Darshan- The International Journal of Commerce and Management ISSN: 2583-1682 (online) Volume - 2, Issue – II, December -2022
Bi-Annual double-blind peer-reviewed International Journal
Paper Submission Date: 10th Nov 2022 Paper sent back for Revision: 11th Nov 2022 Paper Acceptance Date: 19th Nov 2022

"A study on consumer awareness towards home first finance product mortgage loan & construction loan"

[1]Yash Luniyatar, [2]Prof. Ram Bharada

[1]Student, Darshan Institute of Management, Darshan University, Rajkot, India

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

Email: [1]yashluniyatar2412@gmail.com, [2]ram.bharada@darshan.ac.in

Abstract: The purpose of this paper is to determine the consumer awareness towards Home first finance products at Rajkot region. Data for investigation were collected from primary source. The sampling method is convent sampling method. The data or information is gathered from the Questionnaire. After the data or information is collect they wall data is analyse through ANOVA with the help of SPSS software.

Key Words: *Consumer awareness, Loan*

Introduction: Any contemporary economy depends on the banking industry to function. It is one of the crucial financial foundations of the financial sector, which is essential to an economy's smooth operation. It is crucial for a nation's economic growth that its financial needs for trade, industry, and agriculture are addressed with greater dedication and accountability. As a result, the growth of banking is closely related to the development of a nation. In a contemporary economy, banks should be viewed as the drivers of growth rather than as money merchants. They are crucial in the allocation of loans to various economic sectors and the mobilisation of deposits. The banking system mirrors the economic health of the nation. The strength of an economy is contingent on the strength and efficiency of the financial system, which in turn depends on a sound and solvent banking system. A sound banking system efficiently mobilized savings in productive sectors and a solvent banking system ensures that the bank is capable of meeting its obligation to the depositors.

Following independence, banks in India have been instrumental in the socioeconomic development of the nation. In India, the banking industry dominates since it accounts for more than half of the financial sector's assets. Financial sector reforms, which are being implemented gradually, have caused significant changes in Indian banks, which have been going through an interesting phase.

The current transformation process should be seen as a chance to make Indian banking a solid, powerful, and lively system that can carry out its job successfully and efficiently on its own without placing any strain on the government. Following the liberalisation of the Indian economy, the government launched a series of reform initiatives based on the Narasimhan Committee's advice to strengthen the banking sector's competitiveness and economic viability. The current global crisis, which has affected every nation, has brought up a number of concerns among policymakers about the effectiveness and stability of the financial system. The Government of India (GOI) and Reserve Bank of India (RBI) are currently attempting to take some lessons from the crisis, which is almost resolved. RBI is making necessary changes in his policy to ensure price stability in the economy. The main objective of these changes is to increase the efficiency of banking system as a whole as well as of individual institutions. So, it is necessary to measure the efficiency of Indian Banks so that corrective steps can be taken to improve the health of banking system.

RESEARCH PROBLEM

To study the Consumer awareness towards HFFC products with reference to Mortgage Loan and Construction Loan.

LITERATURE REVIEW

1. **Divya, G. (2020)** Customer Perception toward E-Banking Services. The purpose of this paper is to determine the customer's perception toward the e-banking services. A total of number of customer taken for the study is 196. The significant relationship between the employment and customer impression of e-banking services, as well as the significant relationship between the age and customer perception of e-banking services, are studied using the analysis of variance technique. The study's findings make it abundantly evident that different consumer demographics—including age and occupation—perceive e-banking services in very diverse ways. The findings also suggest that demographic characteristics, particularly occupation and age, have a considerable impact on internet banking behaviour. Finally, this paper makes the argument that knowing how customers feel about the e-banking services offered by public and private banks can assist bankers better understand the needs of their clients.
2. **Geetha, V. (2019)** A study on consumer awareness towards E-Banking with special reference to Villupuram district. These studies discuss customer attitudes regarding e-banking systems and consumer awareness of e-banking systems with a focus on Tamilnadu's Villupuram District. In order to gather the data for this inquiry, both primary and secondary sources were used. Random sampling is used. The

information was gathered from October through December of 2018. The information gathered from the main source was analysed using a variety of statistical techniques, including simple percentage analysis, averages, F-Statistic, and chi square test analysis. Secondary data have been gathered from periodicals, books, journals, newspapers, and the internet.

3. **Gupta, S. A. R. I. T. A., & Kumar, S. (2017)** Investigating relationship between demand and awareness of reverse mortgage: a study using data from India. Despite its enormous potential, reverse mortgages (RM) have not significantly increased their market share in India due to demographic changes. The goal of the current study is to determine why the reverse mortgage market in India has not grown significantly. A data set of 410 senior Indian homeowners is subjected to the Spearman's rho and Chi-square tests. The results show that respondents' degree of RM awareness is quite low. The study's findings show there is no meaningful relationship or link between the demand for reverse mortgages and awareness of reverse mortgage.
4. **Janefer, C., & Siddiq, A. (2017)** A study on customer awareness towards banking service with reference to deposit and loan in Mangaluru city. In a nation's economic progress, the bank is crucial. The current era of globalisation and liberalisation has increased competition in the banking sector by offering clients a wide range of goods and services. Both the investor and the client must keep one another in mind. The level of awareness rises together with the preference of the consumer. In this study, customer awareness of banking services is compared and analysed.
5. **Pavithra, Y. J.** Consumer Awareness towards E-Banking. Information technology has become a necessary tool in today’s organizations. Today banks operate in a highly globalized, liberalized, privatized and a competitive environment. Indian banking industry has witnessed a tremendous development due to sweeping changes that are taking place in the information technology. Electronic banking has emerged from such an innovative development. E-Banking is the term that signifies and encompasses the entire sphere of technology initiatives that have taken place in the banking industry. E-banking is a catchall phrase for the supply of banking services and goods via electronic means such as the telephone, mobile phones, internet, etc.

RESEARCH OBJECTIVE

1. To understand the concept consumer awareness.
2. To understand the concept mortgage loan.
3. To understand the concept construction loan.
4. To study the awareness about mortgage loan among the People of the Rajkot city.

RESEARCH PLAN

Research Design	Descriptive Research
Sampling Method	Convenient Sampling
Sampling Size	120
Sample Area	Saurashtra Region
Data Type	Primary data
Data Tool	Questionnaire
Data Analysis Tool	ANOVA
Data Analysis Software	SPSS

SCOPE OF THE STUDY

- **Geographical scope:**

  As per geographical area the scope of the study is related to **Rajkot city**, Gujarat.

- **Functional scope:**

  The main function of the study is to examine the awareness about mortgage loan and construction loan in Rajkot city.

Darshan- The International Journal of Commerce and Management ISSN: 2583-1682 (online) Volume - 2, Issue – II, December -2022
Bi-Annual double-blind peer-reviewed International Journal
Paper Submission Date: 10th Nov 2022 Paper sent back for Revision: 11th Nov 2022 Paper Acceptance Date: 19th Nov 2022

FORMULATION OF HYPOTHSES

1. **H0:** There is no significant difference in awareness about Gender and Mortgage loan of the respondents.

   H1: There is significant difference in awareness about Gender and Mortgage loan of the respondents.
2. **H0:** There is no significant difference in awareness about Age and Mortgage loan of the respondents.

   H1: There is significant difference in awareness about Age and Mortgage loan of the respondents.
3. **H0:** There is no significant difference in awareness about Education and Mortgage loan of the respondents.

   H1: There is significant difference in awareness about Education and Mortgage loan of the respondents.
4. **H0:** There is no significant difference in awareness about Income and Mortgage loan of the respondents.

   H1: There is significant difference in awareness about Income and Mortgage loan of the respondents.
5. **H0:** There is no significant difference in awareness about Gender and Construction loan of the respondents.

   H1: There is significant difference in awareness about Gender and Construction loan of the respondents.
6. **H0:** There is no significant difference in awareness about Age and Construction loan of the respondents.

   H1: There is significant difference in awareness about Age and Construction loan of the respondents.
7. **H0:** There is no significant difference in awareness about Education and Construction loan of the respondents.

   H1: There is significant difference in awareness about Education and Construction loan of the respondents.
8. **H0:** There is no significant difference in awareness about Income and Construction loan of the respondents.

   H1: There is significant difference in awareness about Income and Construction loan of the respondents.

Demographics	Groups	No. of Respondents	Percentage

Darshan- The International Journal of Commerce and Management ISSN: 2583-1682 (online) Volume - 2, Issue – II, December -2022
Bi-Annual double-blind peer-reviewed International Journal
Paper Submission Date: 10th Nov 2022 Paper sent back for Revision: 11th Nov 2022 Paper Acceptance Date: 19th Nov 2022

Gender	Male	72	60
	Female	48	40
	Other	0	0
	Total	**120**	**100**
Martial Status	Married	16	13.3
	Unmarried	104	86.7
	Other	0	0
	Total	**120**	**100**
Age	0-20	19	24.2
	21-30	94	36.4
	31-40	5	33.33
	40+	2	6.07
	Total	**120**	**100**
Education	SSC	5	4.2
	HSC	10	8.3
	Graduate	71	59.2
	PG	29	24.2
	P.H.D	5	0.8
	Other	4	3.3
	Total	**120**	**100**
Occupation	Private Employee	14	11.7
	Public Employee	9	7.5
	Business	23	19.2
	Professor	2	1.7
	Home Maker	17	14.2
	Other	55	45.7
	Total	**120**	**100**
Monthly Income	0 to 20,000	84	70
	20,001 to 40,000	24	20
	40,001 to 60,000	10	8.3
	60,001 to 80,000	2	1.7
	Above 80,000	0	0
	Total	**120**	**100**
Expenditure	0 to 10,000	98	81.7
	10,001 to 20,000	16	13.3
	20,001 to 30,000	5	4.2
	30,001 to 40,000	1	0.8
	Above 40,000	0	0
	Total	**120**	**100**

DATA ANALYSIS

TESTING OF HYPOTHSES

Mortgage Loan

1. ANOVA test of the Gender & Awareness of mortgage loan

ANOVA

Are you aware with Mortgage loan of Home First Finance Company?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.450	1	.450	1.282	.260
Within Groups	41.417	118	.351		
Total	41.867	119			

H0 (Null Hypotheses) is Failed to reject because there is significant difference between Gender & Awareness about mortgage loan of the respondent.

2. ANOVA test of the Age & Awareness of mortgage loan.

ANOVA

Are you aware with Mortgage loan of Home First Finance Company?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.820	3	.607	1.757	.159
Within Groups	40.047	116	.345		
Total	41.867	119			

H0 (Null Hypotheses) is Failed to reject because there is significant difference between Age & Awareness about mortgage loan of the respondent.

3. ANOVA test of the Education & Awareness of mortgage loan.

ANOVA

Are you aware with Mortgage loan of Home First Finance Company?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.194	4	.298	.844	.500
Within Groups	40.673	115	.354		
Total	41.867	119			

H0 (Null Hypotheses) is Failed to reject because there is significant difference between Education & Awareness about mortgage loan of the respondent.

4. ANOVA test of the Income & Awareness of mortgage loan.

ANOVA

Are you aware with Mortgage loan of Home First Finance Company?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.920	3	.973	2.899	.038
Within Groups	38.946	116	.336		
Total	41.867	119			

H0 (Null Hypotheses) is Rejected because there is no significant difference between Income & Awareness about mortgage loan of the respondent.

Construction Loan

5. ANOVA test of the Gender & Awareness of Construction loan.

ANOVA

Are you aware with Construction loan of Home First Finance Company?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.335	1	1.335	2.516	.115
Within Groups	62.590	118	.530		
Total	63.925	119			

H0 (Null Hypotheses) is Failed to reject because there is significant difference between Gender & Awareness about Construction loan of the respondent.

6. ANOVA test of the Age & Awareness of Construction loan.

ANOVA

Are you aware with Construction loan of Home First Finance Company?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.531	3	1.177	2.261	.085
Within Groups	60.394	116	.521		
Total	63.925	119			

H0 (Null Hypotheses) is Failed to reject because there is significant difference between Age & Awareness about Construction loan of the respondent.

7. ANOVA test of the Education & Awareness of Construction loan.

ANOVA

Are you aware with Construction loan of Home First Finance Company?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.160	4	.290	.531	.713
Within Groups	62.765	115	.546		
Total	63.925	119			

H0 (Null Hypotheses) is Failed to reject because there is significant difference between Education & Awareness about Construction loan of the respondent.

8. ANOVA test of the Income & Awareness of Construction loan.

ANOVA

Are you aware with Construction loan of Home First Finance Company?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.329	3	1.776	3.516	.017
Within Groups	58.596	116	.505		
Total	63.925	119			

H0 (Null Hypotheses) is Rejected because there is no significant difference between Income & Awareness about Construction loan of the respondent.

FINDING & OBSERVATION

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

After doing this process it is concludes that the Home first finance company provide the loan to those persons, which are having lack of proper documentation. As per the ANOVA test it is conclude that there is significant difference between gender and awareness about the mortgage & construction loan.

BIBLIOGRAPHY

Amutha, D. (2016). A study of consumer awareness towards e-banking. *International Journal of Economics and Management Sciences*, *5*(4), 350-353.

Divya, G. (2020). Customer Perception Toward E-Banking Services Provided by Private & Public Sector Bank in Chhattisgarh. *Solid State Technology*, *63*(5), 907-915.

Geetha, V. (2019). A study on consumer awareness towards E-Banking with special reference to Villupuram district. *International Journal of Trend in Research and Development (IJTRD), ISSN*, 2394-9333.

Gupta, S. A. R. I. T. A., & Kumar, S. (2017). Investigating relationship between demand and awareness of reverse mortgage: An empirical analysis from India. *Journal for Studies in Management and Planning*, *3*(13), 240-248.

Raj, G. P., & Rajan, A. P. (2017). A study on the customer awareness on green banking initiatives. *Intercontinental Journal of Finance Research Review*, *5*(7), 54-65.

Saradhy, M. T. P., Subrahmanyam, D. S., & Reddy, D. T. N. (2014). A Study on Customer Perception towards Customer Relationship Management (CRM) Practices In Nationalised Banks. *International Journal of Management (IJM)*, *5*(11), 34-47.

Siddiq, A. A Study on Customer Awareness towards Banking Service with reference to Deposit and Loan in Mangaluru City.

Venkatesh, P., Patel, D. S., & Muthu, M. M. (2022). A Study On Customer Satisfaction Towards Home Loan With Reference To Vellore District. *Elementary Education Online*, *19*(2), 1950-1950.

Vijayakumar, M., & Subburaj, B. (2010). An empirical study of consumer awareness on home loan agreement. *European journal of economics, finance and administrative sciences*, *20*.

http://www.drbrambedkarcollege.ac.in/sites/default/files/AN%20INTRODUCTION%20TO%20INDIAN%20BANKING%20SYSTEM.pdf

What is Non Banking Financial Company (NBFC) (taxguru.in)

https://www.lawinsider.in/columns/non-banking-financial-company-function-features

https://www.nelito.com/blog/the-role-nbfcs-in-indian-economy.html#:~:text=NBFCs%20do%20play%20a%20critical,weaker%20sections%20of%20the%20society.

https://www.business-standard.com/company/home-first-finan-71865/information/company-history

https://homefirstindia.com/about-us/

https://homefirstindia.com/blog/weekend-mission-re-look-vision/

https://homefirstindia.com/article/types-loans-available-hffc/

https://www.investopedia.com/terms/s/swot.asp

https://trendlyne.com/equity/swot-buy-or-sell/407835/HOMEFIRST/home-first-finance-company-india-ltd/weakness/

https://www.researchgate.net/publication/327871826_Pestle_Analysis_Introduction

https://homefirstindia.com/about-us/

https://homefirstindia.com/files/Annual_Report_FY2021.pdf