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Do you have any good tips for comparing credit cards?

First, I would recommend that consumers know what they need from a credit card. Some people use them as a substitute for cash, others for credit. My advice would be to identify the relevant variables for you, interest rate, fees, promotions, etc. Then, focus your comparison on the pertinent aspects of the credit card.

What is the biggest mistake that people make when comparing credit cards?

I think the worst mistake is not to compare at all. The second worst is probably not reading all potential fees included in the contract.

Do you think credit card companies try to make it harder for consumers to compare credit card offers?

In general, most firms would try to differentiate their products and services. The negative consequence is that consumers would have a more challenging time comparing them.

What impact do you think credit card comparison websites have had on the credit card market?

I am not aware of any study on this topic. Still, any tool that helps consumers get better, comprehensive information on an important product or service and make better decisions positively impacts consumers.