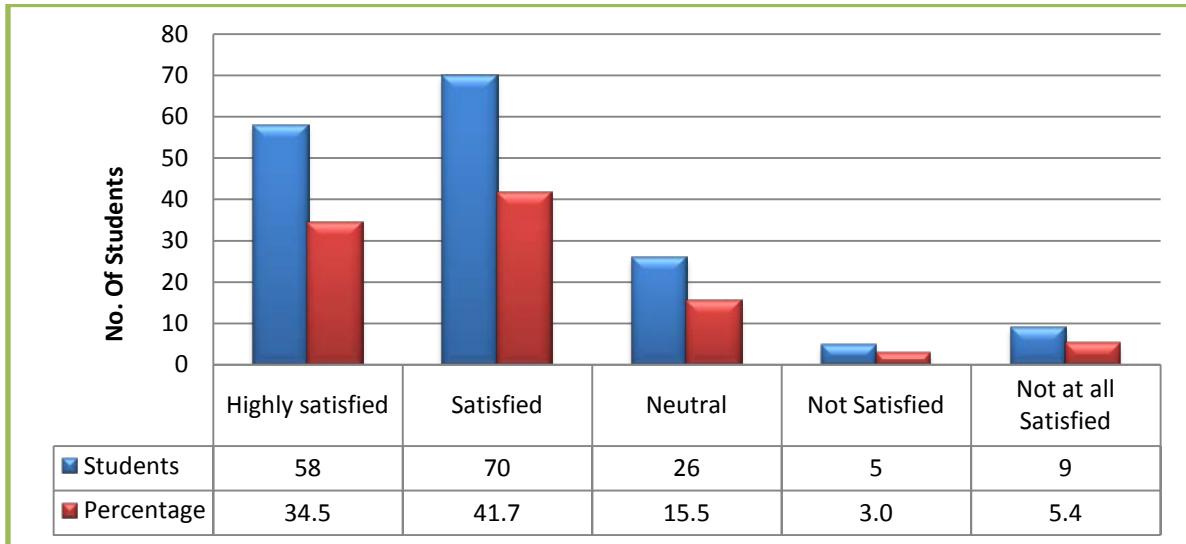


Fig 3: Level of satisfaction in using the card for gaining access to university buildings.

❖ LIBRARY

Table No. -4

Level of Satisfaction	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	55	32.4	33.5	33.5
Satisfied	64	37.6	39.0	72.6
Neutral	26	15.3	15.9	88.4
Not Satisfied	7	4.1	4.3	92.7
Not at all Satisfied	12	7.1	7.3	100.0
<b>Total</b>	<b>164</b>	<b>96.5</b>	<b>100.0</b>	

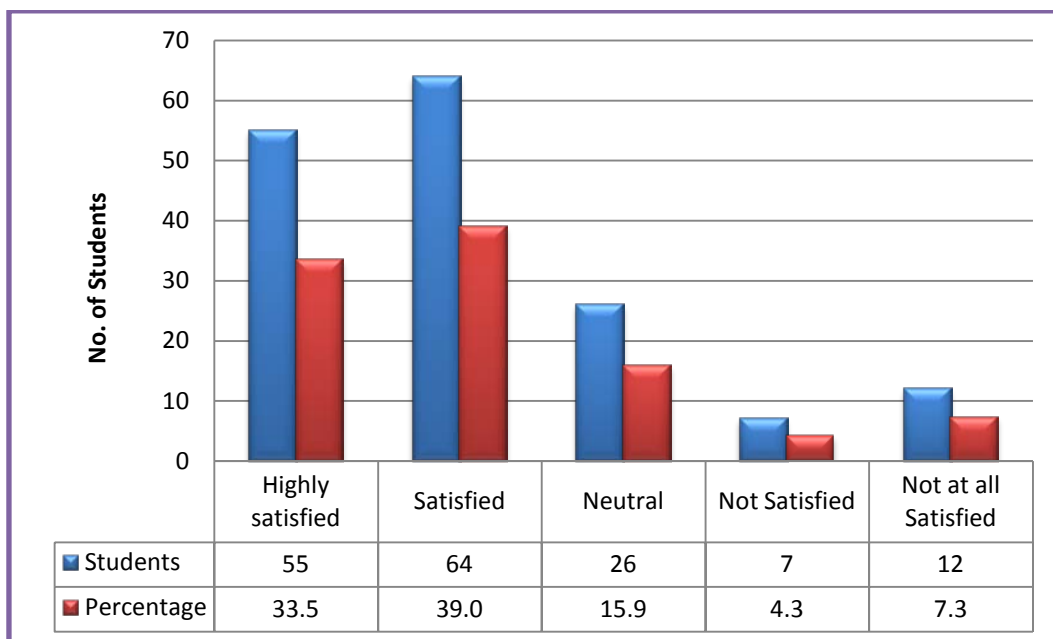


Fig 4: Level of satisfaction in using the card for gaining access to Library.



❖ FOOD COURT

Table NO.-5

Level of Satisfaction	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	60	35.3	35.9	35.9
Satisfied	65	38.2	38.9	74.9
Neutral	26	15.3	15.6	90.4
Not Satisfied	8	4.7	4.8	95.2
Not at all Satisfied	8	4.7	4.8	100.0
<b>Total</b>	<b>167</b>	<b>98.2</b>	<b>100.0</b>	

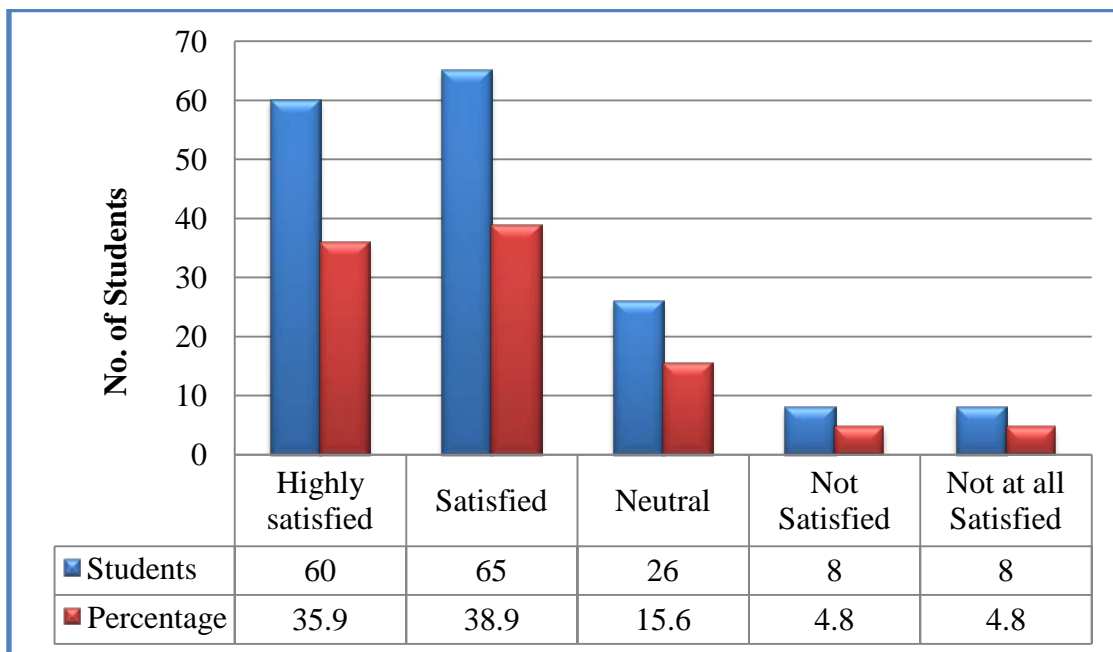


Fig 5: Level of satisfaction in using the card for gaining access to Food Court.

❖ GAMES CLUB

Table No.-6

Level of Satisfaction	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	29	17.1	19.0	19.0
Satisfied	53	31.2	34.6	53.6
Neutral	51	30.0	33.3	86.9
Not Satisfied	11	6.5	7.2	94.1
Not at all Satisfied	9	5.3	5.9	100.0
<b>Total</b>	<b>153</b>	<b>90.0</b>	<b>100.0</b>	



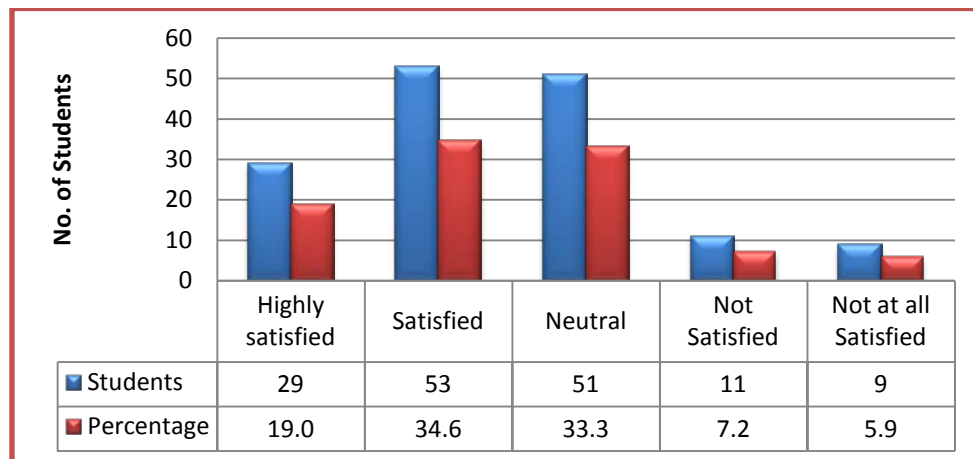


Fig 6: Level of satisfaction in using the card for gaining access to Games Club.

Many of them felt that the quality of the combo card was not up to the mark. About ninety-two percent of the students complained that the card was not for daily multipurpose use and is damaged / mutilated after one year or so. Many complained that the card was so delicate that after a few months the plastic coating on the top of the card came off. They felt the need to make the cards as rugged as an ATM card.

❖ **ATM CARD**

Table No.-7

Level of Satisfaction	Frequency	Percent	Valid Percent	Cumulative Percent
Highly satisfied	48	28.2	28.7	28.7
Satisfied	54	31.8	32.3	61.1
Neutral	29	17.1	17.4	78.4
Not Satisfied	20	11.8	12.0	90.4
Not at all Satisfied	16	9.4	9.6	100.0
<b>Total</b>	<b>167</b>	<b>98.2</b>	<b>100.0</b>	

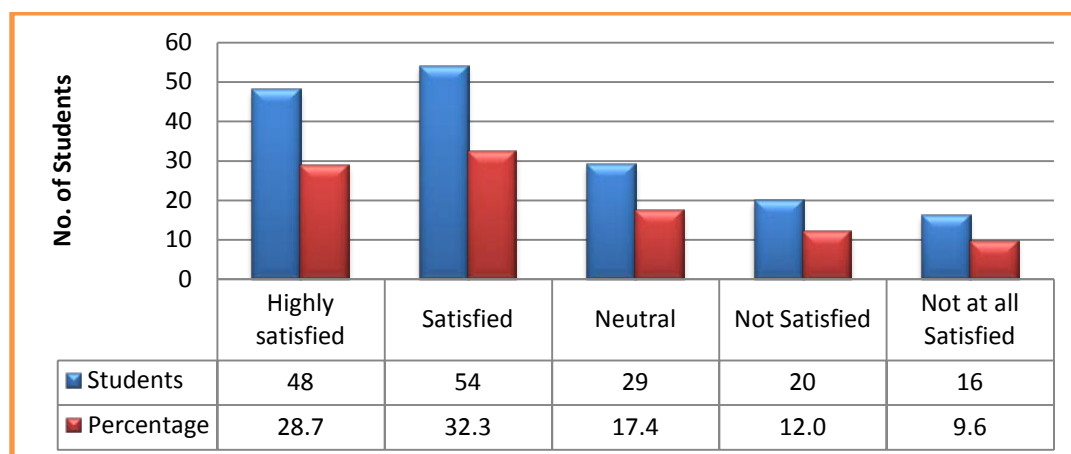


Fig 7: Level of satisfaction in using the card as an ATM card



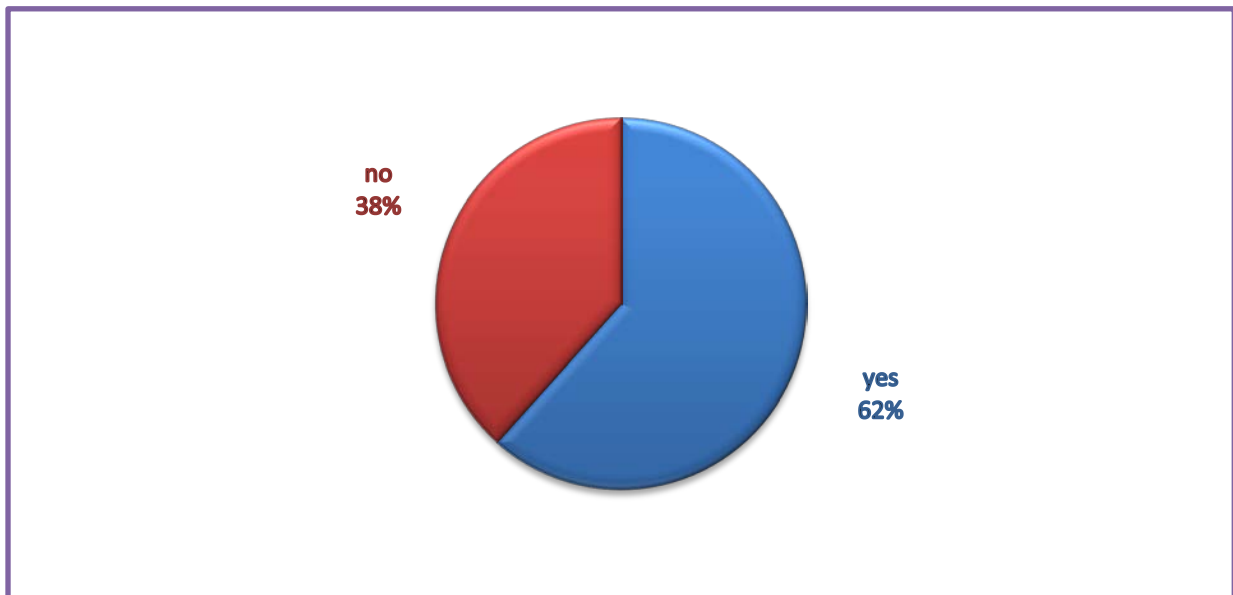
Even though around sixty-two percent of the respondents were satisfied with the ATM Service of the combo card, about thirty percent of the respondents felt that there was a scope for improvement in the service e.g.

- i. As magnetic strip is damaged after few months and renders the card useless, design of Combo Card may be improved.
- ii. The students suggested that the Co-Branded service provider be changed to MasterCard or VISA as many online sites do not accept Maestro Cards for payment. Consequently they were compelled to acquire ATM/Credit/Debit Card from another Bank as well.

❖ **Ability to Solve Problems**

**Table No.-8**

Ability to Solve Problems	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	98	57.6	61.6	61.6
No	61	35.9	38.4	100.0
<b>Total</b>	<b>159</b>	<b>93.5</b>	<b>100.0</b>	



**Fig 8: Ability to solve their problems**

About forty percent of the respondents said that it took more than four days to issue a new combo card. This makes their life extremely difficult on the campus as they face problems accessing all the basic facilities like library and mess. A temporary ID card of limited duration should be issued to students who lose or damage their combo cards within a day until they



can get a new card which enables them to at least gain access to university buildings, mess and library. This will drastically reduce the inconvenience caused to students.

❖ **Problem Solving Time**

**Table No.-9**

Time	Frequency	Percent	Valid Percent	Cumulative Percent
1-2 days	46	27.1	36.2	36.2
3-4 days	32	18.8	25.2	61.4
5-10 days	15	8.8	11.8	73.2
>10 days	34	20.0	26.8	100.0
<b>Total</b>	<b>127</b>	<b>74.7</b>	<b>100.0</b>	

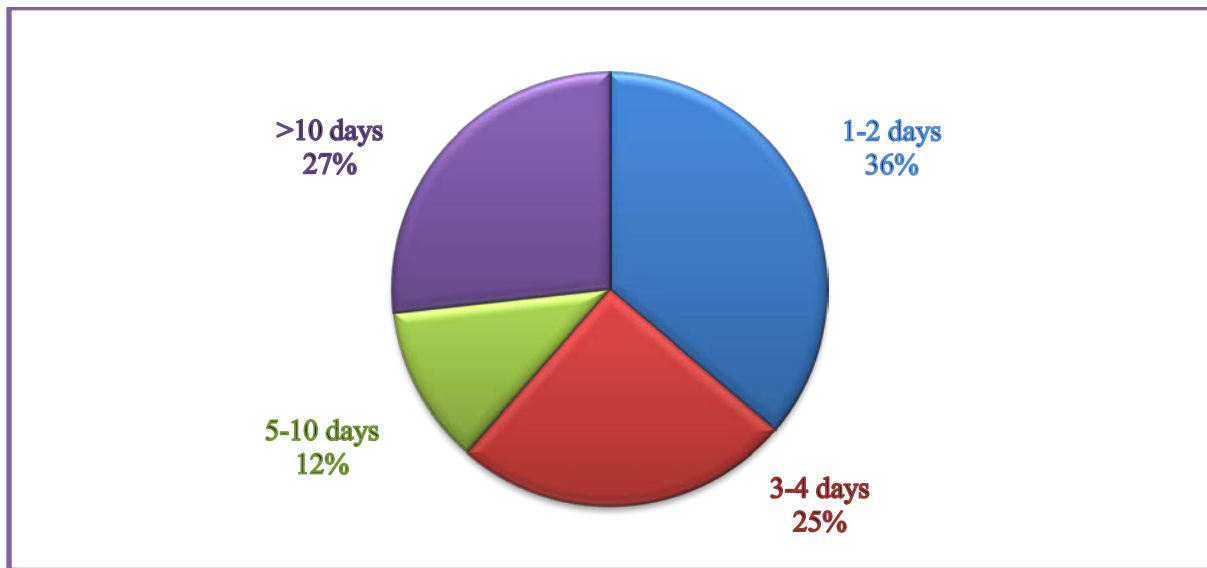


Fig 9: Time taken by the branch to solve the problems of combo card

❖ **Willingness to use Combo Card after their passing out**

**Table No.-10**

Option	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	124	73.4	73.4	73.4
No	45	26.5	26.6	100.0
<b>Total</b>	<b>169</b>	<b>99.4</b>	<b>100.0</b>	

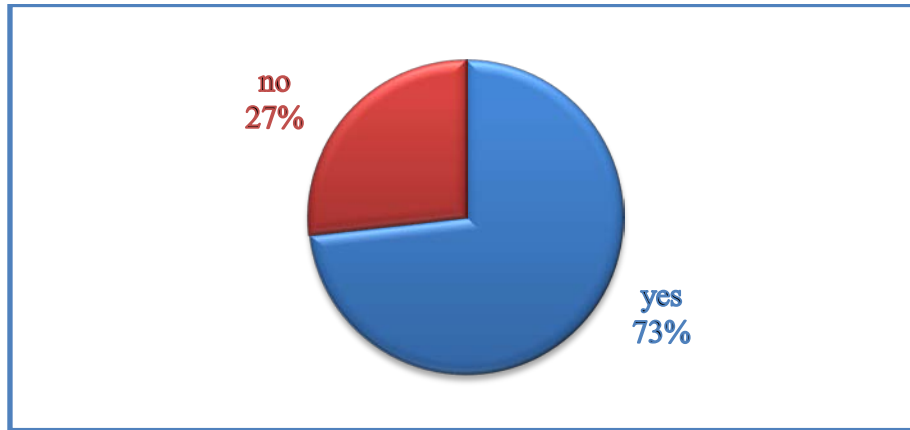


Fig 10: Percentage of students who would like to continue with the Combo Card after passing out of the university

The main reason most of the students cited for closing their bank accounts after graduating was that they were not able to use their combo cards for withdrawing money from the ATM of other banks, not being able to use the card for online shopping and for payments in restaurants. About seventy-three percent of the respondents said that they would prefer to use the combo card and continue their accounts even after graduating if the above basic problems were solved.

❖ **Willingness to continue their relationship afterwards**

**Table No-11**

Option	Frequency	Percent	Valid Percent	Cumulative Percent
Yes	144	84.7	84.7	84.7
No	26	15.3	15.3	100.0
<b>Total</b>	<b>170</b>	<b>100.0</b>	<b>100.0</b>	

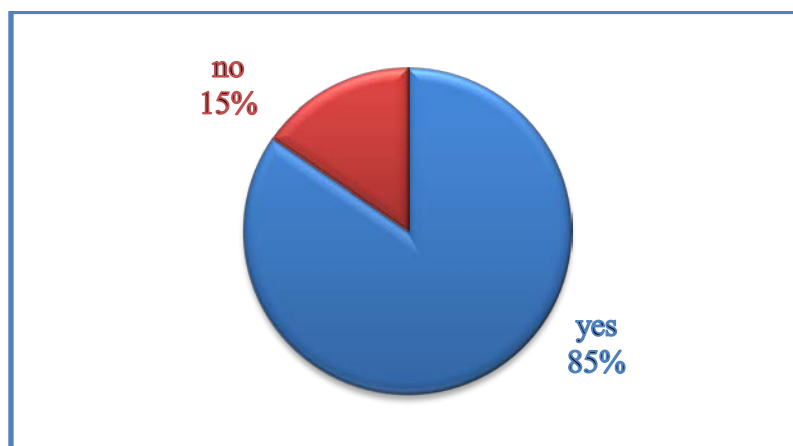


Fig 11: Number of students who would like to continue their relationship after they pass out from the university



## **CONCLUSION**

Based on the survey conducted, improvements are possible into Combo Card to address the problems faced by the students. After taking into consideration the suggestions of the respondents, some of the steps as suggested are:

1. Improve the durability of cards. The quality of cards should be at par with the present day ATM/Credit Cards. The cards should be strong enough to withstand the rigors of daily use by the students at various places
2. The combo card should be linked to the library cards so students don't have to carry two different cards at the same time. They should be able to use our combo cards to borrow books.
3. Co-branding Service provider- MAESTRO is good, but various online transactions cannot be made with this card. Many online payment services like PayPal do not accept Maestro. Most of the students in the university campus purchase items through online shopping. Not being able to use combo card has led a majority of them to keep two different Credit/Debit Cards with banks that offer them in particular with VISA or MasterCard. It would be better to upgrade to a later version of debit cards with a CVV/ CVV2 number as these are accepted almost everywhere.
4. Additional information regarding the owners should be printed on the combo cards. It should have the address and photo of the students so that it can be used as a student identity card as well when going to other colleges or for identity purposes at the airport or in trains. It could then also be used as an address proof. This will reduce the hassles of keeping separate identity cards while travelling and also prevent misuse.
5. Carrying the date of birth on the cards would enable the students to use it as a proof of age instead of carrying the driving license or PAN card separately.
6. Carrying information regarding the period of study would enable the students to use it as an International Student card which can be used all around the globe for student discounts in restaurants, trains and buses.
7. Combo cards should be linked to the cell phones of students so that in case a student forgets to carry it along, the identity of the student can be established via SMS from Bank after a student calls the Bank and proves his identity.



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