

Abstract

This study aims to identify and analyze the key factors that influence customer decisions when choosing home finance options. With the growing demand for residential properties and an expanding real estate market, home financing has become an essential service for prospective homeowners. Customers today are presented with a variety of options, including bank loans, non-banking financial companies (NBFCs), and government schemes, making the decision-making process complex. Understanding the factors that drive customers to choose specific home finance providers is crucial for financial institutions to tailor their offerings, improve customer satisfaction, and enhance market competitiveness.

The primary objective of this research is to examine the various factors that influence customers' decisions when selecting home finance products, including interest rates, loan tenure, customer service, brand reputation, eligibility criteria, and government policies. The study will also assess how demographic and psychological factors, such as age, income level, and financial literacy, shape the decision-making process in the context of home finance.

The findings from this study will provide home finance providers with valuable insights into the specific needs and preferences of customers. The research will offer recommendations on how financial institutions can improve their offerings, streamline their processes, and enhance their marketing strategies to attract and retain customers in the competitive home finance market.