

**A Study on the Impact of Personal Selling with Respect to Housing Loan in Krishnagiri District**

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**Abstract:**

The research aim at finding, the ideal of personal selling is distribution of housing loan services. Personal selling is an ancient art, which has spawned a large literature and many principles. Proposes an alternative approach to understanding personal selling performance based on personal construct psychology. A home loan is a long term commitment which is critical. There are lot many banks and financial institutions through which one can easily avail a home loan. Using customer view assessment and evaluation, various housing finance establishments can focus on the issues most important to the customer and understand points of service strength and weaknesses as viewed by the customer. Consequently, the housing finance sector, as a whole, can develop pertinent service-oriented performance measures and improve the quality of the service offered to society to levels consistent with customer expectation. The main purpose of personal selling is to bring the right products into contact with the right customer to make certain that ownership transfer takes place through housing loan. The present paper aims to discuss the impact of personal selling with respect to housing loan in and around krishnagiri district.

**Key words:**

Housing Finance, Customer Awareness, psychology, personal selling

**Introduction**

Theoretical knowledge is insufficient to cope up with the modern functioning of any organization. So in order to gain a practical knowledge on the actual working environment of an organization, the researcher has undertaken the research work at providing housing loan through personal selling in krishnagiri district. As the title **“A Study on the impact of personal selling with respect to housing loan in Krishnagiri District”**

I define personal selling as “the face-to-face process of a company representative (or small group of representatives) and a customer identifying customer problems and solving them through the purchase and application of the representative’s products.”

A home loan is a long term commitment of 15-20 years, several factors like expertise, in-depth domain knowledge and the company’s level of commitment and transparency right through, the loan procedures, the fine print, quality of services offered and safe retrieval of the title deed are critical. There are lot many banks and financial institutions through which one can easily avail of a home loan at reasonable rate of interest.

## **Design of the Study**

### **Statement of the Problem**

The present study covers lack of awareness about housing loan and customer interaction while getting the loan and the perception of the personal selling.

### **Objectives**

- ✓To Study the Awareness of housing loan
- ✓To know which source has made aware about housing loan
- ✓To determine which factors customer look for while getting an housing loan
- ✓To determine the Customer Perception towards personal selling
- ✓To Study how to promote the housing loan service

### **Scope of the Study**

The study has based on the survey to be conducted in Krishnagiri & will focus on the Krishnagiri people. The study covers the information about, the awareness level of housing loan and the perception towards personal selling.

### **Research Methodology**

#### **Research Design**

Exploratory Research design was applied for this study. In which the researcher collected the primary data and exported the out comings with help of the response from the customers of various places.

#### **Sample Size**

50 samples have been collected from the selected CLIENTS in krishnagiri district for the purpose of this research.

#### **Sampling Technique**

Convenience sampling technique was adopted and clients the structured questionnaire for collecting information from the targeted respondents.

#### **Data Collection**

Primary data was collected through personal interview. The researcher approached the clients personally and collected the required data for the analyzing purpose.

#### **Statistical Tools**

The researcher adopted simple statistical tools like tabulation, bar chart, & percentage calculation from this interpretation was made and drawn the Findings, Conclusion, Recommendations.

#### **Limitations of the Study**

Due to time and budget constraints this study has been undertaken with in the geographical limits of krishnagiri district. The respondents may not have expressed them strong negative feelings about the policies and few respondents were reluctant while answering the questions.

**Analysis & Interpretation**

**Table: 1**

<b>Relationship between occupation and interest In housing loan</b>					
<b>S.no</b>	<b>Occupation</b>	<b>Respondents-Yes</b>		<b>Respondents-No</b>	
		<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
<b>1</b>	<b>Government Employee</b>	32	64	18	36
<b>2</b>	<b>Private employee</b>	36	72	14	28
<b>3</b>	<b>Business Man</b>	26	52	24	48
<b>4</b>	<b>Professionals</b>	20	40	30	60
<b>5</b>	<b>students</b>	6	12	44	88
<b>6</b>	<b>Others</b>	8	16	42	84

**Interpretation:**

From the table it has been observed that, 64% out of 50 respondents are belong to Government employee, 72% respondents are belong to Private Employee, 52% respondents are belong to Business Man, 40% respondents belong to Professionals, 12% respondents are belong to students and 16% respondents are belong to other categories. So that major respondents are belongs to Private employees are preferred to interest in Housing Loan.

**Table -2**

<b>Relationship between Age group and interest In housing loan</b>					
<b>S.no</b>	<b>Age Group</b>	<b>Respondents-Yes</b>		<b>Respondents-No</b>	
		<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
<b>1</b>	<b>18 - 25</b>	4	8	46	92
<b>2</b>	<b>26 - 35</b>	36	72	14	28
<b>3</b>	<b>36 - 45</b>	26	52	24	48
<b>4</b>	<b>45 &amp; above</b>	8	16	42	84

**Interpretation:**

From the table it is clear that, out of 50 respondents,8% respondents are falls in the Age group of (18 to 25), 72% respondents are falls in the Age Group of (26 to 35), 52% respondents are falls in the Age Group of (36 to 45), And 16% respondents fall in the Age Group of (46 & above). So the major respondents are belongs to (26-34) are preferred to interest in Housing Loan.

**Table -3**

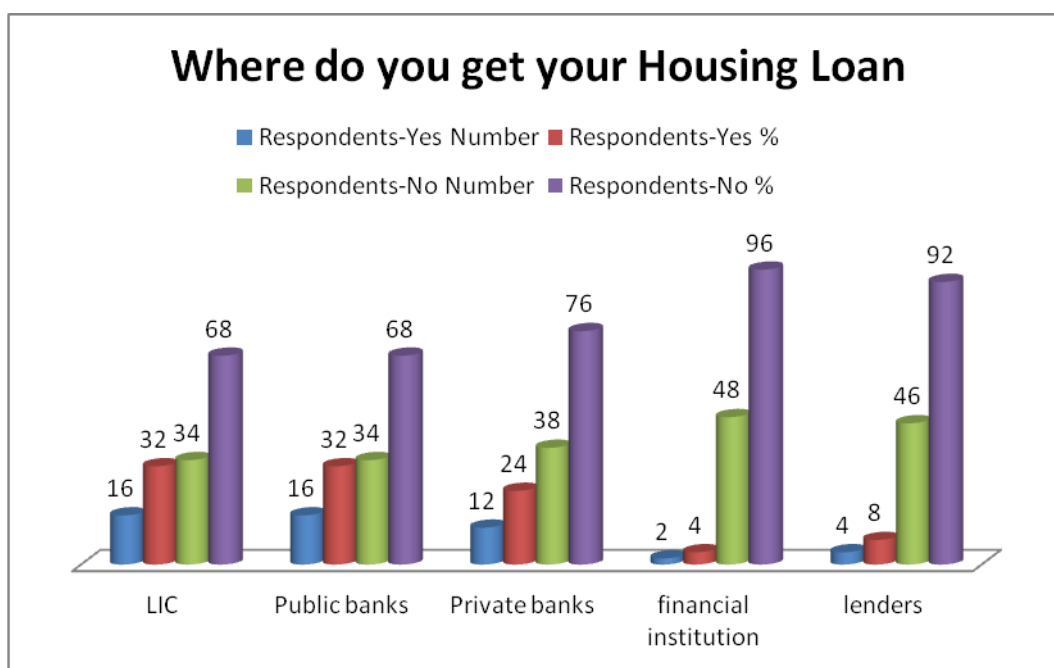
<b>Relationship between income level and interest In housing loan</b>					
<b>S.no</b>	<b>Age Group</b>	<b>Respondents-Yes</b>		<b>Respondents-No</b>	
		<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
<b>1</b>	<b>3000 - 5000</b>	4	8	46	92
<b>2</b>	<b>5000 - 10000</b>	6	12	44	88
<b>3</b>	<b>10000 - 15000</b>	22	44	28	56
<b>4</b>	<b>15000 &amp; above</b>	38	76	12	24

**Interpretation:**

From the table it has been observed that, out of 50 respondents, 8% respondents have the Income between (3000 to 5000), 12% respondents have the income between (5000 to 10000), 44% respondents have the income between (10000 to 15000) and 76% respondents have the income between (15000 & above). So the major respondents are belongs to (15000 & above) are preferred to interest in Housing Loan.

**Table -4**

<b>where do you get your housing loan</b>					
<b>S.No</b>	<b>Variables</b>	<b>Respondents-Yes</b>		<b>Respondents-No</b>	
		<b>Number</b>	<b>%</b>	<b>Number</b>	<b>%</b>
<b>1</b>	<b>LIC</b>	16	32	34	68
<b>2</b>	<b>Public banks</b>	16	32	34	68
<b>3</b>	<b>Private banks</b>	12	24	38	76
<b>4</b>	<b>financial institution</b>	2	4	48	96
<b>5</b>	<b>Lenders</b>	4	8	46	92

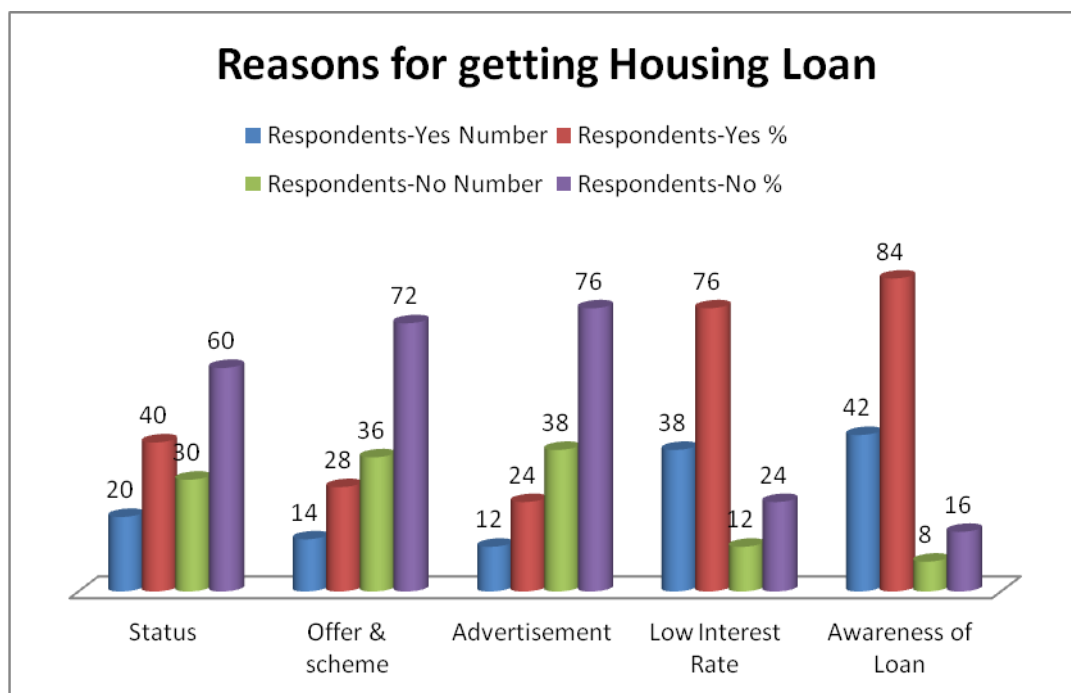


**Interpretation:**

From the Graph it has been observed that, 32% out of 50 respondents are belong to LIC, 32% respondents are belong to Public banks, 24% respondents are belong to Private banks, 4% respondents belong to Financial institutions, 8% respondents are belong to Lenders. So that major respondents are belongs to LIC and Public banks are preferred to interest in Housing Loan.

**Table -5**

Reasons for getting Housing Loan					
S.No	Variables	Respondents-Yes		Respondents-No	
		Number	%	Number	%
1	Status	20	40	30	60
2	Offer & scheme	14	28	36	72
3	Advertisement	12	24	38	76
4	Low Interest Rate	38	76	12	24
5	Awareness of Loan	42	84	8	16



**Interpretation:**

From the Graph it has been observed that, 40% out of 50 respondents are belong to Status, 28% respondents are belong to Offers and Schemes, 24% respondents are belong to Advertisement, 76% respondents belong to Low interest rate, 84% respondents are belong to Awareness of loan. So that major respondents are belongs to Low interest rate are preferred to interest in Housing Loan.

**Hypothesis**

**Table-1 Paired sample test**

**Relationship between occupation and interest in Housing loan**

<b>Factors</b>	<b>Govt e'ee</b>	<b>Private e'ee</b>	<b>Business Man</b>	<b>Professionals</b>	<b>Students</b>	<b>Others</b>
<b>Yes</b>	32	36	26	20	6	8
<b>No</b>	18	14	24	30	44	42

H0: There is no significant relationship between occupation and interest in Housing loan.

Ha: There is some significant relationship between occupation and interest in Housing loan.

$\bar{d}=13, S=26.13$

From the above table the calculated value (0.72) is more than the Table value

	<b>Value</b>	<b>Degree of freedom</b>	<b>Level of significant</b>
<b>T-test</b>	0.72	5	5%

(2.571) at 5% level of significance So the null hypothesis is accepted i.e. there is no significant relationship between occupation and interest in Housing loan.

**Table-2 Paired sample test**

**Relationship between age group and interest in Housing loan**

<b>Factors</b>	<b>18-25</b>	<b>26-35</b>	<b>36-45</b>	<b>45 &amp; above</b>
<b>Yes</b>	4	36	26	8
<b>No</b>	46	14	24	42

H0: There is no significant relationship between age group and interest in Housing loan.

Ha: There is some significant relationship between age group and interest in Housing loan.

$\bar{d}=13, S=26.13$

From the above table the calculated value (0.198) is more than the Table value

	<b>Value</b>	<b>Degree of freedom</b>	<b>Level of significant</b>
<b>T-test</b>	0.198	3	5%

(3.182) at 5% level of significance So the null hypothesis is accepted i.e. there is no significant relationship between age group and interest in Housing loan.

**Table-3 Paired sample test**

**Relationship between income group and interest in Housing loan**

<b>Factors</b>	<b>3000-5000</b>	<b>5000-10000</b>	<b>10000-15000</b>	<b>15000 &amp; above</b>
<b>Yes</b>	4	6	22	28
<b>No</b>	46	44	28	12

H0: There is no significant relationship between income group and interest in Housing loan.

Ha: There is some significant relationship between income group and interest in Housing loan.

$\bar{d}=17.5, S=23.84$

From the above table the calculated value (5.33) is more than the Table value

	<b>Value</b>	<b>Degree of freedom</b>	<b>Level of significant</b>
<b>T-test</b>	5.33	3	5%

(3.182) at 5% level of significance So the null hypothesis is rejected i.e. there is some significant relationship between income group and interest in Housing loan.

**Findings**

- From the market research study it has been observed that 72% of private employees are preferred to interest in housing loan.
- From the market research study it has been observed that 72% of age groups (26-35) are preferred to interest in housing loan.
- From the market research study it has been observed that 76% of income level groups (15000 & above) are preferred to interest in housing loan.
- It was founded that 34% of the respondents are preferred to get Housing loan in LIC and Public Bank.
- 76% of the respondents are preferred to low interest rate on Housing loan.

**Recommendations**

- ✓ The Banks should concentrate heavily on attractive Advertisements and various Promotional Strategies like, giving Pamphlets, put the hoardings and banners at important locations of the Krishnagiri District where the movement of the people is very high, Should be used to bring out the Awareness.
- ✓ Whenever company launches a new products company can conduct some functions for existing policyholders, which ensures direct interaction with exiting costumers. And create the policyholder clubs that gives sense of belongingness.
- ✓ Banks must train their staff and agents to handle the customer .The agents and company personnel should be transparent in their dealing with their customers.
- ✓ Finally, the Banking sector should offer some schemes for all segment of customer as the amount of premium to be paid is different for various policies.

**Conclusion:**

Today, only one business, which affects all walks of life, is banking sector. That's why banking sector occupies a very important place among financial services operative in the world. Owing to growing complexity of life, individual as well as business firms are turning to manage various risks. Therefore a proper knowledge of what housing loan is and what purpose does it serve to individual or an organization is therefore necessary. Banking sector must ensure that their marketing mix suits all segments of people and should be formulated based on the preference of customers.

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