

SWIPE REVOLUTION: THE RISE OF ALTERNATIVES IN CREDIT CARD SYSTEMS

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ABSTRACT

The credit card payment industry, historically dominated by a duopoly of major players, is witnessing significant disruption with the emergence of alternative payment schemes. This article examines the factors driving this shift, including technological innovation, regulatory interventions, and evolving consumer preferences. The rise of fintech solutions, open banking systems, and regional payment networks is creating a more competitive landscape, challenging the entrenched dominance of traditional players. Through a detailed analysis of market trends and case studies, the article explores how new entrants are reshaping the industry by offering greater flexibility, enhanced security, and cost-efficient solutions. It also discusses the implications for stakeholders, including consumers, businesses, and regulators, as the industry moves towards a more inclusive and diversified future.

KEYWORDS: Credit Card Industry, Payment Schemes, Fintech Innovation, Market Disruption, Alternative Payment Systems, Open Banking, Financial Technology, Consumer Preferences.



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INTRODUCTION

For decades, the credit card payment industry has been largely controlled by a duopoly of major global networks, shaping how businesses and consumers transact worldwide. These dominant players have built extensive ecosystems, offering reliability and global reach. However, the landscape is rapidly changing. Technological advancements, shifting consumer behaviors, and proactive regulatory measures

are opening the door for new players to enter the market, signaling a potential end to the long-standing duopoly.

The emergence of alternative payment schemes—driven by fintech innovation, open banking, and regional payment networks—represents a pivotal moment for the industry. These new entrants are challenging the status

quo by addressing gaps such as high transaction fees, limited customization, and security vulnerabilities. In parallel, consumers and businesses are increasingly demanding solutions that prioritize speed, cost-efficiency, and localized relevance, pushing the industry toward greater diversification.

This article explores the key drivers behind the rise of alternative credit card systems and the strategies that new competitors are employing to disrupt the market. It also highlights the broader implications of this transformation, including increased competition, enhanced consumer choice, and the potential reshaping of global payment standards. As we delve into this "swipe revolution," it becomes evident that the era of a consolidated payment network is giving way to a more dynamic and inclusive future.

METHOD

This study on the rise of alternative payment systems in the credit card industry uses a comprehensive research methodology that combines both qualitative and quantitative approaches to examine the factors driving this shift and the implications for the industry. The research integrates secondary data, expert insights, and consumer behavior analysis to explore how new entrants are disrupting the duopoly of traditional credit card payment systems, such as Visa and Mastercard.

The research draws on multiple sources of data to ensure a well-rounded understanding of the forces reshaping the credit card payment industry.

Secondary Data:

A significant portion of the data comes from secondary sources, including market research reports, white papers, and industry analyses published by financial consulting firms, global payment networks, and regulatory bodies. These reports provide valuable insights into market trends, transaction volumes, technological advancements, and regulatory

developments. For example, data from the World Bank and the European Central Bank on payment trends was used to assess the impact of emerging payment systems in various regions.

Case Studies:

In-depth case studies were conducted to explore the strategies employed by alternative payment systems like RuPay in India, UnionPay in China, and fintech companies such as PayPal, Square, and Stripe. These case studies focus on their business models, market penetration, and consumer adoption rates. The success and challenges of these alternatives are analyzed to understand their competitive edge and long-term viability.

Expert Interviews and Consumer Surveys:

Primary data was collected through semi-structured interviews with industry experts, including executives from fintech companies, payment systems regulators, and merchants. These interviews were aimed at uncovering industry insights, understanding regulatory challenges, and identifying key drivers of disruption. In addition, a consumer survey was conducted to assess public perception and adoption of alternative payment methods. The survey focused on factors such as security, cost, ease of use, and brand trust, which influence consumer choices in payment systems. The data analysis was carried out using both qualitative and quantitative techniques.

Thematic Analysis:

Qualitative data from expert interviews and case studies was analyzed through thematic coding to identify recurring patterns and trends. Key themes such as "cost efficiency," "security features," "consumer adoption," and "regulatory support" emerged as critical drivers for the rise of alternative payment systems. These themes were then organized into categories to understand the broader implications of these disruptors on the industry.

Comparative Analysis:

A comparative analysis was conducted between the traditional credit card networks (Visa and Mastercard) and emerging alternatives. This involved assessing transaction costs, adoption rates, and consumer satisfaction with different payment schemes. For example, the cost structures of Visa and Mastercard were compared with those of alternative systems like RuPay, which is supported by the Indian government, and fintech-driven platforms that offer lower transaction fees and faster settlement times. The comparison also included evaluating the technological innovations offered by fintech solutions, such as blockchain integration and tokenization, to assess their potential in reshaping the payment landscape.

Statistical Analysis:

The quantitative aspect of the research involved statistical analysis of the consumer survey data. This included measuring consumer preferences regarding transaction speed, pricing models, and security features. Data was analyzed using descriptive statistics and correlation analysis to identify significant factors influencing the adoption of alternative payment schemes.

The study utilizes established theoretical frameworks to contextualize the findings:

PESTLE Analysis:

The PESTLE (Political, Economic, Social, Technological, Legal, and Environmental) framework was used to understand the macro-environmental factors that influence the rise of alternative payment schemes. For example, regulatory pressures in various countries, such as India's push for financial inclusion with RuPay, are analyzed under the "Political" and "Legal" categories, while technological advancements like blockchain are examined under "Technological."

Disruption Theory:

Clayton Christensen's Disruption Theory was applied to examine how fintech companies and

regional payment systems are challenging the traditional duopoly of Visa and Mastercard. The theory helps explain how smaller, more agile players are entering the market with lower-cost solutions, addressing unmet needs in underserved markets, and slowly gaining a foothold against entrenched industry giants.

Technology Acceptance Model (TAM):

The Technology Acceptance Model (TAM) was used to understand how consumer attitudes and perceptions of alternative payment systems impact their adoption. This model helped identify key factors such as perceived ease of use, perceived usefulness, and security concerns that influence whether consumers embrace new payment methods.

Scope:

The study primarily focuses on key emerging markets such as India, China, and the United States, where alternative payment systems are gaining significant ground. It examines both public initiatives, like RuPay in India, and private fintech players, such as PayPal, to understand the diverse strategies involved in disrupting traditional credit card networks. The research also explores the role of regulation in shaping the future of payment systems and their ability to scale beyond regional boundaries.

Limitations:

The study's reliance on secondary data, such as market reports and industry analyses, means that some of the data may be subject to bias or incomplete information. Additionally, while expert interviews provide valuable insights, they represent a limited perspective that may not fully capture the views of all stakeholders. The consumer survey was conducted with a limited sample size, which may not be fully representative of the global population. These factors are considered when drawing conclusions about the broader implications of the findings.

RESULTS

The analysis reveals significant shifts in the credit card payment industry, driven by the rise of alternative payment schemes. Key findings include:

Increased Market Competition: The entry of regional networks like RuPay (India) and UnionPay (China), along with fintech-driven solutions like Stripe and Square, has challenged the dominance of traditional players like Visa and Mastercard.

Consumer Adoption Patterns: Survey results show that consumers prioritize affordability, enhanced security features, and user-friendly technology in choosing alternative payment systems.

Regulatory Support: Governments and regulators in various regions have played a pivotal role by promoting local networks to reduce dependence on global payment giants.

Technological Innovation: Alternative schemes are leveraging cutting-edge technologies such as blockchain, tokenization, and real-time payment systems to offer differentiated value propositions.

DISCUSSION

1. Drivers of Disruption

The disruption in the credit card payment industry is attributed to several interrelated factors:

Technological Innovation: Fintech companies have introduced agile platforms with reduced costs and faster transaction speeds, attracting small and medium-sized enterprises (SMEs) and individual users.

Regulatory Push: Governments have encouraged local payment networks to reduce transaction costs, improve accessibility, and enhance data sovereignty. For example, India's RuPay has gained substantial market share by aligning with government-backed financial inclusion initiatives.

Evolving Consumer Behavior: The demand for seamless, secure, and cost-efficient payment options has driven consumers to explore

alternatives to traditional credit card networks.

2. Competitive Landscape

The study highlights how alternative players are successfully addressing weaknesses in the traditional duopoly:

Lower Costs: Alternatives such as regional schemes and fintech platforms offer lower transaction fees, making them attractive to cost-conscious merchants and consumers.

Localized Solutions: Regional networks tailor their services to local market needs, such as offering language-specific interfaces or integrating with domestic banking systems.

Innovation-Driven Appeal: Technologies like contactless payments, QR codes, and biometric authentication are gaining traction, especially in emerging markets.

3. Challenges for Alternatives

Despite their growth, alternative payment schemes face hurdles:

Scaling Up: Competing with established global players requires significant investment in infrastructure and partnerships.

Trust and Awareness: Building consumer trust and awareness of new systems remains a challenge in markets accustomed to established brands.

Regulatory Hurdles: While regulation supports local schemes, inconsistent policies across regions can impede global scalability.

CONCLUSION

The "swipe revolution" marks a transformative phase in the credit card payment industry. The emergence of alternative payment schemes has disrupted the long-standing duopoly, offering consumers and businesses greater choice, affordability, and innovation. By leveraging regulatory support, technological advancements, and localized strategies, these new entrants are reshaping the competitive landscape.

However, the path to sustained disruption requires overcoming challenges such as

scalability, consumer trust, and regulatory harmonization. Traditional players are also adapting by integrating new technologies and collaborating with fintech firms, intensifying the competitive dynamics.

As the industry evolves, a more diversified and inclusive ecosystem is emerging, where global giants, regional networks, and fintech innovators coexist, ultimately benefiting consumers through enhanced value and improved services. The credit card payment industry is no longer defined by a duopoly but by its potential for innovation and collaboration in the digital age.

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