Customer Awareness and Satisfaction Towards Housing Loan Services: A Study of Canara Bank Customers in Gundlupet

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***Abstract*—Housing finance plays a significant role in enabling individuals and families to construct, purchase, renovate and improve residential properties. In an increasingly competitive banking environment, customer awareness and satisfaction have become important determinants of the effectiveness and quality of housing loan services. The present study examines customer awareness and satisfaction towards housing loan services offered by Canara Bank with special reference to Gundlupet, Karnataka. The study is descriptive and analytical in nature and is based on primary data collected from 50 customers who had availed housing loans from Canara Bank. A structured questionnaire was used for data collection, and convenience sampling was adopted for selecting the respondents. The collected data were analysed using frequency and percentage analysis. In addition, Spearman correlation analysis and multiple regression analysis were employed to examine the relationship between selected service dimensions and overall customer satisfaction.**

The descriptive findings reveal that the majority of respondents belonged to the economically productive age group of 25–45 years, and salaried employees constituted the largest occupational category. Friends and relatives and bank staff emerged as major sources of awareness regarding housing loan schemes. Construction and renovation were the principal purposes for availing housing loans, while interest rate and EMI affordability were important factors influencing the selection of Canara Bank. The advanced statistical analysis revealed that staff support had a statistically significant positive relationship with overall customer satisfaction. Documentation process also emerged as a significant predictor of overall satisfaction in the regression model. Processing time, although positively evaluated by respondents, did not make a statistically significant independent contribution to overall satisfaction. The regression model was statistically significant and explained 24.8 percent of the variation in overall customer satisfaction. The study concludes that customer satisfaction towards Canara Bank's housing loan services is generally positive. However, improvements in documentation procedures, staff support, customer guidance, communication and processing efficiency can further enhance the housing loan experience.

***Index Terms*—Customer awareness, Customer satisfaction, Housing loans, Canara Bank, Regression analysis, Correlation analysis, Banking services, Gundlupet.**

I. INTRODUCTION

The banking sector occupies a vital position in the economic development of a country by mobilising savings and providing credit to different sectors of the economy. Commercial banks play an important role in facilitating economic activities by extending loans to individuals, businesses, industries and other productive sectors. Among various forms of retail credit, housing loans have become increasingly important because housing represents both a basic human requirement and a major long-term financial investment.

Housing finance enables individuals to purchase, construct, renovate or improve residential properties. For many households, owning a house is one of the most significant financial objectives in life. Since the cost of housing is generally high, financial institutions play a crucial role in providing long-term credit facilities. Banks therefore compete not only on the basis of interest rates but also through service quality, speed of processing, documentation procedures, customer support and accessibility.

The growth of the housing finance market has increased the importance of understanding customer expectations and experiences. A housing loan involves a series of interactions between the customer and the financial institution, beginning with awareness and information search and continuing through application, documentation, approval, disbursement and repayment. Customer satisfaction may therefore be influenced by multiple dimensions of the loan process.

Canara Bank, as a major public sector bank, provides a range of housing finance services to different categories of customers. In semi-urban areas such as Gundlupet, banks continue to play an important role in meeting the housing finance requirements of salaried employees, self-employed individuals, businesspersons and other sections of society.

The present study examines the awareness and satisfaction of customers who have availed housing loans from Canara Bank at Gundlupet. In addition to describing customer characteristics and satisfaction levels, the study statistically examines the relationship between processing time, documentation process, staff support and overall customer satisfaction.

1.1 Customer Awareness and Housing Loan Services

Customer awareness refers to the level of knowledge and understanding that customers possess regarding a product or service. In the case of housing loans, awareness may relate to eligibility criteria, interest rates, loan amounts, repayment periods, documentation requirements and application procedures. Adequate awareness enables customers to make informed decisions regarding financial products. Inadequate information, on the other hand, may result in confusion, delays and dissatisfaction. Banks therefore need to communicate their housing loan products effectively through multiple channels.

The present study indicates that interpersonal communication plays an important role in customer awareness. Friends and relatives and bank staff were identified as major sources through which customers became aware of housing loan services. This suggests that personal communication and direct interaction continue to be important in semi-urban banking markets.

1.2 Customer Satisfaction in Banking Services

Customer satisfaction represents a customer's evaluation of whether a product or service meets expectations. In banking services, satisfaction is influenced by several factors, including service quality, reliability, responsiveness, convenience, pricing and employee behaviour.

Housing loan customers evaluate their experience throughout the entire loan process. A satisfactory experience may depend upon how quickly an application is processed, whether documentation requirements are clearly explained, whether employees provide adequate guidance and whether the overall service meets customer expectations.

The present study evaluates customer satisfaction in the following major dimensions:

- Processing time
- Documentation process
- Staff support
- Overall service

An examination of these dimensions helps identify the strengths and weaknesses of housing loan services and provides useful directions for improving customer experience.

II. REVIEW OF LITERATURE

Customer satisfaction has been recognised as an important concept in marketing and service management. Satisfaction generally emerges when the actual performance of a product or service meets or exceeds customer expectations.

Hoppock viewed satisfaction as a combination of psychological, physiological and environmental circumstances that cause an individual to feel satisfied.

Locke described satisfaction as a positive emotional state resulting from the appraisal of one's experience.

Although these concepts were originally developed in the context of individual satisfaction, the underlying principles are relevant to service organisations. In banking, customers evaluate services on the basis of their experiences and expectations.

Kothari emphasised the importance of systematic research methodology in collecting and analysing data for meaningful interpretation. Malhotra highlighted the significance of customer-oriented research in understanding consumer behaviour and satisfaction.

Studies relating to banking services generally identify service quality, employee behaviour, processing efficiency, pricing and convenience as important determinants of customer satisfaction. In the context of housing finance, factors such as interest rates, repayment flexibility, speed of approval, documentation requirements and staff guidance may influence the overall customer experience.

The present study contributes to the understanding of housing loan customer satisfaction by combining descriptive analysis with correlation and regression analysis.

III. NEED FOR THE STUDY

Housing loans represent an important financial commitment for customers and a major area of retail lending for banks. The choice of a housing loan provider may be influenced by several factors, including interest rates, loan tenure, EMI affordability, institutional reputation and processing efficiency.

The growing competition among public sector banks, private sector banks and housing finance institutions has increased the need for banks to understand customer expectations. While a bank may possess a strong institutional reputation, customer satisfaction depends substantially on the actual experience of borrowers during the loan process.

The study was therefore undertaken to understand the level of awareness of housing loan customers, the factors influencing their choice of Canara Bank, their satisfaction with important service dimensions and the difficulties encountered while availing housing loans. The study further examines whether selected service dimensions have a statistically significant relationship with overall customer satisfaction.

IV. STATEMENT OF THE PROBLEM

Customer satisfaction is essential for the long-term success of banking institutions. In housing finance, customers may experience difficulties relating to loan approval, documentation, interest rates, communication and other procedural requirements. Although Canara Bank has an established institutional presence and provides housing loan facilities, it is necessary to understand how customers perceive these services at the branch level.

The present study therefore addresses the following research problem:

What is the level of customer awareness and satisfaction towards housing loan services offered by Canara Bank at Gundlupet, and to what extent do processing time, documentation process and staff support influence overall customer satisfaction?

V. OBJECTIVES OF THE STUDY

The study has the following objectives:

- To study the level of customer awareness regarding housing loan schemes offered by Canara Bank.
- To examine the demographic profile of housing loan customers.
- To identify the sources through which customers become aware of housing loan schemes.
- To identify the factors influencing customers in choosing Canara Bank for housing loans.
- To evaluate customer satisfaction with regard to processing time, documentation process, staff support and overall service.
- To examine the problems faced by customers while availing housing loans.
- To analyse the relationship between selected service dimensions and overall customer satisfaction.
- To determine the influence of processing time, documentation process and staff support on overall customer satisfaction.
- To offer suitable suggestions for improving housing loan services.

VI. HYPOTHESES OF THE STUDY

The following null hypotheses were formulated for statistical testing:

- H_{01}: There is no significant relationship between satisfaction with processing time and overall customer satisfaction.
- H_{02}: There is no significant relationship between satisfaction with the documentation process and overall customer satisfaction.
- H_{03}: There is no significant relationship between satisfaction with staff support and overall customer satisfaction.
- H_{04}: Processing time, documentation process and staff support do not significantly influence overall customer satisfaction.

VII. SCOPE OF THE STUDY

The scope of the study is confined to customers who have availed housing loan services from Canara Bank at Gundlupet, Karnataka. The study covers 50 respondents and examines their demographic characteristics, awareness sources, loan characteristics, factors influencing bank selection, satisfaction levels and problems encountered during the loan process.

The advanced statistical analysis is restricted to the relationship between processing time, documentation process, staff support and overall customer satisfaction.

The findings are specific to the respondents and the study area and may not necessarily be generalised to all Canara Bank branches or all housing loan customers.

VIII. RESEARCH METHODOLOGY

8.1 Research Design

The study follows a descriptive and analytical research design. The descriptive component examines the characteristics, opinions and experiences of housing loan customers. The analytical component examines the relationship between selected service dimensions and overall customer satisfaction.

8.2 Sources of Data

Primary Data: Primary data were collected directly from housing loan customers using a structured questionnaire. The questionnaire covered demographic characteristics, awareness of housing loan schemes, loan details, factors influencing the choice of the bank, satisfaction levels, problems and customer suggestions.

Secondary Data: Secondary information was obtained from books, research methodology texts, banking-related publications and other relevant academic sources.

8.3 Population and Sample Size

The population of the study consisted of customers of Canara Bank, Gundlupet, who had availed housing loan services. A sample of 50 respondents was selected for the study.

8.4 Sampling Method

Convenience sampling was adopted for selecting the respondents. Customers who were accessible and willing to participate in the survey were included in the sample.

8.5 Tools Used for Data Analysis

The collected data were analysed using:

- Frequency analysis;
- Percentage analysis;
- Tabular presentation;
- Spearman rank correlation analysis; and
- Multiple regression analysis.

The descriptive techniques were used to describe respondent characteristics and customer responses. Correlation analysis was used to examine the association between individual service dimensions and overall satisfaction. Multiple regression analysis was used to examine the combined and individual influence of processing time, documentation process and staff support on overall customer satisfaction.

For statistical analysis, satisfaction responses were coded as follows:

Coding Scheme for Satisfaction Responses

Level of Satisfaction	Score
Poor	1
Average	2
Good	3
Excellent	4

8.6 Period of the Study

The primary data were collected over approximately four weeks during the academic study period.

IX. ANALYSIS AND INTERPRETATION

9.1 Age-wise Distribution of Respondents

Table 1: Age-wise Distribution of Respondents

Age Group	Number of Respondents
Below 25 years	4
25 – 35 years	17
36 – 45 years	23
Above 45 years	6
Total	50

Interpretation: The largest proportion of respondents belonged to the 36–45 years age group, accounting for

46 percent of the sample. This was followed by the 25–35 years category, representing 34 percent. Thus, 80 percent of the respondents belonged to the 25–45 years age group. The findings indicate that housing loan demand is concentrated among economically active individuals who are likely to have relatively stable incomes and significant housing requirements.

9.2 Gender-wise Distribution of Respondents

Table 2: Gender Distribution of Respondents

Gender	Number of Respondents
Male	33
Female	17
Total	50

Interpretation: The majority of respondents were male, representing 66 percent of the sample, while female respondents accounted for 34 percent. The presence of a significant proportion of women borrowers indicates the growing participation of women in housing finance.

9.3 Occupational Profile

Table 3: Occupation-wise Distribution of Respondents

Occupation	Number of Respondents
Salaried Employee	25
Self-employed	10
Business	9
Others	6
Total	50

Interpretation: Salaried employees formed the largest occupational group, accounting for 50 percent of the respondents. Self-employed customers constituted 20 percent, while businesspersons represented 18 percent. The dominance of salaried employees may be associated with the availability of regular and easily verifiable income. However, self-employed and business customers together represented a substantial proportion of respondents, indicating the importance of suitable housing finance services for non-salaried borrowers.

9.4 Monthly Income of Respondents

Table 4: Monthly Income-wise Distribution

Monthly Income	Number	Percent
Below ₹20,000	13	26
₹20,000 – ₹50,000	22	44
₹50,001 – ₹1,00,000	14	28
Above ₹1,00,000	1	2
Total	50	100

Interpretation: The largest group of respondents, accounting for 44 percent, reported a monthly income between ₹20,000 and ₹50,000. This was followed by respondents earning between ₹50,001 and ₹1,00,000. The findings suggest that housing loan services are widely utilised by middle-income groups in the study area.

X. CUSTOMER AWARENESS AND LOAN CHARACTERISTICS

10.1 Awareness of Housing Loan Schemes

All 50 respondents included in the study reported awareness of Canara Bank housing loan schemes. Since the respondents were existing housing loan customers, this result reflects awareness among borrowers rather than awareness among the general population.

10.2 Sources of Awareness

Table 5: Source of Awareness

Source of Awareness	Number	Percent
Friends and Relatives	23	46
Bank Staff	17	34
Advertisements	7	14
Newspapers / Media	2	4
Others	1	2
Total	50	100

Interpretation: Friends and relatives were the most important source of awareness, followed by bank staff. The findings indicate the continuing importance of personal communication and branch-level interaction in creating awareness regarding housing loan services.

10.3 Loan Amount Range

Table 6: Loan Amount Range

Loan Amount Range	Number	Percent
Below ₹5 lakhs	17	34
₹5 – 20 lakhs	19	38
₹20 – 50 lakhs	14	28
Total	50	100

Interpretation: The largest proportion of respondents had availed housing loans in the range of ₹5–20 lakhs. A substantial number of respondents had also availed loans below ₹5 lakhs and between ₹20–50 lakhs.

10.4 Purpose of Availing Housing Loan

Table 7: Purpose of Availing Housing Loan

Purpose	Number	Percent
Construction	19	38
Renovation and Repair	17	34
Purchase of Ready-built House	8	16
Others	6	12
Total	50	100

Interpretation: Construction was the major purpose for availing housing loans, accounting for 38 percent of respondents. Renovation and repair constituted the second major purpose, representing 34 percent. The findings suggest that housing finance requirements in the study area extend beyond the purchase of completed houses and include construction and improvement of existing properties.

10.5 Factors Influencing the Choice of Canara Bank

Interest rate emerged as the most important factor influencing customers in selecting Canara Bank, followed by EMI affordability. Loan tenure, quick processing and bank reputation were also considered by respondents.

Interpretation: The findings demonstrate that housing loan customers are highly sensitive to the financial cost of borrowing. At the same time, affordability of monthly instalments remains an important consideration in selecting a housing loan provider.

XI. CUSTOMER SATISFACTION TOWARDS HOUSING LOAN SERVICES

11.1 Satisfaction with Processing Time

Table 8: Satisfaction with Processing Time

Level of Satisfaction	Number	Percent
Poor	0	0
Average	11	22
Good	24	48
Excellent	15	30
Total	50	100

Interpretation: The findings show that 78 percent of respondents rated the processing time as either Good or Excellent. No respondent rated the processing time as Poor. The results indicate that customers were generally satisfied with the processing time. However, the presence of 22 percent of respondents in the Average category suggests scope for further improvement in consistency and speed.

11.2 Satisfaction with Documentation Process

Table 9: Satisfaction with Documentation Process

Level of Satisfaction	Number	Percent
Poor	2	4
Average	20	40
Good	22	44
Excellent	6	12
Total	50	100

Interpretation: The documentation process received comparatively lower satisfaction ratings. Although 56 percent of respondents rated the process as Good or Excellent, 44 percent rated it as Average or Poor. The high proportion of Average responses suggests that documentation requirements are an important area requiring attention.

11.3 Satisfaction with Staff Support

Table 10: Satisfaction with Staff Support

Level of Satisfaction	Number	Percent
Poor	3	6

Level of Satisfaction	Number	Percent
Average	14	28
Good	29	58
Excellent	4	8
Total	50	100

Interpretation: Staff support received predominantly positive ratings, with 66 percent of respondents rating it as Good or Excellent. However, 34 percent rated staff support as Average or Poor. This indicates the need for greater consistency in customer communication, guidance and responsiveness during the housing loan process.

11.4 Satisfaction with Overall Service

Table 11: Satisfaction with Overall Service

Level of Satisfaction	Number	Percent
Poor	2	4
Average	18	36
Good	26	52
Excellent	4	8
Total	50	100

Interpretation: The majority of respondents rated the overall service as Good. However, 36 percent rated it as Average and 4 percent rated it as Poor. The findings indicate that overall satisfaction is generally positive but remains capable of improvement.

XII. PROBLEMS FACED BY CUSTOMERS

Table 12: Problems Faced While Availing Housing Loans

Problem	Number	Percent
No Major Problems	12	24
Delay in Loan Approval	11	22
Documentation Process	10	20
Lengthy Procedures	6	12
Lack of Guidance	6	12
High Interest Rate	5	10
Total	50	100

Interpretation: The findings reveal that 24 percent of respondents did not experience any major problems. Among the difficulties reported, delay in loan approval was the most frequently mentioned problem, accounting for 22 percent. Documentation-related difficulties were reported by 20 percent of respondents. Lengthy procedures and lack of guidance were each reported by 12 percent, while 10 percent considered the interest rate to be high. The results indicate that operational and procedural factors represent important sources of customer dissatisfaction.

XIII. CUSTOMER SUGGESTIONS FOR IMPROVEMENT

The suggestions provided by respondents broadly focused on:

- Faster loan processing and approval;
- Faster disbursement of housing loans;
- Reduction in the rate of interest;
- Changes or flexibility in loan tenure;
- Improved customer service and responsiveness; and
- Simplification of documentation procedures.

Interpretation: The suggestions indicate that customers expect housing loan services to become faster, simpler and more financially competitive. The emphasis on processing time and approval suggests that service efficiency remains an important concern even though processing time received generally positive satisfaction ratings.

XIV. ADVANCED STATISTICAL ANALYSIS

14.1 Correlation Analysis

Spearman rank correlation analysis was used to examine the relationship between individual service dimensions and overall customer satisfaction. Spearman correlation was considered appropriate because the satisfaction responses were measured on an ordinal four-point scale.

Table 13: Correlation between Service Dimensions and Overall Customer Satisfaction

Service Dimension	Spearman Correlation (ρ)	p-value	Interpretation
Processing Time	0.178	0.215	Weak positive; not significant
Documentation Process	0.271	0.057	Positive; marginally significant
Staff Support	0.345	0.014	Significant positive relationship

Interpretation: The correlation analysis indicates that staff support has the strongest relationship with overall customer satisfaction among the three selected service dimensions. The correlation between staff support and overall satisfaction is positive and statistically significant at the 5 percent level (ρ = 0.345, p = 0.014). This indicates that respondents who reported higher satisfaction with staff support generally reported higher overall satisfaction. Documentation process showed a positive relationship with overall satisfaction, but the correlation was marginal and did not reach the conventional 5 percent significance level (p = 0.057). Processing time showed a weak positive relationship with overall satisfaction and was not statistically significant.

14.2 Hypothesis Testing Based on Correlation Analysis

Table 14: Results of Hypothesis Testing

Hypothesis	p-value	Decision
H_{01}: No significant relationship between processing time and overall satisfaction	0.215	Not rejected
H_{02}: No significant relationship between documentation process and overall satisfaction	0.057	Not rejected at 5% level
H_{03}: No significant relationship between staff support and overall satisfaction	0.014	Rejected

Interpretation: The results provide evidence that staff support is significantly associated with overall customer satisfaction. Processing time does not show a statistically significant association with overall satisfaction in the present sample. Although the documentation process did not demonstrate a statistically significant correlation at the 5 percent level, its relationship with overall satisfaction was positive and close to the conventional significance threshold. Therefore, its contribution was further examined through multiple regression analysis.

XV. MULTIPLE REGRESSION ANALYSIS

Multiple regression analysis was conducted to examine the combined and individual influence of processing time, documentation process and staff support on overall customer satisfaction.

The following regression model was estimated:

Overall Customer Satisfaction = f (Processing Time, Documentation Process, Staff Support)

15.1 Model Summary

Table 15: Regression Model Summary

Statistic	Value
Number of Observations	50
R	0.498
R^2	0.248
Adjusted R^2	0.199
F-statistic	5.065
Significance of F	0.004

Interpretation: The coefficient of determination (R^2) indicates that approximately 24.8 percent of the variation in overall customer satisfaction is explained collectively by processing time, documentation process and staff support. The regression model is statistically significant (F = 5.065, p = 0.004). Therefore, the selected service dimensions collectively have a significant influence on overall customer satisfaction. Accordingly, H_{04} is rejected.

15.2 Regression Coefficients

Table 16: Multiple Regression Results

Variable	Unstandardised Coefficient (B)	Standardised Beta (β)	t-value	p-value
(Constant)	0.661	—	1.152	0.255
Processing Time	0.007	0.008	0.054	0.957
Documentation Process	0.339	0.367	2.593	0.013
Staff Support	0.396	0.408	3.131	0.003

Interpretation: The regression results reveal that staff support is the strongest predictor of overall customer satisfaction, with a standardised beta coefficient of 0.408 and a statistically significant p-value of 0.003. The documentation process is also a statistically significant predictor of overall satisfaction (B = 0.339, p = 0.013). This indicates that improvements in customers' experience with documentation are associated with higher overall satisfaction when other service dimensions are considered simultaneously. Processing time has an extremely small regression coefficient and is not statistically significant (p = 0.957). This suggests that processing time does not make a significant independent contribution to overall satisfaction after accounting for documentation process and staff support.

15.3 Regression Equation

Based on the estimated coefficients, the regression equation is:

Overall Satisfaction = 0.661 + 0.007(Processing Time) + 0.339(Documentation Process) + 0.396(Staff Support)

Interpretation: Holding the other variables constant, improvements in documentation satisfaction and staff support satisfaction are associated with improvements in overall customer satisfaction. Among the three independent variables, staff support has the strongest influence, followed by the documentation process.

XVI. DISCUSSION OF FINDINGS

The descriptive analysis indicates that customers generally expressed positive opinions regarding Canara Bank's housing loan services. Processing time was particularly well evaluated, with 78 percent of respondents rating it as Good or Excellent. However, the advanced statistical analysis provides a more detailed understanding of customer satisfaction. A high descriptive satisfaction score for a service dimension does not necessarily mean that the dimension independently determines overall satisfaction.

Staff support emerged as the strongest factor influencing overall customer satisfaction. This suggests that the quality of interaction between customers and bank personnel is an important component of the housing loan experience. Customers require information, guidance and reassurance at different stages of the loan process.

Documentation process also emerged as a significant predictor of overall satisfaction. This finding is particularly important because documentation received the weakest descriptive satisfaction rating among the major service dimensions. Simplification of procedures and improved customer guidance may therefore contribute significantly to improved overall satisfaction.

Processing time was positively rated by customers, but it did not independently predict overall satisfaction in the regression model. One possible interpretation is that customers may generally consider the processing performance satisfactory, while differences in documentation experience and staff support create greater variation in overall satisfaction.

The findings therefore suggest that service improvement efforts should not focus exclusively on processing speed. Equal or greater attention should be given to the quality of staff interaction and the ease with which customers can understand and complete documentation requirements.

XVII. MAJOR FINDINGS OF THE STUDY

- The majority of respondents belonged to the 25–45 years age group.
- The 36–45 years age category constituted the largest group of housing loan borrowers.

- Male respondents accounted for 66 percent of the sample, while female respondents represented 34 percent.
- Salaried employees constituted the largest occupational group, accounting for 50 percent of respondents.
- The largest group of respondents belonged to the monthly income category of ₹20,000–₹50,000.
- All respondents included in the sample were aware of Canara Bank housing loan schemes.
- Friends and relatives and bank staff were the major sources of awareness.
- Construction was the principal purpose for availing housing loans, followed by renovation and repair.
- Interest rate and EMI affordability were important factors influencing customers in choosing Canara Bank.
- Processing time was positively evaluated by customers, with 78 percent rating it as Good or Excellent.
- Documentation process was comparatively the weakest service dimension, with 44 percent of respondents rating it as Average or Poor.
- Staff support received positive ratings from a majority of respondents, although 34 percent rated it as Average or Poor.
- Overall service satisfaction was generally positive, with 60 percent of respondents rating it as Good or Excellent.
- Delay in loan approval was the most frequently reported problem.
- Documentation-related difficulties constituted another major challenge.
- Customers strongly emphasised faster processing, approval and disbursement as important improvements.
- Spearman correlation analysis revealed a statistically significant positive relationship between staff support and overall customer satisfaction.
- Documentation process demonstrated a positive association with overall satisfaction and emerged as a significant predictor in the regression model.
- Processing time did not have a statistically significant independent influence on overall customer satisfaction.
- The regression model was statistically significant and explained 24.8 percent of the variation in overall customer satisfaction.
- Staff support was the strongest predictor of overall customer satisfaction.
- Documentation process was the second important predictor of overall customer satisfaction.

XVIII. SUGGESTIONS

18.1 Strengthen Staff Support

Since staff support emerged as the strongest predictor of overall customer satisfaction, the bank should focus on improving employee responsiveness, communication and customer guidance. Staff members dealing with housing loans should be adequately equipped to explain procedures and address customer concerns.

18.2 Simplify Documentation Procedures

Documentation emerged as both a weak service area in the descriptive analysis and a significant predictor of overall satisfaction. The bank should provide customers with a clear and comprehensive checklist of required documents at the beginning of the application process.

18.3 Improve Customer Communication

Customers should receive regular information regarding the status of their applications, additional document requirements and expected approval timelines. Better communication can reduce uncertainty and dissatisfaction.

18.4 Improve the Speed of Loan Approval and Disbursement

Although processing time did not emerge as a significant independent predictor in the regression analysis, delay in approval was one of the major problems reported by respondents. The bank should therefore continue efforts to reduce delays and improve the efficiency of the loan approval process.

18.5 Strengthen Digital Facilities

Digital submission of documents, online application tracking and electronic communication can reduce inconvenience and improve the efficiency of housing loan services.

18.6 Maintain Competitive Interest Rates
Interest rate was an important factor influencing customers in selecting the bank and was also identified as an area of concern. Competitive pricing and clear communication regarding applicable interest rates may improve customer confidence.

18.7 Focus on Non-Salaried Customers
Although salaried employees constituted the largest group, self-employed individuals and businesspersons together represented a substantial proportion of respondents. The bank may consider providing suitable guidance and flexible mechanisms for assessing non-salaried borrowers.

18.8 Conduct Regular Customer Feedback Surveys
Regular feedback from housing loan customers can help identify service gaps and monitor improvements. Periodic customer satisfaction surveys may enable the bank to evaluate whether changes in documentation, staff support and service delivery are producing better outcomes.

XIX. CONCLUSION

Housing finance is an important component of retail banking because it enables individuals and families to fulfil their housing requirements. In an increasingly competitive financial environment, customer awareness and satisfaction are essential for the effectiveness and sustainability of housing loan services.
The present study examined customer awareness and satisfaction towards housing loan services offered by Canara Bank at Gundlupet. The study was based on primary data collected from 50 housing loan customers.
The descriptive findings indicate that the major segment of borrowers belonged to the productive age group of 25–45 years and that salaried employees formed the largest occupational category. Customer awareness was largely generated through personal communication, particularly through friends, relatives and interaction with bank staff.
Interest rate and EMI affordability emerged as important factors influencing customers in selecting Canara Bank for housing loans. Customers were generally satisfied with processing time, staff support and overall service. However, documentation process emerged as an important area requiring improvement.
The advanced statistical analysis provides additional insight into the determinants of overall customer satisfaction. Staff support demonstrated a statistically significant positive relationship with overall satisfaction and emerged as the strongest predictor in the regression model. Documentation process also significantly influenced overall satisfaction. Processing time, while generally rated positively, did not make a statistically significant independent contribution after considering the other service dimensions.
The regression model explained approximately 24.8 percent of the variation in overall customer satisfaction and was statistically significant. The findings therefore demonstrate that customer satisfaction in housing loan services depends not only on the speed of service but also substantially on the quality of staff interaction and the ease of completing procedural requirements.
The study concludes that Canara Bank has a generally positive customer satisfaction base in the study area. Nevertheless, improvements in documentation procedures, staff support, customer communication and service efficiency can further strengthen the housing loan experience.

XX. LIMITATIONS OF THE STUDY

The findings of the study should be interpreted in the light of the following limitations:

- The study is limited to a sample of 50 respondents.
- The study is confined to housing loan customers associated with Canara Bank at Gundlupet.
- Convenience sampling was used for selecting respondents.
- The findings are based primarily on the responses provided by customers.
- The satisfaction variables were measured using a four-point ordinal scale.
- The regression model explains only the service dimensions included in the present study.
- Other factors influencing customer satisfaction may not have been included in the analysis.
- The findings may not be directly generalised to other geographical areas or all branches of Canara Bank.

XXI. SCOPE FOR FURTHER RESEARCH

Future research may be undertaken by:

- Conducting comparative studies between public and private sector banks;
- Covering a larger sample of housing loan customers;
- Examining customer satisfaction across multiple branches and districts;
- Studying the relationship between service quality and customer loyalty;
- Analysing the role of digital banking in housing loan customer satisfaction;
- Applying structural equation modelling or other advanced techniques using larger datasets;
- Examining demographic and income-based differences in customer satisfaction; and
- Comparing the expectations and experiences of salaried and self-employed housing loan customers.

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