

## **SATISFACTION LEVELS OF THE HOUSING FINANCE BORROWERS IN TIRUPATI: A COMPARATIVE STUDY**

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### **ABSTRACT**

The construction of house involves innumerable problems that the prospective house owner has to confront. The most significant among them is mobilizing funds required for house construction. The borrower has to seek both internal and external funds for this purpose. The most important source of getting external funds is through loans from HFIs. In both the sample HFIs, majority of the borrowers opted floating rate of interest expecting that the interest rates will be declined in future. The regular repayment of loan amount was very high and the number of irregular payees was low in the select HFIs. It is because of the reason that the majority of the sample borrowers are salaried people. The loss of job was the major reason for non-payment of the monthly installment for few sample borrowers as they were not having any source of income. The majority of the sample borrowers expressed satisfaction over the performance of the both housing finance institutes of LICHL and HDFC in rendering the service to their customers. These two institutes have been successful in maintaining goodwill and cordial relationship with their loanees.

**KEY WORDS:** Housing, Finance, Opinions and Borrowers.

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