



A STUDY ON ANALYSING CUSTOMER SATISFACTION IN HOUSING FINANCE

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ABSTRACT:

This research explores the complexities of customer happiness in the housing finance industry with the goal of offering a thorough examination of the variables affecting borrower satisfaction. Data was gathered from a broad sample of home finance clients using a mixed-methods approach that combined quantitative surveys and qualitative interviews. Important factors like interest rates, loan processing times, customer service standards, and transparency were looked at to see how they affected overall satisfaction. The results offer detailed perceptions into the preferences of customers and highlight areas where financial institutions need to make improvements to increase customer experience and loyalty in the cutthroat housing finance sector. The research's ramifications encompass strategic decision-making for housing finance providers who aim to maximize client happiness and retention tactics.

INTRODUCTON :

The introduction of this project report focuses on the consumer satisfaction.housing finance plays a pivotal role in facilitating homeownership aspirations for individuals and families. Customer satisfaction within this sector is paramount, as it directly influences not only the financial well-being of clients but also their overall quality of life and sense of security. Understanding and analyzing customer satisfaction in housing finance is crucial for financial institutions to enhance their service offerings, tailor products to meet diverse needs, and foster long-term relationships with clients. This study aims to delve into the various dimensions of customer satisfaction in housing finance, exploring factors such as loan processing efficiency, interest rates, customer service quality, transparency, and communication channels. By comprehensively examining these facets, the study seeks to provide insights that can inform strategies for improving customer satisfaction, thereby contributing to the overall success and sustainability of housing finance institutions.

REVIEW OF LITRATURE:

1 **VictorMints (2000)** studied about the major reasons for the failure of the housing finance system in Russia which was being implemented by the Russian government. They decided that the only chance to establish the housing finance system in Russia is to find investors who will not necessitate return on investments proportionate to their risk i.e., they must agree to have reasonable return on investment with the risk that normally entails a higher return. These types of people are usually international financial organization and institutional investors who used to encourage market reforms in Russia as their main objective is not to make profit but to complete the task

2 **Vuyisani Moss (2001)** threw a light on the nature, scope and problems of the housing finance process in South Africa. The study identified that most of the commercial banks had less interest in delivering financial assistance to the people of low and middle income as their income differ significantly, since the housing loan necessitates regular repayment during a long period. Therefore, it was suggested that the banks should commit themselves in expanding the types of financial services which will be benefitted to the poor customers.

3 **Ballobh Kritayanavaj (2002)** studied the role of Government Housing Bank (GHB) during economic crisis in Thailand. During the economic financial crisis in 1997, GHB played a major role in home loan sector even when most commercial banks constricted their lending activities. GHB also presented various housing finance programs to encourage housing demand and regenerate the real estate sector. It was also able to maintain the lowest mortgage rate in the market which has made housing more reachable and affordable to a large number of people in Thailand.

4 **Timo Tahtinen (2003)** studied about financing social housing in Finland. The social housing in Finland is financed either with state housing loans or interest subsidized commercial loans. The study observed that the predicted output levels in social housing were not attained because of the strong housing market which directs the resources of housing production to most profitable projects, i.e., to private housing. Some non-profit organizations change their operations more commercially and the state loan system especially loses its competitiveness because of the fall of market interest rates. The researcher suggested a number of ways to improve the system such as the abolishment of the Housing Fund and letting a privately funded system or to rely solely on state housing loans as it has access to the cheapest funding. The parameters and the working of the systems needs to be improved and a third system of privately funded scheme without state guarantee be considered.

OBJECTIVES:

- To study on analysing customer satisfaction in housing finance at aham housing finance
- To analyse the factors influencing customer satisfaction in aham housing finance
- To evaluate the problem faced by the customer in availing housing loan from AHAM housing finance
- To know about customers responses the home loan

RESEARCH METHODOLOGY

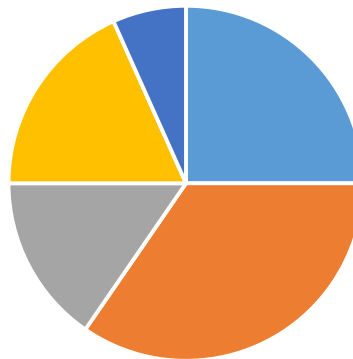
This study is based on primary data and secondary data is suitable for qualitative scale measurement questionnaire was used to collect data from customers in google form stratified sampling method from customers of aham housing finance company . The survey was conducted during Jan 2024 to April 2024 by filling the questionnaire. Spss statistical tool is used . There are 104 respondents were analysed using descriptive method. In addition, correlation was used to analyse the relationship between education qualification and customer service. Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the Customer Satisfaction towards Aham Housing Finance.

DATA ANALYSIS AND INTERPRETATION:**WHILE TAKING HOME LOAN WHICH THING ATTRACT YOU THE MOST**

S.NO	Particular	No of respondent	Percentage
1	Interest rate	25	25%
2	Service provided	36	34.6%
3	Payback period	16	15.4%
4	Scheme	19	18.3%
5	Others	7	6.7%
	Total	104	100.0%

WHILE TAKING HOME LOAN WHICH THING ATTRACT YOU THE MOST

no of respondent



■ Interest rate ■ Service provided ■ Payback period ■ Scheme ■ Others

INTERPRETATION:

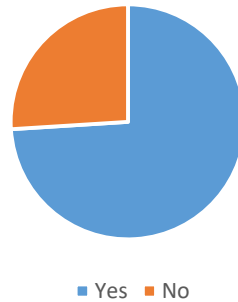
From the above table found the majority 34.6% of the respondent belongs to more than service provided, 25% of the respondent belongs to interest rate, 18.3% of the respondent belongs to scheme, 6.7% of the respondent belongs to others, 15.4% of the respondent are payback period.

ARE YOU SATISFIED YOU HOUSING FINANCE

S no	particulars	No of respondent	Percentage
1	Yes	77	74%
2	No	27	26%
	Total	104	100%

ARE YOU SATISFIED YOU HOUSING FINANCE

no of respondent

**INTERPRETATION:**

From the above table found the majority 77% of the respondent are yes, 23% of the respondent are no.

CORRELATION:

HO: There is positive correlation between education level and what do you feel about the documentation requirement for processing loan application.

		Education qualification	what do you feel about the documentation requirement for processing loan application
Education Qualification	Pearson Correlation	1.000	.085
	Sig. (2-tailed)		.510
	N	104	104
what do you feel about the documentation requirement for processing loan application	Pearson Correlation	.085	1.000
	Sig. (2-tailed)	.510	
	N	104	104

RESULT: Since R value is 0.510 greater than 0.05. We accept the null hypothesis and reject the alternative hypothesis. Hence there is positive correlation between education qualification and what do you feel about the documentation requirement for processing loan application.

CONCLUSION:

Excellence in customer service is the most important mission of any service organisation for the sustainable business growth and development. Due to their exchange of loans, housing finance organizations are in fierce competition with one another. Furthermore, AHAM has the capacity to raise the necessary funds without being constrained in any way that other organizations are. As a result, it is imperative that AHAM focus more on the aspects of its operations that lead to the greatest degree of customer satisfaction. Consumers who were less knowledgeable of housing issues obtained loans from Aham Finance, but they still had difficulties getting the money and paying it back. The method of operation that AHAM Housing Finance used when a loan was closed or disbursed

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