

Customer Preference of Housing Loans in LIC with Special Reference to Coimbatore City

Dr. R. Devi Prasanna and Ms. Sneha. U
Nirmala College for Women, Coimbatore, India

Abstract: Home is a shelter to person where he rests and feels comfortable. This study is an attempt to investigate the customers preference of housing loans in LIC with special reference to Coimbatore city. The objective of the study is to identify the factors preferred to choose the bank for housing loan. Both primary and secondary data were used in this study. Primary data was collected through the well structured questionnaire with the help of Google form and secondary data was collected through journals, article etc. The sample size of the study is 100 respondents. The respondents of this study are customer's of LIC HFL from Coimbatore city only. The data was analyzed using percentage analysis and chi-square test. The study concludes that most preferred schemes in LIC housing loan are LIC HFL Griha Variishtha and LIC HFL Pradhan Mantri Awas Yojana. The study further indicates that the customers choose LIC HFL due to low rate of interest and it's Equated Monthly Income (EMI) is also less.

Keywords: Housing Loans, Customer Preference, Interest Rate

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