

A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD LOAN WITH REFERENCE TO NON BANKING FINANCE COMPANY AT CHITTOOR

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

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**INSTITUTE OF SCIENCE AND TECHNOLOGY
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CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **THARUN S 42410065** who carried out the Project Training “**A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD LOAN WITH REFERENCES TO NON BANKING FINANCE COMPANY AT CHITTOOR**” under my supervision from September 2023 to November 2023.

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DECLARATION

I **THARUN S (42410065)** hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS GOLD LOAN WITH REFERENCE TO NON BANKING FINANCE COMPANY AT CHITTOOR**” done by me under the guidance of **DR.SOUNDARYA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

The study was done at various places at Chittoor to understand customers perception of gold loans at Non – Banking Financial Institutions (NBFC) . It was an opportunity to gain knowledge and practical exposure in different areas of an organization.

It enhanced the knowledge level of the candidate wherein which they can apply practical knowledge in future career through this study. From this study it has been observed that the finance department of various NON - BANKING FINANCIAL COMPANIES (NBFC) has maintained a stable in the performance and had a consistent working capital and has delivered a sustainable result.

It also provides an insight about the customers needs of the gold loan that they take from these NBFC's and also the benefits that they receive from the company such as any factors have been discussed in this study. A further clarity about these would be understandable if get a look into these data analysis and also the interpretation of these results that have been calculated from various customers.

CHAPTER -1

1.1 INTRODUCTION

Non-Banking Financial Companies (NBFCs) are a crucial component of the financial industry, providing a wide array of financial services without holding a banking license. These institutions, operating under regulatory oversight in many countries, offer a diverse range of services, including lending, investment, asset management, and insurance, catering to the financial needs of individuals and businesses. NBFCs often fill gaps in the financial market, extending credit to underserved segments and fostering economic growth by promoting increased consumption and investment. Their flexibility and innovation, coupled with their ability to tailor financial products to specific niches, make them a significant force in the financial ecosystem, ensuring that a broader spectrum of customers can access financial services beyond traditional banking channels.

Non-Banking Financial Companies (NBFCs) are integral to the financial landscape, serving as versatile financial intermediaries with the agility to adapt and innovate in response to changing market demands. Unlike traditional banks, NBFCs do not typically accept deposits from the public but instead rely on various sources of funding, such as bank loans, financial markets, and equity investments. Their regulatory framework varies from country to country but often involves stringent supervision to ensure the stability and integrity of the financial system.

These institutions have proven to be instrumental in promoting financial inclusion, especially by providing credit to small and medium-sized enterprises (SMEs) and individuals who may not have access to mainstream banking services. In essence, NBFCs are engines of economic growth, driving financial accessibility and playing a pivotal role in supporting the financial well-being of diverse customer segments.

Non-Banking Financial Companies (NBFCs) have witnessed significant growth and evolution in recent years. They contribute to the financial industry by offering specialized services in areas such as housing finance, microfinance, equipment leasing, and more. These specialized NBFCs cater to specific sectors, thereby addressing the unique financial needs of different industries and customer segments. They often focus on providing tailored financial solutions, such as vehicle loans, consumer credit, and personal loans, which can be more accessible and flexible than traditional bank offerings. Additionally, NBFCs are known for their speed in decision-making and approval processes, which can be appealing to customers in need of quick access to funds. Overall, NBFCs play a dynamic role in the financial ecosystem, promoting competition, innovation, and diversification of financial services to the benefit of the broader economy.

1.2 INDUSTRY PROFILE

GOLD LOAN AT NBFC'S

Gold loans offered by Non-Banking Financial Companies (NBFCs) are a popular and accessible form of financing. Here's how gold loans at NBFCs typically work:

1. **Collateral:** Gold loans are secured loans where the borrower pledges gold ornaments, coins, or bars as collateral. The amount of the loan is usually a percentage of the gold's market value.
2. **Loan Amount:** The loan amount depends on the purity and weight of the gold provided as collateral. Generally, NBFCs offer up to 75-80% of the gold's current market value.
3. **Interest Rates:** Interest rates on gold loans from NBFCs tend to be competitive. The rates can vary from one NBFC to another and depend on factors such as loan amount and tenure. Gold loan interest rates are typically lower than those of unsecured loans, such as personal loans.
4. **Loan Tenure:** The tenure of gold loans is usually shorter compared to other loans, ranging from a few months to a few years. Borrowers can choose the repayment period based on their convenience.
5. **Quick Processing:** One of the significant advantages of gold loans at NBFCs is the quick processing. Since the loan is secured by gold, the approval process is expedited, making it an excellent option for those in need of immediate funds.
6. **Repayment Options:** Borrowers can repay the loan through monthly installments or choose to pay only the interest during the tenure and settle the principal amount at the end of the loan term. This flexibility depends on the terms offered by the specific NBFC.
7. **Risk Management:** NBFCs take measures to safeguard the gold collateral, which is usually stored in

secure vaults during the loan tenure.

- 8. Repossession of Gold:** If the borrower defaults on the loan, the NBFC has the right to sell the pledged gold to recover the outstanding amount. However, NBFCs typically provide a grace period and several reminders to borrowers before initiating the sale of the gold.

Gold loans from NBFCs provide a quick and convenient way to access funds for various purposes, such as emergencies, business expansion, or other financial needs. It's important for borrowers to carefully read and understand the terms and conditions, including interest rates and repayment options, before availing of a gold loan from an NBFC.

DIFFERENT NON – BANKING FINANCIAL COMPANIES IN INDIA THAT OFFER GOLD LOANS

- 1. MUTHOOT FINANCE:** Gold loan services provided by Muthoot Finance are famous for being effective and easily accessible. Muthoot Finance provides a smooth process for people in need of immediate financial aid thanks to its wide network of branches around the nation. Customers are welcome to bring their gold jewellery, coins, or bars to any Muthoot Finance location for a comprehensive appraisal.

The company then extends loans up to a certain proportion of the gold's market value based on the value of the metal. Borrowers can choose their chosen method of repayment with flexibility, and the loan amount is disbursed immediately.

- 2. MANAPURAM FINANCE:** A well-known non-banking financial institution in India, Manappuram Finance excels at providing gold loans. Their gold borrowing services are renowned for being accessible and convenient. Borrowers can obtain loans up to a certain portion of the market price of the gold, depending on the assessed worth of the gold. Manappuram Finance's simple loan application procedure and low paperwork requirements make it a desirable option for people in need of immediate financial support. The organisation offers a range of flexible repayment choices and low interest rates to meet the various needs of its clients.

- 3. Federal Bank:** Federal Bank is a traditional bank that offers gold loans in collaboration with various NBFCs, including their subsidiary company, Fed bank Financial Services Ltd. It is also called as the third biggest NBFC in India.
- 4. IIFL Finance (India Infoline Finance Limited):** IIFL Finance provides gold loans, among other financial services, to meet the diverse needs of its customers. The next form of large scale NBFC which provides a large amount of benefits to its clients.
- 5. Shriram City Union Finance:** Shriram City Union Finance is a part of the Shriram Group and offers gold loans to customers in urban and semi-urban areas. The Chennai based NBFC provides a large amount of loan opportunities such as Housing loans and gold loans etc.
- 6. Kosamattam Finance:** Kosamattam Finance is a Kerala-based NBFC that specializes in gold loans and other financial solutions. They are mostly based in Kerala and also provides other facilities such as housing loans etc.
- 7. Capri Global Capital:** Capri Global Capital offers a range of financial services, including gold loans, primarily to individuals and small businesses. The new entrant is also trying to capture the market by providing various new plans and also provides gold loans at low interest rates in some parts of the country.
- 8. Srei Infrastructure Finance:** Srei Infrastructure Finance provides gold loans along with other financial products and services for a diverse set of customers. They are also specialised in providing gold loans.
- 9. India Infoline (IIFL):** IIFL, in addition to its financial services, offers gold loans to individuals and businesses. A new entrant into the market who's business is vastly being increased as gold loans providing NBFC.

GOLD LOANS IN NBFC'S

Customers Consider Nbf For Gold Loans Than Banks Because of these factors:

1. **Quick and Easy Processing:** NBFCs are known for their swift and hassle-free loan approval processes. They generally have minimal documentation requirements and can appraise and disburse gold loans rapidly. This is especially attractive in emergencies or when borrowers require immediate funds.
2. **Lower Loan-to-Value Ratio:** NBFCs often provide a higher loan-to-value (LTV) ratio, which means borrowers can receive a larger loan amount in proportion to the value of their gold assets. Banks typically offer lower LTV ratios, which may not fulfill the borrower's financial needs.
3. **Flexible Repayment Options:** NBFCs often offer more flexible repayment options, allowing borrowers to choose between paying only the interest during the loan tenure and repaying the principal at the end or opting for standard monthly installments. This flexibility suits a variety of financial circumstances.
4. **Specialized Expertise:** Many NBFCs, such as Muthoot Finance and Manappuram Finance, specialize in gold loans and have extensive experience in the field. Their expertise in assessing and appraising gold accurately can result in better loan terms for customers.
5. **Personalized Service:** NBFCs may provide more personalized and customer-centric service, catering to individual needs and fostering a sense of trust and community. Customers often value the relationships they build with their local NBFC branch.
6. **No Impact on Credit Score:** Gold loans from NBFCs typically do not impact the borrower's credit score because they are secured by the collateral (gold). This is unlike unsecured loans, where defaults can negatively affect credit ratings.

7. **Accessibility in Rural Areas:** NBFCs often have a more extensive presence in rural and semi-urban areas where traditional banks may be less accessible. This makes NBFCs a go-to option for individuals living in these regions.
8. **Customized Products:** Some NBFCs offer specialized gold loan products designed to meet the unique requirements of their target customers, such as farmers, small business owners, or women.
9. **Competitive Interest Rates:** NBFCs often offer competitive interest rates on gold loans, which can be on par with or lower than those of traditional banks.
10. **Lack of Alternative Collateral:** For some borrowers, gold might be their primary or most valuable asset, making it the most practical option for securing a loan. Banks may require additional collateral, which can be more cumbersome to provide.

1.4 OBJECTIVE OF THE STUDY

- ☐ To understand customer's choice of company in terms of attaining gold loan. To
- ☐ study the customer's level of satisfaction in obtaining gold loan.
- ☐ To understand the loan rates and also the retention rates related to gold loans.
- ☐ To know opinion on various factors relating to gold loans as procedures, documents as required by the NBFC's.
- ☐ To know which company and their interest rates are feasible in the market.

1.5 NEED OF THE STUDY

- To understand which of these companies provide gold loans at cheaper interest rates.
- To make sure that the customers are not exploited by means of repayment of the loan amount.
- To also understand the needs of the customers.
- To get an idea of the customer's way of payment of the loan amount

1.6 SCOPE OF THE STUDY

The scope of the study is to identify and analyze the factors which make the gold loan provided by (NBFC) the best and most sought after.

- ☐ To assess the requirement of the customers i.e amount, time in terms of gold loan. To
- ☐ know which company holds the market share in the field of gold loans.
- ☐ To understand and analyse the operations and benefits provided by different types of NBFC to attract customers.
- ☐ To check if there is a manipulation done by the NBFC to the customers.
- ☐ To provide suggestions of the customers to the NBFC for further development of the organization.

1.7 LIMITATIONS OF THE STUDY

- ☐ Time allowed for the study was not sufficient. A
- ☐ sample survey was selected.
- ☐ The data provided by the respondent may not be correct or accurate.
- ☐ Some of the samples selected for the study did not respond properly to the questionnaire. However proper care had taken to make the analysis and interpretations more meaningful.
- ☐ The location of the survey was people from Chittoor.

CHAPTER-2

REVIEW OF LITERATURE

2.1 REVIEW OF LITREATURE

- **Sarika Malhotra, (2013)** with the Indian economy on a roll, most PE funds wanted to put their money in non-banking finance companies (NBFCs) specialising in gold loans. But, today, gold loan companies have lost their lustre because of a stricter regulatory environment and a volatile gold market, pushing funds to vehicle finance companies instead.

- **Pooja kayasth (2021)** Investigations were done on the variables that affect both outright gold purchases and gold loan purchases. to find out what the people of Bardoli think about gold loans. to achieve the goals of my examination project to examine people's perspectives on gold credits while using the Bardoli district as a point of reference. I used a clear research strategy and an important information gathering technique. For this study, a total of 161 people were polled. Residents of the Bardoli district completed a survey, which provided the data for this study. After collecting data via a survey, I like to find out what people think about gold loans. public view on gold loans.

- **Dr. Mahima Gupta(2019)** According to Dr. Mahima Gupta, a study on consumer attitudes and viewpoints on gold loans with reference to Beawar city was conducted in 2019. This study examined the various factors that potential borrowers take into account when applying for a gold loan. As a quick and simple way to get money, gold loans have become more and more popular. Gold credits were preferred to regular individual credits due to their simpler EMIs, quicker delivery, and fewer methods. According to the study, respondents prefer gold loans from banks and NBFCs, and the majority of respondents utilise the fund to tame their consumption.

- **Dr. Anurag Mehta (2019)** Various monetary factors have an impact on the gold credits issued by various private banks. Is the allowable percentage of gold loans meaningful, and what views do customers and banks have on the matter. A total of 500 gold loan customers

and 150 bank personnel participated in the survey, which was held at ten different sites around Rajasthan. Key terms include the permitted percentage and financial variables for gold loans from private banks.

- **Geetha and Jancy(2021)** Investigation of the attitude towards gold credit. The goal of this fascinating review is to gain a deeper understanding of the Indian gold credit industry. I also tried to understand the distinction between conventional personal loans and gold credits. I also looked into a variety of reasons why people would need gold credits. The findings show that respondents prefer bank-issued gold credits, and the majority of respondents utilise the money to control their expenditure.
- **Angel(2019)** says although the desire for other forms of credit is substantially lower since it takes time, everyone wants to take out a gold loan in today's modernised world because it can be obtained quickly from a bank or non-banking financing organisation. The goal of this investigation is to establish a connection between the gold credits offered by Madurai's non-banking supporting organisations and open area banks. This investigation focuses on the preferences of borrowers for gold advances, their understanding of lending criteria, the influences on borrowers' decisions to obtain gold credits, the challenges borrowers encounter when obtaining gold advances, and the satisfaction of borrowers with local banks and non-bank supporting organisations when obtaining gold credits.
- **Helina G.Maria (2019)** The public perception of non-banking financial institutions - A study with toothpicks was presented. The current study examines the numerous aspects borrowers take into account when submitting an application for a gold loan and why they select NBFC. The decision to obtain a gold loan from an NBFC is affected by the borrower's gender, age, amount of income, and educational background.
- **J George (2018)** Discernible growth of gold loan NBFCs recorded mainly on the backdrop of appreciation in gold price affirming the indicators of financial soundness such as capital adequacy ratio, Non Performing Asset (NPA) and share of borrowing in the total asset of bank that are contained well within the limit specified by RBI. Rules and regulations on gold loan NBFCs and concomitant decline in gold price have led to the saturation of growth of NBFCs. In short, the sharp correction of gold price would have a devastating effect not just on gold loan NBFCs but also on the entire financial market.

- **D Shepra(2020)** In India, Gold Loan market is an organized market and grown enormously over past five years. The gold loan market value in the country increased to Rs. 1,96,000 core with 10.8 per cent growth rate in the financial year 2015-16 (PB Jayakumar 2018). The total value of Indian gold loan will be increasing to Rs. 3,10,100crore by the end of 2020 at the compound annual growth rate 13.7 per cent (KPMG report-2018).
- **MC Shanthimol(2020)** The nbfc provides gold loan against gold that is pledged to them and they also charge a amount of interest from the customers for keeping the gold with them and also provide the gold back to the customers when he pays the entire amount back to the nbfc and clear off his debts.
- **VP Nandakumar(2022)** A woman richly clad in gold jewellery is a familiar sight in Indian tradition and is a sign of prosperity and well being in a society. Also, in a rich social heritage filled with celebrations and gaiety, gold jewellery was always esteemed and in demand. Gifting of gold on auspicious occasions is also a common tradition in the country. With the rising demand, people also buying gold as the value of gold assets is rising continuously. On this solid base, the gold loan industry has huge potential to grow even further as currently it is estimated that less than 2% of the total gold stock is used for pledging/ obtaining gold loans.
- **S Singh(2020)** write on "Analysis of Financial Performance of Non Banking Financial Companies in India" in the Indian Journal of Applied Research this research paper includes Non-Banking Financial Companies, profitability, liquidity, leverage, Interest Coverage, Risk Indicator ratios. This study indicates the selected NBFCs differ significantly in terms of profitability and leverage indicators. The analysis of variance along with detail about average ratios may become a useful guide to the NBFCs in their financial decision making.
- **Greenspan (2019)** had stated: “enhance the resilience of the financial system to economic shocks by providing it with an effective ‘spare tyre’ in times of need”. Moreover, while short term loans needed by the industry and agriculture are offered by the banking system, the other forms of services needed by industry as well as other segments of economy are offered by NBFCs and other similar financial institutions, like factoring, venture finance

and so on.

- **Arthi Varma(2022)** a concentrate on consumer knowledge of the thane region. A subset of the gold development associations active in the Thane region have been selected for the continuing survey on gold credit associations. The paper used both supporting and auxiliary data. Gold has historically been valued highly, especially in India. Gold possession has been a shining example of success.
- **George Alexander(2020)** centred on worries about borrowers' safety. Large gold loan NBFCs are considered to be almost bank-like in terms of legislation and procedures. The branches have strong rooms, CCTV cameras, guards, and specific access controls in place to protect the collateral. They aid in preventing theft and other unforeseen events from taking place to the gold. In addition to these qualities, borrowers benefit from the lenders' reputation and clearly established institutionalised processes. Know Your Customer (KYC) processes have been introduced by the biggest gold NBFCs.
- **KUB Rao(2022)** The KUB Rao Committee report on gold-Working gathering p45 recommended a three-pronged strategy to regulate the developing gold significance: request supply control, gold property modification, and supply decrease. Bonds, gold, and expense impetuses on instruments that can appropriate inactive gold, as indicated by the Committee, are the current gold-related monetary instruments. According to the research, it is crucial to create an optional resource class that can offer returns comparable to actual gold with comparable flexibility. Imports of gold rank second in importance to the CAD after imports of oil. 38 billion USD worth of gold was imported from April through December.
- **George(2020)** This action by the country's highest administrative body will strengthen the case for financial consideration and is confirmation of the growing importance of gold-financing NBFCs in supporting the nation's microeconomics. It will help unbanked rural and semi-urban consumers get a higher value for their assets, keeping them out of the unorganised sector. His message is focused on helping consumers make the switch from informal to formal gold lending. He also spoke about the growing significance of gold financing.
- **Dr.Arifur rehman shaikh and prof.A. Deshpande (2021)** Examined the review took a

gander at the different factors that borrowers consider when applying for a gold credit, as well as why clients pick Muthoot Finance to apply for a gold advance. Various segment factors were likewise assessed, including the borrowers' orientation, age, pay level, and instructive background, all of which affect their choice to pick Muthoot Finance to get a gold loan.

- **Linda, and Simon (2022)** Business Standard Publication Services, Harini Subramani, May 2010."Gold credit: A higher level of commitment," Business Standard Publication Services, Harini Subramani, May 2010. Mary, Linda, and Simon (2022) The most desirable financial base for client firms, as offered by open part bankers in the Coimbatore Region, is the subject of this article. " NBFCs- -exceed public sector banks in terms of client administration. As a result, public sector banks enjoy a solid market position; nevertheless, in recent years, they have experienced increased competition in terms of the scope and kind of services supplied by non-bank financial companies (NBFCs).
- **Dnyanesh Nair (2012)** has explored how the structured gold loan business has grown dramatically over time as a result of shifting consumer perceptions about gold loans and increased loan criteria. Consumer perceptions of gold loans have shifted dramatically. The author has explored how customer perceptions are changing and how loan requirements are increasing. He has called attention to the increasing demand for loans.
- **Subramanian Harini (2011)** in her study titled Gold Credit: An Even More Important Commitment Choice she studied whether borrowers were required to pledge gold jewellery as security for individual growth. She wondered how much proof and confirmation would be required before the borrowers credit would be approved. As a result she reasoned that debtor who chose gold advances would almost probably receive gold advances from Bank first.
- **Harsh Roongta, (2011)** A gold loan is more profitable than a personal loan at the moment due to interest rate adjustments. You will not only save money overall, but you will also save a lot of time. Credit Information Bureau India Ltd evaluations, which address an individual's record, are progressively pivotal in procuring individual credits. One of the biggest benefits is that the loan is handled almost instantly often in minutes at some banks, says the author. In contrast, there is no such condition for a gold loan. While the documents

needed for a diamond loan varies by lender, the majority of them merely ask proof of income or residency.

- **Nandakumar(2010)** He believes the Organized Gold Loan segment has the ability to alter society. This approach must incorporate a Gold Loan. Due to a lack of bank access in rural regions, the poor turn to gold as a source of income. Farmers' suffering in India necessitates action on various fronts in terms of providing timely finance to the rural population. The author has shown and discussed the misery in rural areas, as well as the lack of access to banks
- **Rosita (2010)** The Gold loan which provided financial assistance to borrowers. She argued that the loan was required and that gold is a culturally, emotionally, and physically secure investment. Gold is used as collateral for gold loans, also known as gold deposits, by banks and non-bank monetary foundations (NBFIs). Gold advances are not new to the Indian market, as per experts. It existed, however just in the sloppy area, where gold was utilized as security for cash banks' credits. Banks have gone into this industry in large numbers because to the size of the market and the fact that most Indians have substantial gold deposits. More crucially as the number of women working in the industry grows.
- **Pr Renjith(2020)** Many organisations are realizing that it is equally important to attract talent as it is to attract customers. Therefore these are the cases where the banks lose the opportunity of customers to the needs of the NBFC who are present in almost all of the market.
- **Harini Subramanian (2021)** in her article titled “Gold loan: A More Precious Debt Option”, she concentrated on finding whether there was any reason for borrowers to pledge gold jewelry to offer as collateral for personal loan. She was able to see that the amount of documentation and excessive verifications before borrowers’ credit gets processed. Thus she concluded that if borrowers’ prefer gold loan, they can easily avail gold loan from Bank before other loans.
- **Churiwal and Shreni (2022)** In their study titled “Overview of Growing Gold Loan Demands,” they high lighted on various aspects of Gold Loan from traditional pawnbroker to shifting of Gold Loan to NBFC. They analyzed important factors like

rising in borrowing costs due to the removal of agricultural sector status on Loans. They finally concluded that NBFCs are growing through Gold Loan compare to organize banks.

- **Linda Mary Simon (2018)** In her study titled “A Study on Customer Perception towards Services Provided by Public Sector Banks in the Coimbatore region,” this article focused on the most preferred financial institution as per the services provided to customers. It revealed that NBFCs was providing better services to its customers than the public sector Banks. Thus it was concluded that public sector banks had a strong presence in the market, but in recent times they are facing stiff competition from NBFCs in the range and quality of services offered.
- **Padmaja, D. V., & Antony, D. K. P. P. (2017).** The study's primary goals are to examine the socioeconomic and demographic characteristics of gold loan borrowers in the study area and to gauge how satisfied these borrowers are with the jewel loans provided by India's Scheduled Commercial Banks.
- **Churiwal and Shreni (2022)** provided an outline of rising demand for gold. They emphasised a number of features of gold loans, including the transition from traditional pawn brokers to NBFCs. Additionally, they discussed the growing significance of the Gold Loan to the lenders and borrowers due to its transition from conventional lenders to organised lenders. They also discuss other significant variables, such as the increase in borrowing costs brought on by the loss of the agricultural sector's status from loans and the growth of NBFCs through gold loans relative to organised banks. It is now the most efficient way to satisfy India's need for microloans.
- **Dnyanesh N (2023),** the organised gold loan business has expanded significantly over time as a result of shifting consumer perceptions of gold loans and Darshan The International Journal of Commerce and Management 4 increasing loan criteria. Consumer perception of gold loans has significantly changed. The author has talked about how consumer perception is shifting and how people are taking out more loans. He has drawn attention to the rising demand for loans.
- **Shrivastava, A., Singh, R. N., & Prakash, G. (2022).** Due to its lower interest rate and ease of application compared to other lending choices, gold loans are currently a growing trend that can be noticed in cities. Therefore, the primary focus of their study was on the variables that influence the market for gold loans in Indore. It brings emphasis to the crucial elements of a gold loan, such as its reputation, its customer support, its financial aspects, etc. According to the report, residents of Indore City are highly concerned about the type of lending institution, the interest rate on the loan

obtained, the price of gold that is currently being sold, the ease of the procedures, etc.

- **According to Indian Institute of Banking and Finance (2019)**, banks and NBFCs have begun luring customers with loans secured by pledges of gold jewellery. The jewellery is weighed, and an organised financial institution certifies its purity. the goldsmith Gold is valued based on the current market price. Although some institutions are offering enticing interest rates on gold pledged, the interest rate will be the same as that applied to Personal Loans. The gold Control Act's provisions are also taken into account. The Borrowers must pay back the Loan in equal monthly payments. The book provided accurate and comprehensive information about personal loans and gold loans.
- **George, J., & Kurian, A. (2019)** The noticeable growth of gold loan NBFCs, which was primarily driven by the rise in gold prices, is evidence that financial soundness indicators like the capital adequacy ratio, the share of non-performing assets (NPAs) in total assets, and the share of borrowing in total assets of banks are all well within the parameters.
- **RBI. Malarvizhi, P. V., & Angel, A. (2021)** their research examines how public sector banks and non-bank financing firms in Madurai compare when it comes to gold loans. This study focuses on the preference of the borrowers in obtaining a gold loan, the borrowers' level of familiarity with lending guidelines, the reasons why borrowers obtain a gold loan, the difficulties encountered by the borrowers in obtaining a gold loan, and the borrowers' level of satisfaction with public sector banks and non-bank financing companies.

CHAPTER-3

RESEARCH DESIGN

3.1 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It is conducted as studying how research is done systematically. The research adopted the following methodology for the study.

3.2 The Research Design Used for the Study

The study is explorative as well as comparative in nature. It intends to explore the customer's perception on gold loan at nbfc's. A direct survey in the form of Google Form was used to collect the data for this study. Its also called as the process of convenient sampling.

3.3 Source Of Data

The successes of the study are based upon the proper collection of data. Normally data collected comes under two categories; Primary and Secondary.

PRIMARY DATA

The data collected directly by the investigator are called primary data. They are original and give firsthand information. It can be collected by different methods viz. direct personal investigation, indirect oral investigation etc

SECONDARY DATA

The collected by the investigator from the data already collected by others for some other purposes are called secondary data. Thus, secondary data are refined data from primary data. It is also called second hand data because data is collected from previous reports about the organization from the internal books, magazines and World Wide Web. Secondary data are collected through

- Annual reports
- Websites
- Journals and magazines

3.4 Sample Size

The sample collected for this study is 100 from the people of Chittoor.

3.5 Period of Study

the study was done for 2 months.

3.6 Hypothesis

H₀- There is no significant association between the age of the respondents and the Income of the respondents.

H₁- There is a significant association between the age of the respondents and the income of the respondents

3.7 Statistical Tools

The data collected through questionnaires were analyzed using simplepercentage analysis, graphs, charts, tables and diagrams.

CHAPTER-4

DATA ANALYSIS & INTERPRETATION

TABLE 4.1

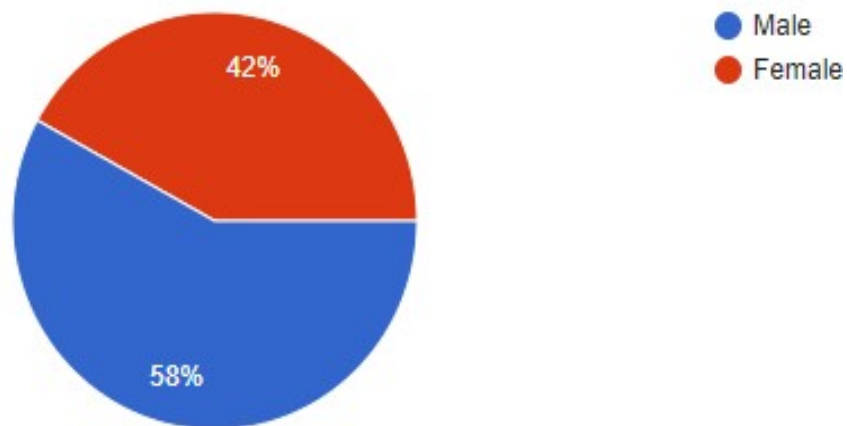
GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	58	58
FEMALE	42	42
TOTAL	100	100

CHART 4.1

1.Gender

100 responses



Interpretation: From the above table it is interpreted that 58% of respondents are in the category of male, 42% of respondents are in the category of female.

Inference:

58% of the respondents are male

4.2

AGE OF THE RESPONDENTS

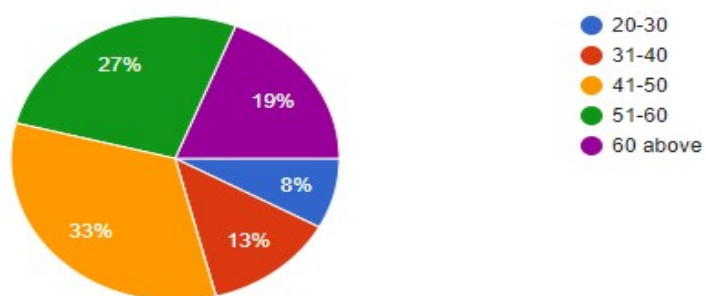
TABLE

AGE	NO OF RESPONDENTS	PERCENTAGE
20-30	8	8
31-40	13	13
41-50	33	33
51-60	27	27
60 ABOVE	19	19
TOTAL	100	100

CHART

2.Age

100 responses



INTERPRETATION: The people who responded are as follows 8% in the 20-30 category, 13% in the 31-40, 33% in 41-50, 27% in 51-60 and 19% in 60 above category

Inference

33% of respondents 41-50 age group category

4.3 OCCUPATION OF THE RESPONDENTS

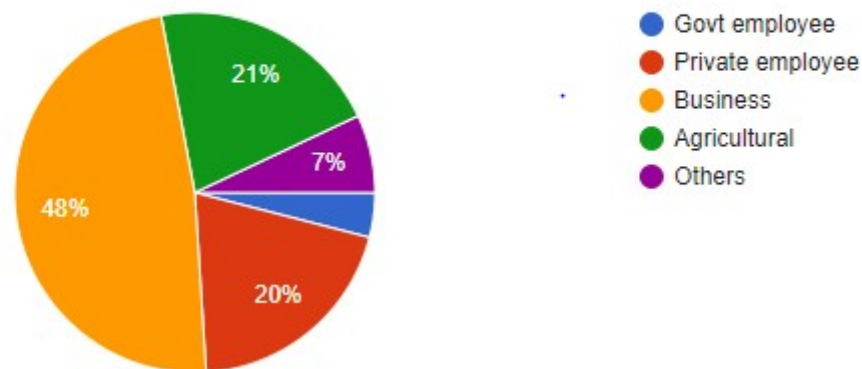
TABLE

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
GOVT EMPLOYEE	4	4
PRIVATE EMPLOYEE	20	20
BUSINESS	48	48
AGRICULTURE	21	21
OTHERS	7	7
TOTAL	100	100

CHART

3.occupation

100 responses



INTERPRETATION: The respondents are govt employee at 4%,private employee at 20%, business at 48%,agricultural at 21% and others at 7%.

Inference

48% of the respondents business people prefer for the gold loan

4.4 INCOME OF THE RESPONDENTS

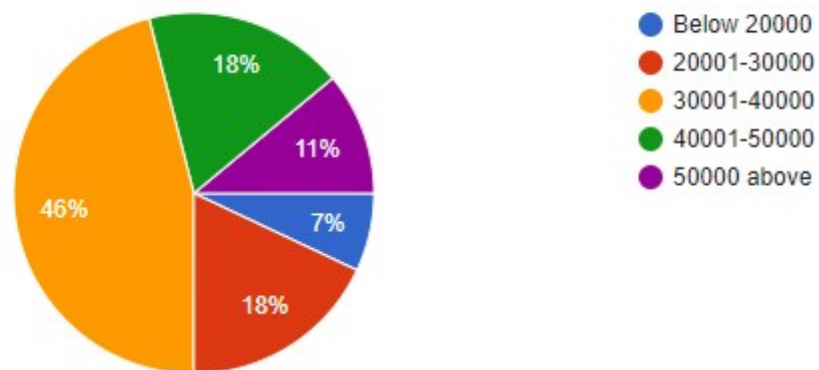
TABLE

INCOME	NO OF RESPONDENTS	PERCENTAGE
BELOW 20000	7	7
20001-30000	18	18
30001-40000	46	46
40001-50000	18	18
50000 ABOVE	11	11
TOTAL	100	100

CHART

4.Family income

100 responses



INTERPRETATION: The respondents says that income below the 20000 at 7%,20001-30000 at 18%, 30001-40000 at 46%, 40001-50000 at 18% and above 50000 at 11%.

Inference

46% of the respondents income 40001-50000

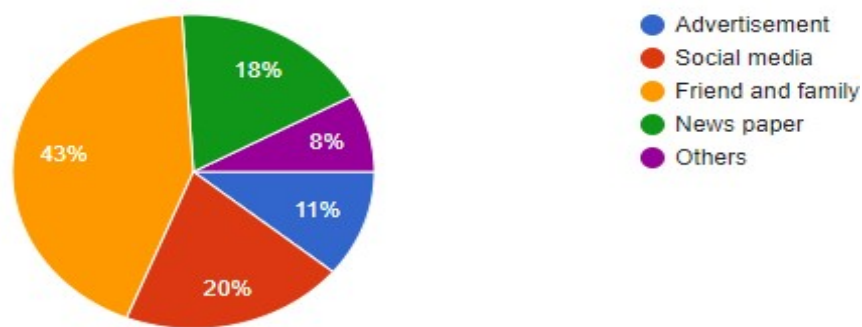
4.5 HOW DID YOU COME TO KNOW ABOUT NBFC GOLD LOAN TABLE

NBFC LOAN	NO OF RESPONDENTS	PERCENTAGE
ADVERTISEMENT	11	11
SOCIAL MEDIA	20	20
FAMILY AND FRIENDS	43	43
NEWS PAPER	18	18
OTHERS	8	8
TOTAL	100	100

CHART

5.How do you come to know about non-banking finance gold loan?

100 responses



INTERPRETATION: The respondents says that majority of them were known nbfc by friends and family at 43%, followed by social media at 20%, news papers at 18%, advertisements at 11% and other means at 8%

Inference

43% of the respondents friends and family

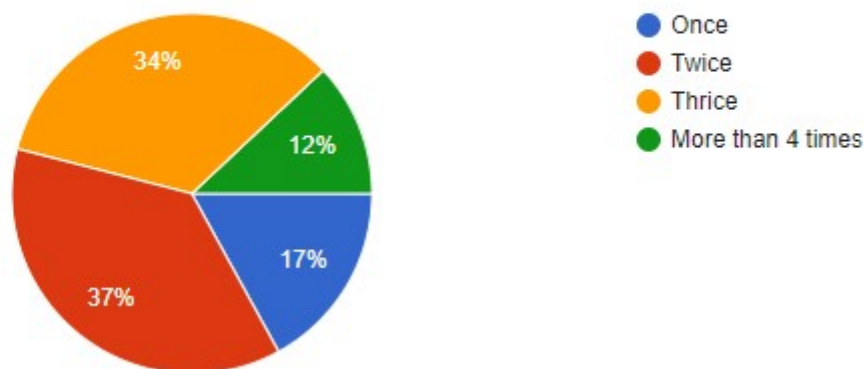
4.6 HOW OFTEN DO YOU TAKE A GOLD LOAN IN YEARS TABLE

GOLD LOAN	NO OF RESPONDENTS	PERCENTAGE
ONCE	17	17
TWICE	37	37
THRICE	34	34
MORE THAN 4 TIMES	12	12
TOTAL	100	100

CHART

6.How often do you take a gold loan in 5 years?

100 responses



INTERPRETATION: The respondents says that most of them take gold loan twice in five years at 37%, thrice at 34%, once in 5 years at 17% ,more than 4 times at 12%.

Inference

37% of the respondents twice in five years

4.7 RATE OF INTEREST CHARGED BY NBFC'S

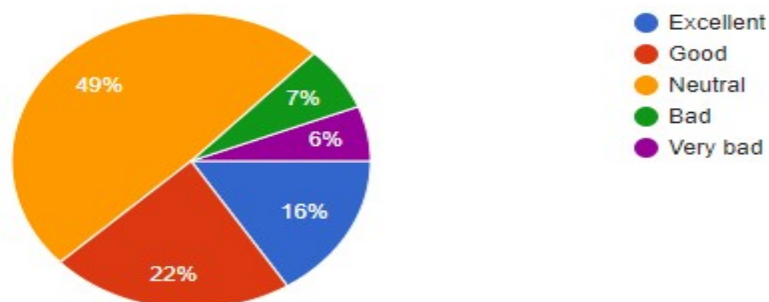
TABLE

RATE OF INTEREST	NO OF RESPONDENTS	PERCENTAGE
EXCELLENT	16	16
GOOD	22	22
NEUTRAL	49	49
BAD	7	7
VERY BAD	6	6
TOTAL	100	100

CHART

7.How is the rate of interest charged by the nbfc's for gold rate?

100 responses



INTERPRETATION: The respondents says that the interest charged by nbfc's are excellent at 16%,good at 22%, neutral at 49%, bad at 7% and very bad at 6%.

Inference

49% of the respondents neutral

4.8 RATE OF INTEREST CHARGED BY THE NBFC'S

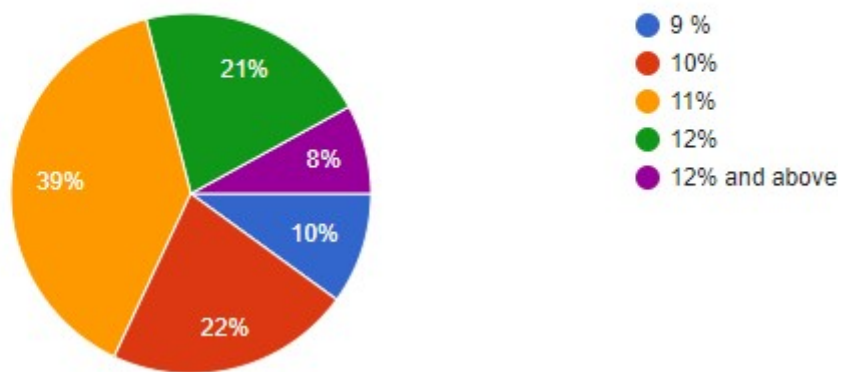
TABLE

RATE OF INTEREST	NO OF RESPONDENTS	PERCENTAGE
9%	10	10
10%	22	22
11%	39	39
12%	21	21
12 AND ABOVE	8	8
TOTAL	100	100

CHART

8.What is the rate of interest charged by the most of the nbfc's?

100 responses



INTERPRETATION: The respondents says that most of the interest charged is 11% at 39% followed by 10% at 22%, 12% at 21% and 9% at 10% and at last 12% and above at 8%.

Inference

39% of the respondents 11% interest

4.9 LOAN REPAYMENT TENURE OPTION OF THE NBFC'S

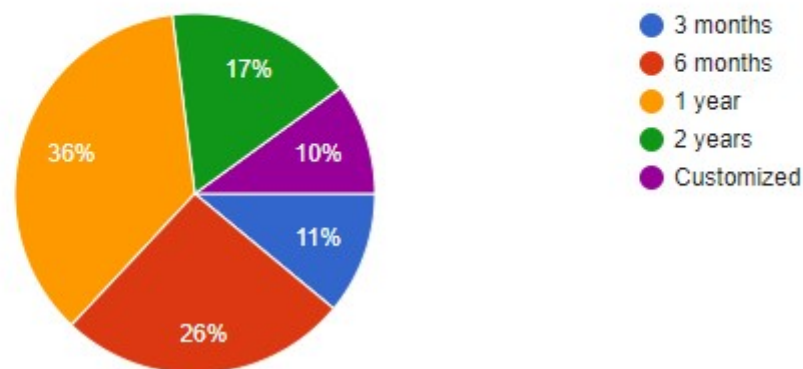
TABLE

TENURE OF LOAN	NO OF RESPONDENTS	PERCENTAGE
3 MONTHS	11	11
6 MONTHS	26	26
1 YEAR	36	36
2 YEARS	17	17
CUSTOMISED	10	10
TOTAL	100	100

CHART

9.What are the repayment tenure options available for gold loan at non-banking finance institutions?

100 responses



INTERPRETATION: The respondents says that most of them pay at 1 year tenure stays at 36%, 6 months at 26%, 2 years at 17%, 3 months at 11% and customized at 10%.

Inference

36% of the respondents 1 year

4.10 TIME TAKEN TO PROCESS THE GOLD LOAN

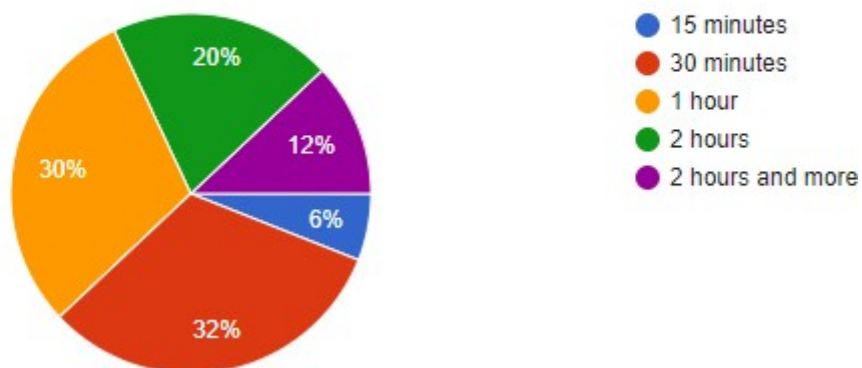
TABLE

PROCESS TIME OF LOAN	NO OF RESPONDENTS	PERCENTAGE
15 MINUTES	6	6
30 MINUTES	32	32
1 HOUR	30	30
2 HOURS	20	20
2 HOURS AND MORE	12	12
TOTAL	100	100

CHART

10.How much time does it takes to process the gold loan in your nbfc?

100 responses



INTERPRETATION: The respondents says that for most of them it takes 30 minutes at 32%,1 hour at 30%,2 hours at 20% ,2 hours and more at 12% and 15 minutes at 6%.

Inference

32% of the respondents 30 minutes

4.11 SATISFACTION WITH THE SAFETY STANDARD AT NBFC

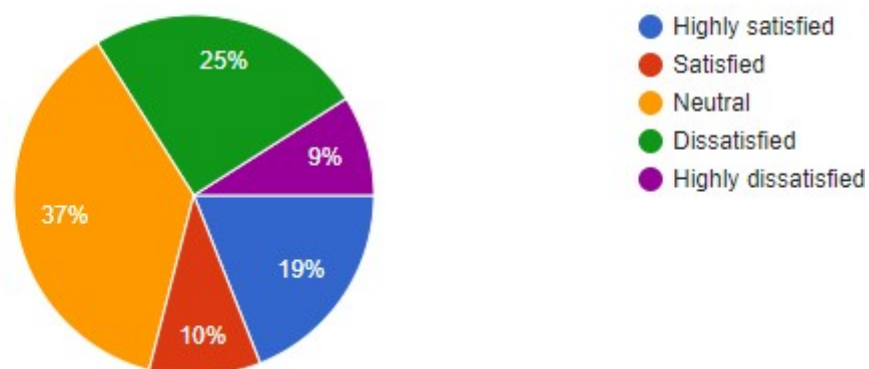
TABLE

SAFETY STANDARD	NO OF RESPONDENTS	PERCENTAGE
HIGHLY SATISFIED	19	19
SATISFIED	10	10
NEUTRAL	37	37
DIS SATISFIED	25	25
HIGHLY DIS SATISFIED	9	9
TOTAL	100	100

CHART

11.How satisfies are you with the safety standard at the nbfc?

100 responses



INTERPRETATION: The respondents says that they are highly satisfied at 19%, satisfied at 10% ,neutral at 37% , dis satisfied at 25% ,highly dis satisfied at 9%.

Inference

37% of the respondents neutral

4.12 GRACE DAYS FOR PAYMENT OF EMI

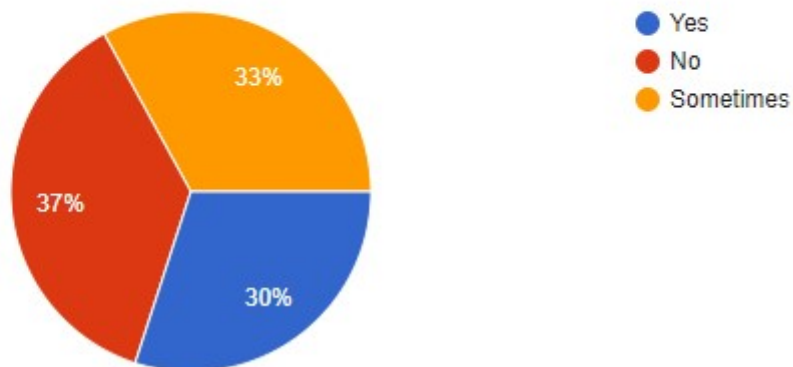
TABLE

GRACE DAYS	NO OF RESPONDENTS	PERCENTAGE
YES	30	30
NO	37	37
SOMETIMES	33	33
TOTAL	100	100

CHART

12.Does your NBFC provide grace days in case if you are unable to pay on the particular day?

100 responses



INTERPRETATION: The respondents says yes to the grace days at 30%,no at 37% and sometimes at 33%

Inference

37% of the respondents No

4.13 WHY DID YOU TAKE UP THE GOLD LOAN AT THE PARTICULAR NBFC

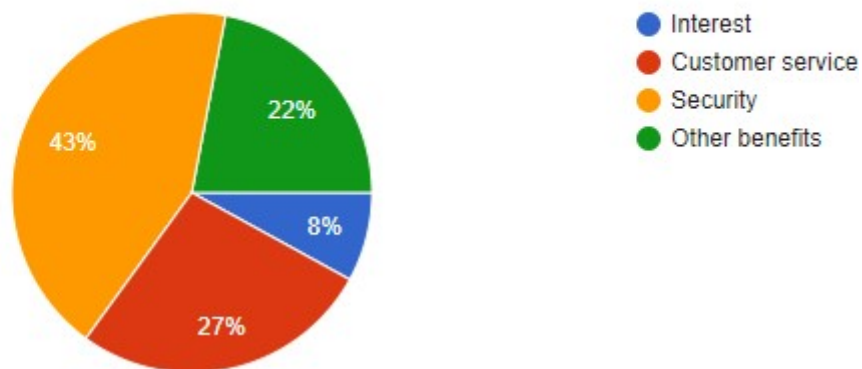
TABLE

REASON	NO OF RESPONDENTS	PERCENTAGE
INTEREST	8	8
CUSTOMER SERVICE	27	27
SECURITY	43	43
OTHER BENEFITS	22	22
TOTAL	100	100

CHART

13.What reason made you to take up the gold loan at the particular nbfc

100 responses



INTERPRETATION: The respondents says that they chose the particular nbfc for security at 43%, customer service at 27%, other benefits at 22% and interest at 8%.

Inference

43% of the respondents security

4.14 EXCHANGE RATE OF GOLD AS PER MARKET STANDARDS

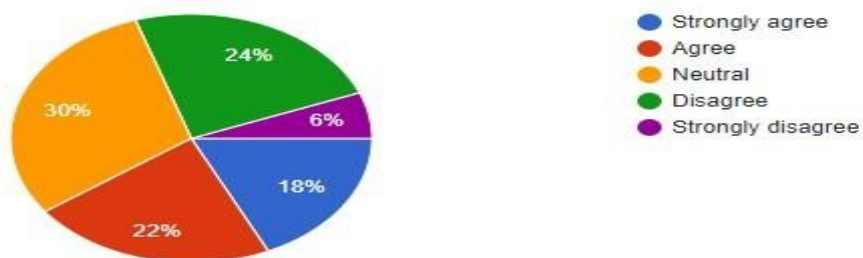
TABLE

EXCHANGE RATE	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	18	18
AGREE	22	22
NEUTRAL	30	30
DIS AGREE	24	24
STRONGLY DIAGREE	6	6
TOTAL	100	100

CHART

14.Does the Nbfcb provides exchange rate of gold as per the market standards? Do you agree with it?

100 responses



INTERPRETATION: The respondents says that strongly agree at 18%, agree at 22% ,neutral at 30% ,disagree at 24% and highly disagree at 6%

Inference

30% of the respondents neutral

4.15 INTEREST RATES HIGHER THAN THAT OF BANKS

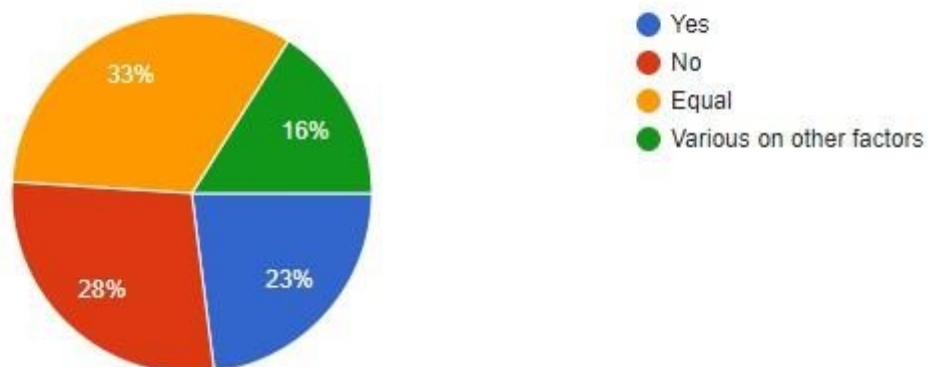
TABLE

INTEREST	NO OF RESPONDENTS	PERCENTAGE
YES	23	23
NO	28	28
EQUAL	33	33
VARIES ON OTHER FACTORS	16	16
TOTAL	100	100

CHART

15.Is the interest rates for gold loan provided by nbfc's higher than that of the banks?

100 responses



INTERPRETATION: The respondents says interest rates are higher according to 23%,no at 28% , equal at 33% and varies on other factors at 16%.

Inference

33% of the respondents equal

4.16 DOES THE NBFC PRESSURE OFTEN TO PAY THE AMOUNT

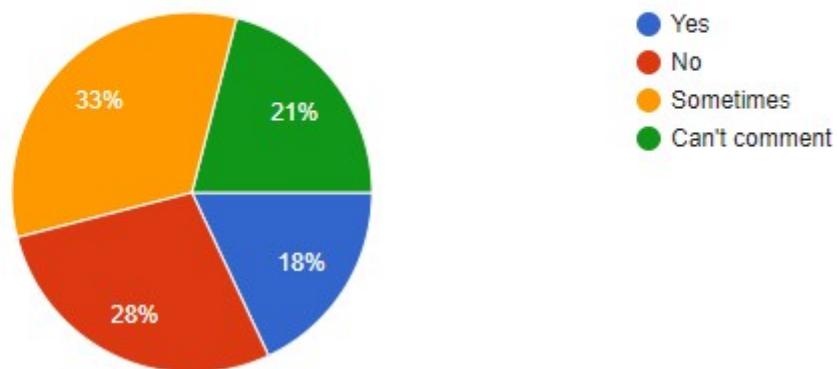
TABLE

PRESSURE	NO OF RESPONDENTS	PERCENTAGE
YES	18	18
NO	28	28
SOMETIMES	33	33
CANT COMMENT	21	21
TOTAL	100	100

CHART

16.Do your Nbfcc pressure you often to pay the amount on time?

100 responses



INTERPRETATION: The respondents says that yes there is pressure to pay at 18%,no at 28% ,sometimes at 33% and cant comment at 21%.

Inference

33% of the respondents sometimes

4.17 BEST RATES AS COMPARED TO COMPETITORS IN THE MARKET

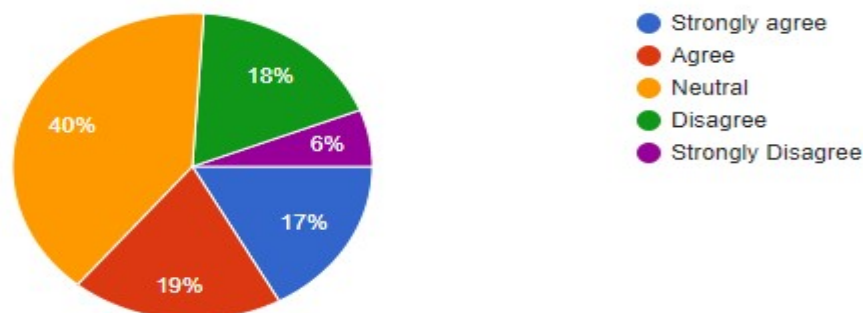
TABLE

BEST RATES	NO OF RESPONDENTS	PERCENTAGE
STRONGLY AGREE	17	17
AGREE	19	19
NEUTRAL	40	40
DIS AGREE	18	18
STRONGLY DIAGREE	6	6
TOTAL	100	100

CHART

17.Are you provided with the best rate as compared with the other competitors available in the market?

100 responses



INTERPREATION: The respondents strongly agree at 17%, agree at 19% ,neutral at 40% ,disagree at 18% and strongly disagree at 6%.

Inference

40% of the respondents neutral condition

4.18 BENEFITS PROVIDED BY NBFC FOR OPTING GOLD LOAN

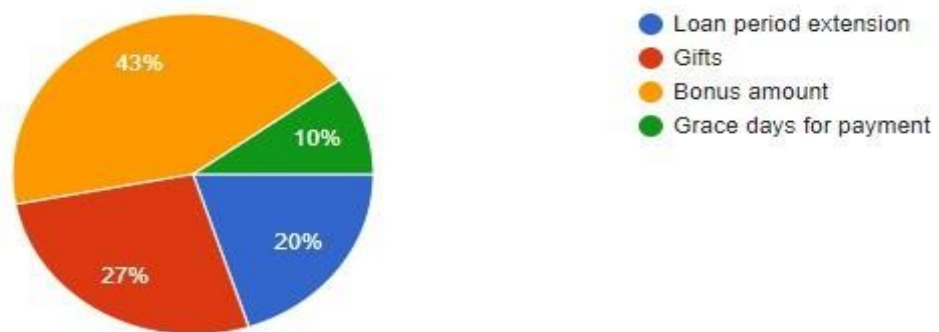
TABLE

BENEFITS	NO OF RESPONDENTS	PERCENTAGE
LOAN PERIOD EXTENSION	20	20
GIFTS	27	27
BONUS AMOUNT	43	43
GRACE DAYS FOR PAYMENT	10	10
TOTAL	100	100

CHART

18.What are the others benefits provided by your nbfc when opting for gold loan?

100 responses



INTERPRETATION: the respondents says that loan period extension at 20%, gifts at 27% , bonus amount at 43% and grace days for payments at 10%.

Inference

43% of the respondents bonus amount

4.19 SATISFACTION WITH NON – BANKING FINANCE IN GOLD LOAN

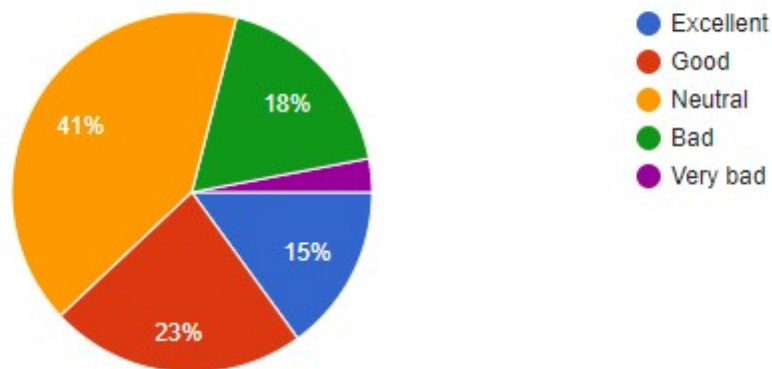
TABLE

SATISFACTION	NO OF RESPONDENTS	PERCENTAGE
EXCELLENT	15	15
GOOD	23	23
NEUTRAL	41	41
BAD	18	18
VERY BAD	3	3
TOTAL	100	100

CHART

19.overall you satisfied with your experience in Non-banking finances gold loan?

100 responses



INTERPRETATION: The respondents says that excellent at 15%,good at 23% , neutral at 41% , bad at 18% and very bad at 3%.

Inference

41% of the respondents neutral

4.20 WILL YOU RECOMMEND TO ANY OF YOUR FRIENDS

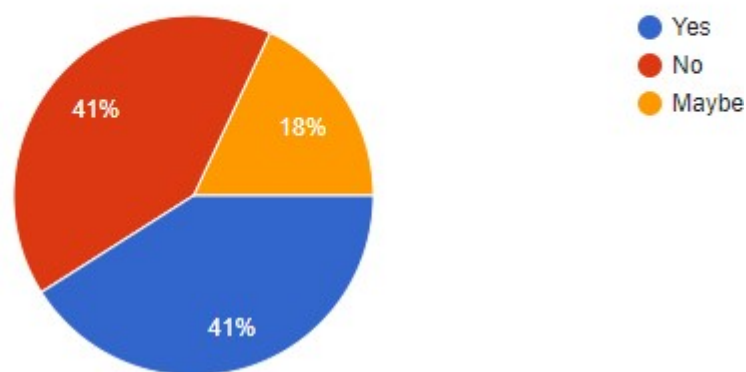
TABLE

REFER	NO OF RESPONDENTS	PERCENTAGE
YES	41	41
NO	41	41
MAY BE	18	18
TOTAL	100	100

CHART

20. Will you refer your nbfc for gold loan to any of your friends?

100 responses



INTERPRETATION: The respondents says that yes for recommendation by 41% and no by 41% and maybe by 18%.

Inference

41% of the respondents equal recommendation yes and no

4.3 HYPOTHESIS – 1

CHI – SQUARE

H₀- There is no significant association between the age of the respondents and the Income of the respondents.

H₁- There is a significant association between the age of the respondents and the income of the respondents

Case Processing Summary

Cases						
Valid			Missing		Total	
N	Percent	N	Percent	N	Percent	
4.Family income * 2.Age	100	99.0%	1	1.0%	101	100.0%

4.Family income * 2.Age Crosstabulation

Count		2.Age				
20- 30			31-40	41-50	51-60	60 & abov
4.Family income	Below 20000	3	1	1	2	
	30001-40000	2	4	9	3	
	400001-50000	7	9	13	9	
	50000 above	2	0	3	4	
	5	1	1	5	3	
Total		15	15	31	21	

Chi-Square Tests

Value		df	Asymptotic Significance (2- sided)
Pearson Chi-Square	18.626 ^a	16	.289
Likelihood Ratio	18.971	16	.270
Linear-by-Linear Association	2.808	1	.094
N of Valid Cases	100		

a. 19 cells (76.0%) have expected count less than 5. The minimum expected count is 1.20.

Inference

Since p value is 0.289 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant difference between age and educational qualification of the respondents.

4.4 HYPOTHESIS – 2

ANOVA

H₀- There is no significant association between the non-banking finance gold loan and the occupation of the respondents.

H₁- There is a significant association between the non-banking finance gold loan and the occupation of the respondents.

Descriptives

How do you come to know about non-banking finance gold loan*occupation

N		Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Advertiseme nt	15	2.53	1.506	.396	1.86	3.89	0	5
Social media	15	2.67	1.047	.567	2.21	4.35	0	5
Friend and family	31	3.03	1.169	.278	2.36	4.63	0	5
News paper	21	3.05	1.433	.365	2.43	3.98	0	5
Others	17	3.62	1.158	.369	2.59	3.47	0	5
Total	100	2.94	1.2333	.163	2.98	3.20	0	5

ANOVA

s How do you come to know about non-banking finance gold loan*occupation

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.205	4	1.365	.633	.579
Within Groups	147.457	95	1.638		
Total	152.710	99			

Inference

Since p value is 0.583 is greater than 0.05. We reject alternative hypothesis and accept null hypothesis so there is no significant difference between age and educational qualification of the respondents.

CHAPTER-5

FINDINGS, SUGGESTIONS & CONCLUSIONS

5.1 FINDINGS

The major finding of the study can be summarized as follows:

- The number of male respondents is 58% while the female is about 42%.
- The people who responded are as follows 8% in the 20-30 category, 13% in the 31-40, 33% in 41-50, 27% in 51-60 and 19% in 60 above category.
- The respondents are govt employee at 4%, private employee at 20%, business at 48%, agricultural at 21% and others at 7%.
- The respondents say that income below the 20000 at 7%, 20001-30000 at 18%, 30001-40000 at 46%, 40001-50000 at 18% and above 50000 at 11%.
- The respondents say that income below the 20000 at 7%, 20001-30000 at 18%, 30001-40000 at 46%, 40001-50000 at 18% and above 50000 at 11%.
- The respondents say that most of them take gold loan twice in five years at 37%, thrice at 34%, once in 5 years at 17%, more than 4 times at 12%.
- The respondents say that the interest charged by nbfc's are excellent at 16%, good at 22%, neutral at 49%, bad at 7% and very bad at 6%.
- The respondents say that most of the interest charged is 11% at 39% followed by 10% at 22%, 12% at 21% and 9% at 10% and at last 12% and above at 8%.
- The respondents say that most of them pay at 1 year tenure stays at 36%, 6 months at 26%, 2 years at 17%, 3 months at 11% and customized at 10%.
- The respondents say that for most of them it takes 30 minutes at 32%, 1 hour at 30%, 2 hours at 20%, 2 hours and more at 12% and 15 minutes at 6%.

- The respondents says that they are highly satisfied at 19%, satisfied at 10% ,neutral at 37% , dis satisfied at 25% ,highly dis satisfied at 9%.
- The respondents says yes to the grace days at 30%,no at 37% and sometimes respondents says that they chose the particular nbfc for security at 43%, customer service at 27%, other benefits at 22% and interest at 8%.
- The respondents says that strongly agree at 18%, agree at 22% ,neutral at 30% ,disagree at 24% and highly disagree at 6%
- The respondents says interest rates are higher according to 23%,no at 28% , equal at 33% and varies on other factors at 16%.
- The respondents says that yes there is pressure to pay at 18%,no at 28% ,sometimes at 33% and cant comment at 21%.
- The respondents strongly agree at 17%, agree at 19% ,neutral at 40% ,disagree at 18% and strongly disagree at 6%.
- the respondents says that loan period extension at 20%, gifts at 27% , bonus amount at 43% and grace days for payments at 10%.
- The respondents says that excellent at 15%,good at 23% , neutral at 41% , bad at 18% and very bad at 3%.
- The respondents says that yes for recommendation by 41% and no by 41% and maybe by 18%.

5.2. SUGGESTIONS

- NBFC should work on its marketing strategies to improve its market share and customers should also ensure the Genuity of the companies.
- Most of the people are unaware of the different financial products offered by the NBFC. So, the company should take necessary steps to create awareness among the public.
- People should identify various features provided by different NBFC and should choose the best suitable one according to their financial needs.
- People should never borrow more than their income level.
- The company is to provide adequate details to the customers whenever required

CONCLUSION

In summary, this study has shed light on gold loans at Non-Banking Financial Companies (NBFCs), a financial product that plays a big and changing role in the lending sector. With its accessibility, quickness, and collateralized security, gold loans have become an essential tool for closing financial gaps for a wide range of borrowers. This study has shown that by enabling quick access to finance, particularly during emergencies, these loans have the ability to empower people and enterprises.

However, it is imperative to acknowledge that the sector faces challenges and complexities, including the need for stringent regulation to ensure fair lending practices, transparency, and responsible borrowing.

Interest rates and fees associated with gold loans must be carefully managed to prevent borrowers from falling into debt traps. Furthermore, as the financial landscape continues to evolve, NBFCs must adapt to changing market conditions and the evolving needs of their clients.

Ultimately, gold loans at NBFCs serve as a critical financial resource that can contribute to financial inclusion and economic growth. The success and sustainability of this sector depend on the collaborative efforts of all stakeholders, including borrowers, NBFCs, and regulators, in order to strike the right balance between accessibility and responsible lending practices. With proper oversight and a commitment to ethical lending, gold loans at NBFCs can continue to play a vital role in the financial well-being of individuals and the broader economy.

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ANNEXURE-1QUESTIONNAIRE

1. Gender

(a) Male

(Female

2. Age

(a) 20-30

(b) 30-40

(c) 41-50

(d) 51-60

(e) 60 above

3. Occupation

(a) Govt employee

(b) business

(c) agriculture

(d) professional

(e) other

4. Family income

(a) Below 20000

(b) 20001-40000

(c) 40001-60000

(d) 60001-80000

(e) 80000 above

5. How do you come to know about gold loan?

- (a) Advertisements
- (b) social media
- (c) friend and family
- (d) news paper
- (e) Other

6. how often do you take a gold loan in 5 years?

- (a) once
- (b) Twice
- (c) Thrice
- (d) More than 4 times

7. How is the rate of interest charged by the nbfc's for gold rate?

- (a) Excellent
- (b) Good
- (c) Neutral
- (d) Bad
- (e) Very bad

8. What is the rate of interest charged by the most of the nbfc's??

- (a) 9%
- (b) 10%
- (c) 11%
- (d) 12%
- (e) 12% above

9. What are the repayment tenure options available for gold loan at non-banking finance institutions?

- (a) 3 months
- (b) 6 months
- (c) 1 year
- (d) 2 years
- (e) Customized

10. How much time does it takes to process the gold loan in your nbfc?

- (a) 15 minutes
- (b) 30 minutes
- (c) 1 hour
- (d) 2 hour
- (e) 2 hour and more

11. How satisfies are you with the safety standard at the nbfc?

- (a) highly satisfied
- (b) Satisfied
- (c) Neutral
- (d) dissatisfied
- (e) highly dissatisfied

12. Does your NBFC provide grace days in case if you are unable to pay on the particular day?

- (a) Yes
- (b) No
- (c) Maybe

13. What reason made you to take up the gold loan at the particular nbfc?

- (a)Interest
- (b)customer service
- (c)Security
- (d) other benefits

14. Does the Nbfcc provides exchange rate of gold as per the market standards? Do you agree with it?

- (a)Strongly agree
- (b)Agree
- (c)Neutral
- (d)disagree
- (e) Strongly disagree

15. Is the interest rates for gold loan provided by nbfc's higher than that of the banks?

- (a)Yes
- (b)No
- (c) Equal
- (e) Various on other factors

16. Do your Nbfcc pressure you often to pay the amount on time

- (a)Yes
- (b)No
- (c)Sometimes
- (e) can't comment

17. Are you provided with the best rate as compared with the other competitors available in the market?

- (a) Strongly agree
- (b) Agree
- (c) Neutral
- (d) disagree
- (e) Strongly disagree

18. What are the others benefits provided by your nbfc when opting for gold loan?

- (a) Loan period extension
- (b) Gifts
- (c) Bonus amount
- (d) Grace days for payment

19. Overall you satisfied with your experience in nbfc gold loan?

- (a) Excellent
- (b) very good
- (c) good
- (d) Fair
- (e) poor

20. Do you recommend to your friends nbfc gold loan?

- (a) Yes
- (b) No
- (c) maybe