**A STUDY ON FACTORS INFLUENCING PREFERENCE FOR LOANS AMONG ELECTRONIC GOODS CONSUMERS AT BAJAJ FINSERV AT KOTTAYAM DISTRICT IN KERALA**

**KRITI BEDI (Faculty, LPU)**

**ABHISHEK SINGH TOMAR (Student)**

**ANJANA. A (Student)**

**BASIL JOSE (Student)**

**PODDUTURI ACHYUTH REDDY (Student)**

**LOVELY PROFESSIONAL UNIVERSITY, PUNJAB, INDIA**

**ABSTRACT**

Consumers are different and have different preferences. The primary objective of this research is to identify the specific factors that influence the customer preference for Bajaj Finserv and to make an in-depth study to understand the role of the demographic factor and customer awareness in customer preference for Bajaj Finserv in Kottayam District of Kerala. This research is exploratory research. Research has been done by primary data collection, primary data has collected by interacting with customers and sales executives, and it is constructed in a manner of getting maximum information from the customers. The study conducted based on questionnaires to collect the necessary data: the questions asked and the necessary information fill based on the respondent answer. The Questionnaires are in the structured form, the research study done with the structured Personal interview. By completion of this project we came to know about the demographic factors age, educational qualification and job have a good influence in customer preferences and demographic factors like gender and monthly income have no impact in customer preference. The study reveals that there is no significant relationship between customer experience and customer convenience.

**1. INTRODUCTION**

Economic growth and development of any country depend upon a well-knit financial system. Financial system comprises a set of sub-systems of financial institutions financial markets, financial instruments and services. Thus, a financial system provides a mechanism by which savings are transformed into investments and it can be said that financial system plays a significant role in economic growth of the country by mobilizing surplus funds and utilizing them effectively for productive purpose. Both financial markets and financial institutions play an important role in the system by rendering various financial services to the community. They operate in close combination with each other. Electronic goods consumers are consumers which consumes electronic products for domestic purposes. It includes products such as television, audio players, computers, video players, recorders and related appliances.

Bajaj FinServ is a strong player in the durable loans segment. Recently the new entrants are increasing. For making a better future and prosperous business environment, Bajaj FinServ needs to retain the customers, for which the determinants that driving the customers to Bajaj FinServ might be distinguished. This study is an attempt to find the factors influencing preference for durable loans. The Scope of the study is if we see the current position in the finance market, the number of financial companies is entering into the market. The competition was so high in the finance market. How the Bajaj will stand in the present market to giving the new offers to the customers to stand in the market.

This study is particularly focusing to identify the driving factors that are influencing the preference of durable loans of Bajaj FinServ. This study analyses the external and internal factors that determine customer creation and customer retention. Bajaj FinServ is the brand, which replaced the entire durable loan segment with its brand name. Now many new players entering the segment, even the company have very accelerated growth, it should focus on the need for customer creation and customer retention. Customer preference is the core factor that defines customer creation and customer retention. The study involves customers who visit Bajaj FinServ executives. It identifies the specific factors in the customer preference for Bajaj FinServ durable loans. It evaluates the customer convenience about Bajaj FinServ and measures the level of customer experience

**2. OBJECTIVES OF THE STUDY**

* To Identify the factors influencing customer preference
* To examine the impact of demographic factors in customer preference
* To measure the level of customer awareness about the company.

**3. LITERATURE REVIEW**

**(3.1)According to V. Anojan & T. Subaskaran (2015)**consumer’s preferenceincludes four-sub variables such as perceived commodity, perceived price, perceived location, and perceived promotion. The purchasing behaviour of the customer involves four-sub variables such as culture, social variables, personal variables, psychological variables. The survey analysed the degree of control of the purchasing behaviour of consumers and the choice of consumers. Customer choice is often affected by factors such as gender, business location, level of income, brand, length of consumption, and media advertisement.

**(3.2)According to Reham Shawky Ebrahim (2013)**, consumer’s preferenceincludes four-sub variables such as perceived commodity, perceived price, perceived location, and perceived promotion. The purchasing behaviour of the customer involves four-sub variables such as culture, social variables, personal variables, psychological variables. The survey analysed the degree of control of the purchasing behaviour of consumers and the choice of consumers. Customer choice is often affected by factors such as gender, business location, level of income, brand, length of consumption, and media advertisement.

**(3.3)According to Yi Zhang (2015)**Since it was put forward, the idea of "brand image" has gained considerable interest from researchers and practitioners since it played an important role in marketing activities. While brand image has been recognised as a driving force for brand assets and brand efficiency, few studies have focused on the relationship between brand image and brand equity.

**(3.4)According to Ramya K and Janani P (2015)**“A study on customer’s preference and satisfaction towards big bazaar with reference to Coimbatore city” It explicitly states how customers choose the big bazaar for their purchase. The main objective of the analysis is to examine why consumers prefer their purchase from an organised retail shop rather than an unorganised retail shop and their level of satisfaction. For the purpose of the analysis, a survey of 120 respondents was constructed as a sample where the total population was infinite in nature.

**(3.5)According to P.Ravilochanan and B. Shyamala Devi Post-liberalization [1991]**There has been a big shift in the style of consumer shopping, there are a variety of variables influencing the customer preference of the type of retail outlet, and when these are objectively analysed, the coordinated outlets will realise favourable customer response and get more business. In the ongoing effort to improve the success of organised retail trade, different initiatives need to be undertaken by outlets. This study offers an insight into a few facets of the consumers' retail experience that can help plan the approach that can emerge as a winning strategy for both retailers and customers when analysed.

**(3.6) According to Yuhanis Mohamed Noor, Lu Man Hong, Fasihah Mohd Nasharuddin, Kong Moon Hong and Nursyamimi Aziz (2018),**This study is intended to define the relationship between brand impact, product quality, and quality of service to local food and beverage franchise customer preferences in Malaysia. This research was therefore carried out in a quantitative manner, and 384 target respondents were chosen. Based on the finding, three independent variables are positively linked to consumer preference for foreign F&B franchises in Malaysia, which are a brand impact, product quality and service quality.

**(3.7**) **According to DR. V.Murugan (2017)**This study focused on discovering the preferential impact of purchasing conduct of all soft drinks purchased by ordinary consumers in the Northern Province by customers. This study tested four sub variables such as perceived product, perceived price, perceived location, perceived promotion and consumer purchasing behaviour by using two key existing variables that are the preference of consumers.

**(3.8)According to Dr.S.Maheswari & Dr.s.Vishnuvarthani,**Green tea intake is associated with a lower risk of diseases causing physical dysfunction in the elderly, such as stroke, cognitive impairment, and osteoporosis. In addition, Green Tea is supposed to be the one that is extremely healthier for middle-aged and adult individuals, among the other health and energy drinks available on the market. In this respect, the main objective of the study is to consider the consumer's preference for the consumption of green tea. The results of the study showed that the most important factor driving customers to choose green tea and their level of satisfaction with green tea was the most important.

**(3.9)According to Gowrishankkar V (2017**Brand preference is closely linked to the option of a brand that can promote customer decision-making and stimulate the purchase of a brand. Marketers have long been interested in learning how customers shape their attitudes towards a particular brand, recognising that the trend of consumer preferences across the population is a vital input for the production and development of creative marketing strategies. It also shows that customer choices are heterogeneous, leading to successful strategies for market segmentation. There are six conditions for brand preference selection.

**(3.10)According to Syed Tabrez Hassan, Bilal H Hurrah, &Amit Lanja (2014**)From a business point of view, as in this rivalry era, we need to be conscious of consumer needs & desires & what a customer expects from a company. If we want to remain in the business and to build a competitive advantage in the market, we should have this knowledge or a client database. After carrying out this research, we need to be able to understand what consumers want from a brand, why they turn to another brand, what factors cause them to buy branded clothing. Through evaluating these, the company will formulate plans according to consumer needs and supply them with the company's goods that the customer requires, which would be profitable for the company. The relationship between consumers’ decision-making styles and their choice between branded and non-branded clothing is investigated using a sample of consumers of Jalandhar City only.

**(3.11)Vikash & Vinod Kumar (2017)**The way of life of individuals is evolving day by day with the advent of modern technology. The way of shopping has also been changed by these shifts. Instead of traditional store shopping, online shopping is taking place. In the current research, it was tried to find out the opinion of people about online shopping and to know whether online shopping or store shopping is favoured by customers and why. A survey of 100 Kurukshetra consumers using a questionnaire was used to collect the primary data for this analysis. This research used factor analysis to show that consumer expectations of online shopping have a clear demographic relationship dependent on customers.The results of the study supported that the customers perceive online shopping with positive frame of mind and show that the emergence of various factors pertaining to online shopping.

**(3.12) According to Preeti Pillai & Dr. S. O. Junare (2016)** Environmental depletion has resulted in an increase in the demand for eco-friendly goods by environmentally conscious consumers. This has prompted businesses to re-design their environmentally friendly goods and sell them to such customers. Green marketing applies, on the basis of its environmental advantages, to the method of selling goods and/or services. The expectations of consumers can affect the decision-making process and the purchasing behaviour of people. The aim of this paper is to understand consumers' perceptions of eco-friendly white goods, to raise awareness of the availability of such products and to understand the demographic profile of green consumers.

**(3.13) According to Asin Mochammad, Dytta Novrianda & Chrtina catur, (2018)**The goal of this research is to examine the effect of brand preference on consumer satisfaction (advertiser).. Structural Equation Modeling used to evaluate indicator variables, latent variables and variables of measurement error to assess causal brand recognition, brand affiliation, brand expansion, perceived quality through Sindo Media brand preference to consumer satisfaction (MNC Group). The result shows that mediated variables have a major impact. While brand recognition, brand affiliation, brand expansion, perceived quality have a major impact on customer satisfaction. That implies that brand preference has a major influence on customer satisfaction.

**(3.14)According to Mridanish Jha, (2013)**The goal of the paper is to study brand awareness and consumer preference in Bihar's rural areas and to study consumer preference in the category of fast-moving consumer goods. In rural consumption, FMCG has emerged as a major product category. Over the years, the rural market has been gradually rising and is now bigger than the urban market for FMCG. A steady customer base is the key to a successful business. Due to the lack of consistency in groups homogeneous in demographic parameters such as age, occupation, education and income, consumer behaviour in the rural market is mystifying.

**(3.15) According to Rajagopal, (2009)**By developing a favourable attitude towards them and through the purchasing decision process, customers identify brands. Brand preference is understood as a measure of brand loyalty in which, in the presence of competing brands, a consumer exercises its decision to choose a specific brand. Based on empirical research, this study aims to address the cognitive factors that define brand preference among consumers. Brand attributes are critically analysed in the research, including emotions, attitudes, personality, image, credibility and confidence that affect customer perceptions and temporal association with brands.

**(3.16) According to Anitha Goyal,**who had studied on the topic Managing perceived risk for credit card purchase through supplementary services, this research has shown that the presence of additional resources can control customer perceptions of functional risk and psychological risk. An significant finding is that males perceive more psychological benefits, and females perceive more practical benefits with additional credit card services. (Goyal Anitha, 2018).

**(3.17) According to a research conducted by Rais Ahmad Itoo,**A. Salvarsan who conducted a research by Commercial Banks on the subject called Loan Products and Credit Scoring Methods concluded that most banks have retail as around 20 percent of their overall loans and these are rising rapidly at a rate of 30 to 35 percent annually. Retail lending has become the banking sector's source of profit. In the banking sector, the retail banking sector is continually witnessing developments, product re-engineering and modifications. Cards such as credit cards, debit cards and ATM, housing loans, personal loans, consumption loans, education loans, auto loans, insurance, demit services, consumer durable loans for online services include Indian retail banking. ( 2017, Rais Ahmad Itoo)

**(3.18) According to a study conducted by Md Saifulla Khalid and Dr. Aravind Hans**, while conducting a study on determinants affecting the preference of a non-banking financial company to use sustainable consumer loans, it was concluded that the choice of NBFC loans was affected by three factors, namely the terms and conditions of service delivery and the security and safety of funds. The analysis was limited in sample size and focused only on the main factors influencing the selection of NBFCs.

**(3.19) Using the 1995 Survey of Consumer Finance (SCF) of the Federal Reserve, Kennickell and Kwast (1997)**examined the effect of demographic characteristics on the probability of using electronic payment instruments. The probability of using electronic payment instruments has been increased by higher levels of education and financial assets.

**(3.20)**In order to recognise the degree to which different product / service characteristics are relevant and how they affect the choice of customers in banking selection, many decision-makers in financial institutions find it necessary to obtain customer information. The capacity to formulate and execute consumer-oriented marketing campaigns focused on customer interest is the core aspect of success in financial services marketing.**(Javalgiet al.1989).**

**(3.21)**With some of them raising questions about the capacity of banks to look out for their financial well-being, consumer awareness and information levels have appreciated dramatically. Banks are rethinking what, where and how they can satisfy increasingly educated and demanding customers in this respect. Future assessment of the trends and forces transforming the banking sector points to the fact that the future will require superior performance and operational excellence from banks and market leadership to be achieved in order to anticipate and satisfy consumer needs through the use of goods, services and process innovation**(IBM Company, 2005).**

**(3.22) The dimensions of bank service quality were calculated by Avkiran (1999)** four discriminating factors were identified, namely staff conduct, reputation, communication and access to teller services. Contact requires offering financial advice, providing timely notices, and access to teller facilities relates to the adequacy of the number of employees serving clients at peak hours and during business hours.

**(3.23) Boyd (1994)**) examined bank selection criteria and how they vary according to the behavioural and demographic characteristics of clients, such as marital status, household size and income, household head occupation. In explaining how customers choose the credibility of banks, interest on savings accounts, interest paid on loans, fast service and position in the area, the researchers were able to define five key factors. In addition, the researchers found that the relative significance of these parameters differed between groups of respondents with different demographic characteristics, with the exception of the credibility chosen by all types of households other than divorced persons.

**(3.24) In the selection of a bank in Sweden, Zineldin (1996)**conducted a survey of 19 potential factors that clients consider to be significant. These considerations include popularity, others' guidance, interesting ads, place comfort, opening hours, and high technology services. Each respondent was asked to score, on a scale of 5 (very important) to 1 (completely unimportant), the value of each of the factors listed above. His research showed that the most important factors were friendliness and helpfulness of workers, consistency in account / transaction management, and loan availability and services.

**(3.25) A research by Yue and Tom (1995)** on bank selection criteria was focused on Chinese-Americans residing in Sacramento, California. Efficiency of the services provided, bank reputation, bank fees, location, and interest rates on saving accounts were found to be the major factors in bank selection by customers.

**(3.26)For clients to patronise a bank, image and credibility are essential considerations. To analyse the bank selection criteria used by college students, Almossawi (2001)**conducted a study in Bahrain He found that the main variables deciding the selection of banks for college students were: the prestige of the bank, the availability of parking space near the bank, the friendliness of bank workers and the availability and location of automated teller machines (ATM).

**(3.27) In Greece, the findings of John Mylonakis (2008)** showed that bank customers might not be interested in ads at first when selecting their bank, but this is the initial response of all those interested in obtaining the most cost-beneficial and favourable terms. The argument is that in selecting their bank, advertisement is not the primary criteria for customers. Its existence, however, is a prerequisite, as it verifies the vital position of a bank in the market and plays an important role in its choices. Banking advertisement requires the accessibility of many branches to advertisement, the availability of nearby parking spaces, and lengthy operating hours by banking institutions.

**(3.28) Cicic, Brkic and Agic (2004)** point to costs, especially for university students, as a significant determinant of the selection of commercial banks. University students are non-income earners, their main goal is to minimise expenses that are associated with financial transactions. This suggests that the most motivating force would be student customers who prefer service charges.

**(3.29) A research by Javalgi et al. (1989)** ) in the USA using the method of analytical hierarchy found that financial considerations are the key criteria in the bank selection decisions of customers. The results of this study show that financial factors such as fund security, savings account interest and loan availability scored high.

**(3.30)In their research on bank selection in Singapore using the analytical hierarchy method (AHP), Ta and Har (2000)**indicated that the decision process for bank selection is primarily based on nine determinant criteria. There are: high interest rates, convenient location and service quality, self-banking facilities, low fees, low credit rates, long hours of operation and recommendations.

**(3.31) Aldlaigan and Buttle (2001)**also took the view that a range of financial services offered by banks were perceived to be extremely consumer-involving, such as savings account, current account, mortgage and other investment products services. Consumers who are highly involved are more motivated to read product category details, compare product characteristics between businesses, enjoy purchasing products within the category, and make detailed product comparisons Nonetheless, some bank customers would see the option of a bank to conduct business with as little interference at each point in time and an easy decision to make.

**(3.32) Longfellow and Celuch (1992)** also took the view that a range of financial services offered by banks were perceived to be extremely consumer-involving, such as savings account, current account, mortgage and other investment products services. Consumers who are highly involved are more motivated to read product category details, compare product characteristics between businesses, enjoy purchasing products within the category, and make detailed product comparisons Nonetheless, some bank customers would see the option of a bank to conduct business with as little interference at each point in time and an easy decision to make.

**(3.33)**The purpose of taking bank loans is linked to age, according to the Life Cycle hypothesis. Younger people are more likely to get loans than older people, since younger people are more risk-takers than low-income elderly people. **(2005-Del-Rio & Young).**

**4. RESEARCH METHODOLOGY**

**4.1 RESEARCH DESIGN**

The research design is a plan that specifies the sources and types of information relevant to the research problem. It is the conceptual structure within which the research is conducted. The research design used here is the exploratory research design. Exploratory studies aim at the initial research, which forms the basis of more conclusive research.

**4.2 SOURCE OF DATA**

Information has been collected from both Primary and Secondary Data.

1 Primary sources -: The primary data was collected through direct personal interviews and questionnaire.

2 Secondary sources -: The secondary data was collected through different articles, researches, Journals, web sites, books and magazines.

**4.3 SAMPLE SIZE**

A sample of size 115 was taken for this study.

**4.4 SAMPLING TECHNIQUE**

The sampling technique used for the study is Convenience sampling. A convenience sampling is a non-probability sampling technique where subjects are selected based on the convenient or accessibility to the researcher.

**4.5 DATA COLLECTION**

The data was collected using with well-structured questionnaire and direct observation. The Questionnaire contains questions on Demographic Factors, Multiple Choice Questions, Rating Scale Questions (5 Point).

**4.6 DATA ANALYSIS**

Before processing the responses, the completed questionnaires were edited for completeness and consistency. The study generated quantitative data which was coded and entered into Statistical Packages for Social Scientists (SPSS). Quantitative data was presented in tables and explanation in prose. Method/tools used for analysing the data are:

1. Chi-Square Test is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution while the null hypothesis is valid is a chi-squared test, also written as a χ2 test. The 'chi-squared test' is also used as a short for Pearson's chi-squared test without other credentials. Chi-squared tests are often built from or via the sample variance of a sum of squared errors. Test statistics that adopt a chi-squared distribution derive from the assumption that independent data is normally distributed, which is true in certain instances because of the central limit theorem.

A chi-squared test can be used to attempt rejection of the null hypothesis that the data are independent.

A chi-square test is often called a test in which this is asymptotically valid, meaning that by having the sample size large enough, the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired. The chi-squared test is used to assess if there is a substantial difference in one or more groups between the frequencies predicted and the frequencies observed.

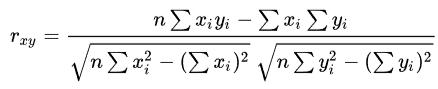
1. Mean Comparison Method: A mean is a simple or athematic average of a range of values or quantities computed by dividing the total of all values by the number of values.

Mean = Total of weighted Responses Total No of Respondents

3. Correlation Analysis Correlation is used to test relationships between quantitative variables or categorical variables. In other words, it’s a measure of how things are related. The study of how variables are correlated is called correlation analysis.

1. Pearson r correlation: To calculate the degree of the relationship between linear related variables, Pearson r correlation is commonly used in statistics. Both variables should be distributed normally for the Pearson r correlation. The formulas return a value between -1 and 1, where a clear positive relationship is indicated by:1. -1 implies a clear adverse relationship.

To calculate the Pearson r correlation, the following formula is used.



*rxy*= Pearson r correlation coefficient between x and y

*n* = number of observations

*xi*= value of x (for ith observation)

*yi*= value of y (for ith observation)

**5. ANALYSISAND DATA PRESENTATION**

Inthepreviouschapter,theresearchmethodologyusedbytheresearchertoachievetheobjectives ofthestudywasdiscussed.Thepresentchapterdeals withtheanalysisandinterpretationofthedatacollectedfromtherespondents(n=115).Torealizetheobjective of thestudyboththedescriptivestatisticsandinferentialstatisticsareemployed.Thestatisticaltechniquesusedtodothedataanalysisarechisquare,correlationandpercentageanalysis.Thestatistical tool used foranalysis is SPSS andMicrosoft Excel.

**EXPLORATORY DATAANALYSIS**

**1. The demographic variable– Gender is as given below.**

|  |  |  |
| --- | --- | --- |
| Gender | Frequency | Percent |
| Male | 66 | 57.4 |
| Female | 49 | 42.6 |
| Total | 115 | 100.0 |

***Table 5.1.1showing the variable– Gender*** *Source: Primary data*

**FEMALE,42.6,**

**43%**

**MALE, 57.4,**

**57%**

***Figure 5.1.1 showingthe variable– Gender*** *Source: Primary data*

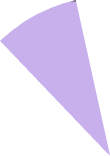
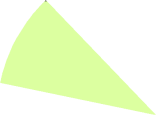
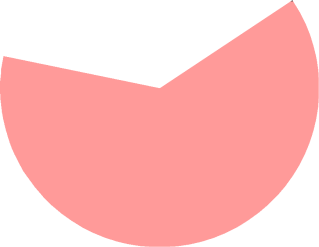
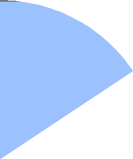
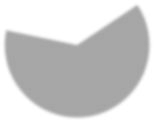
**INFERENCE:**

Table showsthatoutof115respondentsfromwhomresponsesobtained57.4%(66respondents)aremaleand42.6%(49respondents)arefemale.Thepercentagesofmalesaremuchhigherthanthatoffemales***.***

**2. The demographic variable –Ageis as given below**

|  |  |  |
| --- | --- | --- |
| Age | Frequency | Percent |
| 20   |  |  |  | | --- | --- | --- | |  |  |  | |  |  |  | |  |  |  | |  |  |  | |  |  |  |   to 30 | 18 | 15.7 |
| 31 to 40 | 72 | 62.6 |
| 41 to 50 | 11 | 9.6 |
| 51 to 60 | 10 | 8.7 |
| Morethan61 | 4 | 3.5 |
| Total | 115 | 100.0 |

***Table 5.1.2 showing the variable– age*** *Source: Primary data*



3.5

8.7

15.7

9.6

62.6

20TO30 31TO40 41TO50 51TO60 MORETHAN61

***Figure 5.1.2 showing the variable – age*** *Source: Primary data*

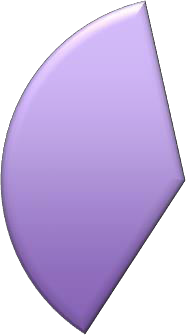
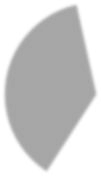
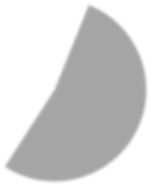
**INFERENCE:**

Tableshowsthatoutof115respondentsfromwhomresponseswereobtained62.6%(72respondents)areoftheagegroup31-40years,15.7%(18respondents)are intheagegroup20-30years,9.6%(11respondent)from41-50years, 8.7%(10respondent)from51-60yearsand 3.5%(4 respondent) from agegroup above61years.

**3. Statistics on groupsbased on Qualification**

|  |  |  |
| --- | --- | --- |
| Education | Frequency | Percent |
| 10TH | 4 | 3.5 |
|  |  |  |
| 12/PREE | 3 | 2.6 |
|  |  |  |
| DEGREE |  |  |
| GRADUATION | 61 | 53.0 |
| POSTGRADUATION | 43 | 37.4 |
| PHD | 4 | 3.5 |
|  |  |  |
| Total | 115 | 100.0 |

***Table 5.1.3 showing the variable– EducationQualification*** *Source:Primary data*



3.53.52.6

37.4

53.0

10TH 12/PREEDEGREE GRADUATION POSTGRADUATION PHD

***Figure5.1.3 showing the variable – Education Qualification*** *Source:Primary data*

**INFERENCE:**

Tableshowsthat 53%(61respondents)are Graduation ,37 % (43respondents) are PG ,3.5% (4respondents)arePHD,3.5% (4respondents)are10thand2.6% (3respondents)are12/Pre-degree.This indicates that themajorityareGraduates.

**4. Statistics on groupsbased on Job**

|  |  |  |
| --- | --- | --- |
| Job | Frequency | Percent |
| Student/ | 10 | 8.7 |
| unemployed |  |  |
| Selfemployed | 18 | 15.7 |
| Govt. Employee | 27 | 23.5 |
| Privatesector employee | 46 | 40.0 |
|  |  |  |
| Housewife | 5 | 4.3 |
| Retired | 9 | 7.8 |
| Total | 115 | 100.0 |

***Table 5.1.4 showing the variable – Job*** *Source:Primary data*

7.8,8%8.7,9%

4.3,4%

15.7,16%

40.0,40%

23.5,23%

STUDENT/UNEMPLOYED

GOVT.EMPLOYEEHOUSEWIFE

SELFEMPLOYED

PRIVATESECTOREMPLOYEERETIRED

***Figure 5.1.4 showing the variable – Job*** *Source: Primary data*

**INFERENCE:**

Tableshowsthatoutof115respondentsfromwhomresponseswereobtained 40%(46respondents)arePrivatesectoremployeesand23%(27 respondents)areGOVT.employees,15%(18respondent)areself-employed, 8.7%(10 respondent)arestudents/unemployed,7.8 %(9 respondent)are retiredand 4.3 %(5respondent)are housewives.

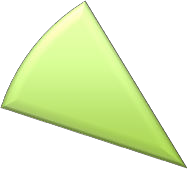
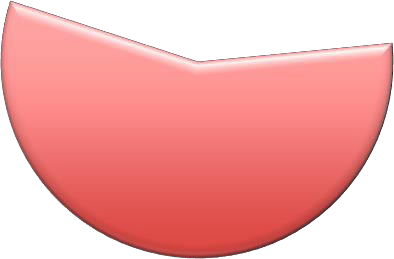
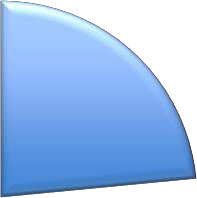
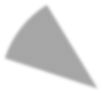
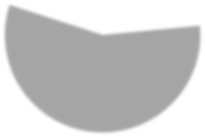
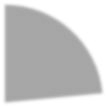
**5. Statistics on groupsbased on Monthlyincome**

|  |  |  |
| --- | --- | --- |
| Incomegroup | Frequency | Percent |
| 0 to 25000 | 27 | 23.5 |
|  |  |  |
| 25000 to | 65 | 56.5 |
| 50000 |  |  |
| 50000 to | 13 | 11.3 |
| 75000 |  |  |
| 75000 to | 10 | 8.7 |
| 100000 |  |  |
| Total | 115 | 100.0 |

***Table 5.1.5 showing variable– Monthly Income*** *Source:Primary data*

-



8.7,9%

23.5,23%

11.3,11%

56.5,57%

0TO25000 25000TO50000 50000TO75000 75000TO100000

***Figure 5.1.5-showingvariable – Monthly Income*** *Source:Primary data*

**INFERENCE:**

Tableshowsthat56.5% (65respondents)areintheincomegroup25000-50000,23.5% (27respondents)areintheincomegroup0-25000,11.3% (13respondents)areintheincomegroup 50000-75000, 8.7% (10respondents) arein the incomegroup 75000-10000

**6. Awareness about consumer durable loan availability**

|  |  |  |
| --- | --- | --- |
|  | **Frequency** | **Percent** |
| YES | 115 | 100 |
| NO | 0 | 0 |

**NO 0,0%**

**YES 100, 100%**

***Table 5.1.6Awareness about consumerdurable loan availability*** *Source: Primary data*

**INFERENCE:**

Table showsthat 100 %(100respondents) are awareabout thedurable loanavailability.

**7. Mediasource ofinformation**

|  |  |  |
| --- | --- | --- |
| **Sources** | **No. of respondents** | **Percentage** |
| Internet | 44 | 38.26 |
| Word ofmouth | 41 | 35.65 |
| Newspapers | 36 | 31.3 |
| Outdoor media | 33 | 28.69 |
| TV ads | 27 | 23.47 |

***Table 5.1.7Mediasource of information*** *Source: Primary data*



Percentage

45

40

35

38.26

30

25

20

15

10

5

0

35.7

31.3

28.7

23.48

TV ADS

OUTDOOR

MEDIA

NEWSPAPERS

INTERNET

WORD OF

MOUTH

***Figure5.1.7 Media sourceof information*** *Source:Primary data*

**INFERENCE:**

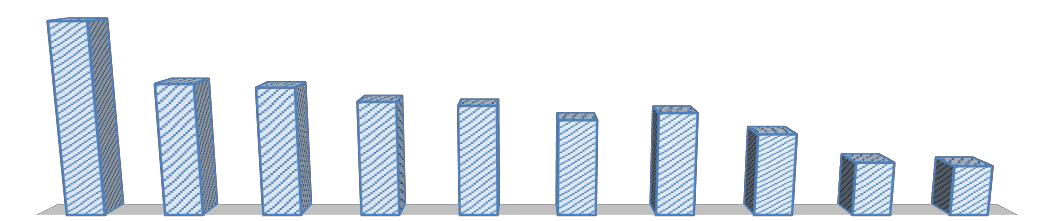
Tableshowsthat38.6% (44respondents)considersinternetasasourceofinformation,35% (41respondents)considerswordofmouthasasourceofinformation,31.30% (44respondents)considersnewspaperasasourceofinformation,28% (33respondents)considersoutdoormediaasasourceofinformationand23% (27respondents)considersTVadsasasource of information.

**8. Factors that affect preference forBajaj FinServdurableloans**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Factors** | | **No. respondents** | **of** | **Percentage** |
| Interestrate | | 54 | | 46.95 |
| Paybackperiod | | 37 | | 32.17 |
| Extendedwarranty | | 36 | | 31.3 |
| Gooddiscounts | | 32 | | 27.82 |
| Nohiddencharges | | 31 | | 26.95 |
| Shortprocessingofloan application |  | 29 | | 25.21 |
| Fastdocumentation | | 27 | | 23.47 |
| Company’simage | | 23 | | 20 |
| latest technology | | 15 | | 13.04 |
| courteousand helpful staff | | 14 | | 12.17 |

***Table 5.1.8Factors thataffectpreference*** *Source:Primary data*

***for Bajaj FinServdurableloans***



* Percentage

50

45

40

35

30

25

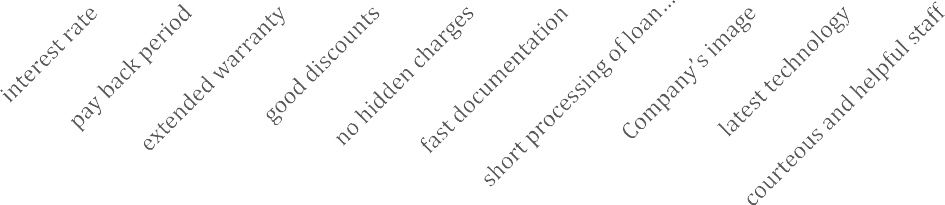
20

15

10

5

0

***Figure5.1.8 Factors that affectpreference for Bajaj*** *Source:Primary dataFinServdurableloans*

**INFERENCE:**

Tableshowsthat46.95% (54respondents)considersinterestasdrivingfactortoBajajFinServ,32.13% (37respondents)considerspaybackasdrivingfactortoBajajFinServ,,31.13%(36respondents)considersextendedwarrantyasdrivingfactortoBajajFinServ,27.82%(32respondents)considersgooddiscountsasdrivingfactortoBajajFinServ,26.95%(31respondents) considers no hiddenchargesas drivingfactor to BajajFinServ,23.47% (27respondents)considersfastdocumentationasdrivingfactortoBajajFinServ,25.21% (29respondents)considersshortprocessingofloan applicationasdrivingfactortoBajajFinServ,20%(23respondents)considerscompany’simageasdrivingfactortoBajajFinServ,12.17% (14respondents) considers courteousand helpful staff as drivingfactortoBajajFinServ.

**INFERENTIALSTATISTICS**

Inferentialstatistics,unlike descriptive statistics, tells inferencesabout thephenomenonUnderstudywithrespect totheselectedsample(n=115)thestatisticaltechniquessuchasChisquareand Correlationhavebeen used to draw inferences with regard to

Objectives of thestudyas follows;

***Objective***

* Toidentifythe impact ofdemographicfactors in customer preference
* **Hypothesis 1:**
* H0: Thereis no significant relationshipbetween demographic factorsandcustomerpreferenceH1: Thereis significant relationship betweendemographicfactorsandcustomerpreference
* Inordertotestthishypothesisaspertheobjective,sixsub-hypothesesareestablishedforthedemographiccharacteristicsofthestudy,viz.,gender,agegroup,job, educationqualificationaccordingly, thefollowinghypotheses are tested.
* **Sub - Hypothesis 1**
* H01: There is no significant relationshipbetweengender andcustomerpreferenceH11: Thereis significant relationship betweengender and customer preference
* To test the above-mentionedhypothesis, the statisticaltechnique Chisquareis used.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Value | Df | Asymp.Sig.(2-sided) | Exact Sig.(2-sided) | Exact Sig.(1-sided) |
| PearsonChi-Square | .093a | 1 | .761 | 1.000 | .571 |
| ContinuityCorrectionb | .000 | 1 | 1.000 |
| LikelihoodRatio | .092 | 1 | .762 |
| Fisher'sExactTest |  |  |  |
| Linear-by-Linear  Association | .092 | 1 | .762 |
| NofValidCases | 115 |

***Table5.2.1TableshowingtheresultsofChisquare*** *Source: Primary data*

***inexaminingtherelationbetweengender and***

***Customer preference***

* + 1. 2 cells(50.0%)haveexpectedcountlessthan 5.Theminimumexpected countis 1.70.
    2. Computed onlyfor a 2x2table

**INFERENCE:**

***FromtheabovetableofChisquarebetweenGenderandcustomerpreference. Thefollowingresultscan be established***:

Fromtheabovetable,theP-value(0.571)isgreaterthanthesignificancelevel(0.05),wecanacceptthenullhypothesis.Thus,weconcludethatthereisnorelationshipbetweengenderandcustomerpreferencefor durableloans.

**Sub -Hypothesis 2**

H02: There is no significant relationshipbetweenageandcustomerpreferenceH12: Thereis significant relationship between age andcustomerpreference

To test the above-mentionedhypothesis, the statisticaltechnique Chi squareis used.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | Df | Asymp. Sig.(2-sided) |
| PearsonChi-Square | 4.130a | 4 | .389 |
| LikelihoodRatio | 3.892 | 4 | .421 |
| Linear-by-Linear  Association | 2.442 | 1 | .118 |
| Nof ValidCases | 115 |

***Table5.2.2 showingtheresultsofChi*** *Source: Primary data*

***squareinexaminingtherelationbetween***

***Age andCustomerpreference***

a. 6cells(60.0%)haveexpectedcountlessthan5.Theminimumexpectedcountis .14.

**INFERENCE:**

***FromtheabovetableofChisquarebetweenAgeandcustomerpreference. Thefollowingresultscan be established***:

Fromtheabovetable,theP-value(0.389)islessthanthesignificancelevel(0.05),wecanacceptthenullhypothesis.Thus,weconcludethatthereisarelationshipbetweenageandcustomerpreferencefor durableloans.

**Sub -Hypothesis 3**

H03: There is no significantrelationshipbetweeneducation qualification and customerpreference

H13: Thereis significant relationship between education qualificationand customerpreference

To test the above-mentionedhypothesis, the statisticaltechnique Chi squareis used

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | Df | Asymp.Sig.(2-sided) |
| PearsonChi-Square | 28.413a | 4 | .000 |
| LikelihoodRatio | 13.005 | 4 | .011 |
| Linear-by-LinearAssociation | 9.786 | 1 | .002 |
| NofValidCases | 115 |

***Table5.2.3 showing the results of Chi square in*** *Source: Primary data*

***examining the relationbetweenEducationand***

***Customerpreference***

a.8cells(80.0%)haveexpectedcountlessthan5.Theminimumexpectedcountis .10.

**INFERENCE:**

***Fromthe above tableof Chi square betweenEducation and customerpreference***

***Thefollowing resultscan be established***:

Fromtheabovetable,theP-value(0.000)islessthanthesignificancelevel(0.05),wecannotacceptthenullhypothesis.Thus,weconcludethatthereisarelationshipbetweenEducationandcustomerpreferencefordurable loans.

**Sub -Hypothesis 4**

H04: There is no significant relationshipbetween job andcustomerpreferenceH14: Thereis significant relationship between joband customerpreference

To test the above-mentionedhypothesis, the statisticaltechnique Chi squareis used

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | Df | Asymp.Sig.(2-sided) |
| PearsonChi-Square | 10.360a | 5 | .066 |
| LikelihoodRatio | 8.267 | 5 | .142 |
| Linear-by-LinearAssociation | 2.003 | 1 | .157 |
| NofValidCases | 115 |

***Table5.2.4 showing the results of*** *Source: Primary data*

***Chi square inexamining the relation***

***between Job andCustomerpreference***

* 1. 7 cells(58.3%)haveexpectedcountlessthan 5.Theminimumexpectedcountis .17.

**INFERENCE:**

***Fromthe above tableof Chi square between joband customerpreference***

***. Thefollowing resultscan beestablished***:

From the above table, theP-value(0.066) is less than the significance level(0.05),wecanaccept thenull hypothesis. Thus, weconcludethat thereis a relationshipbetween job andcustomerpreferencefor durableloans.

**Sub -Hypothesis 5**

H05: There is no significant relationshipbetweenmonthlyincome andcustomerpreference

H15: Thereis significant relationship between monthlyincomeandcustomer preferenceTo test the above mentioned hypothesis, the statisticaltechnique Chi squareis used.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Value | Df | Asymp. Sig.(2-sided) |
| PearsonChi-Square | 2.102a | 3 | .552 |
| LikelihoodRatio | 2.607 | 3 | .456 |
| Linear-by-LinearAssociation | 1.808 | 1 | .179 |
| Nof ValidCases | 115 |

***Table5.2.5 showingtheresultsof*** *Source: Primary data*

***Chisquareinexaminingtherelation***

***betweenMonthlyand Customerpreference***

**INFERENCE:**

1. 4cells(50.0%)haveexpectedcountlessthan5.Theminimumexpectedcountis .35.

***Fromthe above tableof Chi square betweenMonthlyincome and customerpreferencethefollowing resultscan be established:***

Fromtheabovetable,theP-value(0.552)islessthanthesignificancelevel(0.05),wecanacceptthenullhypothesis.Thus,weconcludethatthereisarelationshipbetweenMonthlyincomeandcustomerpreference for durable loans.

***Objective***

* + To identifytherelationship between customer convenienceandcustomerexperience

**Hypothesis 2:**

H0: There is no significantrelationshipbetween customer convenience andcustomerexperience

H1: Thereis significant relationship between customer convenienceand customer experience.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Statement | Stronglydisagree | disagree | neutral | Agree | Stronglyagree | Total | Mean |
| Loanswithoutprocessingfees | 15 | 77 | 23 | 0 | 0 | 115 | 3.9304 |
| zero percentinterest | 0 | 0 | 26 | 75 | 14 | 115 | 3.8957 |
| privacy andsecurity | 0 | 0 | 23 | 75 | 17 | 115 | 3.9478 |
| assistancethroughonlineandoffline | 0 | 0 | 30 | 69 | 16 | 115 | 3.8783 |
| ***Combinedmean*** |  |  |  |  |  |  | 3.9130 |

***Table5.2.6 Determinantsof customer convenience Factor*** *Source: Primary data*

**INFERENCE:**

* **Loanswithout processingfees**

Fromthemeanscore3.93itcanbeinferredthatcustomersaredisagreeingwiththestatement

“BajajFinServ provides loans without processing fees”

* **Zeropercentinterest**

Fromthemeanscore3.89itcanbeinferredthatcustomersareagreeing withthestatement

“BajajFinServ provides loans with 0 percentinterest”

* **Privacy and security**

Fromthemeanscore3.94itcanbeinferredthatcustomersareagreeingwiththestatement

“Bajaj Fin Serv provides maximum level of privacy and security to each customer”

* **Assistance through online and offline**

Fromthemeanscore3.87itcanbeinferredthatcustomersareagreeingwiththestatement

“BajajFin Serv provides strong assistance through online and offline means”

* + **Customer convenience Factor**

The score for customer convenience Factoris 3.93ona5-point scale which indicates that customer convenience Factor is rated above average by the customers and agreeing upon Determinants of customer convenience factor.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Statement | VerySatisfied | Satisfied | neutral | Unsatisfied | Very unsatisfied | Total | Mean |
| Serviceexperience | 15 | 79 | 17 | 4 | 0 | 115 | 3.9130 |
| EMICARDS | 7 | 69 | 29 | 10 | 0 | 115 | 3.6348 |
| Durable goodsbrands | 15 | 71 | 19 | 8 | 2 | 115 | 3.7739 |
| approach ofemployees | 14 | 67 | 26 | 4 | 4 | 115 | 3.7217 |
| extendedwarranty | 18 | 66 | 21 | 8 | 2 | 115 | 3.7826 |
| ***Combinedmean*** |  |  |  |  |  |  | 3.77 |

***Table5.2.7 Determinants of Customer experienceFactor*** *Source: Primary data*

**INFERENCE:**

* **Serviceexperience**

Fromthemeanscore3.91 itcanbeinferredthatcustomersaresatisfied withtheoverallserviceexperience providingbyBajajFinServ

* **EMICARDS**

Fromthemeanscore 3.63 itcanbeinferredthatcustomersaresatisfiedwiththeexperienceof BajajFinServ EMICARDS

* **Durablegoods brands**

Fromthemeanscore3.72itcanbeinferredthatcustomersaresatisfied withtheexperienceof Durablegoods brandsthat BajajFinServ associating

* **Approach ofemployees**

Fromthemeanscore3.78itcanbeinferredthatcustomersaresatisfiedwiththeApproachofemployees

* **Extendedwarranty**

Fromthemeanscore3.63itcanbeinferredthatcustomersaresatisfiedwiththeExtendedwarranty

* + **CustomerexperienceFactor**

The scoreforcustomerexperienceFactor is3.77 ona 5-point scalewhichindicates thatcustomerexperienceFactorisratedaboveaveragebythecustomersandsatisfiedwithDeterminantsofcustomer experiencefactorand satisfactionlevel.

**CORREALATIONANALYSIS**

|  |  |  |
| --- | --- | --- |
|  | Customerconvenience | Customerexperience |
| PearsonCorrelationSig.(2-tailed)  Customerconvenience  N | 1 | .264\*\* |
|  | .004 |
| 115 | 115 |

***Table5.2.8 CorrelationAnalysis*** *Source: Primary data*

\*\*. Correlationis significantat the 0.01level(2-tailed).

**INFERENCE:**

From the abovetableofcorrelationbetween the factors ofCustomerconvenienceandCustomer. Thefollowing relationscanbeestablished

* Fromtheabovetable,Pearsoncorrelationvalue(0.264)indicatesalowcorrelationbetween

CustomerconvenienceandCustomerexperience

* Pvalue0.004indicatesthatnullhypothesiscanbeacceptedandhencealternatehypothesisisrejected.Therefore,it canbeinferredthatthereisno relationbetween Customer convenienceandCustomerexperience of BajajFinServ’sDurableloans.

**5. FINDINGS**

*Thisdivisiondealswiththefindingsbasedontheanalysisundertaken.Findingsarebasedonthe four objectives of thestudy suchas: -*

* To identifythe impact ofdemographicfactors in customer preference
* To identifytherelationship between customerconvenienceandcustomerexperience
* Identifythe factors influencing customerpreference
* To measurethe level ofcustomer awarenessabout thecompany

**FindingsBased on theFirst Objective**

#### Objective: Identifythefactors influencing customerpreference

Based on the percentageanalysis thefollowing findings havemade

* 46.95 % (54respondents)considersinterest asdrivingfactor to Bajaj FinServ
* 32.13 % (37respondents)considerspaybackas drivingfactor to Bajaj FinServ,
* 31.13 % (36respondents)considersextended warrantyas drivingfactor toBajajFinServ,
* 27.82%(32respondents) considers gooddiscountsas driving factor toBajajFinServ,
* 26.95 % (31respondents)considers no hidden chargesas drivingfactor to BajajFinServ,
* 23.47 % (27respondents)considersfast documentation as drivingfactor toBajajFinServ
* 25.21 % (29respondents)considersshortprocessingof loan applicationasdrivingfactor toBajajFinServ,
* 20 % (23respondents) considers company’simageasdriving factor toBajajFinServ
* 12.17 % (14respondents)considerscourteousandhelpfulstaffas drivingfactor toBajajFinServ

|  |  |  |
| --- | --- | --- |
| **Objectives** | **Hypothesis** | **Findings** |
| To identify theimpact of  demographicfactors in  customerpreference | Thereissignificantrelationshipbetweengenderandcustomerpreference | Rejected |
| There is significant relationshipbetweenage andcustomerpreference | Rejected |
| Thereissignificantrelationshipbetweeneducationqualificationandcustomerpreference | Accepted |
| There is significant relationshipbetween job andcustomer preference | Rejected |
| Thereissignificantrelationshipbetweenmonthlyincomeandcustomerpreference | Rejected |

Tableshowingthefindingsforthe *Source: Primary data*

#### secondobjectivebyusingthestatistical

#### techniqueChi square

* + Itisfoundthatthemalerespondentsareslightlymore thanthefemalerespondentswith regard to their preference toBajajFinServ
  + Itisfoundthattheagegroupinbetween31-40arepreferringBajajFinServmore, whencompared to other agegroups
  + ItisfoundthatGraduatearepreferringBajajFinServmore,whencomparedtorespondents with otherqualifications
  + ItisfoundthatprivatesectoremployeesarepreferringBajajFinServmore,whencompared to respondentswithjob
  + It isfoundthattheincomeclassificationinbetween25000-50000arepreferring BajajFinServ more,whencompared to otherincome class

**FindingsBased on theSecondObjective**

|  |  |  |
| --- | --- | --- |
| Objectives | Hypothesis | Findings |
| Toidentifytherelationshipbetweencustomerconvenienceand customerexperience | There issignificantrelationshipbetween**customerconvenience**and**customer experience** | **Rejected**  (Lowrelation) |

**Tableshowingthefindingsfor** *Source:Primary data*

#### **thethirdobjectivebyusing**

#### **thestatisticaltechniqueCorrelation**

* + Thereisno relationship betweenCustomerconveniencefactorsandCustomerexperience factors

**FindingsBased on theThird Objective**

#### Objectives: To measurethe level of customer awareness about the company

Based on the percentageanalysis thefollowing findings havemade

* 100%customerswhoallarevisitingapartnerstorefordurableloanshaveadequatebasicawarenessabout the durableloansandBajajFinServ
* 38.6 % (44respondents) considers internet as asourceof information
* 35 % (41respondents) considers word of mouth asa source ofinformation,
* 31.30 % (44respondents)considersnewspaperasa source of information,
* 28 % (33respondents) considers outdoormedia asa source ofinformation and
* 23 % (27respondents) considers TV adsasasourceof information
* It’sfoundthatwordofmouthhasacrucialimpactasasourceofinformationaboutdurableloans morethan that ofthe paidsource’s information

**6. CONCLUSION**

Bythisstudy,wehaveobservedthatthemainmotivationalfactorsthatareinfluencingcustomersintheBajajFinServare0%interestrateontheconsumerdurableloan.CustomersprefertobuyonEMIbasisbecausetheyaregettinghigh-costproductsjustbyverylow-downpaymentandeven zero down payment on specific products, which is a delightfulfeeling.

Loanprocedureiscompletingbytakingafewdocumentsthentheloanapprovedinatimespanof15-20minutesandthepaymentdoneaccordingtotheschemeapprovedtothecustomer.Outof115peopleofthesample,44.5%arenewCustomersand54.5%areretained,customersofBajajFinServ.Outof115respondents,96.5%agreetopreferEMIorDurableloansinthefuture. The existingcustomershaveapositiveperception ofthe EMImethod and arelikelytosuggestothersregardingEMIpurchasing.Itisbeendeterminedfromthestudythat;wordofmouthhasacrucialimpactasasourceofinformationaboutdurableloansmorethanthatofthe paidsource’s information

Themajorproblemaddressedbycustomersisfoundinthisstudyistheapproachofemployeestowards thecustomer, but still, themajorityoftherespondents are satisfiedwith the approachofemployeesandaconsiderableminorityofcustomersarenotsatisfiedwiththeEMIcards.Byreducingtheseproblems of the customers,BajajFiserv can create morecustomersthatareloyal.

**7. SUGGESTIONS**

Thissectiongivesimportantsuggestionsbasedonthefindingsofthestudyanddiscussedelaboratelyforfurtherresearchineachdimensionbelow.Theresearcherfirmlybelievesthatthe suggestionsprovidedwould begreatlyhelpful forBajajFinServdurableloans.

**SUGGESTIONS**

* + - wordofmouthhasacrucialimpactasasourceofinformation fordurableloansmorethanthatofthepaidsource’sinformation,consideringitandmakethemostoutofthescenario, bycreatingmore and situational satisfaction to the customers.
    - Thecustomersgive least priorityfor thecompany’simage as apreferencefactor,anditwillaffectthelong-termgainofthebusiness, sothecompanytrytomakesomeactionstoplacespecificcostbenefitsandcompany’simagetogetherwithequalimportance in thecustomers’ mind
    - Eventhoughmostofthecustomersare satisfiedwiththeemployees’approach,ithasthe leastsatisfactionrate.suggest to standardize Employeesapproach accordingto thecustomerexpectations
* Bringing moreawarenessintheruralareasandtownsregardingtheconsumerdurableloans can improvethe salesbyEMI.
* MostofcustomersarenotgettingloansbecauseoflessCIBILscore.Therearesomecases whereloans arenotapproved wherecustomerswill not getloans just because of1or2lesspoints.IfthecompaniescanapproveloansforthosecasesthathavelowCIBILscorel byjust 1 or2 points, then EMIsales can beimprove**.**

**8. QUESTIONNAIRE**

**A STUDY ON FACTORS INFLUENCING PREFERENCE FOR LOANS AMONG ELECTRONIC GOODS CONSUMERS OF BAJAJ FINSERV**

* 1. **Gender**

1. Male
2. Female
   1. **Age group**
3. 20 to 30
4. 31 to 40
5. 3.41 to 50
   * 1. 51 to 60
     2. More than 61
   1. **Education Qualification**
6. 10 th
7. 12/Pre degree
8. Graduation
9. Post-Graduation
10. PhD

**IV. Job**

* + 1. Student / Unemployed self
    2. Employed
    3. Govt. employee
    4. Private sector employee
    5. House wife
    6. Retired

**V. Monthly income**

1. 0 to 25000
2. 25000 to 50000
3. 50000 to 75000
4. 75000 to 100000
5. more than 100000

**VI. Are you aware about consumer durable loan availability?**

1. yes
2. No

**VII. From which media source you are able to get information about durable loans? Tick all that apply.**

1. TV Ads. outdoor
2. media
3. Newspapers
4. Internet
5. Word of mouth

**VIII. How often do you come across the ads of durable loans?**

1. Very Often
2. seldom often
3. frequently

**XI. Have you ever taken consumer durable loans?**

1. yes
2. No

**X.** **Can you please select the factors that affect your preference for Bajaj finserv durable loans.**

1. Interest rate Pay
2. back period
3. Extended warranty
4. Good discounts No
5. Hidden charges
6. Fast documentation
7. Short processing of loan application Company's image
8. Latest technology Courteous
9. and helpful staff

**XI. How much you (i)Agree, (ii) Strongly Agree (iii) Neutral (iv) Disagree (v) Stongly**

**Disagree with the following statements. (customer convenience).**

* + 1. The company provides durable products without processing fees.
    2. Bajaj Finserv provides durable goods with zero percent interest.
    3. The company provides strong assistance through online and offline platform.
    4. The company provides maximum level of privacy and security to each customers.

**XII. Rate your satisfaction lelvel (experience), (i) Satisfied (ii) Very Satisfied (iii) Neutral**

**(iv) Unsatisfied (v) Very unsatisfied**

* + 1. Your experience about Bajaj Finserv.
    2. Your experience about Bajaj Finserv EMI CARDS.
    3. Your experience about the durable goods brands provided by Bajaj Finserv.
    4. Your experience about the approach of staffs towars consumers.
    5. Your experience about extended warranty, provided by Bajaj Finserv.

**XIII. Does the company provide product in zero down payment?**

Yes

No

**XIV. Do you prefer Bajaj Finserv in the Future?**

Yes

No

**BIBLIOGRAPHY**

Abdurrahman. (2015). *Effects of Brand on Consumer Preferences: A study in Turkmenistan.* Eurasian Journal Of Business and Economics.

Asin.Mohammed. (2015). *The mediating effects of brand preference to customer satisfaction.* University of Nairobi.

B.Archana. (2013). *Comparative study on consumer durable loans provided by Bajaj FinServ lending ltd vs capital first.* Indian Journal Of Research.

Dr.P.Karthukeyan. (2014). *A study on customer preference towards loans and.* Independent research journal in the management science.

Dr.S.Maheswari. (2014). *A study on consumers' preference towards green tea in erode.* Intercontinental journal of marketing research Review.

Dr.V.Murugan. (2017). *A study on consumers’ preference towards bath soap (with reference to Tiruvarur town.* IRACST.

Gowrishankar.V. (2017). *A comparative analysis of consumer brand preference towards accessories.* International Journal Of Commerce and Management.

Janani, R. K. (2015). *A study on customers’ preference and satisfaction towards Big Bazaar with reference to Coimbatore city of India.* International Journal of Interdisciplinary studies.

P.Ravilochanan. (2012). *Analysis of Customer Preference in Organized Retail Stores.* International Journal Of Trade Economics And Finance.

PILLAI, P. (2016). *A Study on Consumers’ Perception towards Eco-friendly Products in Ahmedabad.* IJRIM.

Rajagopal. (2009). *Conational drivers influencing brand preference among consumers.* Graduate School Administration.

Shawky, R. (2015). *A Study of Brand Preference: An Experiential View.* Brule Business school.

Sriram, C. (2005). *Effects of brand preference, product attributes, and marketing mix variables in technology product markets.* University of Maidenish, J. (2013). *Brand wariness and consumer preference with reference to fact sector in rural Bihar.* International Journal Of Advanced Research In Management And Social Science.

Noor, Y. M. (2018). *The factor influencing customer preference towards international food and beverage franchise in Malaysia.* International Journal of Accounting Finance and Business.

Novrianda, C. (2015). *Factors influencing loyalty towards paint brands by contractors in Nairobi city county.* University of Nairobi.

.

TSUBASKARAN, V. &. (2015). *Consumer’s Preference and Consumer’s Buying Behavior on Soft Drinks: A Case Study in Northern Province of Sri Lanka.* Global journal of management and business.

Vikash, V. K. (2017). *A Study on Consumer Perception Toward Online Shopping.* IOSR.

**WEBLIOGRAPGY**

kalyan-city.blogspot.com

www.shareyouressays.com

www.the-papers.com public.wsu.edu

www.researchgate.net

shodhganga.inflibnet.ac.in

www.mbaboost.com [www.yourarticlelibrary.com](http://www.yourarticlelibrary.com/)

[www.bajajfinserv.in](http://www.bajajfinserv.in)