

# PERCEPTION OF USER'S TOWARDS CREDIT CARD

By

**SYEDA UROOJ ADNAN**  
**14249**

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# MBA Thesis

## 2<sup>nd</sup> Half-semester Progress Report & Thesis Approval

### Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	18-oct	BUKC	Questionnaire Development	Syafi
6	25-oct	BUKC	Data Analysis	Syafi
7	2-Nov	BUKC	Citation & References	Syafi

### APPROVAL FOR EXAMINATION

Candidate's Name: SYEDA UROOJ ADNAN Registration No. 14249  
Thesis Title: PERCEPTION OF USER'S TOWARDS CREDIT CARD

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: Asif Rehman Date: 19. Jan. 18

Name: Asif Rehman

Head Of Department Singnature: \_\_\_\_\_ Date: \_\_\_\_\_

## ABSTRACT

Credit cards have been viewed as a viable banking product that enhances the financial position of the bank to progress & improve financial transactions among the clients of the bank. Research researches the impact of knowledge, media awareness, perception & family influence on the attitude with regard to the use of it. The study found that the awareness, knowledge, perception & influence of the family is useful to determine the attitude of consumers with regard to the use of credit cards. The mention of these factors helps better information to control the future planning of the credit card & design service. It is imperative that this search for bank managers be useful to commendably monitor credit card payments

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