

A STUDY ON THE VARIOUS FACTORS WHICH ARE INFLUENCING THE SATISFACTION LEVEL OF CUSTOMERS WHILE BORROWING A HOUSING LOAN FROM THE BANK, WITH SPECIAL REFERENCE TO HDFC BANK, THIRUVANANTHAPURAM CITY

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ABSTRACT

Owning a beautiful and comfortable home is the foremost of all human desires. Home is the most important human need, next only to food, clothing and shelter. Home is an important facet of economic development; it is a basic need of a human being. It is a place where everyone can relax after returning home from day's tiring work. It is a place where everyone can give time to his/her family and spend beautiful moments with family members. It is a fundamental demand for living and one of the keys to peace and happiness. Every creature yearns for a home. The first and the best training ground for human beings' development of their varied facilities is home. It constitutes a very significant part of the social and physical environment where the individuals grow and mature as good citizens. It also plays an important role in creating employment, maintaining health, social stability and preserving decent human life.

To acquire a home which can be christened as our "Own House" is a life-time decision and has to be made with efficient planning and requires huge finance. Our Dream Home is not far away with a Home Loan which will fulfill our dream into a reality. Home Loan is a Secured Loan offered by a bank against the security of a house/property which could be a personal property or a commercial one. It is a loan collected by a borrower from a bank issued against the property/security intended to be bought on the part by the borrower giving the banker a conditional ownership over the property i.e. if the borrower has failed to pay back the loan, the banker can retrieve the finance by selling the property. Since the Housing Loan is an important factor influencing Indian Economy, a study has been done to know more about the present trend of the housing loan schemes and customer satisfaction towards HDFC Bank. This study aims to find out the satisfaction level of the existing housing loan customers of HDFC bank by analyzing various factors influencing satisfaction level.

INTRODUCTION

“Home is the social unit formed by a family living together.” – Merriam Webster Dictionary

“Home is the place where your parents live and where you grow up.” – Macmillan Dictionary

Home fulfills many requirements. Home provides aesthetic satisfaction, emotional satisfaction, mental health, physical health, comfort and safety. It provides shelter from the dangers of fire and vagaries of weather, it creates conditions promoting good health such as pure water and disposal of all kinds of waste, it provides adequate space of privacy, it creates/provides congenial surroundings in which a person can work and relax.

Home is a place where we relax after coming back from our day's tiring work, it is the place where we can give time to our family and spend beautiful moments with them. After years of thinking, anticipating, saving and research, we finally decide to build our dream house. At the time, finance is the major criteria which pulls back everyone from moving towards the cherished goal.

NEED FOR THE STUDY

Since the Housing Loan is an important factor influencing Indian Economy, a study has been done to know more about the present trend of the housing loan schemes and customer satisfaction towards HDFC Bank. This study aims to find out the satisfaction level of the existing housing loan customers of HDFC bank by analyzing various factors influencing satisfaction level.

This study is mainly conducted to observe the factors influencing the satisfaction level of housing loan customers of HDFC bank in Thiruvananthapuram district. The study also scrutinizes and finds out the various factors which are influencing the satisfaction level of customers while borrowing a housing loan from the bank. ie., preliminary procedures, hidden charges, processing fees, interest rates, etc. Particularly speaking, the housing finance market meet certain specific problems in terms of variable rates of interest prevailing in the market, lack of transparency in transactions, recovery procedure, collection of EMI amount etc. Now, the borrowers feel dissatisfaction towards determination of number of EMI's and penalty imposed on the delay payment (even for one day). These problems make the market more reactive. This peculiar environment demands this study for deep analysis.

STATEMENT OF THE PROBLEM

The study is mainly conducted to observe the factors influencing the satisfaction level of housing loan customers of HDFC bank in Thiruvananthapuram district. The study also scrutinizes and find out the various factors which are influencing the satisfaction level of customers while borrowing a housing loan from the bank, ie., preliminary procedures, hidden charges, processing fees, interest rates, etc. The study also focuses on the type of housing loan which is mostly preferred by the customers and finds out the best solutions for the bank to improve their customer satisfaction. In this process, the following queries need to be reconciled.

1. Since the time of inception till date what are the achievements and other expansions gained in discharging the banking services to the housing loan borrowers?
2. What type of activities is implanted in housing loan section to satisfy the various needs of the customers towards housing loan?
3. What are the reasons put forth by the bank to propose itself as the best performer and win the confidence of the customers?
4. Which type of housing loan is the most preferable one among the housing loan customers?
5. How far the customers are satisfied with the service of housing loan section in HDFC Bank?
6. Which is the most influencing factor that persuades a customer to borrow housing loan from HDFC bank?

OBJECTIVES OF THE STUDY

Objectives are formulated in such a way that it helps to study customer satisfaction level. These formulations of objectives make the study significant and meaningful, thereby setting a limit to the area of the study. The major objectives of the study are given below.

1. To know the motivating factors of the respondents to avail the housing loan from HDFC Bank.
2. To measure the level of satisfaction of the borrowers towards housing loan.
3. To examine the satisfactory and dissatisfactory issues of housing loan borrowers of HDFC Bank.
4. To find out the difficulties faced by the borrowers while availing Housing loan from HDFC Bank.
5. To study the service quality of HDFC bank.

HYPOTHESES

To fulfill the above objectives of the study the researcher has framed the following hypotheses and all the hypotheses are tested by using appropriate statistical tools.

1. There is no significant association between socio economic profiles of the respondents and their opinion about various factors of housing loan.
2. There is no significant association between the socio economic profiles of the respondents and purpose of availing housing loan.
3. There is no significant association between socio economic profiles of the respondents and source of knowledge about housing loan.
4. There is no significant association between socio economic profiles of the respondents and their satisfactory and dissatisfactory issues in respect of housing loan.

The socio-economic profile consists the following aspects:

1. Residing area of the respondents
2. Gender
3. Nature of customer
4. Type of house owned
5. Marital Status
6. Age
7. Occupation
8. Annual Income

9. Type of family
10. Purpose of loan
11. Sources of knowledge about Housing Loan
12. Number of occupation
13. Educational Qualification

Each aspects of the socio economic profiles have been tested with the above hypotheses are discussed in the analysis chapter of the study.

METHODOLOGY AND DESIGN OF THE STUDY

The present study is descriptive and analytical in nature. Designing suitable methodology and selection of analytical tools are important for a meaningful analysis of any research problem. This section is devoted to a description of the methodology, which includes sampling design, collection of data and period of study and tools of analysis.

Sources of Data

Both primary and secondary data have been used for the present study. Secondary data were collected from the various books, journals, reports and websites whereas primary data were from the concerned respondents of the present study using interview schedule.

Research Instrument

To analyse and study the objectives and hypotheses of the present study, an interview schedule with appropriate questions was designed to collect the data. The first part captures the socio economic profile of the customers and the second part captures the opinion about the Housing loan, awareness about the various services of HDFC bank, factors considered for availing housing loan and problems faced in availing housing loan in HDFC bank. The face and content validity is finalized after making consultation with the experts. Based on their feedback, it is found that all the items developed by the researcher found adequate validity in analysing the customers' perception towards housing finance in HDFC.

Pilot Study

After finalizing the number of items in the research instrument using face and content validity tests, a pilot study was undertaken to assess the reliability of the variables included under the four dimensions. Since the researcher got favourable results from the pilot study, the present study has been undertaken.

Reliability Test

The variables constructed in the interview schedule are subject to reliability test. Cronbach Alpha test is used to measure the internal consistency of the instrument and the result of the reliability test is presented in the following table.

Table 1.1: Result of Reliability Test - Cronbach Alpha

Sl. No	Dimensions	Reliability Coefficient
1.	Factors considered for preferring HDFC for Housing Loan	0.765
2.	Perception towards availing housing loan in HDFC	0.873
3.	Problems faced with HDFC banks regarding housing loan	0.861
4.	Awareness about the various service of HDFC bank	0.738

From the Table 1.1, it is found that the reliability coefficients for the variables chosen for this study are more than 0.60, which is an acceptable value. So, the items constituting each variable under study have reasonable internal consistency.

Area of Study

The present research work is conducted within the Thiruvananthapuram District of Kerala. The main reason for choosing Thiruvananthapuram district is that the researcher is located here and is familiar with the place.

Sample Size

The sample size for the present study is determined by using the G Power 3.1. For scientific research power (1- 0.95 and for social science research power (1- 0.85 is applied.

Form the above table it is understood the highest number of 495 samples is produced for the Z test. Hence it is decided to collect data from the 500 respondents (which is more than the sample size of 495 for Z test produced by G Power 3.1).

Sampling Technique

Random sampling method is adopted for selection of sample customers. The samples are selected from the list of Housing Loan borrowers of different taluks of the district available in the records of the HDFC Main Branch, Thiruvananthapuram. Out of the 1,666 borrowers (borrowed from the HDFC bank during 2018-19) 500 samples (30% of the 1,666) have been selected as per the stratified proportionate random sampling technique. The details of respondents selected from Thiruvananthapuram district is presented in the following table:

Fieldwork and collection of data

The researcher himself carried out the fieldwork for collection of data. The researcher used the interview schedule for the collection of primary data from the customers selected for the present research work.

Data processing

After the completion of data collection work, filled up interview schedules were edited and master table was prepared to incorporate all the information available in the interview schedule. The classification, analysis and interpretation of data are done through SPSS.

TOOLS OF ANALYSIS

The following statistical Tools are used for analysis of data using SPSS.

1. Percentage analysis
2. t - test
3. ANOVA
4. Correlation and
5. Chi Square test

In addition to the above tests other tools such as Mean and Standard deviation also have been used to analyse the data.

DATA ANALYSIS

Association between Area of the respondents and opinion about various factors of Housing loan – Hypothesis

“There is no significant association between the area of the respondents and opinion about various factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is concluded that there is a significant association between the area of the respondents and opinion about various factors of housing loan. It is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on their nature of area.

Association between Gender and opinion about various factors of Housing loan-Hypothesis

“There is no significant association between the gender of the respondents and opinion about various factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is concluded that there is a significant association between the gender of the respondents and opinion about various factors of housing loan. It is inferred that the opinion of the respondent regarding the various factors of housing loan is varied when the respondents are classified based on their gender.

Association between Nature of customer and opinion about various factors of Housing loan – Hypothesis

“There is no significant association between the nature of customer and opinion about various factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence

the null hypothesis is rejected and it is concluded that there is a significant association between the nature of customer and opinion about various factors of housing loan. It is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on their experience with bank as new and old customers.

Association between Type of house and opinion about various factors of Housing loan – Hypothesis

“There is no significant association between the type of house of the respondents and opinion about various factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is concluded that there is a significant association between the type of house of the customers and opinion about various factors of housing loan. It is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on their nature of house.

Association between Marital status and opinion about various factors of Housing loan - Hypothesis

“There is no significant association between marital status of the respondents and their opinion about various factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for four factors namely Satisfactory Issue, Dissatisfactory Issues, Overall Satisfaction of the borrowers and Overall opinion about problem in obtaining housing loan in HDFC and the significance level is more than the acceptable level of 0.05 for two factors namely Motivating factors to avail Housing Loan from HDFC and Difficulties in availing Housing Loan. Hence the null hypothesis is rejected for these four factors and accepted for two factors.

Association between Age and opinion about various factors of Housing Loan – Hypothesis

“There is no significant association between the age of customers and opinion about various factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected it is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on their age.

Association between Occupation and opinion about various factors of Housing loan- Hypothesis

“There is no significant association between occupation of the respondents and opinion about various factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on their occupation.

Association between Annual Income and opinion about various factors of Housing loan – Hypothesis

“There is no significant association between annual income of the respondents and their opinion about various factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on their annual income.

Association between Educational Qualification and opinion about various factors of Housing loan – Hypothesis

“There is no significant association between educational qualification of the respondents and their opinion about various factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on their educational qualification.

Association between Type of Family and opinion about various factors of Housing loan – Hypothesis

“There is no significant association between type of family of the respondents and their opinion about various factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for four factors and significance level is more than the acceptable level of 0.05 for two factors. It is inferred that the opinion of the respondents is not varied on the factors namely Satisfactory Issue and Motivating factors to avail Housing Loan from HDFC, when they classified based on their type of family.

Association between purpose of loan and opinion about various factors of Housing loan - Hypothesis

“There is no significant association between purpose of loan and opinion about various factors of housing loan”. To test this hypothesis, ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. It is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on the purpose of availing housing loan from HDFC bank in the study area.

Association between source of knowledge about housing loan and opinion about various factors of Housing loan – Hypothesis

“There is no significant association between source of knowledge about housing loan and opinion about various factors of housing loan”. To test this hypothesis ANOVA test is applied

and it is found that the significance value is less than the acceptable level of 0.05 for all factors. It is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on the source of knowledge about housing loan of HDFC bank.

Association between number of occupation of the respondents and their opinion about various factors of Housing loan – Hypothesis

“There is no significant association between number of occupations of the respondents and their opinion about various factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various factors of housing loan is varied when the respondents are classified based on the number of occupations they involved.

Analysis of socio economic factors of the respondents and their opinion about service quality of HDFC bank regarding housing loan – Hypothesis

“There is no significant association between the area of the respondents and opinion about various service quality factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for four factors except for the factor formalities for sanctioning loan. Hence the null hypothesis is rejected for the first four factors and accepted for the last factor. Hence It is found that the HDFC bank treats both rural and urban customers equally in formalities for sanctioning housing loan in the study area.

Association between Type of house and opinion about various service quality factors of Housing loan – Hypothesis

“There is no significant association between the type of house of the respondents and opinion about various service quality factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for four factors except for the factor approachability ($p=0.306$). Hence the null hypothesis is rejected for the four factors and accepted for the factor namely approachability. Hence it is inferred that the HDFC bank treats the customers equally for providing housing loan services without discriminating them based on the type of house they owned.

Association between Type of Family and opinion about various service quality factors of Housing loan – Hypothesis

“There is no significant association between type of family of the respondents and their opinion about various service quality factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all service quality factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents is not varied on the service quality factors of Housing Loan when they classified based on their type of family in the study area.

Association between Gender and opinion about various factors of Housing loan – Hypothesis

“There is no significant association between the gender of the respondents and their opinion about various service quality factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is inferred that the opinion of the respondents regarding the various service quality factors of housing loan is varied when the respondents are classified based on their gender in the study area.

Association between Nature of customer and their opinion about service quality factors of Housing loan – Hypothesis

“There is no significant association between the nature of customer and their opinion about various service quality factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that there is a significant association between the nature of customer and their opinion about service quality factors of customer service and approachability factors. It is found that the HDFC bank offers equal customer service and easy approachability for their customers regarding housing loan.

Association between Marital status and opinion about service quality factors of Housing loan- Hypothesis

“There is no significant association between marital status of the respondents and their opinion about various service quality factors of housing loan”. To test this hypothesis independent sample ‘t’ test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all service quality factors of housing loan. Hence the null hypothesis is rejected and it is concluded that there is a significant association between the marital status of the customers and their opinion about service quality factors of housing loan. It is inferred that the opinion of the respondents is varied on all service quality factors when they classified based on their marital status.

Association between Age and opinion about various service quality factors of Housing loan - Hypothesis

“There is no significant association between the age of customers and their opinion about various service quality factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various service quality factors of housing loan is varied when the respondents are classified based on their age.

Association between Occupation of the respondents and their opinion about various service quality factors of Housing loan – Hypothesis

“There is no significant association between occupation of the respondents and their opinion about various service quality factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all service quality factors. Hence the null hypothesis is rejected and it is inferred that opinion of the respondents regarding the various service quality factors of housing loan is varied when the respondents are classified based on their occupation.

Association between Annual Income and opinion about service quality factors of Housing loan – Hypothesis

“There is no significant association between annual income of the respondents and their opinion about various service quality factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various service quality factors of housing loan is varied when the respondents are classified based on their annual income.

Association between Educational Qualification and opinion about service quality factors of Housing loan – Hypothesis

“There is no significant association between educational qualification of the respondents and their opinion about various service quality factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various service quality factors of housing loan is varied when the respondents are classified based on their educational qualification.

Association between purpose of loan and opinion about service quality factors of Housing loan – Hypothesis

“There is no significant association between purpose of loan and opinion about various service quality factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various service quality factors of housing loan is varied when the respondents are classified based on the purpose of availing housing loan from HDFC bank in the study area.

Association between source of knowledge about housing loan and opinion about service quality factors of Housing loan - Hypothesis

“There is no significant association between source of knowledge about housing loan and opinion about various service quality factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05

for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various service quality factors of housing loan is varied when the respondents are classified based on the source of knowledge about housing loan of HDFC bank.

Association between number of occupation of the respondents and their opinion about service quality factors of Housing loan – Hypothesis

“There is no significant association between number of occupations of the respondents and their opinion about various service quality factors of housing loan”. To test this hypothesis ANOVA test is applied and it is found that the significance value is less than the acceptable level of 0.05 for all factors. Hence the null hypothesis is rejected and it is inferred that the opinion of the respondents regarding the various service quality factors of housing loan is varied when the respondents are classified based on their number of occupations.

Association between area of the respondents and purpose of availing housing loan - Hypothesis

“There is no significant association between the area of the respondents and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and concluded that there is a significant association between the area of the respondents and purpose of availing housing loan.

Association between area of the respondents and source of knowledge about housing loan – Hypothesis

“There is no significant association between the area of the respondents and source of knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between the area of the respondents and source of knowledge about the housing loan.

Association between Type of house and Purpose of availing housing loan - Hypothesis

“There is no significant association between Type of house and Purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between Type of house and Purpose of availing housing loan.

Association between Annual Income of the respondents and their satisfaction level towards housing loan – Hypothesis

There is no significant association between annual income of the respondents and the overall satisfaction. To test this hypothesis chi-square test is applied and it is found that p value is less than the acceptance level of 0.05 the null hypothesis is rejected. So, there is a significant association between annual income of the respondents and their overall satisfaction towards housing loan.

Association between annual income of the respondents and their satisfactory factors towards housing loan – Hypothesis

There is no significant association between annual income of the respondents and satisfactory factors in respect of the housing loan. To test this hypothesis Chi-square test has been applied and it is concluded that there is no significant association between annual income of the respondents and satisfactory issues in respect of the housing loan.

Association between annual income of the respondents and their dissatisfactory factors towards housing loan - Null Hypothesis

There is no significant association between annual income of the respondents and dissatisfactory factors in respect of housing loan. To test this hypothesis Chi-square test has been applied and it is concluded that there is no significant association between annual income of the respondents and dissatisfactory issues in respect of the housing loan.

Association between age and difficulties faced by the respondents for availing housing loan – Hypothesis

“There is no significant association between age of the respondents and difficulties faced while availing housing loan”. To test this hypothesis ‘t’ test is applied and it is found that $p < 0.05$, the null hypothesis is rejected, so there is a significant association between the age group of the respondents and difficulties factors of tedious formalities, arrangement of security and documentation. But there is no significant association (as the $p > 0.05$) between age group of the respondents and difficulties factors of frequent visit to the bank and follow up of loan application.

Association between type of house of the respondents and source of knowledge about housing loan – Hypothesis

“There is no significant association between the type of house of the respondents and source of knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between type of house of the respondents and source of knowledge about housing loan.

Association between type of family and purpose of availing housing Loan – Hypothesis

“There is no significant association between type of family of the respondents and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between type of family of the respondents and purpose of availing housing loan.

Association between type of family and source of knowledge about housing loan – Hypothesis

“There is no significant association between type of family of the respondents and source of knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between type of family of the respondents and source of knowledge about housing loan.

Association between gender and purpose of availing housing loan – Hypothesis

“There is no significant association between gender of the respondents and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between gender of the respondents and purpose of availing housing loan.

Association between gender and source of knowledge about housing loan - Hypothesis

“There is no significant association between gender of the respondents and source of knowledge about housing loan”. To test this hypothesis chi square test is applied and it is concluded that there is a significant association between gender of the respondents and knowledge about housing loan.

Association between type of customer and purpose of availing housing loan - Hypothesis

“There is no significant association between type of customer and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between gender of the respondents and knowledge about housing loan.

Association between type of customer and knowledge about housing loan – Hypothesis

“There is no significant association between type of customer and knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between type of customer and knowledge about housing loan.

Association between age and purpose of availing housing loan – Hypothesis

“There is no significant association between age of customers and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between age of customers and purpose of availing housing loan.

Association between age and knowledge about housing loan – Hypothesis

“There is no significant association between age of customers and knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between age of customers and knowledge about housing loan.

Association between marital status of the respondents and purpose of availing housing loan – Hypothesis

“There is no significant association between marital status of the respondents and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between marital status of the respondents and purpose of availing housing loan.

Association between marital status and knowledge about housing loan - Hypothesis

“There is no significant association between marital status of customers and knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between marital status of customers and knowledge about housing loan.

Association between occupation and purpose of availing housing loan – Hypothesis

“There is no significant association between occupation of the respondents and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between occupation of the respondents and purpose of availing housing loans.

Association between occupation and knowledge about housing loan – Hypothesis

“There is no significant association between occupation of customers and knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between occupation of customers and knowledge about housing loan.

Association between annual income and purpose of availing housing loan - Hypothesis

“There is no significant association between annual income of the respondents and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between annual income of the respondents and purpose of availing housing loan.

Association between annual income and knowledge about housing loan – Hypothesis

“There is no significant association between annual income of customers and knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between annual income of customers and knowledge about housing loan.

Association between educational qualification and purpose of availing housing loan – Hypothesis

“There is no significant association between educational qualification of the respondents and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between educational qualification of the respondents and purpose of availing housing loan.

Association between educational qualification and knowledge about housing loan – Hypothesis

“There is no significant association between educational qualification of customers and knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is

concluded that there is a significant association between educational qualification of customers and knowledge about housing loan.

Association between number of occupations and purpose of availing housing loan – Hypothesis

“There is no significant association between number of occupations of the respondents and purpose of availing housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between number of occupations of the respondents and purpose of availing housing loan.

Association between number of occupations and knowledge about housing loan – Hypothesis

“There is no significant association between number of occupations of customers and knowledge about housing loan”. To test this hypothesis chi-square test is applied and it is concluded that there is a significant association between number of occupations of customers and knowledge about housing loan.

Correlation between satisfactory level and various service quality factors

To know the correlation between satisfactory level of the respondents and various service quality factors of housing loan Karl Pearson’s co-efficient of correlation test is used and it is found that there is a high positive correlation is between satisfactory issue and formalities for sanctioning housing loan ($r=0.932$), followed by satisfactory issue and customer service ($r=0.911$), satisfactory issue and speed process of application ($r=0.910$), satisfactory issue and information sharing ($r=0.905$), satisfactory issue and easy approachability ($r=0.893$).

Correlation between difficulties in availing housing loan and various service quality factors

It is found that there is a perfect correlation between difficulties in availing housing loan and opinion about various service quality factors i.e., ($p=0.00$). Further it is found that there is a high positive correlation is between difficulties in availing housing loan and formalities for sanctioning housing loan ($r=0.896$), followed by difficulties in availing housing loan and speed process of application ($r=0.891$), difficulties in availing housing loan and information sharing ($r=0.860$), difficulties in availing housing loan and customer service ($r=0.857$), difficulties in availing housing loan and easy approachability ($r=0.825$).

SCOPE FOR FURTHER RESEARCH

The researcher has identified the following areas for further research related with the present research work.

1. “A comparative study on the customers’ satisfaction towards availing housing loans with HDFC bank and other banks” may be studied.
2. “A Study on recovery management strategies of HDFC bank towards housing loans” may be studied.

3. “A comparative study on recovery management strategies of HDFC bank with other banks related to housing loans” may be studied.
4. “A Study on housing loans portability strategies of HDFC bank” may also be studied.

SUGGESTIONS

The following are the suggestions offered by the researcher based on the above findings. It is suggested that the HDFC bank should provide equal level of loan services to their customers without discriminating them based on the residing area, gender, type of family, experience with the banks, type of house owned, age, occupation, annual income, educational qualification, purpose of availing loan, sources of getting knowledge about the housing loan, marital status. Further it is suggested that the loan services should be given to the respondents based on the six factors namely sources of getting knowledge about housing loan, educational qualification, number of occupation, occupation, type of house of the respondents and their age. It is suggested that the HDFC bank should advertise their loan products with same information in all medium. Further it is suggested that the equal level of loan services should be offered without considering the number of occupations and nature of occupations of the respondents in the study area. It is suggested that HDFC bank should decrease the formalities for availing housing loan than the existing level to increase the satisfaction level of the customers and decrease the difficulties in availing housing loan.

CONCLUSION

Different factors are motivating the housing loan borrowers of the HDFC Bank, but easy repayment conditions play a major role amongst these factors. While analyzing the overall satisfaction of the borrowers towards housing loan with respect to their annual income, it has been understood that, there is significant association between annual income of the respondents and the overall satisfaction. It reflects that, the annual income makes impact on the overall satisfaction. As far as the satisfactory and dissatisfactory issues of housing loan borrowers are concerned, there is a significant association among satisfactory issues, dissatisfactory issues with annual income of the respondents. The borrowers suffer from five types of difficulty factors while availing housing loans from HDFC Bank. Further it has been understood that, there is a significant association between first three factors (tedious formalities, arrangement of security and documentation) and age groups and at the same time, there is no association between the remaining two factors (frequent visit to the bank and follow up) and age groups. About the service quality of the HDFC bank, it is understood from the analysis that, there is significant association between gender of the borrowers and their perception on service quality.

From the study it is understood that borrowers of housing loan prefer HDFC for the reason of location followed by technology and types of loan. Further the customers are facing some problems in availing housing loan with HDFC in the study area. Hence the HDFC bank should take necessary steps to overcome the problems after referring the suggestions offered by the researcher to increase their housing loan business in the study area.

LIMITATIONS OF THE STUDY

The following are the limitations of the present study:

1. Since the study covers only Thiruvananthapuram district the findings of the study are applicable to this Thiruvananthapuram district only.
2. The present study is based on the opinion of the customers of HDFC in the Thiruvananthapuram district limit only. Hence the opinion may change with the change of times.

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