

## REVIEWARTICLE

## CONSUMER BEHAVIOR TOWARDS THE USE OF CREDIT CARDS AMONG CARDHOLDERS IN SAN PABLO CITY, LAGUNA

Arvee I. Ambal

Pamantasan ng Lungod ng San Pablo

\*Corresponding Author Email: [ambalarvee4@gmail.com](mailto:ambalarvee4@gmail.com)

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## ABSTRACT

The aim of this paper is to ascertain the credit card usage behavior of cardholders in San Pablo City, Laguna. Regardless of their age, sex, marital status, level of education, employment status, or monthly income, 275 individuals participated in this survey. For the descriptive problems, the frequency, percentage, mean, and standard deviation were the statistical techniques that were employed. The inferential issues were addressed using Kruskal Wallis H-test. A verified and researcher-made questionnaire was used to gather data, and the results showed that cardholders in San Pablo City, Laguna, similarly exhibited high levels of consumer behavior. Cardholders' behaviors and attitudes on money were significantly correlated. The Management Office of Banks and other Financial Institutions needs to use these data to create initiatives that will improve consumer behavior when it comes to using credit cards. The knowledge to effectively serve customers and assist them in making educated financial decisions is concluded by this study.

## KEYWORDS

credit card usage, consumer behavior, commercial banks, financial behaviors

## 1. INTRODUCTION

Consumer behavior was a multifaceted area of study that explored how people made choices and engaged with products, services, and brands in the market. It was crucial for businesses aiming to connect with their clients. Recent research explored different facets of consumer behavior, revealing insights into what drove purchasing decisions, preferences, and attitudes. Consumer perceptions of companies and products were significantly shaped by social media platforms, as stated by (Lee et al., 2019). When making decisions about what to buy, the survey found that people regularly consulted information posted by their peers on social media. In order to increase brand recognition and foster positive opinions, it is imperative that businesses actively communicate with customers on these platforms.

Modern consumer behavior was shaped by credit card use, which affected finances, transactions, and market interactions. Financial organizations, governments, and businesses needed to understand credit card usage factors. This study examines credit card usage factors in Malaysia, an emerging market. Demographics, credit card attitudes, and financial expertise are important. The findings show that financial institutions, governments, and enterprises must understand credit card usage consumer behavior. Advise using the information to design financial products, laws, and educational programs to promote responsible credit card use (Kusairi et al., 2020). Recent research on credit card usage revealed motivations, behaviors, and outcomes. Studies on credit card usage focused on how financial literacy affects consumer decisions.

Moreover, examine socioeconomic factors and credit card debt in San Pablo City, Laguna, Philippines (Gonzales et al., 2022). The study found that low-income people with strong purchasing urges and inadequate financial literacy are more likely to have credit card debt.

However, study illuminate Philippine consumers' credit card use habits (Cruz and Reyes's, 2023). Consumer education and regulatory steps are needed to promote appropriate credit card use and reduce financial risks for cardholders in San Pablo City, according to the report. Finally, study how financial education programs reduce credit card debt in Southeast

Asia, particularly the Philippines (Lim and Tan, 2024). The research emphasizes the necessity of early financial education programs for young people and current cardholders to promote healthy financial habits and reduce credit card use.

## 2. LITERATURE REVIEW

Credit cards serve as integral elements of contemporary financial systems, offering consumers a convenient and adaptable method for executing payments for goods and services. According, credit cards are financial instruments provided by banks and financial institutions that allow customers to make purchases, serving as payment cards to (Simpson and Simpson, 2018). Users must repay the borrowed amount to the issuing bank within a designated timeframe, typically incurring additional charges. Expanding on this definition, examines credit cards, detailing their issuance by banks or businesses and their function in enabling users to make purchases on credit (Akela, 2020). The article examines the concept of a revolving account established by credit card issuers, enabling users to borrow funds for payments, while providing historical insights into the evolution of credit cards over time.

The study on the Decision Tree Algorithm forposited that the influence of personality traits on consumer behavior is ambiguous, presenting challenges for marketers in integrating these traits into their consumer behavior marketing strategies (Credit Card Fraud Detection, 2021). This study seeks to enhance understanding of the impact of personality traits on consumer decision-making related to money attitudes and investment products for financial services marketers.

Furthermore, investigated Chinese consumers' online credit behaviors (Zhao et al., 2022). Affect, facilitating conditions, perceived consequences, and social variables are important, but social aspects are most important. The study stresses how improved services, technical progress, credit limitations, and financial knowledge affect online credit practices. As examine consumer financial knowledge and credit card usage using U.S. National Financial Capability Study data (Chen et al., 2023). They found that financial knowledge improves credit card ownership and behavior but hurts bad ones. Financial information may not affect positive conduct in low-income people.

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Personal and socio-cultural factors are significant when analyzing financial attitudes and debt accumulation. As indicated that personality traits, social comparisons, and peer influences significantly impact individuals' money management behaviors, subsequently affecting their tendency to accumulate debt (Baker and Montalto, 2019). Moreover, debt accumulation extends beyond individual issues, encompassing significant societal implications. The significant increase in payday loans, as noted, indicates a concerning trend in debt accumulation that may result in financial stress and adversely affect overall well-being (Hayashi, and Ruiz, 2020). The family's influence on an individual's perspective regarding money and debt, as articulated, underscores the interrelation of personal finances within the family structure (Berezin, 2020).

Additionally, have highlighted how customer preferences and behaviours are changing in reaction to fintech advances (Grodzicki, 2023). Furthermore, the use of ensemble data mining techniques for credit card fraud detection (Bakhtiari et al., 2023). emphasizes how crucial technological developments are to improving credit card transaction security and dependability, which in turn affects customer confidence and demand. These multidisciplinary investigations aid in the development of a thorough grasp of the demand for credit card services among consumers, which helps financial firms and policymakers make strategic decisions.

Credit card companies utilize rewards and loyalty programs as a strategy to improve customer retention. As found that customers who engaged in reward programs exhibited a higher likelihood of loyalty to their credit card provider (Li and Zhang, 2022). These programs encouraged customers to persist in utilizing their credit cards for transactions, consequently enhancing retention rates.

Furthermore, technological advancements played a significant role in customer retention within the credit card industry. Mobile banking apps, for example, provided convenience and accessibility to customers, allowing them to manage their accounts and track their spending in real-time. According to a study, customers who regularly used mobile banking apps were more likely to remain loyal to their credit card provider by (Wang et al., 2022). Lastly, customer retention was a critical component of success in the credit card industry. By implementing strategies such as rewards programs, personalized communication, customer satisfaction initiatives, and leveraging technology, credit card companies could enhance retention rates and foster long-term relationships with their customers.

Credit cards, although convenient, may also induce anxiety for numerous

individuals. Recent studies have emphasized the correlation between credit card usage and financial anxiety. Research indicates that individuals who frequently utilize credit cards may experience increased financial stress and anxiety, particularly when carrying substantial debt by (Lee et al., 2021). As provided evidence of a positive correlation between credit card debt and anxiety levels among consumers (Smith and Jones, 2022).

### 3. METHODOLOGY

The researcher employed a causal-comparative design in conjunction with descriptive correlational methods to investigate the relationship between demographic profiles and attitudes toward money. A total of 270 credit cardholders from San Pablo City, Laguna, were selected using quota sampling to ensure fair representation of key demographic groups, including age, sex, civil status, educational attainment, job position, and monthly income. A researcher-developed questionnaire served as the primary data collection instrument, organized into two sections: demographic data and dimensions of consumer behavior, including power-prestige, retention time, distrust, anxiety, and bargain consciousness, evaluated using a 4-point Likert scale. The reliability of the instrument was confirmed via a pilot test, resulting in a Cronbach's alpha of 0.916, which demonstrates excellent internal consistency.

The demographic data obtained from the sampling indicated that the predominant age group of respondents was 25–34 years, with the least representation found in the oldest age categories. A greater number of respondents were female compared to male, with the majority being married. Single individuals constituted the next largest group, while a minimal percentage identified as widowed. The majority of individuals had completed college degrees, followed by those with vocational training, while a smaller proportion had achieved high school or postgraduate education. Most respondents occupied managerial positions, while fewer were in rank-and-file or supervisory roles, and a minimal percentage identified as self-employed or unemployed. The majority of individuals reported a monthly income ranging from ₱30,001 to ₱40,000, whereas a minority earned below ₱10,000. Data collection adhered to ethical standards, utilizing both descriptive and inferential statistical methods, including the Kruskal-Wallis H-Test, to analyze findings and identify significant differences in attitudes towards money among demographic groups.

### 4. RESULTS AND DISCUSSION

Indicator	Mean	Std. Deviation	Interpretation
1. Credit cards provide the convenience of easy spending, but it's important to manage expenses wisely.	3.90	0.33	High Positive Attitude
2. Enjoying the things we desire today with a credit card can be more appealing and gratifying.	3.86	0.43	High Positive Attitude
3. Possessing a credit card reflects an elevated social status.	3.80	0.47	High Positive Attitude
4. Using credit card empower myself.	3.78	0.51	High Positive Attitude
5. Financing extravagant experiences and items via a credit card significantly amplifies my social influence and status.	3.76	0.52	High Positive Attitude
<b>Overall</b>	<b>3.82</b>	<b>0.39</b>	<b>High Positive Attitude</b>

Table 1.1 presents the level of attitude towards money concerning power-prestige among respondents, providing insight into perceptions about credit cards and their association with social status and influence. The data suggests a predominantly high positive attitude towards money in relation to power-prestige among respondents with overall means of 3.82. This implies that not everyone will be approved as a cardholder, especially if the requirements of the banks are stringent and have a higher standard. Some cardholders use credit card for social influence or image for their

own wealth.

Furthermore, the consistent mean scores across indicators, along with relatively low standard deviations, suggest a uniformity in respondents' perceptions regarding the association between credit cards and power-prestige. This aligns with research where they found that societal norms and cultural values can influence attitudes towards credit card usage, leading to shared perceptions within a community or demographic group by (Burke, et al., 2019).

Indicator	Mean	Std. Deviation	Interpretation
1. Managing credit card balances efficiently enhances my ability to achieve long-term financial goals.	3.79	0.46	High Positive Attitude

**Table 1.2 (cont): Level of Attitude towards Money with regard to Retention-Time**

2. Timely credit card payments contribute to my financial stability and peace of mind.	3.78	0.45	High Positive Attitude
3. I consistently clear my credit card balances at the close of each month.	3.77	0.44	High Positive Attitude
4. Utilizing credit cards contributes to a family's ability to achieve their desired standard of living.	3.75	0.52	High Positive Attitude
5. Credit cards serve as valuable tools for families to monitor their expenses.	3.64	0.59	High Positive Attitude
<b>Overall</b>	<b>3.75</b>	<b>0.73</b>	<b>High Positive Attitude</b>

Table above shows the respondents' attitude towards money in relation to retention-time. The overall interpretation, with a mean of 3.75 and a standard deviation of 0.73, falls within the range of high positive attitude, encompassing various indicators such as managing credit card balances efficiently, timely payments, consistent clearing of balances, and the utilization of credit cards for financial stability and monitoring expenses. The data indicates that the respondents from San Pablo City, Laguna are generally favorable outlook towards financial management and credit card usage. This mean that all respondents use properly their credit card for financial well-being and long-term goals.

This finding aligns with previous research emphasizing the importance of responsible credit card usage for achieving long-term financial goals

(Chaubeet, et al., 2020). As a result, respondents of San Pablo city, Laguna give more importance on having a good outstanding and pay all the balances on their credit card to able them to have a peace of mind. Moreover, it underscores the role of timely payments and effective balance management in promoting financial stability and peace of mind (Fang et al., 2023). Additionally, the positive attitude towards credit card utilization as a tool for monitoring expenses echoes findings suggesting the benefits of using credit cards for budget tracking and financial planning (Madakkattel et al., 2022). Overall, these insights highlight the significance of attitude towards money in shaping financial behaviors and outcomes, underscoring the need for continued research and education in promoting responsible financial practices.

**Table 1.3: Level of Attitude towards Money with regard to Distrust**

Indicator	Mean	Std. Deviation	Interpretation
1. I choose to utilize a credit card as a means of managing my finances wisely.	3.83	0.46	High Positive Attitude
2. I trust in the reliability of credit cards to provide convenience and security in my financial transactions.	3.83	0.45	High Positive Attitude
3. I carefully review all the terms and conditions associated with my credit card usage.	3.83	0.43	High Positive Attitude
4. I make informed decisions about credit card usage by thoroughly evaluating the advantages and disadvantages, and considering all available facts.	3.80	0.43	High Positive Attitude
5. I seek guidance from friends and family before applying for a credit card, valuing their insights.	3.77	0.51	High Positive Attitude
<b>Overall</b>	<b>3.81</b>	<b>0.40</b>	<b>High Positive Attitude</b>

The table 1.3 depicts the level of attitude towards money regarding distrust among respondents, reflecting perceptions about credit cards and the level of trust and caution associated with their usage. The data indicates a high positive attitude towards money concerning distrust among respondents, with overall mean of 3.81. These findings suggest that respondents exhibit a high level of trust and caution in their approach to credit card usage, seeking guidance from friends and family, carefully

reviewing terms and conditions, and making informed decisions based on thorough evaluation. These attitudes align with research emphasizing the importance of financial literacy and informed decision-making in credit card usage. A study highlighted the role of consumer knowledge and awareness in mitigating risks associated with credit card usage, supporting the interpretation of high positive attitudes towards distrust as indicators of responsible financial behavior (Zahran, 2021).

**Table 1.4: Level of Attitude towards Money with regard to Anxiety**

Indicator	Mean	Std. Deviation	Interpretation
1. I prioritize making full credit card payments, ensuring that I am not left with unpaid balances, and minimizing my worries.	3.81	0.43	High Positive Attitude
2. I confidently utilize my credit card for daily spending, knowing it provides convenience and security.	3.77	0.49	High Positive Attitude
3. I actively employ financial strategies to ensure that my credit card payments are consistently met, reducing the stress of potential unpaid balances.	3.73	0.46	High Positive Attitude

**Table 1.4 (cont):** Level of Attitude towards Money with regard to Anxiety

4. I typically make more than the minimum payment on my credit card bills, actively managing my finances to reduce any lingering concerns.	3.70	0.51	High Positive Attitude
5. I engage in sound financial planning to maintain a sense of peace and contentment regarding my financial situation.	3.69	0.49	High Positive Attitude
<b>Overall</b>	<b>3.74</b>	<b>0.43</b>	<b>High Positive Attitude</b>

The data from table 1.4 provides an overview of the level of attitude towards money regarding anxiety among respondents, reflecting perceptions about credit cards and their role in alleviating financial worries and stress. The data indicates a high positive attitude towards money concerning anxiety among respondents, with overall mean of 3.74. This implies that respondents have a high level of confidence and proactive financial management in their approach to credit card usage, prioritizing full payments, engaging in sound financial planning, and actively managing their finances to minimize worries and stress. These attitudes align with research emphasizing the importance of financial

responsibility and stress reduction in credit card usage.

To support this data, a study highlighted the link between proactive financial management behaviors, such as making full payments and engaging in financial planning, and reduced financial stress, supporting the interpretation of high positive attitudes towards anxiety as indicators of responsible financial behavior (Dubinina and Faleev, 2022). Additionally, in present and recent research suggests that consumers experience negative emotions, such as anxiety, when they perceive the possibility of future price increases for products (Yuen et al., 2022).

**Table 1.5:** Level of Attitude towards Money with regard to Bargain-Conscious Compulsive

Indicator	Mean	Std. Deviation	Interpretation
1. I appreciate the financial convenience and benefits that come with responsible credit card usage.	3.91	0.31	High Positive Attitude
2. While using a credit card, I prioritize the quality and value of my purchases.	3.90	0.32	High Positive Attitude
3. When I shop with my credit cards, I enjoy the flexibility to occasionally indulge in spontaneous purchases.	3.88	0.39	High Positive Attitude
4. I leverage my credit card to secure the best value for every purchase, regardless of the initial price.	3.87	0.37	High Positive Attitude
5. I confidently utilize my credit card for daily spending, knowing it provides convenience and security.	3.83	0.45	High Positive Attitude
<b>Overall</b>	<b>3.88</b>	<b>0.31</b>	<b>High Positive Attitude</b>

The data from table 1.5 presents an assessment of the level of attitude towards money concerning bargain-conscious compulsive behavior among respondents. The data indicates a high positive attitude towards money concerning bargain-conscious compulsive behavior among respondents, with overall mean of 3.88. This implies that respondents in San Pablo City, Laguna have a high level of confidence and responsible financial behavior in their approach to credit card usage, emphasizing the importance of prioritizing quality and value in purchases, leveraging credit cards for financial convenience, and enjoying the flexibility to occasionally indulge in spontaneous purchases.

These attitudes align with research emphasizing the importance of

responsible credit card usage and financial consciousness. A study highlighted the link between financial consciousness and responsible credit card usage, supporting the interpretation of high positive attitudes towards bargain-conscious compulsive behavior as indicators of prudent financial behavior (Collins et al., 2022). Bargain-conscious compulsive behavior encompasses repetitive actions aimed at seeking bargains or deals, potentially disrupting rational decision-making processes and financial well-being. Through their investigation into credit and debit card interchange fees across multiple countries, offer insights into the intricate financial systems influencing consumer behavior worldwide (Hayashi and Ruiz, 2020). They illuminate how these systems intersect with psychological traits such as distrust, anxiety, and compulsive behavior.

**Table 2:** Test of Difference on the Attitude towards credit card when grouped according to the Age

Variable	H-Value	P-Value	Interpretation
Power Prestige	18.48	0.00	Significant
Retention Time	5.05	0.28	Not Significant
Distrust	20.31	0.00	Significant
Anxiety	17.58	0.00	Significant
Bargain -Conscious Compulsive	35.79	0.00	Significant

The data from table 2 displays the outcomes of a test of difference on the attitude towards money categorized by age groups, examining variables such as power prestige, retention time, distrust, anxiety, and bargain-conscious compulsive behavior. The data presents H-values, P-values, and interpretations regarding the significance of the test results. The data indicates that for most variables tested, including retention time, the P-values are greater than or equal to 0.05, suggesting that there is significant difference in the attitude towards money and consumer behavior across

age demographic. These findings suggest that any age can affect financial attitude if the credit card is not use properly. Cardholders in San Pablo City, Laguna was aware the possible impact of improper use of credit cards.

However, for power prestige, distrust, anxiety, and bargain-conscious compulsive behavior, the P-values are less than 0.05, indicating significance. This suggests that age have a significant impact on these aspects of financial attitudes. These implies that young age to middle-age

of group is more financially stable and have a stable job to use a credit card for their own social status.

This result is supported by conducted study who investigated the relationship between age and financial attitudes, revealing that while financial priorities and goals may vary with age, fundamental attitudes

towards money often remain consistent (Meyll and Walter, 2019). Similarly, research explored generational differences in financial behaviors, concluding that despite differences in financial circumstances

and experiences, underlying attitudes towards money tend to persist across age groups (Zahrani, 2021).

**Table 2.1: Test of Difference on the Attitude towards credit cards when grouped according to the Sex**

Variable	H-Value	P-Value	Interpretation
Power Prestige	0.24	0.62	Not Significant
Retention Time	0.76	0.38	Not Significant
Distrust	2.71	0.10	Not Significant
Anxiety	1.99	0.16	Not Significant
Bargain -Conscious Compulsive	3.29	0.07	Not Significant

Legend:  $p < 0.05$  Significant;  $p \geq 0.05$  Not Significant

The data from table 2.1 presents the results of a test of difference on the attitude towards money as grouped according to sex, analyzing variables including power prestige, retention time, distrust, anxiety, and bargain-conscious compulsive behavior. The data indicates that for all variables tested, including power prestige, retention time, distrust, anxiety, and bargain-conscious compulsive behavior, the P-values are greater than or equal to 0.05. This suggests that there is no significant difference in the attitude towards money between different sexes for these variables.

This implies that the cardholders in San Pablo City was capable to manage

their own finances whether male or female when using credit cards. These findings align with previous research emphasizing the limited impact of sex or gender on financial attitudes and behaviors. As highlighted the impact of demographic variables, such as gender, on debt management approaches, noting that females tend to exhibit a preference for proactive financial management (Horvath et al., 2021). Moreover, highlighted gender differences in consumer attitudes towards credit card usage, indicating that females tend to exhibit more cautious spending behaviors compared to males (Gwak, 2018).

**Table 2.2: Test of Difference on the Attitude towards credit cards when grouped according to the Civil Status**

Variable	H-Value	P-Value	Interpretation
Power Prestige	6.24	0.04	Significant
Retention Time	4.86	0.09	Not Significant
Distrust	6.33	0.04	Significant
Anxiety	17.80	0.00	Significant
Bargain -Conscious Compulsive	43.15	0.00	Significant

Legend:  $p < 0.05$  Significant;  $p \geq 0.05$  Not Significant

The data from table 2.2 displays the outcomes of a test of difference on the attitude towards money grouped according to civil status, analyzing variables such as power prestige, retention time, distrust, anxiety, and bargain-conscious compulsive behavior. The data indicates that significant findings were observed for Power Prestige, Distrust, Anxiety and Bargain-Conscious Compulsive dimensions, indicating a strong relationship with civil status. Additionally, "Retention time" does not exhibit statistically significant differences in this context. The findings suggest that Civil Status have influence over the usage of credit card as shown that the dominant respondents are married couple.

These findings align with prior research suggesting that certain aspects of financial attitudes and behaviors may be influenced by civil status. A study

have found that marital status and family dynamics can affect financial decision-making and attitudes towards money particularly in areas such as trust in financial institutions and anxiety about financial matters (Cheol Choi, 2018).

Additionally, investigated the relationship between marital status and financial decision-making, proposing that married individuals might exhibit more conservative financial behaviors because of shared financial obligations and long-term planning considerations (Liu and Dewitte, 2021). This resonates with the greater prevalence of married respondents identified in the present data, hinting at a possible tendency towards cautious financial management within this demographic.

**Table 2.3: Test of Difference on the Attitude towards credit cards when grouped according to the Highest Educational Attainment**

Variable	H-Value	P-Value	Interpretation
Power Prestige	2.19	0.53	Not Significant
Retention Time	1.69	0.64	Not Significant
Distrust	5.96	0.11	Not Significant
Anxiety	7.00	0.07	Not Significant
Bargain -Conscious Compulsive	3.32	0.35	Not Significant

Legend:  $p < 0.05$  Significant;  $p \geq 0.05$  Not Significant

The data from table 2.3 presents the results of a test of difference on the attitude towards money grouped according to the highest educational attainment, analyzing variables such as power prestige, retention time, distrust, anxiety, and bargain-conscious compulsive behavior. The data indicates that for all variables tested the P-values are greater than or equal to 0.05. These findings suggest that educational attainment does not determine attitude towards money. This may be attributed to profile or the respondents who are mostly bachelor's degree graduates.

These findings align with prior research suggesting that while education may impact financial knowledge and decision-making, it may not necessarily translate to significant differences in attitudes towards money.

The impact of education on financial management practices among university students in Pakistan was explored (Ali and Asghar, 2019). The results indicated that students with higher levels of education were more inclined to engage in financial planning and budgeting activities. This implies a positive association between education and the adoption of efficient financial management practices.

Additionally, explored the relationship between educational achievement and debt management tactics, finding that individuals with higher degrees are inclined to utilize proactive methods for debt repayment and tend to have reduced levels of credit card debt (Cui et al., 2020).

**Table 2.4:** Test of Difference on the Attitude towards credit cards when grouped according to the Job Position

Variable	H-Value	P-Value	Interpretation
Power Prestige	19.99	0.00	Significant
Retention Time	13.74	0.01	Significant
Distrust	6.55	0.16	Not Significant
Anxiety	13.64	0.01	Significant
Bargain -Conscious Compulsive	33.56	0.00	Significant

Legend:  $p < 0.05$  Significant;  $p \geq 0.05$  Not Significant

The data from table 2.4 presents the results of a test of difference on the attitude towards money grouped according to job position, analyzing variables such as power prestige, retention time, distrust, anxiety, and bargain-conscious compulsive behavior. Each variable is accompanied by its respective H-value, P-value, and an interpretation categorizing the significance of the test results. The data indicates that for Power Prestige, Retention Time, Anxiety and Bargain-Conscious Compulsives how significant findings suggesting these factors strongly influence the respondents' behavior or attitudes. However, Distrust doesn't exhibit significant influence based on the provided data. This implies that the respondents in San Pablo City, Laguna give importance for their job, it can affect their financial well-being if they not have a stable job to support their daily expense especially using credit cards.

These findings align with prior research suggesting that job position and

occupational status can influence financial attitudes and behaviors. Studies have found that individuals in managerial or higher-ranking positions may exhibit different financial priorities and decision-making styles compared to those in lower-ranking or non-managerial positions (Simbolon, 2020).

Additionally, delved into the connection between employment status and financial decision-making, proposing that individuals occupying managerial roles might exhibit enhanced financial stability and resources, which could influence their attitudes towards credit card usage compared to those in lower-level positions (Cui et al., 2020). This resonates with the elevated presence of managerial respondents in the current dataset, suggesting a possible link between job status and credit card usage behaviors.

**Table 2.5:** Test of Difference on the Attitude towards credit cards when grouped according to the Monthly Income

Variable	H-Value	P-Value	Interpretation
Power Prestige	7.85	0.10	Not Significant
Retention Time	3.90	0.42	Not Significant
Distrust	8.26	0.08	Not Significant
Anxiety	15.41	0.00	Significant
Bargain -Conscious Compulsive	29.70	0.00	Significant

Legend:  $p < 0.05$  Significant;  $p \geq 0.05$  Not Significant

The data from table 2.5 presents the outcomes of a test of difference on the attitude towards money grouped according to monthly income, assessing variables including power prestige, retention time, distrust, anxiety, and bargain-conscious compulsive behavior. The data indicates that Power Prestige, Retention Time and Distrust were not significant differences based on monthly income. Anxiety and Bargain-Conscious Compulsive displayed significant results, suggesting a strong association between these factors and varying income levels. This implies that the respondents in San Pablo City, Laguna can properly manage their finances even they have a higher income and give importance to the benefits of using credit card for their financial transactions. It can also imply that respondents are conscious to avoid debt accumulation.

These findings are consistent with prior research suggesting that income level can influence financial attitudes and behaviors. Studies have found that individuals with higher incomes may exhibit different financial priorities and decision-making styles compared to those with lower incomes (Barboza et al., 2021). Additionally, scrutinized the correlation between income and credit card debt, proposing that individuals with greater incomes might have increased access to credit cards and tend to accrue higher levels of debt in comparison to those with lower income (Gawior et al., 2022).

## 5. CONCLUSION AND RECOMMENDATION

In conclusion, the study sheds light on the intricate relationship between financial attitudes, demographics, and credit card usage among residents of San Pablo City, Laguna. The findings underscore the importance of understanding the diverse backgrounds and financial behaviors of credit card users, which are influenced by factors such as age, sex, marital status, educational attainment, job position and monthly income. The prevalence of middle-aged, economically engaged individuals, particularly women, suggests a specific demographic profile within the credit card user base. Additionally, the dominance of managerial positions among users indicates a potential link between occupation and financial decision-making. Furthermore, the study reveals varying patterns in credit card usage and debt management strategies, highlighting the impact of individual financial circumstances on financial behaviors. The spectrum of financial attitudes uncovered, ranging from perceptions of power and prestige to anxiety and bargain-consciousness, underscores the complexity of financial decision-making processes.

Ultimately, the study emphasizes the need for tailored financial interventions to address the diverse needs and attitudes of credit card users in San Pablo City, Laguna. By implementing comprehensive financial literacy programs aimed at enhancing understanding, promoting responsible usage, and fostering prudent spending habits, there is potential to improve financial well-being and promote sustainable financial practices within the community. These interventions have the capacity to empower individuals to make informed financial decisions and navigate the complexities of credit card usage more effectively.

The strategy proposed encompasses a multifaceted approach to enhance financial literacy and promote responsible credit card usage among various stakeholders in the community. Targeting credit cardholders in SPC, the recommendation advocates for tailored Financial Literacy Workshops aimed at deepening understanding of essential financial concepts such as budgeting, debt management, and financial goal-setting. Concurrently, the provision of Personalized Budgeting Tools through digital platforms or mobile applications offers individuals the means to track expenses and cultivate better financial discipline.

Moreover, Credit Card Education Campaigns seek to dispel myths surrounding credit cards and encourage responsible usage, while the reinforcement of Reward Programs aligned with positive spending behaviors incentivizes prudent financial decisions. Integration of Behavioral Economics Strategies subtly influences individuals towards making beneficial spending choices, complementing the personalized guidance provided through Financial Counseling Services. Collaborative efforts with local merchants to offer discounts for responsible spending further reinforce responsible financial habits, while Community Engagement Initiatives foster peer support and knowledge-sharing. Collectively, these initiatives aim to empower individuals to navigate their financial landscape with confidence, promoting long-term financial well-being and resilience within the community.

By implementing these recommendations, banks and other financial institution in San Pablo City, Laguna can contribute to the financial sustainability of cardholders through the establishment of develop program that provides them with the necessary tools, resources, and support to start and manage successful businesses or personal life. By understanding individual needs, promoting responsible credit card usage, encouraging smart spending habits, building trust and loyalty, and

addressing specific consumer segments, financial institutions can empower consumers to make informed financial decisions and achieve long-term financial well-being.

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