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"A Study on People Perception with reference to HFFC in Morbi"

[1]Sonali Nakum, [2]Prof. Rutu Padhiyar

[1]Student of MBA, Darshan Institute of Management, Darshan University, Rajkot-363650, India.

[2]Assistant Professor, Darshan Institute of Management, Darshan University, Rajkot-363650, India.

Email: [1]sonalinakum12@gmail.com, [2]rutu.padhiyar@darshan.ac.in

Abstract: This study is about people perception of Home First Finance Company India Ltd. At Morbi region. This study has major aim to determine the people perception about Home First different services, for that purpose design a questionnaire and on the basis of that primary data were collected from peoples of the Morbi region. Here researcher was taken many perceptions level like perception regarding product, perception regarding facilities, perception regarding services, perception regarding system, perception regarding safety were all about putted off in questionnaire and all the respondent express their opinion on those statement. After a collecting a wall data and analysis is done and applied a chi-square test. The hypothesis is accepted the result of the hypothesis is no significance difference in people perception towards home first.

Key Words: *Perception about Home First, People, Product, Services, Facilities.*

Introduction: The growing interconnectedness among the banking sector and need for a complementary financial system and the growing influence of shadow banking has relatively the growing attention towards non-banking financial companies. The growing unique consumer segments which were not considered before in India specifically has made the importance of NBFC grow to laps and bounds in the previous years. Majority of Indian population which were previously catered to by chit funds, gold loan companies and unorganized financial intermediaries have been largely brought out in to a streamlined financial system through the NBFCs over the past few years. Not only the hugely under banked rural population, but a larger population has been increasingly being serviced through the shadow banking system.

A person always keeps the first basic need as to own a house. Housing is also accepted as a key sector of the national economy which measures the standard of living and economic condition of the country. Good housing is important for human development and welfare. It provides shelter, security, amenities and privacy to human beings. The more information the customer has about a product or services, the more comfortable they are while buying the product. Positive customer perception is an invaluable tool in marketing. Now a days people get satisfied only if they owned a house in the place where they live. Hence, many financial institutions have come forward to offer loan for building house in the name of "home loan". This helps to people satisfied their dream on owing a house to leave.

RESEARCH PROBLEM

The research hassle on this document is satisfactory about humans' belief towards getting domestic mortgage at Home First Finance Company and now not a popular description approximately the overall home finance company. The reason is to provide an outline of human's belief, consciousness and remarkable of the product. Identify the hassle that faced thru the humans. In this research we are understand to what's the belief of people approximately home first in Morbi region.

LITERATURE REVIEW

1. (C. VIJAYALAKSHMI, 2018) In the view of the importance of housing, socialistic countries play an compulsory role within the provision of housing to humans. A house is an essential part of society and isn't always an remoted shape. This ends in the idea of a residence being the center point inside the surroundings of a human settlement.

2. (D. V. PADMAJA, 2017) The main intention of the study is that the demographic and socio-monetary reputation of the gold mortgage debtors within the examine area and to degree a pleasure degree. The end is that the commercial banks also are recommend to provide a take a look at listing method approximately files required for processing the loan to customers that permits you to pick out economic energy and capacity to repay the loan.

3. (Dr. A. MOHAMMED SIDDIQUE, 2014) In this paper brings out the measurement of patron belief inside the route of E-banking that is turning into very well-known and convenient technique of handling banks now-a-days. In this paper patron perception in the direction of the usefulness and willingness to use E-banking are recognized the measured. Customer delight level in the direction of the E-banking has been recognized. Consumer are using numerous services supplied by means of using their respective banks and the great used services are the ATM and bill fee throughout numerous profits organizations determined through viewing the account History.

4. (KALRA, 2016) In this research the NBFCs are developing as a first-rate alternative for conference for conventional banking. Furthermore, NBFCs are likewise developing as critical part of Indian monetary tool and that they have admirable commitments to the authorities motivation to cash related inclusion. In this observe the Reserve Bank of India has furnished a reviewed regulatory shape with a aim to synchronize it with banks and monetary institutions and cope with regulatory gaps and arbitrage.

5. (KAPIL KUMAR TIWARI, 2021) This studies painting is descriptive and empirical work and the researcher used number one and secondary facts for the complete the studies paintings. In this take a look at that is focus on current day contemporary customer perception inside the course of private loans. This look at of the principle aim is analyzed to client satisfaction in the direction of the services of HDFC & SBI. And after this reading the consumer is greater glad with HDFC financial institution.

RESEARCH OBJECTIVE

1. To evaluate the brand awareness of HFFC.

2. To understand the people's perception towards HFFC.

RESEARCH PLAN

Population	Population of Morbi
Research Design	Descriptive Research
Sampling Method	Survey Sampling Method
Sampling Unit	Peoples of Morbi
Sampling Size	100
Sample Area	Morbi
Data Collection	Primary data
Data Tool	Questionnaire

SCOPE OF THE STUDY

The study focuses on the people perception relating to the areas of people's preference, people satisfaction, loyalty, repurchase decision and complaining behavior of peoples in the purchase of housing finance.

In the current scenario the housing finance business has become liberalized and competitive. It is found that exploring the behavior of the peoples will give an insight to housing finance to maximize their peoples.

FORMULATION OF HYPOTHESIS

H0: There is no significance difference in people's perception towards HFFC.

H1: There is significance difference in people's perception towards HFFC.

DATA ANALYSIS AND INTERPRETATION

The entire study survey based where primary data are presented through diagram. In this questionnaire consisting of 16 questions were distributed among 100 peoples. The responses from the respondents are the primary sources of data. A survey was conducted on People perception about HFFC at Morbi Region.

TESTING OF HYPOTHESIS

O	E	O-E	O-E ^2	O-E^2 / E
17	12.6	4.4	19.4	1.5
9	12.6	-3.6	13.0	1.0
11	12.6	-1.6	2.6	0.2
11	12.6	-1.6	2.6	0.2
15	12.6	2.4	5.8	0.5
49	47.2	1.8	3.2	0.1
57	47.2	9.8	96.0	2.0
40	47.2	-7.2	51.8	1.1
50	47.2	2.8	7.8	0.2
40	47.2	-7.2	51.8	1.1
31	36.4	-5.4	29.2	0.8
32	36.4	-4.4	19.4	0.5
42	36.4	5.6	31.4	0.9
34	36.4	-2.4	5.8	0.2
43	36.4	6.6	43.6	1.2
1	2.6	-1.6	2.6	1.0
2	2.6	-0.6	0.4	0.1
6	2.6	3.4	11.6	4.4
4	2.6	1.4	2.0	0.8
0	2.6	-2.6	6.8	2.6
2	1.2	0.8	0.6	0.5
0	1.2	-1.2	1.4	1.2
1	1.2	-0.2	0.0	0.0
1	1.2	-0.2	0.0	0.0
2	1.2	0.8	0.6	0.5
			409.2	**22.7**

Degree of freedom = (R-1) x (C-1)

= (5-1) x (5-1)

= 4 X 4

= 16

Significant difference = 5%

Calculated value = **22.7**

Table Value = **26.3**

= Table value > Calculated value

= **26.3** > **22.7**

H0: There is no significance difference in people's perception towards HFFC.

FINDINGS & OBSERVATIONS

In this study highest people is agree regarding safety. It means the highest mass of the peoples is agree to HFFC provided good safety services. Regarding the facility highest mass of people is agree, it means the highest people is agree to HFFC provide a good facility. Regarding to system facility the perception is natural, it means the HFFC provide a medium facility regarding to system. Regarding to the services highest mass of the people is agree, it means the highest mass is agree to HFFC provide a good service. Regarding to the product people perception is neutral, it means the HFFC provide a medium product facility.

CONCLUSION:

The objective of this study was found out people perception towards Home First Finance Company. From this study majority responses from the 18 to 26 years age people, most of people are graduate. Most of people is aware about type of loan. Majority people is want to take a loan from non-banking company. Majority people are heard name of Home First through their friend and relatives and they know that the interest rate can affect if not enough documents. Regarding to the perception highest people is agree regarding to safety, highest people is agreeing regarding facility and service provided by the Home First, regarding to the system and product highest people responses is medium. So, the conclusion of the study is majority of the people is aware about Home First product, services, system facility and so on. And give a positive responses regarding to facilities.

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