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THE USE OF CREDIT CARDS AND CONSUMER ACCESS MODELS. THE PATTERN OF USE IN ALBANIA BANKS.

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Abstract

Over the past few decades, there has been a shift of people from using traditional payment methods to digital methods, thus creating innovation in the payment system. Nowadays, the market is determined to bring a different culture to Albania. The purpose of this study, which is based on the use of credit cards in the Albanian market, especially in Tirana, is to determine the attitude of society towards these credit cards. A questionnaire distributed among 100 consumers was used for primary data collection. This study contains both qualitative analysis and quantitative data analysis. The qualitative analysis addresses the ABC model of behavior, the use of credit cards, and the inflation problems caused by their use. The quantitative analysis highlights model statistics as well as the study of econometric analysis, based on the independent variables that are considered, such as monthly income level, security, prestige, and interest rate, which are thought to have a strong relationship with the use of credit cards as well as the expenses incurred during their use. Age, gender, monthly income, employment status, the reason for use, frequency of use per month, and duration of use are considered in the statistical model. Various tests have been developed to provide an accurate estimate of the relationship of variables using the SPSS Statistics program. All independent variables have exhibited a positive impact concerning the dependent variable. This paper aims to show the perceptions of people who use credit cards and those who hold a negative attitude about their use.

Keywords: *Credit card, innovation, payment system, model*

JEL codes: O3, I22, .H31, D01, C52, C12, C25, 62, 62P20, 62P25

Literature review

The main factor taken into consideration is the use of credit cards. The demand for financial cards is influenced by several factors, but the focus of this model is to examine the impact of specific variables on credit card usage and expenses. The banking sector has expanded the range of services offered in developing countries, thus trying to adapt customers to these innovations, such as digital payments. Compared to other innovations in the economy, initially, credit cards were not a profitable source for the Albanian economy, but with the advancement of technology, customers are quite well informed about both plastic

money and online transactions. [1], noted that banks segment consumers into financial services based on socio-economic factors (e.g. monthly income), and geographical and psychological factors (e.g. prestige and security), however, consumer behaviors cannot be expressed only by these factors. Therefore, another method of forecasting is the breakdown by their benefits and interest rates.

The monthly income level is the amount of money a person earns per month, after deducting taxes from gross monthly income. Monthly income, which comes from other forms like rent and credit cards, has a direct connection because as the income level increases, they can increase the approved card limit. As [2]. reports monthly income is the main determinant of the card device. Consumers can restrain themselves when it comes to purchases if they do not have enough money, but on the other hand, some prefer to buy goods even in the absence of funds in the hope that in the future they will be able to repay the debt. Low-income people think rationally before deciding to buy with a credit card or other means of payment, while those with a higher income level find it more convenient to use credit cards without worrying. for balance.

The higher the monthly income, having a good credit history, etc., the higher the chance of having a larger credit limit amount. If the cardholder makes deliberate purchases and pays the bills on time, there is a greater chance that a higher credit limit will be approved by the financial company without any prior requirement. [3], [4] noted a positive correlation between a customer's income level and his ability to have a credit card. Undoubtedly, people generally do their best to avoid the risks they believe are greatest. The risk element is considered lower on plastic cards compared to cash, which is easily lost.

Credit card theft is very common nowadays, but unlike tangible money, credit cards are recoverable because banks come to the aid of their customers once they report the card as lost. Upon reporting, banks immediately cancel any card transaction and post a new one with a different account number. On the other hand, cash cannot be replaced when it is stolen or lost. This is the main reason why customers are trying to adapt to modern payment methods, to be more comfortable, and secure with their purchases.

Another aspect to note is the insurance that some financial companies offer to their clientele for large purchases. Insurance increases the chance of getting a credit card and taking advantage of a secure purchase. According to [5],[6] the use of credit cards portrays a higher standard of living and a different and more modern way of life. Prestige can be defined as positive self-esteem or perception of the values that a human being has for himself. People would prefer credit cards because they symbolize a higher level of income or social status. The desire to have a social status comes from the emotional and psychological need to consider oneself above others. Consumers can use a higher quality card instead of a normal card which can have a considerable cost, but for how long that prestige increases self-esteem, the cost may not be a significant problem.

Some credit card models offer discounted rewards at certain restaurants or stores, but to look richer, customers can opt out of the cash rewards given using platinum cards, which offer no benefits at all.

The way an individual sees themselves as having a critical effect on decision-making and influencing purchases based on their impulses. As reported by [7], stingy people can buy more expensive products with credit cards. One of the most important and prominent elements of a credit card is the interest rate. The interest rate affects the accumulation of a higher outstanding balance at the end of the month, but this amount should be reduced as well as liquidated. Credit card companies charge the customer a monthly fee, but if the customer multiplies these interest rates, he pays an Annual Rate (APR). Credit cards have a grace period where customers can pay the full balance of the month by the 15th of next month, without any interest rate, but mainly, credit card holders do not benefit from this plan because they tend to maintain a balance for each month. The full payment at the end of each period is worth it. Consumers, especially those who maintain a high outstanding balance sheet, are more sensitive to interest rates and always tend to demand lower rates to maximize profitability. [8], consumers are sensitive to interest rates; The persistent relationship between plastic money use and low-interest rates is undoubtedly emphasized in this study.[9] asserts that consumer behavior, in marketing terms, is the overall evaluation of a product

or service over the years. Consumer attitude towards a product or service means preferences, evaluation, or rejection based on the data, information, or news they receive about it. Regarding the ABC model, several components address customers in the use of credit cards.

The behavioral component is how one acts when exposed to an object, situation, or issue. Based on studies, five elements can influence credit card behavior: the number of cards owned [10], access/availability, balance, repayment, and misuse of credit cards [10], [11],[12]. Know The third component is knowledge, which deals with the trust that customers have in credit cards and their knowledge about these plastic cards. Beliefs include the reasons that push them towards their use and the reasons that frighten them, e.g. The high interest rate, and the payment of the balance of payments led to the misuse of credit cards. [11],[13], stated that installment users have more confidence about the negative impact that credit cards have on them in cases of misuse

The Credit Cards in Albania

Until the beginning of 2003, payment systems in Albania were dominated by payment orders and checks. Payment orders dominate among others, as the most used instrument with 77% of the total volume of payments and 53% of the total value of payments to customers. The use of the check as a payment instrument remains limited, indicating that its use in Albania is still low. The most used type is the bank guarantee check (bank check).[14]

In 2003, there were efforts of the banking system to improve the payment infrastructure, investing mainly in the use of electronic means of payment. Only during 2003, 12 new ATMs were installed and put into use, which are located mainly in Tirana, but also in other cities of Albania. At the end of 2003, there were about 4300 usable debit and credit cards in ALL in Albania, but the number of electronic payments constitutes only 3% of the total volume of payments per customer. An effort to modernize and improve the infrastructure of the electronic payment system was noticed in 2004, investing in the use of electronic means of payment. These efforts have led to a growing trend of receiving terminals in the second half of 2004. [15], At the end of 2004, the number of ATMs was 93 and that of POS and EFTPOS 155 compared to 22 and 53 that were in 2003, which according to the reporting of commercial banks at the Bank of Albania operate mainly in ALL. Banks in the following years have increased their efforts to improve and modernize the payment infrastructure, increasing investments in the field of electronic payments.

Thus in 2005, there is an increase in the number of receiving terminals compared to those a year earlier. Thus, at the end of 2005, the number of ATMs was 205, while that of POS / EFTPOS was 779, against 93 and 155 respectively for the end of 2004 [16].

The operation of ATMs and POS is mainly in ALL, but in 2005 it is seen putting into operation POS / EFTPOS in foreign currency mainly in USD. The same year shows an increase in the number of cards in use of about 7 times, whereas in December 2005 there were 225,913 cards.

The cards in use operate mainly in ALL and the special thing is that in 2005 there is a trend change from cash cards to debit cards, where during 2004 cash cards prevailed, already in 2005 there is a bigger increase of debit cards (from 6 552 cards in December 2004 to 182,113 cards in December 2005).

During 2006 there is an increase and variety in because ATMs in most cases are used as cash dispensers (cash machines), a function that is not part of the elite of functions that bring profits, banks have positioned their attention in the POS market where their profits are considerable and managing the demand for money (since this is electronic money) is much easier [17]. The number of cards in circulation also in 2009 has an increasing downward trend compared to previous years having an increase from 2008 by 11%. With this increase, there is an increasing trend for credit cards of 50% more than a year ago. During 2010 the number of ATM equipment increased by 4% while POS equipment increased by 12% compared to 2009 [18].

While in their geographical distribution, the most populated part is occupied by Tirana with 53% of ATMs and about 78 % of POS equipment and then comes Lushnja and Shkodra for ATM equipment and Lushnja and Gjirokastra for POS equipment.

[19], During 2011 it is noticed that the banking infrastructure of the electronic payment system has undergone an increase in the number of devices but in terms of the upward trend, we cannot say the same.

Thus, the number of ATM and POS terminals has increased by 4.4% and 4.5% compared to 2010 but in terms of the trend over the years we have a decrease means that the banking market has reached close to its saturation. Regarding the number of cards in circulation at the end of 2011, there is an increase of 5.3% in their number compared to that of the previous year. Inside the cards, we notice that there is a bigger increase in credit cards by 39% compared to a year ago while we have a 4% increase in debit cards.

This shows that more and more the banking system is focusing on credit cards as a more profitable tool for it. While debit cards in 2011 accounted for about 95% of total cards in circulation, a decreasing percentage compared to 96% a year earlier. As can be seen in the chart below, over the years the trend of credit cards has been growing trend compared to debit cards [20].

During 2012, although we have a small increase in electronic transfers to 3.5% in e-banking transfers and 12.7% with cards in POS devices, still these increases are far from the developed market of banking systems. During 2018 in the electronic banking system, we see a decrease in the number of ATMs by 2% and a slight increase in POS devices by 8% compared to a year ago.

This statistic shows that banks based on consumer behavior regarding electronic banking systems, mainly those with electronic cards, have taken measures to make the electronic card system profitable by reducing the number of ATMs and increasing the number of POS.

Regarding the decrease in the number of ATMs, we can mention another factor that has to do with the banking market in general, where the closure of a part of bank branches is observed, which directly affects the reduction of the number of ATMs. [7], evaluates consumer behavior as a set of feelings, beliefs, and attitudes toward products and services in marketing

The use of cards has increased from year to year and for 2020, the number of credit cards 2020 reached 1192 compared to 2019 when the number of cards is 1140, [21]. Meanwhile, there is a lack of impact of heavy promotion during 2020 to encourage the use of cards.

Thus, there was an increase of 52% from 2018 to 2019 and 37% from 2019 to 2020. Digitization and increased competition from FinTech's have encouraged banks to be increasingly many in search of finding and offering alternatives that make the bank-customer relationship more practical, friendly, and comfortable. In this direction, there have been many investments and initiatives in the world of cards.

- “Contactless” payment technology, maximum convenience in card payment.
- Digital card, integrated as a phone application.

Cards in accessories, integrated into objects that everyone uses.

[22], The year 2022 was characterized by an upward trend in the use of electronic payment instruments. Banks' reports on payment instruments show a continuous increase in card payments, electronic payments, and home banking payments. The number of payments in total increased by 18.1% in 2022, reaching 33.7 million payments. The total value of payments was ALL 5,767 billion, up by 9.0% compared to the previous year. Card payments were the main payment instrument in terms of the number of payments, surpassing for the third year in a row, credit transfers in paper form, which has been the most used payment instrument over the years.

The rapid trend of increasing use of home banking shows the greater familiarity of the public with this

instrument as well as its promotion by the banking system. In particular, the number of payments made through the mobile banking service, which reached 2.3 million transactions, represents an increase of 29.3% compared to the previous year. They reached ALL 267 billion, with an annual growth of 21.7%.

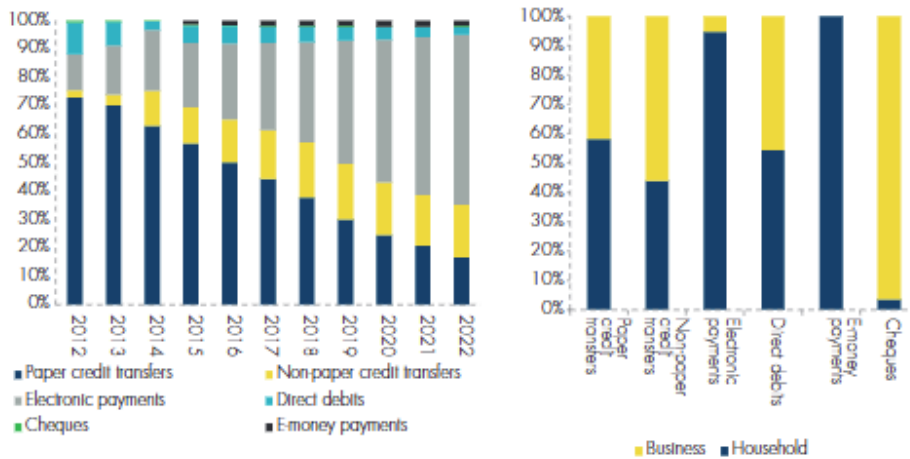


Chart 1 Performance of the number of payment instruments over the years (left) and the number of payment instruments used during 2022 by households and enterprises (right)

[23] Law 100/2023 “On payment account with basic features”, is drafted by the Bank of Albania for bolstering financial inclusion of people, modernizing’s the payment system, pursuant to the National Retail. The law aims to increase the number of bank accounts by bringing closer to the banking system the group of consumers who do not currently have a bank account, as well as encouraging the more active use of existing payment accounts for that group of consumers who have an account but use it rarely.

[23], Around 61.9% of the total payments were made via bank cards. Compared to 2022, the number of card payments increased by 22.2%. On the other hand, due to the very nature of payments made via this instrument, their value remains at low levels, accounting for only 3.1% of the entire value of payments. Cards are mostly used by individuals (94.7% of the total number of card payments).

The use of cards at POS increased by 34.9% compared to 2022. The number of ATMs increased by 8.2% compared to 2022. Even though ATMs are mainly used for cash withdrawals, the number of ATMs that enable cash deposits has increased. Their use of this function is still limited. 2 The First Investment Bank has started to offer the service of accepting cards during 2023.25 The adult population (over 18 years old). Regions are divided according to the branches of the Bank of Albania. Chart 2

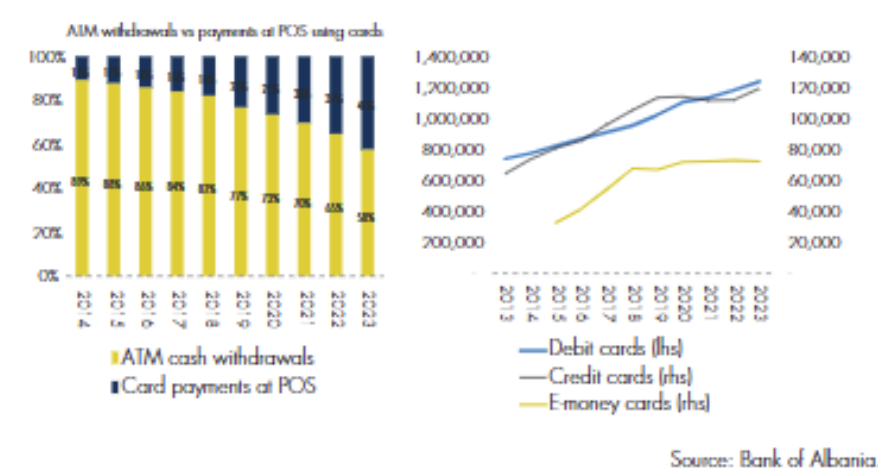


Chart 2: Use of cards for carrying out payment’s vs cash withdrawals at ATMs (left), number of cards in circulation (right)

Methodology

The method used in this paper is the quantitative method of data collection through a questionnaire that is distributed and then analyzed. The sample taken into consideration is $n=100$. This analysis will try to answer two research questions raised: What are the reasons that force individuals to use cards, what are the perceptions of individuals who do not use cards? The questionnaire was distributed to 100 random customers in different parts of Tirana. The survey is divided into two parts; the first serve for statistical measurements and is divided into two other groups, those who do not have a credit card and those who do not have one. The other group includes credit card holders and gives their perceptions on holding one or more credit cards. The whole first part is treated in the form of descriptive analysis, while the rest of the questionnaire examines the impact of people on the use of these plastic cards. Consumers have completed a table describing the reasons that lead to the use of credit cards. The data collected from the primary source helps the study to identify whether monthly income level, security, prestige, or interest rate are related to the use of credit cards. The scale used to view attitudes toward credit card use is the Likert scale from 1 to 7. The econometric model is applied to highlight the results of variable relationships. Furthermore, the program used to help the econometric model work will SPSS, which provides statistical analysis and auxiliary regressions which help research or even business decisions (based on data), to improve or even to manage their potential risks

The analysis of this questionnaire

The purpose of this questionnaire is to compare the percentage of credit card users and not users using examples and to highlight society's perception of the use of these cards. The questionnaire managed to collect 100 individuals who answered. The respondents, exactly 37.59%, admitted that they have a credit card and use it at least once a month. All statistics below were conducted for respondents who admitted to using credit cards to conduct transactions.

Table.1 Distribution of Respondents by Gender, Gender Variable

	Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	M	36	36.0	36.0	36.0
	F	64	64.0	64.0	100.0
	Total	100	100.0	100.0	

Table 1 shows the distribution of respondents by gender. The results show that out of 100 respondents, 36 of them were male and 64 females. As a result, 36% of credit card holders were male and 64% were female, concluding that many respondents who hold a credit card are female

Table.2 Distribution of Respondents by Age, Variable Age

	Age	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	- 18	1	1.0	1.0	1.0
	18-35	55	55.0	55.0	56.0
	36-60	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

Table 2, shows the distribution of respondents by age is divided into four groups, where only 1 of the respondents was under the age of 18, exactly 1% of the total; 55 of them were between the ages of 18 and 35, respectively 55% and the other group was represented by respondents aged 36 to 60, exactly 44% of this age group use credit cards at least once a month. In terms of segmentation over 60 years, none of the respondents at this age hold a credit card.

The results show that the second group, holders aged 18 to 35 years, use the most financial cards, followed by those of the third group, respondents aged 36-60 years.

Table.3 Distribution of Respondents by Employment Status Variable, Employment status

	Employment status	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self employed	26	26.0	26.0	26.0
	Student	4	4.0	4.0	30.0
	Ordinary employee	67	67.0	67.0	97.0
	employees in the profession	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

While table 3 shows the distribution of respondents by employment status, which is divided into four groups. The self-employed represent 26% of respondents, students only 4%, and simple payroll employees occupy 67% of credit card holders.

Finally, the remaining 3% of respondents are employed in the profession. To conclude, most credit card holders are ordinary salaried employees because our country's trade is still based on labor, enterprise workers private or state.

Table.4 Distribution by monthly income level Variable, Monthly income level

	Monthly income level	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 30.000 All	2	2.0	2.0	2.0
	30.001-50.000 All	47	47.0	47.0	49.0
	50.001-90.000 All	39	39.0	39.0	88.0
	90.001-130.000 All	9	9.0	9.0	97.0
	over 130.000 All	3	3.0	3.0	100.0
	Total	100	100.0	100.0	

Table 4 presents the distribution of respondents according to the level of monthly income which is structured into five groups. Respondents who have incomes below 30.000All per month represent only 2% of credit card holders, those with an income level between 30.001All-50.000 All are 47% of respondents, 39% of respondents belong to the group with income from 50.001-90.000 All, 9% of respondents have a monthly income level between 90.001All to 130.000All. In the last 3% stay those with an income level over 130.000 All. The results show that the second group, respondents with a monthly income 30.001All- 50.000All, followed by the (third) group with an income 50.001All-90.000All, are the ones who use credit cards the most.

Table.5 Distribution of respondents by Monthly expenditures, Monthly usage variable

Monthly usage	Fre- quency	Per- cent	Valid Per- cent	Cumulative Percent
1-3 times	45	45.0	45.0	45.0
4-6 times	38	38.0	38.0	83.0
Valid 7-10 times	14	14.0	14.0	97.0
up 10 times	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Table 5 shows the distribution of respondents according to the frequency of credit card use in a month. The section is divided into four groups. Respondents who use credit cards 1 to 3 times a month represent 45% of them, 38% use financial cards 4 to 6 times a month, and 14% of respondents use them 7 to 10 times. The last 3% of credit card holders say they use it up to 10 times a month. To conclude, people mostly use credit cards 1 to 3 times a month

Table. 6 Distribution of respondents because of expenditure, Reasons for use- Variable

Reasons for use	Frequency	Percent	Valid Per- cent	Cumulative Percent
to pay the bills	13	13.0	13.0	13.0
instead of cash purchase	35	35.0	35.0	48.0
Valid for online shopping	46	46.0	46.0	94.0
withdraw	3	3.0	3.0	97.0
other	3	3.0	3.0	100.0
Total	100	100.0	100.0	

Regarding table number 6, shows the distribution of respondents according to the reason they use credit cards and is divided into five groups, where out of 100 respondents, 13% of them admit that they use credit cards mainly to pay bills, 35 % use them instead of tangible money when making purchases, 46% answer that the reason that leads them to use credit cards is online shopping. 3% of respondents use it to withdraw money and the last 3% use the card for other reasons not mentioned above.

shows how strong the relationship between variables is. Table number 7 shows the relationship between all types of variables, independent and dependent variables.

The hypotheses that arise are:

H_0 : (There is no significant relationship between independent variables and the use of credit cards)

H_a : (There is a significant link between independent variables and the use of credit cards)

Table 7: Correlation Author

*. The correlation is significant at the 0.05 level (2-tailed).

**. The correlation is significant at the 0.01 level (2-tailed). *. The correlation is significant at the 0.05 level (2-tailed).

The results show that credit card holders mostly use the card for online shopping. Correlation is a technique that shows how stable variables are with each other. Table 7 shows the relationship between all

variables, independent ones, and dependent variables. The diagonal of the number one represents an ideal relationship between variables and itself. The matrix is symmetric on both sides, which means that the bonds are given twice. The correlation is significant at the level of 0.05 and below (2-tailed). Correlation is a technique that

		Monthly come	In- safety	I n t e r e s t rate	percent	credit card us- age
Monthly come	Pearson Correla- tion	1	.723**	.120	.289**	.400**
	Sig. (2-tailed)		.000	.235	.003	.000
	N	100	100	100	100	100
Safety	Pearson Correla- tion	.723**	1	.308**	.419**	.382**
	Sig. (2-tailed)	.000		.002	.000	.000
	N	100	100	100	100	100
Interest rate	Pearson Correla- tion	.120	.308**	1	.242*	.501**
	Sig. (2-tailed)	.235	.002		.015	.000
	N	100	100	100	100	100
percent	Pearson Correla- tion	.289**	.419**	.242*	1	.645**
	Sig. (2-tailed)	.003	.000	.015		.000
	N	100	100	100	100	100
Use of cards	Pearson Correla- tion	.400**	.382**	.501**	.645**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

According to Table 7, the significance of the relationship between monthly income and the use of credit cards is 0.000, lower than the correlation coefficient of 0.05. This leads to the conclusion that the null hypothesis is invalid and that the relationship between the two variables is statistically significant. This shows a statistically significant relationship between the two variables. Thus, the null hypothesis falls. According to Table 7, the significance of the relationship between prestige and credit card usage is 0.000, lower than the correlation coefficient of 0.05. This causes the null hypothesis to fall, indicating a statistically significant correlation.

Regression model.

The next stage is the study of the linear regression model. Used to predict the value of one of the independent variables based on the value of all the independent variables. The linear regression model is designed to understand whether credit card usage can be explained by the level of monthly income, security, interest rates, and prestige. The most suitable form for this research is the calculation according to the Log-Log regression coefficient, in which both parts of the equation are logarithms.

Table.8 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 ^a	.611	.595	.08212

Predictors: (Constant), In percent, Interest rate, Monthly Income, Safety as Table 8 shows, R-Squared (R^2), which measures the proportion of variance of the dependent variable, is explained by the independent ones. Explains the extent to which independent variables explain the dependent variable. The higher the value of R^2 , the better the model data explains its conclusions. If $R^2 = 0$ the independent variables do not explain the dependent variables,

$R^2 < 0.05$ shows unsatisfactory results. $R^2 > 0.5$ shows satisfactory results if $R^2 = 1$ there is a perfect relationship between independent and dependent variables. As seen in Table 8,

$R^2 = 0.611$, which means that the dependent variable is explained in 61.1% of the case by the independent variables.

Table.9 ANOVA Table

	Model	Sum of Squares	df	Mean Square	F	Sig.
	Regression	1.006	4	.251	37.289	.000 ^b
1	Residual	.641	95	.007		
	Total	1.646	99			

a. Dependent variable: use of cards

b. Predictors: (Constant),

In percent, Interest rate, Monthly Income, Safety

The Fisher test helps to determine whether the model is statistically significant or not.

If $F\text{-statistics} > \text{critical } F$ ($F_c = 4.1$), we reject the null hypothesis. On the other hand, if $F\text{-statistics} < 4.1$, the null hypothesis is rejected.

$H_0: \beta_1 = \beta_2 = \beta_3 = \beta_4 = 0$ (Model is not statistically significant)

$H_a: \exists \beta_i \neq 0 = [0: 4]$ (Model is statistically significant)

As illustrated in Table 10, the actual F is 37.28, lower than ($F_c = 4.1$), so the null hypothesis falls, so it is rejected. Thus, we conclude that the study model is statistically significant.

Tabela.10: coefficients

		Coefficients t ^a				
	Model B	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Std. Error	Beta			
	(Constant)	.387	.106		3.645	.000
1	Monthly Income	.250	.058	.392	4.293	.000
	Safety	.186	.076	.245	2.440	.017
	Interest rate percent	.229	.047	.334	4.848	.000
		.462	.058	.580	8.005	.000

Regression equation: $\ln \text{ Credit Cards} = 0.387 + 0.250 * \ln \text{ Online Monthly} + 0.186 * \text{ safety} + 0.229 * \text{ interest rate} + 0.462 * \text{ percent}$.

As mentioned, monthly income level, security, interest rate and percentage have a positive correlation with the use of credit cards. An increase in one of the independent variables results in an increase in the dependent variable. Also, an increase in the dependent variable leads to an increase in the independent variables and vice versa. If the monthly income variable changes by 1%, when all other variables remain unchanged, then the change in credit card users would be 25%.

If the security variable changes by 1%, when all other variables remain unchanged, then the change in credit card users would be 18.6%. If the interest rate variable changes by 1%, when all other variables remain unchanged, then the change in credit card users would be 22.9%

If the percentage variable changes by 1%, when all other variables are assumed unchanged, the difference in credit card users would be 46.2%. 4.2.3 Student Delivery (T-Test) The Student T-Test, also called the T-Test, is a hypothesis-tested method that proves whether the meaning of a sample is derived from the normal distribution of the population.

In the T-Test distribution, the degrees of freedom indicate a specific curved line.

The student T-Test helps to show whether each parameter is statistically significant or not. After establishing the null and alternative hypothesis, comparing the t-critical (2.228) with the t-statistic is the step to follow.

If the t-critical (2.228) is higher than the statistical t-statistic of the model, then the null hypothesis cannot be rejected.

If the t-critical (2.228) is lower than the statistical t-t of the model, then we reject the null hypothesis.

If the t-statistic has a negative sign, then it will be compared to the critical t-statistic (-2.228).

If t-critical (-2.228) is higher than t-statistical (-), consequently t-critical (2.228) is lower than t-statistic. As mentioned above, the null hypothesis

Conclusions and Recommendations

Credit cards has huge use in today's active world, causing transactions to shift from manual to digital ones. Consumers seem to have adjusted their daily routines to the advantages of new technologies. This adjustment is based on the facilitation that digital payments bring, and this seems to have been put on hold at the start of the phenomenon.

Despite this, the community finds it difficult to adapt to technology. Based on the results of the questionnaire, the highest number of cardholders confess that the payment of interest affects the use of their credit cards.

Also, 64 women out of 100 owners admit that they use credit cards in their daily routine, making females more committed to financial cards and payments.

Moreover, individuals aged 18 to 35, with a monthly income level of 30,001 to 50,000, with exactly 47%, followed by those earning from 50,001 to 90,000.39 of all respondents, are the most familiar with the costs incurred with credit cards.

Online shopping seems to stimulate the use of credit cards because 46% of financial cardholders use credit cards mainly for online shopping, but step by using them no more than 4 to 6 times a month.

The findings agree with the fact that credit cards, issued by banks or even financial institutions, are expanding the number of their holders, leading to the conclusion that global digitalization has made sense in Tirana as well. If usage were to maintain the same increased percentages, technology adaptation would

increase rapidly. Consistent with the econometric model, all independent variables, monthly income level, security, prestige, and interest rate, affect the dependent variable and have shown a consistent relationship with credit card usage.

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Compliance with ethical standards

Conflict of interest the authors declare that they have no conflict of interest.

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