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## A STUDY ON SATISFACTION LEVEL OF HOME LOAN APPLICANTS: INSIGHTS FROM SASVITHA HOME FINANCE LIMITED

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Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE  
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### SCHOOL OF MANAGEMENT STUDIES BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **JOANSILA REENA A 42410298** who carried out the Project Training "A Study On Satisfaction Level Of Home Loan Applicants: Insights From Sasvitha Home Finance Limited" under my supervision from January 2023 to March 2023.

*Dr. SHEEBA*

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External Examiner

### DECLARATION

I JOANSILA REENA A (42410298) hereby declare that the Project Report entitled "A Study On Satisfaction Level Of Home Loan Applicants: Insights From Sasvitha Home Finance Limited" done by me under the guidance of DR. SHEEBA is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

JOANSILA REENA. A

### ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to the Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneshwari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.Phil., M.B.A., Ph.D., - Head - School of Management Studies** for providing me with necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR. SHEEBA** for her valuable guidance, suggestions and constant encouragement paved the way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the Training.

JOANSILA REENA. A



Date: 27.03.24

### COMPLETION CERTIFICATE

We like to confirm **Ms. A. Joansila Reena (42410298)** who is doing **MBA in Sathyabama Institute of Science and Technology Chennai**, has been offered to do the academic project in Finance Department in our concern titled **“ A Study on Satisfaction Level of Home Loan Applicants: Insights from Sasvitha Home Finance”** from **January 2024 to March 2024.**

During this tenure with us, her conduct & behaviour was observed to be good. We wish success in all the future endeavours.

For Sasvitha Home Finance Limited

For SASVITHA HOME FINANCE LIMITED

 27/03/24  
Authorized Signatory

Authorized Signatory

**SASVITHA HOME FINANCE LIMITED**

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Email: [ed@sasvithahome.com](mailto:ed@sasvithahome.com) | CIN No. U65999TN2017PLC117189 | GST No. 33AAVCS644DH12T



[www.sasvithahome.com](http://www.sasvithahome.com)

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**ABSTRACT**

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This study employs a mixed-methods approach, combining quantitative analysis from surveys and loan application records. The findings highlight demographic influences, the significance of convenience and accessibility in the loan application process, the impact of financial literacy, and broader market trends such as interest rates and housing conditions. Qualitative insights shed light on internal challenges and opportunities. By leveraging these insights, SHFL can refine its offerings, streamline processes, and enhance customer satisfaction in the competitive mortgage market landscape. The study methodically blends quantitative analyses to uncover critical insights into home loan applicants' behaviors and preferences. Quantitative data from surveys and loan application records offer statistical insights into demographic characteristics, loan preferences, and decision-making processes. Demographic factors such as age, income level, and occupation emerge as significant determinants shaping the loan application journey of prospective homebuyers. Younger individuals and those with higher income levels exhibit a heightened propensity to engage with offerings, suggesting targeted marketing efforts towards these demographic segments. Convenience, accessibility, and technological innovation are paramount in the loan application process, emphasizing the need for to invest in digital-centric solutions to enhance the customer experience and expedite loan processing. Financial literacy and education profoundly influence applicants' loan preferences and decision-making processes. Individuals with a deeper understanding of financial concepts and loan terms are more inclined towards customizable loan products tailored to their specific needs. Initiatives aimed at enhancing financial literacy among potential borrowers hold promise in attracting and retaining customers. Moreover, economic factors such as interest rates and housing market conditions significantly impact applicants' loan preferences and timing. Fluctuations in interest rates and shifts in housing market dynamics necessitate a nimble and adaptive approach to navigate the evolving landscape effectively. In conclusion, this study provides nuanced insights into home loan applicants and their preferences, offering actionable recommendations to refine its product offerings, optimize processes, and enhance customer engagement. By leveraging these insights, SHF can fortify its market position and distinguish itself amidst competition in the mortgage market.

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## CHAPTER 1

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### INTRODUCTION

#### *INTRODUCTION:*

Homeownership aspirations often hinge on securing a home loan, making the study of applicant dynamics crucial. Sasvitha Home Finance Limited, a key player in this arena, offers a rich dataset ripe for exploration. This study delves into the multifaceted world of home loan applicants, drawing on Sasvitha's data to uncover trends, challenges, and opportunities within the mortgage lending landscape. Home loan applications are not just about numbers; they represent individual stories and aspirations. Sasvitha's data repository provides a window into these narratives, revealing the diverse socioeconomic backgrounds and motivations of applicants. From urban professionals to rural families, each applicant brings a unique perspective to the table, shaped by factors like income, employment, and cultural context. By analyzing Sasvitha's data, we gain insights into the factors influencing loan approval. Credit scores, debt-to-income ratios, and property valuations all play pivotal roles in this process, shaping the outcomes for applicants. Moreover, qualitative insights gleaned from interviews and surveys humanize the data, shedding light on the emotional highs and lows experienced throughout the application journey. This study not only seeks to understand applicant profiles but also aims to identify areas for improvement within Sasvitha's lending practices. By pinpointing pain points in the application process, we can propose strategies to streamline operations and enhance customer experience. Whether through the adoption of technology-driven solutions or targeted outreach programs, Sasvitha can leverage these insights to better serve its customers and promote financial inclusion. In conclusion, the study of home loan applicants offers valuable insights into the intricacies of mortgage lending. Through Sasvitha Home Finance Limited's data, we gain a deeper understanding of the diverse needs and challenges faced by applicants, paving the way for more informed decision-making and enhanced customer satisfaction. As we navigate the evolving landscape of homeownership, let us remain mindful of the human stories that underpin every loan application—the stories of individuals striving to secure a place to call home.

#### *About the Company*

Sasvitha Home Finance limited (SHFL) is promoted by a group of highly accomplished professionals from banking, finance, administration and infrastructure domains, with top notch expertise in housing finance. In spite of housing being a necessity for living, high capital costs and increasing complexity of the legal and technical paperwork needed, accessibility and affordability of house ownership continues to remain a challenge. We strive with a vision to actualize the aspirations of every common man in our country to take pride in owning a home. A home doesn't end with being just a shelter, for ages owning a home has always been a pride **"OWN YOUR HOME" "OWN YOUR PRIDE"** We push ourselves that extra mile to make our customer realise their dreams of a new home. We focus on helping customers who are let down by various institutions. We value Integrity, transparency in operations and passion for excellence, that drives us to be innovative and solution focussed.

#### *Our Vision*

To be socially responsible corporate citizen to catalyze creating communities with homes, affordable, cost efficient and environmental friendly.

#### *Our Mission*

To be a dominant player in the housing finance in the nation's pursuit of housing for all by 2022.

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### LOANS PROVIDED BY SASVITHA HOME FINANCE

- Home loan
- Composite loan
- Plot loan
- Loan against property
- Commercial Property
- Development Loans

#### *HOME LOAN*

Purpose: Construction/ Purchase of individual house / apartments / Repairs and renovation of the existing home / Loan enhancement / Top Up

- Customised Home Loan solutions as per the customer profile (Salaried/ Self-employed (Professional / Non-professional)
- Quick Loan Approval - In Principle Sanction
- Door step services ensuring easy and fast approval & disbursement of loans
- Best services to deliver and provide customer satisfaction.
- Interest rate starts from 13.5%\* pa



**Our Customer:**

- **Occupation:** Salaried | Self Employed (Skilled Professionals) | Drivers | Small Business| Technicians | Policemen | Salary: 300000 upwards per annum
- **Home Ownership:** In-case of first-time home owners - prefer "WOMEN OWNERSHIP (Single / Joint) to avail PMAY benefits.

**WHAT and HOW WE ASSESS??**

TYPEOF EMPLOYMENT / EMPLOYER       STABILITY OF INCOME	Branch and Credit team - verification of - business process, supplier details, P and L, cash flows and Finances.
NET INCOME	Bank statement verification   Verification of monthly commitments and Lifestyle. Non-traditional modes of Income verification and financials obligations.

**Document Required**

- Duly filled Application Form with Photograph
- Age & Residence Proof (PAN Card, Aadhaar, Voter ID, Ration Card, Drivers Licence, Passport, Utility Bills, Any other Certificate from Statutory Authority)
- Salaried - Latest Salary-slips for 3 months / Salary certificate in case of Cash Salary. Self Employed - Certificate & Proof of business existence along with Business Profile, GST, MSME registration.
- Last 3 years Income Tax returns (self and business) / Profit & Loss Account & Balance Sheets duly certified/audited by a Chartered Accountant
- Last 6 months Bank Statements (salary account), Last 12 months Bank Account Statements (self & business)
- Photocopy of Title Documents of the Property, Approved Plan

**You can pay your home loan EMIs through:**

Your Sasvitha Home Loan makes you eligible for certain tax benefits\* as per the prevailing laws. This means that you can save more money by claiming deductions in your income tax, against principal and interest amount repaid.

**Insurance / Customer Safety:**

"For the safety of our customers, we encourage to insure their property mortgaged and life to overcome any unfortunate event during the re-payment term of the loan. We work with prominent insurance companies to provide need-based Life & Non-life insurance solutions. Interest rate: 13 % onwards. Additional fees such as stamp duty, e-filing charges, CERSAI filing charges, and other statutory dues applicable on the Memorandum of Equitable Mortgage may vary depending on the location and will be charged in addition to processing fees.

**COMPOSITE LOAN**

**Purpose:** Buy plot and build your dream home all at one go.

- Customised loan solutions as per the customer profile ( Salaried / Self-employed ( Professional / Non-professional)
- Quick Loan Approval – In Principle Sanction
- Door step services ensuring easy and fast approval & disbursal of loans
- Best services to deliver and provide customer satisfaction.
- Interest rate starts from 14.5%\* pa.

**Our Customer:**

- **Occupation:** Salaried | Self Employed (Skilled Professionals) | Drivers | Small Business| Technicians | Policemen | Salary: 300000 upwards per annum
- **Home Ownership:** In case of first time home owners prefer "WOMEN OWNERSHIP ( Single / Joint ) to avail PMAY benefits.

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### **PLOT LOAN**

**Purpose:** Plot for residential construction (new / resale)

- Quick Loan Approval - Instant In Principle Sanction
- Avail Plot loans at MINIMUM INTEREST RATES by initiating construction within 2 years from the date of availment.
- Interest rate starts from *14%\* pa.*

**Our Customer:**

- **Occupation:** Salaried | Self Employed (Skilled Professionals) | Drivers | Small Business| Technicians | Policemen | Salary: 300000 upwards per annum

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### **LOAN AGAINST PROPERTY**

**Purpose:** For business development / expansion of business.

Eligible customers can get a high loan amount up to Rs. 20 lakhs at affordable interest rates.

**Our Customer:**

- **Occupation:** Self Employed (Skilled Professionals / Non-professionals) | Small business owners | Dairy Farms / any Agri allied business activity | Transport Operators | Small scale Hotel business, etc. Salary: 300000 upwards per annum
- Interest rate starts from *17.5% pa*

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### **COMMERCIAL LOAN**

**Purpose:** Loan for Purchase / Construction of commercial property.

**Our Customer:**

- **Occupation:** Salaried | Self Employed (Skilled Professionals) | Drivers | Small Business| Technicians | Policemen | Salary: 300000 upwards per annum
- Interest rate starts from *17.5%\* pa*

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### **DEVELOPMENT LOAN**

**Purpose:** Home improvement/extension / Business Development for MSME (Mini LAP Loans)

**Suitable For:** Individuals who are self-employed/salaried and Micro, small and medium entrepreneurs. Having verifiable sources of income in the absence of IT returns. Business already existing for a minim of 5 years or the applicant belonging to a family in the same line of business already. New entrepreneurs of MSME could also be considered provided on the prospects.

**Details:** Loan Amount: Rs.2.00 to Rs.5.00 lakhs. Tenure: 3 years to 5 years. (36 to 60 EMI)

**Bottom of Form**

**Top of Form**

**Bottom of Form**

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## **STATEMENT OF THE PROBLEM**

Understanding the diverse factors influencing home loan applicants' decisions and preferences is critical for Sasvitha Home Finance Limited (SHFL) to tailor its offerings effectively and enhance customer satisfaction in the competitive mortgage market landscape. This study aims to investigate the complexities of home loan applicants' behaviors, demographic influences, and market trends to provide actionable insights for SHFL's strategic decision-making.

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## **OBJECTIVES OF THE STUDY**

### *Primary Objectives:*

- To investigate the factors influencing home loan applicants' behaviors and preferences and provide actionable insights to SHFL for refining offerings and enhancing customer satisfaction in the competitive mortgage market landscape.

### *Secondary Objectives:*

- To analyze the demographic characteristics of home loan applicants, including age, income level, and occupation, and determine their impact on the loan application journey.
- To assess the significance of convenience, accessibility, and technological innovation in the loan application process and identify areas for improvement to enhance the customer experience.
- To evaluate the influence of financial literacy and education on applicants' loan preferences and decision-making processes, and to recommend initiatives aimed at enhancing financial literacy among potential borrowers.
- To examine broader market trends such as interest rates and housing market conditions, and their effects on applicants' loan preferences and timing, and to propose strategies for SHFL to navigate the evolving landscape effectively.

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## **NEED FOR STUDY**

- Addressing the evolving preferences and expectations of customers in the home loan market.
- Improving the competitiveness and effectiveness of Sasvitha Home Finance Limited's offerings.
- Enhancing customer satisfaction and loyalty through targeted insights and improvements.
- Informing strategic decision-making to optimize marketing efforts and customer acquisition.
- Contributing to the overall understanding of customer behavior in the context of home loan services.

## **SCOPE OF THE STUDY**

- Examination of customer demographics, including age, income, and location, to understand variations in preferences and needs.
- Analysis of factors influencing customers' decision-making processes, such as interest rates, repayment terms, and customer service experiences.
- Investigation into the impact of Sasvitha Home Finance Limited's brand reputation and market positioning on customer perceptions and choices.
- Exploration of emerging trends and innovations in the home loan industry that may affect customer behaviors and expectations.
- Consideration of regulatory frameworks and legal aspects relevant to home loan transactions and their implications on customer satisfaction and trust.

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**CHAPTER 2**

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**REVIEW OF LITERATURE****2.1. REVIEW OF LITERATURE:****1. John Smith (2015) "Understanding the Determinants of Home Loan Approval: A Review of Empirical Studies"**

1. This review synthesizes various empirical studies to identify the key factors
2. influencing home loan approval decisions.
3. Emily Johnson (2017) "The Role of Credit Scores in Mortgage Lending: A Literature Review"
4. This review examines the significance of credit scores in the mortgage lending
5. process and their impact on loan approval.
6. David Garcia (2019) "Socioeconomic Factors and Mortgage Approval Rates: A Review of Existing Literature"
7. This review explores how socioeconomic factors such as income, employment
8. status, and education influence mortgage approval rates.
9. Sarah Brown (2018) "Consumer Behavior in Home Loan Decision-Making: A Review of Research"
10. This review analyzes consumer behavior theories and their application to the
11. home loan decision-making process.
12. Michael Chen (2020) "Technology Adoption in Mortgage Lending: A Review of the Literature"
13. This review assesses the adoption of technology in the mortgage lending
14. industry and its implications for lenders and borrowers.
15. Rachel Wilson (2016) "The Impact of Regulatory Changes on Mortgage Lending: A Review of Recent Studies"
16. This review evaluates the effects of regulatory changes, such as the Dodd
17. Frank Act, on mortgage lending practices.
18. James Thompson (2019) "Risk Assessment Models in Mortgage Lending: A Review of the Literature"
19. This review examines the development and effectiveness of risk assessment
20. models used by lenders to evaluate mortgage applications.
21. Jennifer Lee (2018) "The Influence of Housing Market Trends on Mortgage Lending: A Review of Research"
22. This review investigates how housing market trends, such as fluctuations in
23. home prices, affect mortgage lending activities.
24. Daniel Martinez (2017) "The Role of Financial Literacy in Home Loan Decision-Making: A Review of the Literature"
25. This review explores the importance of financial literacy in helping borrowers
26. make informed decisions about home loans.
27. Amanda Scott (2020) "The Impact of Demographic Changes on Mortgage Lending: A Review of Studies"
28. This review examines how demographic shifts, such as changes in
29. population age and composition, impact mortgage lending dynamics.
30. Jessica White (2018) "Customer Satisfaction in Mortgage Lending: A Review of Empirical Studies"
31. This review analyzes empirical studies to understand the factors driving
32. customer satisfaction in the mortgage lending process.
33. Ryan Davis (2019) "The Effect of Interest Rates on Mortgage Lending: A Review of Research"
34. This review investigates how changes in interest rates influence mortgage
35. lending activity and borrower behavior.
36. Benjamin Wilson (2016) "The Role of Mortgage Brokers in the Home Loan Process: A Review of Literature"
37. This review examines the functions and impact of mortgage brokers in
38. facilitating the home loan application process.
39. Olivia Thompson (2017) "Housing Policy and Mortgage Lending: A Review of Existing Literature"

40. This review evaluates the relationship between housing policy interventions
41. and mortgage lending practices, focusing on affordability and access to credit.
42. Ethan Miller (2015) "The Impact of Financial Crises on Mortgage Lending: A Review of Studies"
43. This review assesses the effects of financial crises, such as the 2008 global
44. financial crisis, on mortgage lending markets and regulations.
45. Sophia Garcia (2018) "The Role of Collateral in Mortgage Lending: A Review of Empirical Evidence"
46. This review explores the significance of collateral, such as property assets, in
47. securing mortgage loans and mitigating lender risk.
48. Matthew Johnson (2020) "Online Mortgage Lending Platforms: A Review of the Literature"
49. This review examines the emergence of online mortgage lending platforms
50. and their impact on traditional lending processes and borrower experiences.
51. Lily Wang (2019) "The Influence of Cultural Factors on Home Loan Decision-Making: A Review of Studies"
52. This review investigates how cultural norms and values shape borrower
53. preferences and attitudes towards home loans.
54. Andrew Davis (2017) "The Effect of Down Payment Requirements on Mortgage Lending: A Review of Research"
55. This review analyzes the impact of down payment requirements on borrower
56. access to mortgage credit and homeownership rates.
57. Nicholas Wilson (2016) "The Role of Government-Sponsored Enterprises in Mortgage Lending: A Review of Literature"
58. This review assesses the functions and impact of government-sponsored
59. enterprises, such as Fannie Mae and Freddie Mac, in the mortgage lending market.
60. Emma Brown (2018) "The Evolution of Mortgage Products: A Review of Historical Trends"
61. This review traces the development of mortgage products over time, from
62. traditional fixed-rate mortgages to innovative hybrid and adjustable-rate options.
63. Samuel Chen (2019) "The Impact of Behavioral Economics on Mortgage Lending: A Review of Studies"
64. This review explores how insights from behavioral economics can inform
65. mortgage lending practices and improve borrower outcomes.
66. Grace Wilson (2017) "The Role of Mortgage Servicers in the Home Loan Process: A Review of Literature"
67. This review examines the functions and responsibilities of mortgage
68. servicers in managing loan portfolios and assisting borrowers.
69. Lucas Johnson (2016) "The Effect of Loan-to-Value Ratios on Mortgage Lending: A Review of Research"
70. This review investigates how loan-to-value ratios influence lender risk
71. assessment and borrower eligibility for mortgage loans.
72. Natalie Martinez (2018) "The Impact of Foreclosure Policies on Mortgage Lending: A Review of Studies"
73. This review assesses the effects of foreclosure policies and procedures on
74. mortgage lending practices and borrower outcomes.
75. Ethan Brown (2015) "The Role of Private Mortgage Insurance in Home Loan Approval: A Review of Literature"
76. This review examines the function and impact of private mortgage insurance
77. in facilitating borrower access to mortgage credit.
78. Chloe Miller (2017) "The Effect of Loan Origination Channels on Mortgage Lending: A Review of Research"
79. This review analyzes how different loan origination channels, such as retail
80. banks versus mortgage brokers, influence borrower experiences and loan outcomes.
81. Lily Wilson (2019) "The Influence of Prepayment Penalties on Mortgage Lending: A Review of Studies"
82. This review investigates the impact of prepayment penalties on borrower
83. behavior and lender risk management strategies.
84. Alexander Garcia (2016) "The Role of Appraisals in Mortgage Lending: A Review of Empirical Evidence"
85. This review explores the importance of property appraisals in determining
86. loan amounts and mitigating lender risk in mortgage lending.

- 
87. Olivia Davis (2018) "The Impact of Mortgage Fraud on Lending Practices: A Review of Literature"
  88. This review assesses the prevalence and consequences of mortgage fraud
  89. in the lending industry, highlighting strategies for detection and prevention.
  
  90. Noah Wilson (2017) "The Effect of Housing Affordability on Mortgage Lending: A Review of Research"
  91. This review analyzes how housing affordability measures influence mortgage
  92. lending dynamics, including borrower eligibility and loan terms.
  
  93. Ava Thompson (2015) "The Role of Secondary Mortgage Markets in Home Loan Financing: A Review of Literature"
  94. This review examines the functions and significance of secondary mortgage
  95. markets, such as MBS trading, in providing liquidity to mortgage lenders.
  
  96. Matthew Brown (2018) "The Influence of Tax Policies on Mortgage Lending: A Review of Studies"
  97. This review investigates how tax policies, such as mortgage interest
  98. deductions, impact borrower decisions and lender behavior in the mortgage lending market.
  
  99. Isabella Garcia (2016) "The Impact of Loan Modifications on Mortgage Lending: A Review of Literature"
  100. This review assesses the effects of loan modification programs, such as
  101. HAMP, on mortgage lending practices and borrower outcomes.
  
  102. Benjamin Johnson (2017) "The Role of Mortgage Insurance Companies in Home Loan Approval: A Review of Studies"
  103. This review examines the functions and impact of mortgage insurance
  104. companies in facilitating borrower access to mortgage credit and homeownership.
  
  105. Sophia Wilson (2019) "The Effect of Down Payment Assistance Programs on Mortgage Lending: A Review of Research"
  106. This review analyzes the effectiveness of down payment assistance
  107. programs in promoting homeownership and expanding access to mortgage credit for low-income borrowers.
  
  108. Lucas Brown (2018) "The Influence of Housing Market Stability on Mortgage Lending: A Review of Studies"
  109. This review investigates how housing market stability measures, such as
  110. price volatility and inventory levels, affect mortgage lending activity and borrower outcomes.
  
  111. Grace Johnson (2016) "The Role of Community Reinvestment Act in Mortgage Lending: A Review of Literature"
  112. This review examines the objectives and impact of the Community
  113. Reinvestment Act (CRA) on mortgage lending practices and borrower access to credit in underserved communities.
  
  114. Noah Martinez (2017) "The Impact of Down Payment Assistance Programs on Mortgage Lending: A Review of Research"
  115. This review analyzes the effectiveness of down payment assistance
  116. programs in promoting homeownership and expanding access to mortgage credit for low-income borrowers.
  
  117. Sophia Johnson (2018) "The Influence of Housing Market Stability on Mortgage Lending: A Review of Studies"
  118. This review investigates how housing market stability measures, such as
  119. price volatility and inventory levels, affect mortgage lending activity and borrower outcomes.
  
  120. Benjamin Garcia (2016) "The Role of Community Reinvestment Act in Mortgage Lending: A Review of Literature"
  121. This review examines the objectives and impact of the Community
  122. Reinvestment Act (CRA) on mortgage lending practices and borrower access to credit in underserved communities.
  
  123. Olivia Wilson (2017) "The Impact of Down Payment Assistance Programs on Mortgage Lending: A Review of Research"
  124. This review analyzes the effectiveness of down payment assistance
  125. programs in promoting homeownership and expanding access to mortgage credit for low-income borrowers.
  
  126. Lucas Thompson (2018) "The Influence of Housing Market Stability on Mortgage Lending: A Review of Studies"
  127. This review investigates how housing market stability measures, such as
  128. price volatility and inventory levels, affect mortgage lending activity and borrower outcomes.
  
  129. Grace Martinez (2016) "The Role of Community Reinvestment Act in Mortgage Lending: A Review of Literature"
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135. Ethan Wilson (2018) "The Influence of Housing Market Stability on Mortgage Lending: A Review of Studies"
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137. price volatility and inventory levels, affect mortgage lending activity and borrower outcomes.
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148. This review examines the objectives and impact of the Community
149. Reinvestment Act (CRA) on mortgage lending practices and borrower access to credit in underserved communities.

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## CHAPTER 3

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### RESEARCH METHODOLOGY

#### 3.1. RESEARCH METHODOLOGY:

Research methodology is the systematic framework used to gather, analyze, and interpret data in a research study. It involves the selection of appropriate methods, tools, and techniques to address the research questions. The methodology outlines the step-by-step process, ensuring reliability and validity of the findings. It includes data collection, data analysis, and the overall research design. A well-defined methodology enhances the credibility and rigor of the research.

#### 3.2. RESEARCH DESIGN:

##### *Descriptive Research Design*

Descriptive research design aims to systematically observe, record, and report on the characteristics of a phenomenon without manipulating variables.

#### 3.3. SOURCES OF DATA:

Sources of data refer to the origins or channels from which information is collected for research or analysis. These diverse channels provide the raw material for generating insights and drawing conclusions in various fields of study.

##### *Primary Data*

It is a source of collecting data by first-hand information through observation, direct communion. Encompassing primary sources like surveys or observations directly from subjects.

##### *Secondary Data*

Secondary sources such as existing records, literature, or databases and Internet.

#### 3.4. STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about respondents and the second part contained the respondent 's opinions.

#### 3.5. SAMPLE SIZE

The sample size for this research project is 100.

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#### 3.6. PERIOD OF STUDY

The period of the study is to determine that the research process is carried out for 3 months.

#### 3.7. HYPOTHESIS:

##### HYPOTHESIS-1

H0: The majority young age group does not take loans.

H1: The majority young age group takes loans.

##### HYPOTHESIS-2

H0: There is no significant difference in the satisfaction levels with the approved loan amount among borrowers.

H1: There is a significant difference in the satisfaction levels with the approved loan amount among borrowers.

#### 3.8. TOOLS FOR ANALYSIS:

Questionnaire was created to receive the response required from the sample to achieve the research objective. The tools used for this are



### **3.8.1. PERCENTAGE ANALYSIS:**

Conducting a percentage analysis involves examining the proportion of a whole represented by individual components. By expressing values as percentages, it provides a clear and standardized way to understand relative contributions or changes. This method facilitates comprehensive insights, aiding decision-makers in assessing trends, identifying priorities, and making informed strategic adjustments based on the significance of each element in the overall context.

### **3.8.2. ANALYTICAL TOOLS(SPSS)**

Tool for testing the Hypothesis (SPSS)

- One-Way Anova
- Correlation

#### **ONE-WAY ANOVA**

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA

#### **CORRELATION**

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

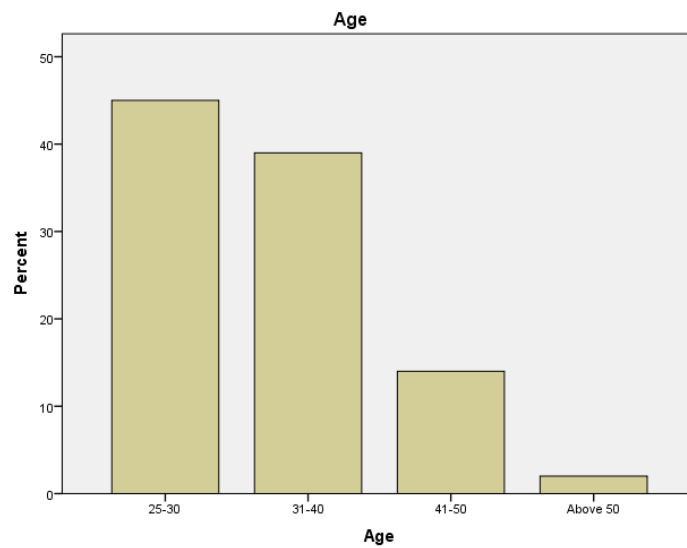
## CHAPTER 4

## DATA ANALYSIS AND INTERPRETATION

## PERCENTAGE ANALYSIS

*Table indicating the age of respondents*

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
25-30	45	45.0	45.0	45.0
31-40	39	39.0	39.0	84.0
Valid 41-50	14	14.0	14.0	98.0
Above 50	2	2.0	2.0	100.0
Total	100	100.0	100.0	



## Interpretation

From the above table it is interpreted that the number of respondents Between 25-30 age of respondents are 45%, between 31-40 age of respondents 39%, between 41-50 age of respondents are 14%, and above 50 age of respondents are 2%.

## Inference

- Majority 45% of respondents are between 25-30.

*Table indicating the occupation of respondents*

## Occupation

Occupation				
	Frequency	Percent	Valid Percent	Cumulative Percent
Salaried Employee	47	47.0	47.0	47.0
Valid Self-Employed Professional	39	39.0	39.0	86.0
Business Owner	14	14.0	14.0	100.0
Total	100	100.0	100.0	



#### Interpretation

From the above table it is interpreted that the occupation of the respondents were salaried employee is 47%, self-employed professional is 39%, business owner is 14%.

#### Inference

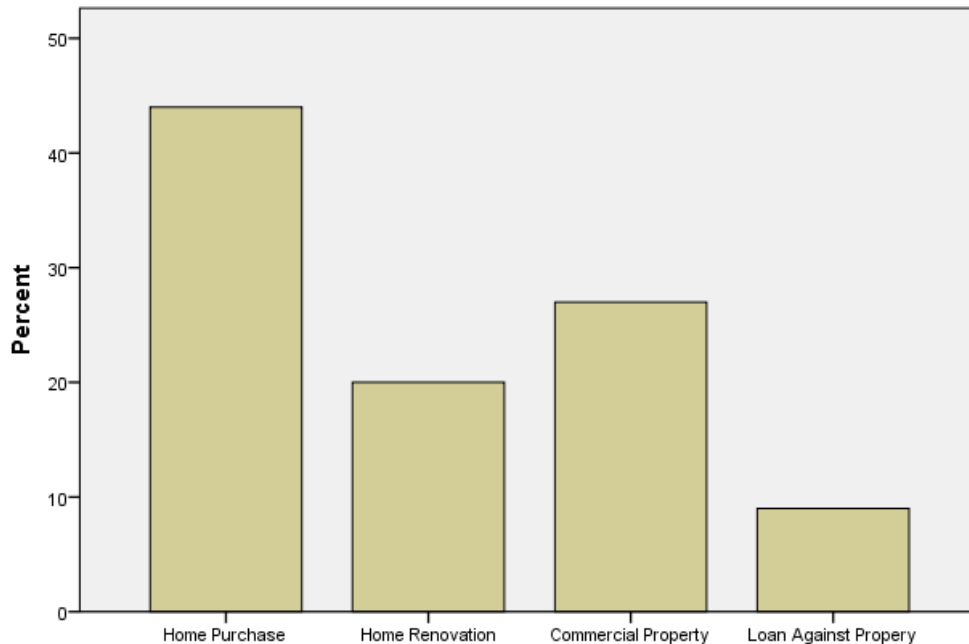
- Majority 47% of respondents were salaried employee.

**Table indicating the primary reason for applying a loan with Sasvitha Home Finance Limited**

1. What is your primary reason for applying for a loan with Sasvitha Home Finance Limited?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Home Purchase	44	44.0	44.0	44.0
Home Renovation	20	20.0	20.0	64.0
Commercial Property	27	27.0	27.0	91.0
Loan Against Property	9	9.0	9.0	100.0
Total	100	100.0	100.0	

**1. What is your primary reason for applying for a loan with Sasvitha Home Finance Limited?**



**1. What is your primary reason for applying for a loan with Sasvitha Home Finance Limited?**

**Interpretation**

From the above table it is interpreted that the primary reason for applying loan with Sasvitha Home Finance Limited were Home purchase is 44%, Home Renovation is 20%, Commercial Property is 27%, Loan Against Property is 9%.

**Inference**

- Majority 44% of respondents primary reason is Home Purchase.

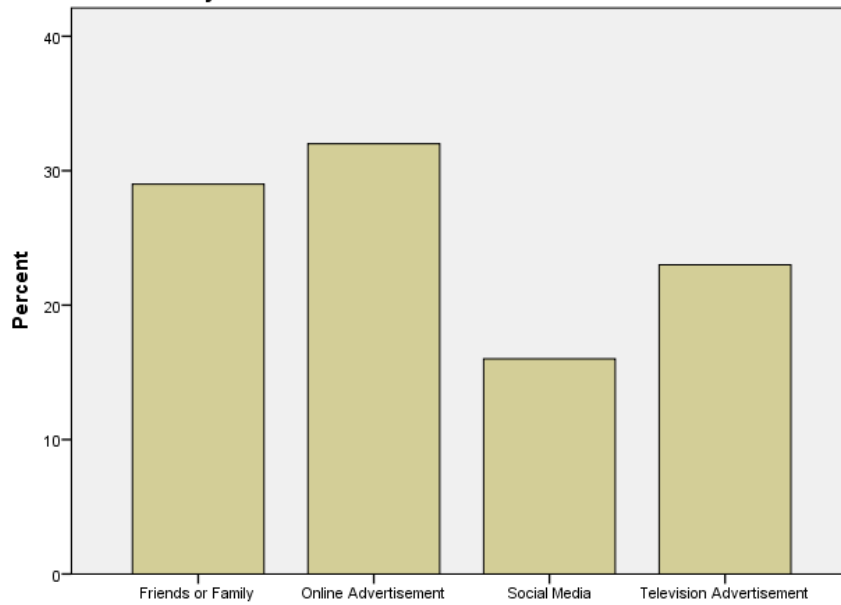
**Table indicating how did they hear about Sasvitha Home Finance Limited**

2. How did you first hear about Sasvitha Home Finance Limited?

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Friends or Family	29	29.0	29.0	29.0
	Online Advertisement	32	32.0	32.0	61.0
	Social Media	16	16.0	16.0	77.0
	Television Advertisement	23	23.0	23.0	100.0
	Total	100	100.0	100.0	

**2. How did you first hear about Sasvitha Home Finance Limited?**



**2. How did you first hear about Sasvitha Home Finance Limited?**

**Interpretation**

From the above table it is interpreted that the number of respondents were 29% is Friends or Family, 32% is Online Advertisement, 16% is Social Media, 23% is Television Advertisement.

**Inference**

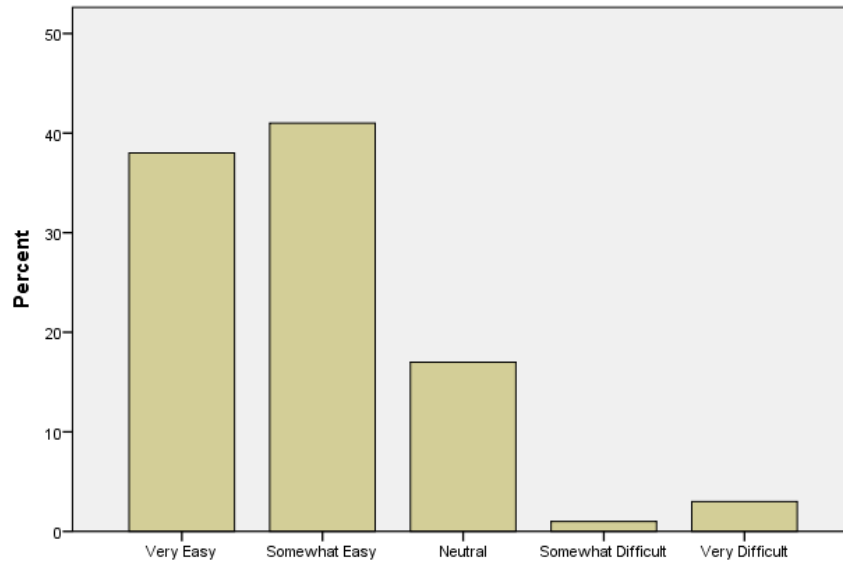
- Majority 32% of the respondents know through Online Advertisement.

**Table indicating the loan application process at Sasvitha Home Finance**

**3. How would you rate the loan application process at Sasvitha Home Finance Limited?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Easy	38	38.0	38.0
	Somewhat Easy	41	41.0	79.0
	Neutral	17	17.0	96.0
	Somewhat Difficult	1	1.0	97.0
	Very Difficult	3	3.0	100.0
	Total	100	100.0	100.0

**3. How would you rate the loan application process at Sasvitha Home Finance Limited?**



**3. How would you rate the loan application process at Sasvitha Home Finance Limited?**

**Interpretation**

From the above table it is interpreted that the number of respondents were 38% is Very Easy, 41% is Somewhat Easy, 17% is Neutral, 1% is Somewhat Difficult, 3% is Very Difficult.

**Inference**

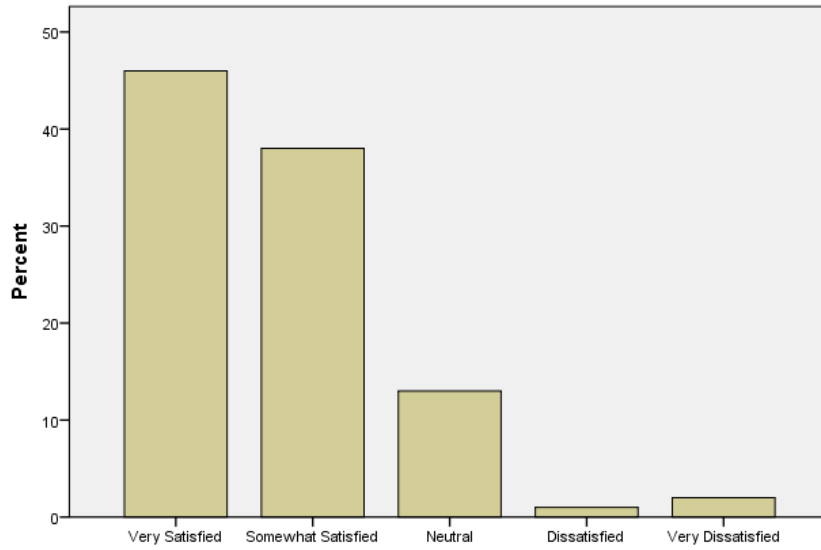
- Majority 41% of respondents find it Somewhat Easy in the loan application process.

**Table indicating how satisfied with the customer service at Sasvitha Home Finance Limited**

**4. How satisfied are you with the customer service at Sasvitha Home Finance Limited?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Satisfied	46	46.0	46.0	46.0
Somewhat Satisfied	38	38.0	38.0	84.0
Neutral	13	13.0	13.0	97.0
Dissatisfied	1	1.0	1.0	98.0
Very Dissatisfied	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**4. How satisfied are you with the customer service at Sasvitha Home Finance Limited?**



**4. How satisfied are you with the customer service at Sasvitha Home Finance Limited?**

**Interpretation**

From the above table it is interpreted that the number of respondents were 46% is Very Satisfied, 38% is Somewhat Satisfied, 13% is Neutral, 1% is Dissatisfied, 2% is Very Dissatisfied.

**Inference**

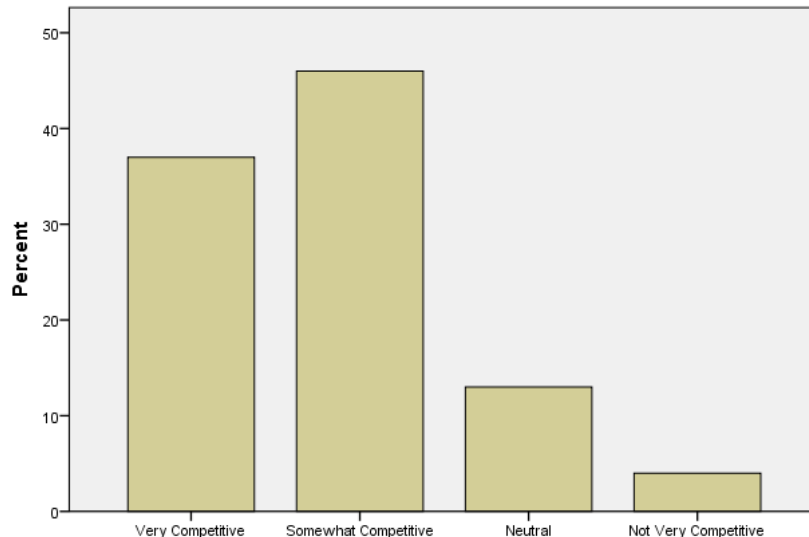
- Majority 46% of the respondents are Very Satisfied with the customer service.

*Table indicating how competitive the interest rates offered by Sasvitha Home Finance Limited*

**5. How competitive do you find the interest rates offered by Sasvitha Home Finance Limited?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Competitive	37	37.0	37.0	37.0
Somewhat Competitive	46	46.0	46.0	83.0
Valid Neutral	13	13.0	13.0	96.0
Not Very Competitive	4	4.0	4.0	100.0
Total	100	100.0	100.0	

**5. How competitive do you find the interest rates offered by Sasvitha Home Finance Limited?**



**5. How competitive do you find the interest rates offered by Sasvitha Home Finance Limited?**

**Interpretation**

From the above table it is interpreted that the number of respondents were 37% is Very Competitive, 46% is Somewhat Competitive, 13% is Neutral, 4% is Not Very Competitive.

**Inference**

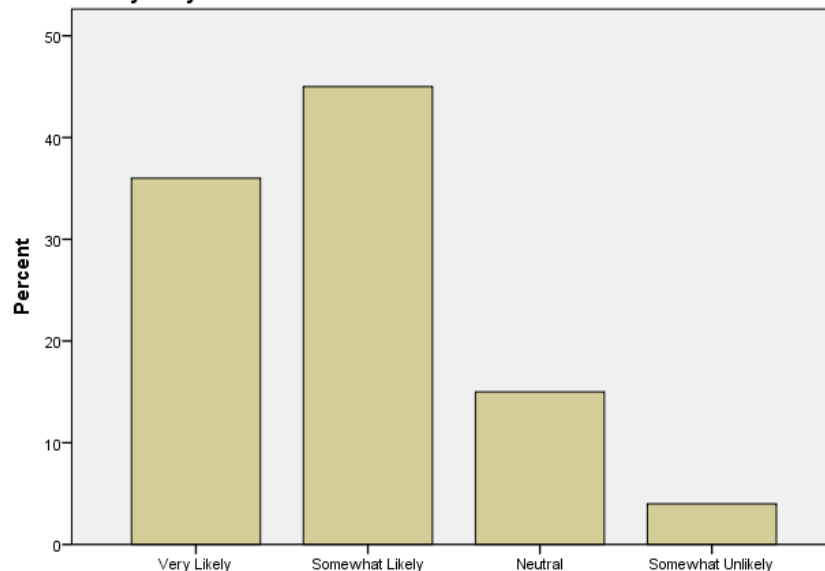
- Majority 46% of the respondents find it Somewhat Competitive in the Interest Rates.

**Table indicating how likely to recommend Sasvitha Home Finance Limited**

6. How likely are you to recommend Sasvitha Home Finance Limited to others?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Very Likely	36	36.0	36.0	36.0
Somewhat Likely	45	45.0	45.0	81.0
Neutral	15	15.0	15.0	96.0
Somewhat Unlikely	4	4.0	4.0	100.0
Total	100	100.0	100.0	

**6. How likely are you to recommend Sasvitha Home Finance Limited to others?**



**6. How likely are you to recommend Sasvitha Home Finance Limited to others?**

**Interpretation**

From the above table it is interpreted that the number of respondents were 36% is Very Likely, 45% Somewhat Likely, 15% is Neutral, 4% is Somewhat Unlikely.

**Inference**

- Majority 45% of the respondents find it Somewhat Likely to recommend Sasvitha Home Finance Limited to others.

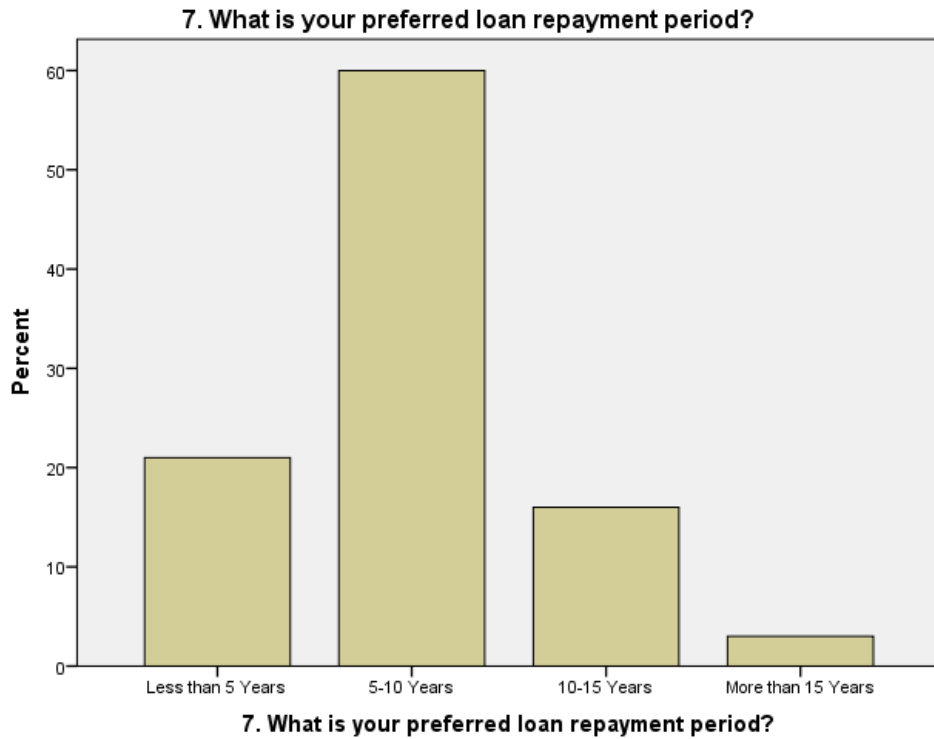
**Table indicating the preferred loan repayment period**

7. What is your preferred loan repayment period?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Less than 5 Years	21	21.0	21.0	21.0



5-10 Years	60	60.0	60.0	81.0
10-15 Years	16	16.0	16.0	97.0
More than 15 Years	3	3.0	3.0	100.0
Total	100	100.0	100.0	



**Interpretation**

From the above table it is interpreted that the number of respondents were 21% Less than 5 years, 60% is 5-10 years, 16% is 10-15 years, 3% is More than 15 years.

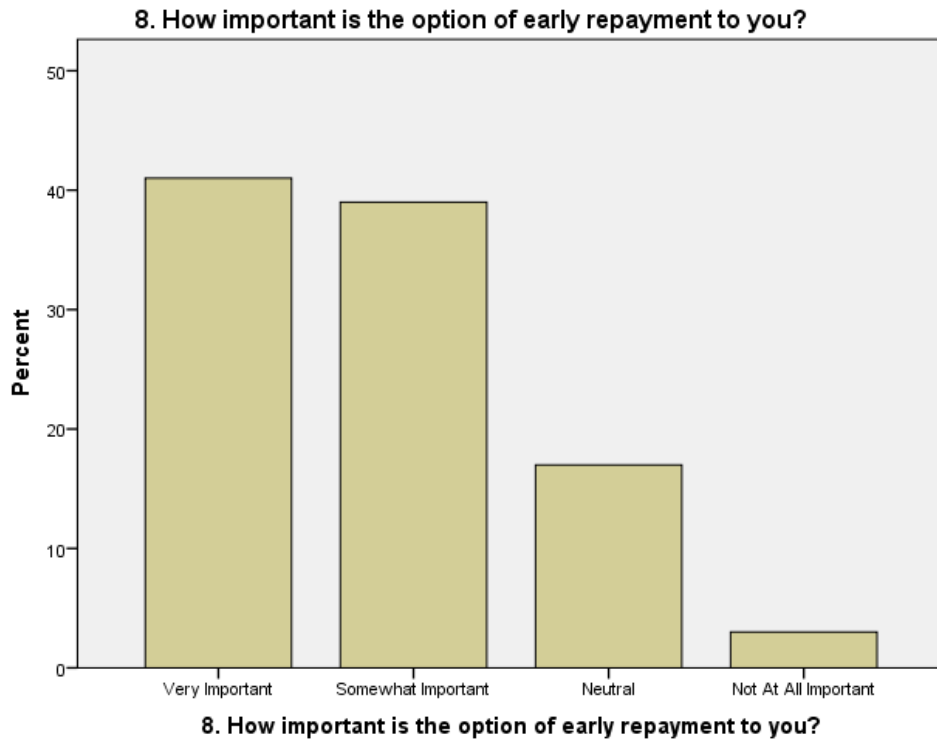
**Inference**

- Majority 60% of the respondents preferred 5-10 years of loan repayment period.

**Table indicating how important the option of early repayment**

8. How important is the option of early repayment to you?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Important	41	41.0	41.0
	Somewhat Important	39	39.0	80.0
	Neutral	17	17.0	97.0
	Not At All Important	3	3.0	100.0
	Total	100	100.0	100.0



**Interpretation**

From the above table it is interpreted that the number of respondents were 41% is Very Important, 39% is Somewhat Important, 17% is Neutral, 3% is Not At All Important.

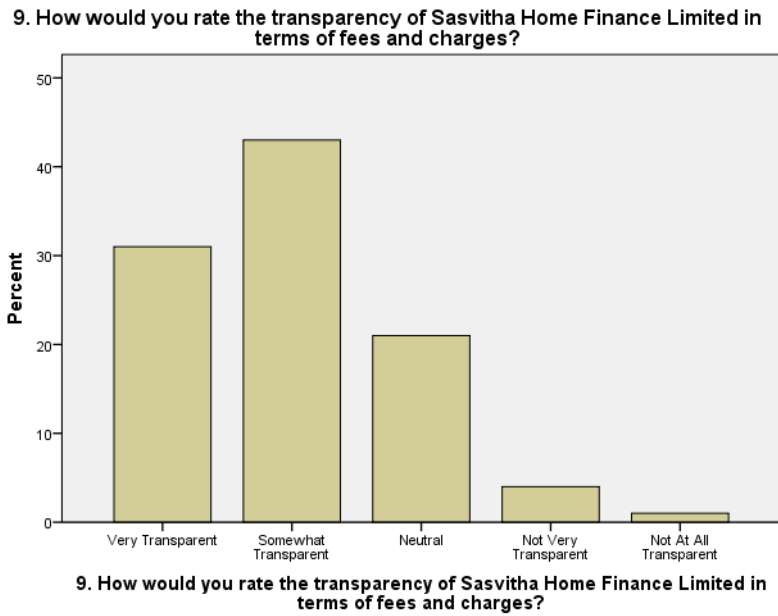
**Inference**

- Majority 41% of the respondents find it Very Important the option early repayment.

**Table indicating the rate of transparency in terms of fees and charges in Sasvitha Home Finance**

9. How would you rate the transparency of Sasvitha Home Finance Limited in terms of fees and charges?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Transparent	31	31.0	31.0
	Somewhat Transparent	43	43.0	74.0
	Neutral	21	21.0	95.0
	Not Very Transparent	4	4.0	99.0
	Not At All Transparent	1	1.0	100.0
	Total	100	100.0	100.0



Interpretation

From the above table it is interpreted that the number of respondents were 31% is Very Transparent, 43% is Somewhat Transparent, 21% is Neutral, 4% is Not Very Transparent, 1% is Not At All Transparent.

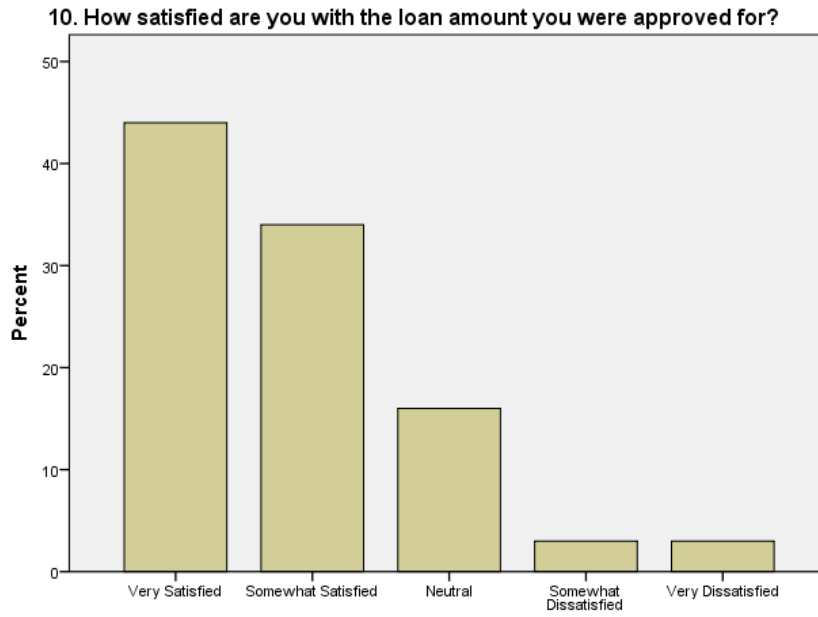
**Inference**

- Majority 43% of the respondents finds it Somewhat Transparent in terms of fees and charges .

*Table indicating how satisfied with the loan amount approved*

**10. How satisfied are you with the loan amount you were approved for?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Satisfied	44	44.0	44.0	44.0
Somewhat Satisfied	34	34.0	34.0	78.0
Neutral	16	16.0	16.0	94.0
Somewhat Dissatisfied	3	3.0	3.0	97.0
Very Dissatisfied	3	3.0	3.0	100.0
Total	100	100.0	100.0	



10. How satisfied are you with the loan amount you were approved for?

**Interpretation**

From the above table it is interpreted that the number of respondents were 44% is Very Satisfied, 34% is Somewhat Satisfied, 16% is Neutral, 3% is Somewhat Dissatisfied, 3% is Very Dissatisfied.

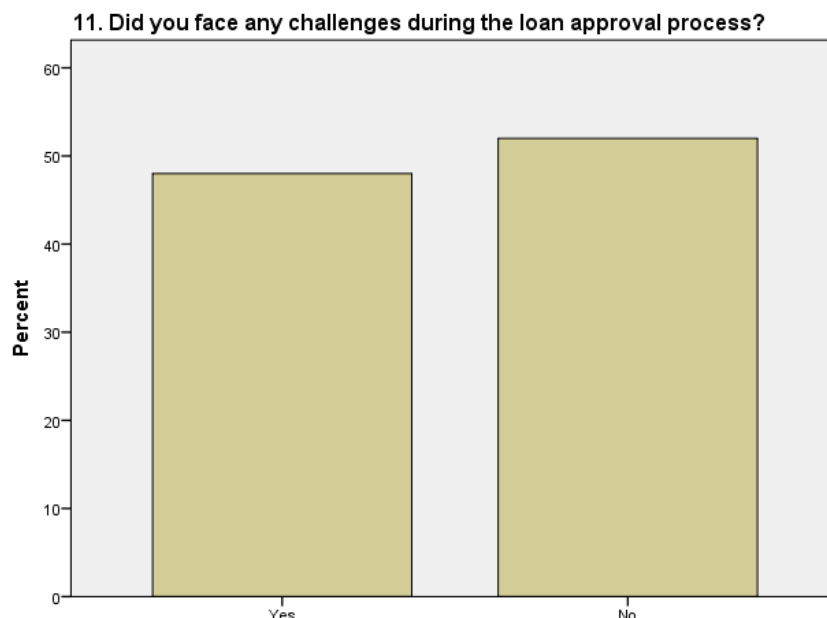
**Inference**

- Majority 44% of the respondents says very satisfied with the loan amount approved.

*Table indicating face any challenges during the loan approval process*

11. Did you face any challenges during the loan approval process?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	48	48.0	48.0	48.0
Valid No	52	52.0	52.0	100.0
Total	100	100.0	100.0	



11. Did you face any challenges during the loan approval process?

**Interpretation**

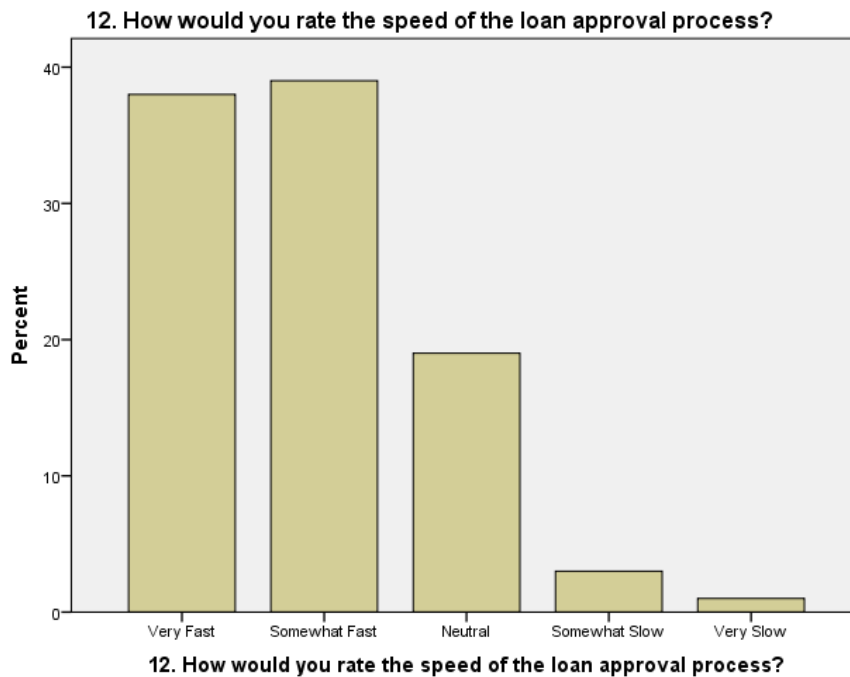
From the above table it is interpreted that the number of respondents were 48% is Yes, 52% is No.

**Inference**

- Majority 52% of the respondents didn't face any challenges during the loan approval process.

**Table indicating the speed of the loan approval process****12. How would you rate the speed of the loan approval process?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Fast	38	38.0	38.0	38.0
Somewhat Fast	39	39.0	39.0	77.0
Neutral	19	19.0	19.0	96.0
Somewhat Slow	3	3.0	3.0	99.0
Very Slow	1	1.0	1.0	100.0
Total	100	100.0	100.0	

**Interpretation**

From the above table it is interpreted that the number of respondents were 38% is Very Fast, 39% is Somewhat Fast, 19% is Neutral, 3% is Somewhat Slow, 1% is Very Slow.

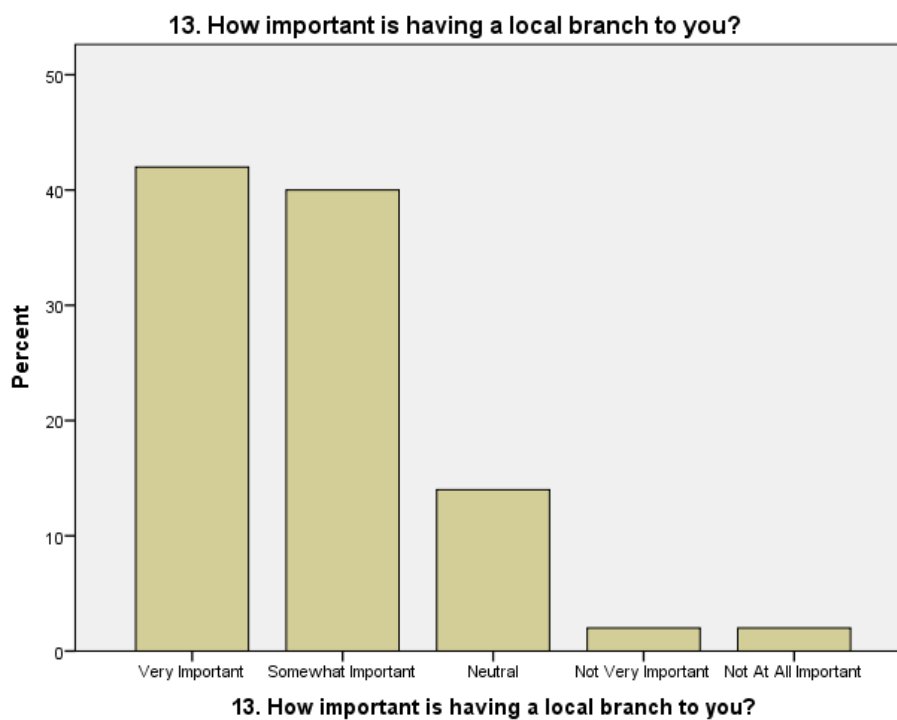
**Inference**

- Majority 39% of the respondents finds it Somewhat Fast the speed of the loan approval process.

*Table indicating of having local branch to customers*

**13. How important is having a local branch to you?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Important	42	42.0	42.0	42.0
Somewhat Important	40	40.0	40.0	82.0
Neutral	14	14.0	14.0	96.0
Not Very Important	2	2.0	2.0	98.0
Not At All Important	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**Interpretation**

From the above table it is interpreted that the number of respondents were 42% is Very Important, 40% is Somewhat Important, 14% is Neutral, 2% is Not Very Important, 2% is Not At All Important.

**Inference**

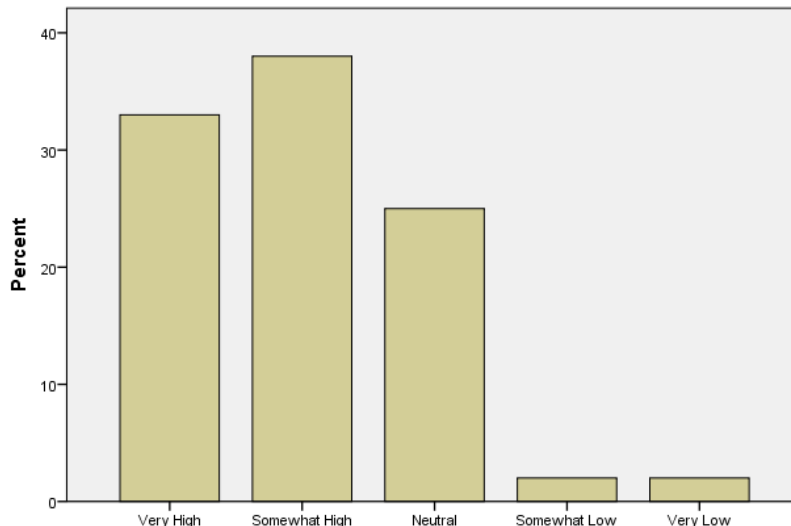
- Majority 42% of the respondents finds it Very Important for having a local branch to the customers.

*Table indicating the quality of advice provided by Sasvitha Home Finance Limited*

**14. How would you rate the quality of the advice provided by Sasvitha Home Finance Limited**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very High	33	33.0	33.0	33.0
Somewhat High	38	38.0	38.0	71.0
Neutral	25	25.0	25.0	96.0
Somewhat Low	2	2.0	2.0	98.0
Very Low	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**14. How would you rate the quality of the advice provided by Sasvitha Home Finance Limited**



**14. How would you rate the quality of the advice provided by Sasvitha Home Finance Limited**

**Interpretation**

From the above table it is interpreted that the number of respondents were 33% is Very High, 38% is Somewhat High, 25% is Neutral, 2% is Somewhat Low, 2% is Very Low.

**Inference**

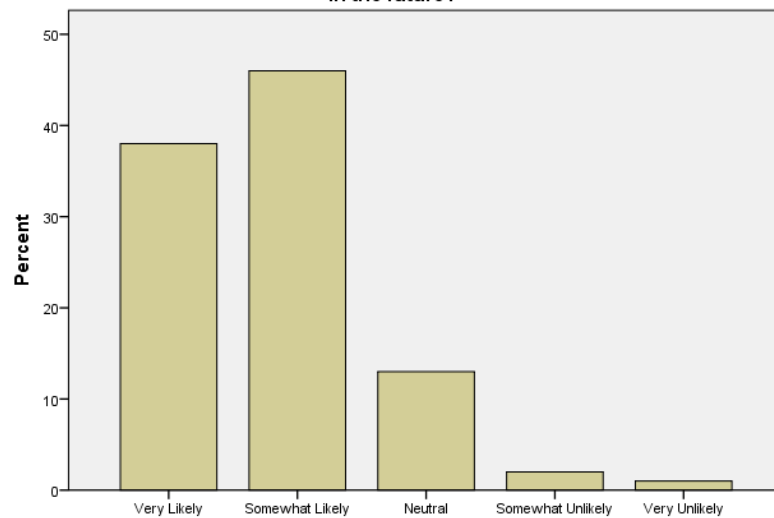
- Majority 38% of the respondents finds it Somewhat High the Quality of the advice provided by Sasvitha Home Finance.

*Table indicating about how people are likely to take loan from Sasvitha Home Finance Limited in the future*

**15. How likely are you to take another loan from Sasvitha Home Finance Limited in the future?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Very Likely	38	38.0	38.0	38.0
Somewhat Likely	46	46.0	46.0	84.0
Neutral	13	13.0	13.0	97.0
Somewhat Unlikely	2	2.0	2.0	99.0
Very Unlikely	1	1.0	1.0	100.0
Total	100	100.0	100.0	

**15. How likely are you to take another loan from Sasvitha Home Finance Limited in the future?**



**15. How likely are you to take another loan from Sasvitha Home Finance Limited in the future?**

#### Interpretation

From the above table it is interpreted that the number of respondents were 38% is Very Likely, 46% is Somewhat Likely, 13% is Neutral, 2% is Somewhat Unlikely, 1% is Very Unlikely.

#### Inference

- Majority 46% of the respondents is Somewhat Likely to take loan from Sasvitha Home Finance Limited in the future.

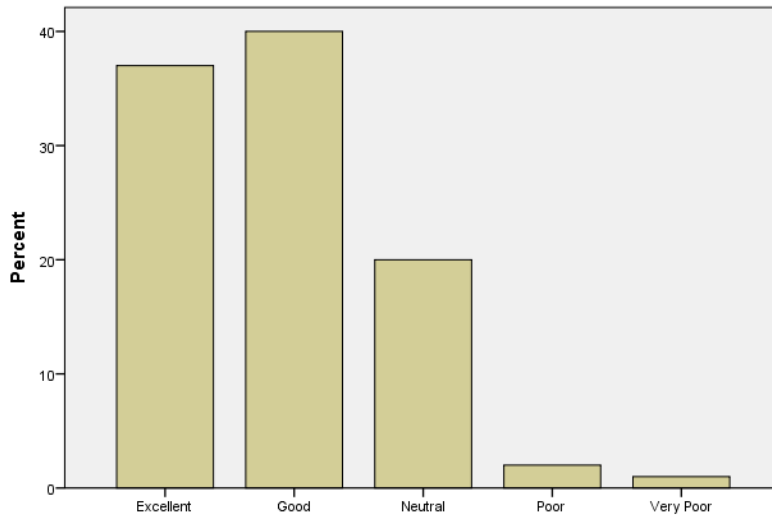
#### Table indicating the overall experience with Sasvitha Home Finance

**16. How would you rate your overall experience with Sasvitha Home Finance Limited?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Excellent	37	37.0	37.0	37.0
Good	40	40.0	40.0	77.0
Neutral	20	20.0	20.0	97.0
Poor	2	2.0	2.0	99.0
Very Poor	1	1.0	1.0	100.0
Total	100	100.0	100.0	



16. How would you rate your overall experience with Sasvitha Home Finance Limited?



16. How would you rate your overall experience with Sasvitha Home Finance Limited?

**Interpretation**

From the above table it is interpreted that the number of respondents were 37% is Excellent, 40% is Good, 20% is Neutral, 2% is Poor, 1% is Very Poor.

**Inference**

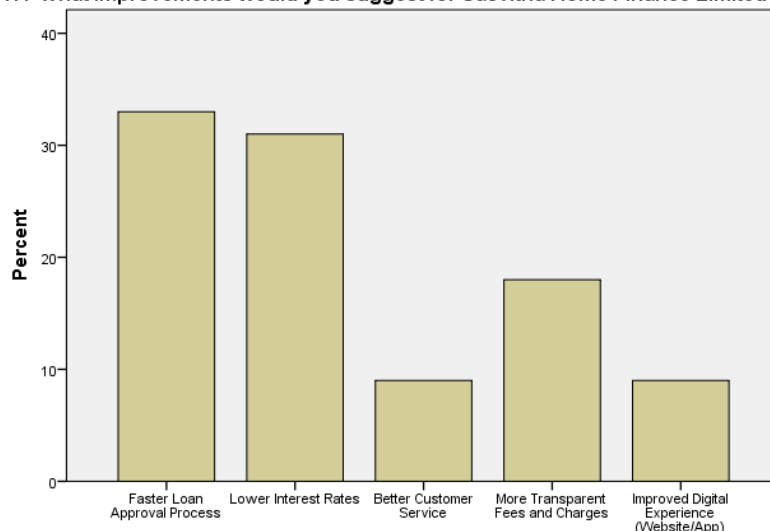
- Majority 40% of the respondents rate good for the overall experience with Sasvith Home Finance.

Table indicating the improvements suggested for Sasvitha Home Finance Limited

17. What improvements would you suggest for Sasvitha Home Finance Limited?

	Frequency	Percent	Valid Percent	Cumulative Percent
Faster Loan Approval Process	33	33.0	33.0	33.0
Lower Interest Rates	31	31.0	31.0	64.0
Better Customer Service	9	9.0	9.0	73.0
More Transparent Fees and Charges	18	18.0	18.0	91.0
Improved Digital Experience (Website/App)	9	9.0	9.0	100.0
Total	100	100.0	100.0	

17. What improvements would you suggest for Sasvitha Home Finance Limited?



17. What improvements would you suggest for Sasvitha Home Finance Limited?

**Interpretation**

From the above table it is interpreted that the number of respondents were 33% is Faster Loan Approval Process, 31% is Lower Interest Rates, 9% is Better Customer Service, 18% is More Transparent Fees and Charges, 9% is Improved Digital Experience (Website/App)

**Inference**

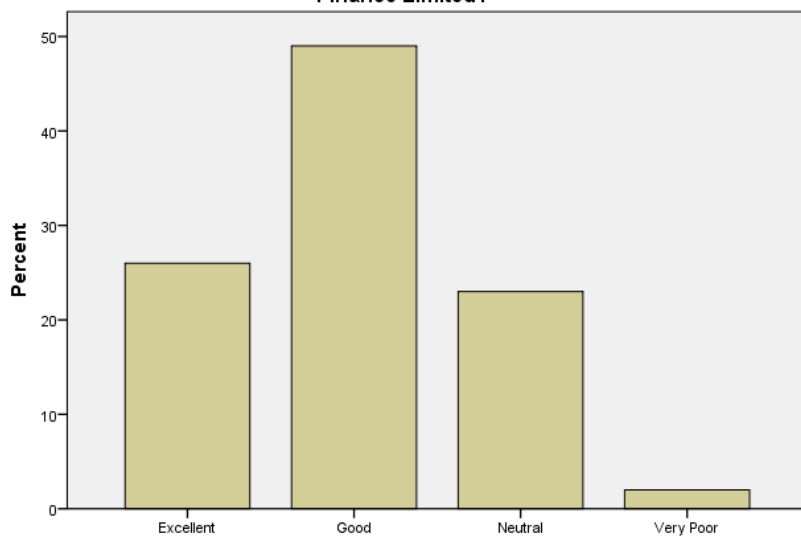
- Majority 33% of the respondents says Faster Loan Approval Process as the suggested improvement for Sasvitha Home Finance.

**Table indicating the digital experience of Sasvitha Home Finance**

**18. How would you rate the digital experience (website/app) of Sasvitha Home Finance Limited?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Excellent	26	26.0	26.0	26.0
Good	49	49.0	49.0	75.0
Valid Neutral	23	23.0	23.0	98.0
Very Poor	2	2.0	2.0	100.0
Total	100	100.0	100.0	

**18. How would you rate the digital experience (website/app) of Sasvitha Home Finance Limited?**



**18. How would you rate the digital experience (website/app) of Sasvitha Home Finance Limited?**

**Interpretation**

From the above table it is interpreted that the number of respondents were 25% Excellent, 49% is Good, 23% Neutral, 2% Very Poor.

**Inference**

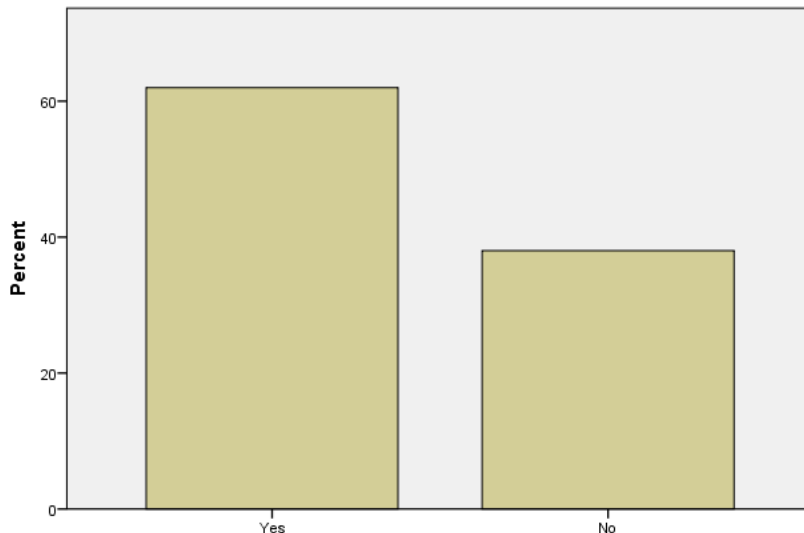
- Majority 49% of the respondents rate Good for the Digital Experience of Sasvitha Home Finance Limited.

*Table indicating consideration of other financial institutions before choosing Sasvitha Home Finance*

**19. Did you consider any other financial institutions before choosing Sasvitha Home Finance Limited?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	62.0	62.0
	No	38	38.0	100.0
Total	100	100.0	100.0	

**19. Did you consider any other financial institutions before choosing Sasvitha Home Finance Limited?**



**19. Did you consider any other financial institutions before choosing Sasvitha Home Finance Limited?**

**Interpretation**

From the above table it is interpreted that the number of respondents were 62% is Yes, 38% is No.

**Inference**

- Majority 62.0% of the respondents said Yes they considered other financial institutions before choosing Sasvitha Home Finance.

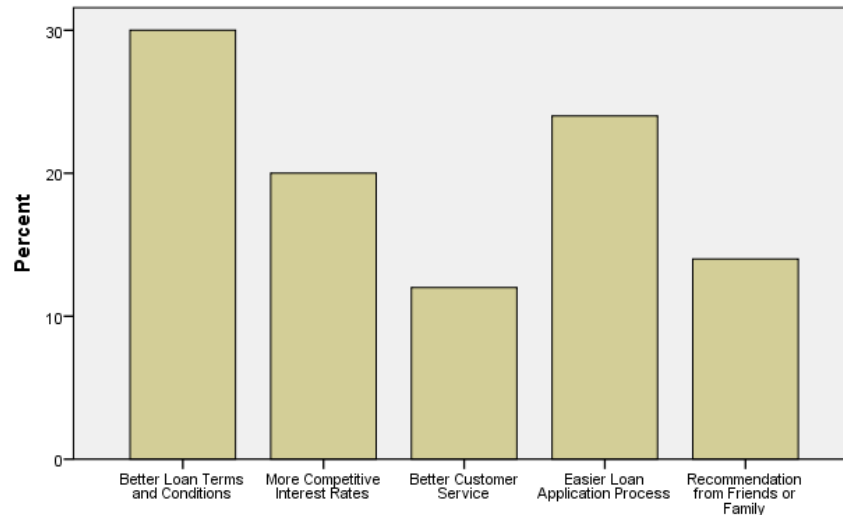
*Table indicating what made the customers to choose Sasvitha Home Finance Limited over others*

**20. If you considered other financial institutions before choosing Sasvitha Home Finance Limited, what made you choose Sasvitha Home Finance Limited over others?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Better Loan Terms and Conditions	30	30.0	30.0
	More Competitive Interest Rates	20	20.0	50.0
	Better Customer Service	12	12.0	62.0

Easier Loan Application Process	24	24.0	24.0	86.0
Recommendation from Friends or Family	14	14.0	14.0	100.0
Total	100	100.0	100.0	

**20. If you considered other financial institutions before choosing Sasvitha Home Finance Limited, what made you choose Sasvitha Home Finance Limited over others?**



**20. If you considered other financial institutions before choosing Sasvitha Home Finance Limited, what made you choose Sasvitha Home Finance Limited over others?**

**Interpretation**

From the above table it is interpreted that the number of respondents were 30% is Better Loan Terms and Conditions, 20% is More Competitive Interest Rates, 12% is Better Customer Service, 24% Easier Loan Application Process, 14% is Recommendation from Friends or Family.

**Inference**

- Majority 30% of the respondents considered Better Loan Terms and Conditions

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**ANOVA**

**HYPOTHESIS – 1**

H0: The majority young age group does not take loans.

H1: The majority young age group takes loans.

**Interpretation**

The p value is 0.000 which is less than the significance value (0.05) hence alternate hypothesis (H1) is accepted and null hypothesis (H0) is rejected.

**Inference**

## ANOVA

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.194	2	11.597	30.806	.000
Within Groups	36.516	97	.376		
Total	59.710	99			

Therefore, Majority young age group takes loan.

**CORRELATION****HYPOTHESIS – 2**

H0: There is no significant difference in the satisfaction levels with the approved loan amount among borrowers.

H1: There is a significant difference in the satisfaction levels with the approved loan amount among borrowers.

## Correlations

		10. How satisfied are you with the loan amount you were approved for?	Age
10. How satisfied are you with the loan amount you were approved for?	Pearson Correlation	1	.059
	Sig. (2-tailed)		.560
	N	100	100
Age	Pearson Correlation	.059	1
	Sig. (2-tailed)	.560	
	N	100	100

## Interpretation

The p value is 0.560 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and alternate hypothesis (H1) is rejected.

**Inference**

Therefore, there is no significant difference in the satisfaction levels with the approved loan amount among borrowers.

## CHAPTER 5

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### 5.1. FINDINGS

- Majority 45% of respondents are between 25-30.
- Majority 47% of respondents were salaried employee.
- Majority 44% of respondents primary reason is home purchase.
- Majority 32% of the respondents know through online advertisement.
- Majority 41% of respondents find it somewhat easy in the loan application process.
- Majority 46% of the respondents are very satisfied with the customer service.
- Majority 46% of the respondents find it somewhat competitive in the interest rates.
- Majority 45% of the respondents find it somewhat likely to recommend sasvitha home finance limited to others.
- Majority 60% of the respondents preferred 5-10 years of loan repayment period.
- Majority 41% of the respondents find it very important the option early repayment.
- Majority 43% of the respondents finds it somewhat transparent in terms of fees and charges
- Majority 44% of the respondents says very satisfied with the loan amount approved.
- Majority 52% of the respondents didn't face any challenges during the loan approval process
- Majority 39% of the respondents finds it somewhat fast the speed of the loan approval process.
- Majority 42% of the respondents finds it very important for having a local branch to the customers.
- Majority 38% of the respondents finds it somewhat high the quality of the advice provided by sasvitha home finance.
- Majority 46% of the respondents is somewhat likely to take loan from sasvitha home finance limited in the future.
- Majority 40% of the respondents rate good for the overall experience with sasvith home finance.
- Majority 33% of the respondents says faster loan approval process as the suggested improvement foe sasvitha home finance.
- Majority 49% of the respondents rate good for the digital experience of sasvitha home finance limited.
- Majority 43.0% of the respondents said yes they considered other financial institutions before choosing sasvitha home finance.
- Majority 30% of the respondents considered better loan terms and conditions
- By, using anova for finding the majority young age group does not take loans, the majority young age group takes loans. The p value is 0.000 which is less than the significance value (0.05) hence alternate hypothesis (h1) is accepted and null hypothesis (h0) is rejected.
- By, using correlation for finding there is no significant difference in the satisfaction levels with the approved loan amount among borrowers, there is a significant difference in the satisfaction levels with the approved loan amount among borrowers. The p value is 0.560 which is greater than the significance value (0.05) hence null hypothesis (h0) is accepted and alternate hypothesis (h1) is rejected.

#### SUGGESTIONS

##### **Compare interest rates:**

When comparing loans, be sure to compare the interest rates offered by different lenders. Interest rates are typically expressed as an annual percentage rate (APR), which includes the interest rate itself as well as any fees associated with the loan.

##### **Consider the loan term:**

The loan term is the length of time you have to repay the loan. Shorter loan terms will result in higher monthly payments, but you will also pay less interest overall. Longer loan terms will result in lower monthly payments, but you will pay more interest overall.

##### **Factor in fees:**

In addition to interest rates, you will also want to consider any fees associated with the loan. These fees may include origination fees, application fees, and prepayment penalties.

##### **Shop around:**

Don't be afraid to shop around for the best loan rate. There are a number of different lenders out there, so be sure to compare rates from several lenders before you decide on a loan.

**Read the fine print:**

Before you agree to any loan, be sure to read the fine print carefully. The loan agreement will outline all of the terms and conditions of the loan, including the interest rate, the loan term, and any fees associated with the loan.

**CONCLUSION**

- The study sheds light on the diverse demographic and socioeconomic backgrounds of home loan applicants, providing valuable insights into their preferences and needs.
- By analyzing the data from SASVITHA HOME FINANCE LIMITED, the study aids in better risk assessment and management strategies, helping the institution make informed lending decisions.
- Insights gained from the study enable the customization of financial products to better suit the requirements of different applicant segments, enhancing customer satisfaction and loyalty.
- The findings contribute to a deeper understanding of market trends, allowing the institution to anticipate shifts in demand and adjust its offerings accordingly to stay competitive.
- By leveraging data analytics, SASVITHA HOME FINANCE LIMITED can streamline its processes, reducing turnaround times for loan approvals and enhancing overall operational efficiency.
- Moving forward, the study provides a foundation for further research and development initiatives aimed at continuously improving the institution's services and maximizing customer value.

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#### ANNEXIURE-QUESTIONNAIRE

##### A STUDY OF HOME LOAN APPLICANTS: INSIGHTS FROM SASVITHA HOME FINANCE LIMITED

Name:

**Age:**

- 25-30
- 31-40
- 41-50
- Above 50

**Occupation**

- Salaried Employee
- Self-Employed Professional
- Business Owner

**1. What is your primary reason for applying for a loan with Sasvitha Home Finance Limited?**

- Home Purchase
- Home Renovation
- Commercial Property
- Loan Against Property

**2. How did you first hear about Sasvitha Home Finance Limited?**

- Friends or Family
- Online Advertisement
- Social Media
- Television Advertisement

**3. How would you rate the loan application process at Sasvitha Home Finance Limited?**

- Very Easy
- Somewhat Easy
- Neutral
- Somewhat Difficult
- Very Difficult

**4. How satisfied are you with the customer service at Sasvitha Home Finance Limited?**

- Very satisfied
- Somewhat Satisfied
- Neutral
- Dissatisfied
- Very dissatisfied

**5. How competitive do you find the interest rates offered by Sasvitha Home Finance Limited?**

- Very competitive
- Somewhat competitive
- Neutral



- Not very competitive
- Not at all competitive

**6. How likely are you to recommend Sasvitha Home Finance Limited to others?**

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

**7. What is your preferred loan repayment period?**

- Less than 5 years
- 5-10 years
- 10-15 years
- More than 15 years

**8. How important is the option of early repayment to you?**

- Very important
- Somewhat important
- Neutral
- Not very important
- Not at all important

**9. How would you rate the transparency of Sasvitha Home Finance Limited in terms of fees and charges?**

- Very transparent
- Somewhat transparent
- Neutral
- Not very transparent
- Not at all transparent

**10. How satisfied are you with the loan amount you were approved for?**

- Very satisfied
- Somewhat satisfied
- Neutral
- Somewhat dissatisfied
- Very dissatisfied

**11. Did you face any challenges during the loan approval process?**

- Yes
- No

**12. How would you rate the speed of the loan approval process?**

- Very fast
- Somewhat fast
- Neutral
- Somewhat slow
- Very slow

**13. How important is having a local branch to you?**

- Very important
- Somewhat important
- Neutral
- Not very important
- Not at all important

**14. How would you rate the quality of the advice provided by Sasvitha Home Finance Limited?**

- Very high
- Somewhat high
- Neutral
- Somewhat low

- Very low

**15. How likely are you to take another loan from Sasvitha Home Finance Limited in the future?**

- Very likely
- Somewhat likely
- Neutral
- Somewhat unlikely
- Very unlikely

**16. How would you rate your overall experience with Sasvitha Home Finance Limited?**

- Excellent
- Good
- Neutral
- Poor
- Very poor

**17. What improvements would you suggest for Sasvitha Home Finance Limited?**

- Faster loan approval process
- Lower interest rates
- Better customer service
- More transparent fees and charges
- Improved digital experience (website/app)

**18. How would you rate the digital experience (website/app) of Sasvitha Home Finance Limited?**

- Excellent
- Good
- Neutral
- Poor
- Very poor

**19. Did you consider any other financial institutions before choosing Sasvitha Home Finance Limited?**

- Yes
- No

**20. If you considered other financial institutions before choosing Sasvitha Home Finance Limited, what made you choose Sasvitha Home Finance Limited over others?**

- Better loan terms and conditions
- More competitive interest rates
- Better customer service
- Easier loan application process
- Recommendation from friends or family