

CONSUMER ATTITUDE AND PERCEPTION: A STUDY FOR GOLD LOAN IN RAJASTHAN

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ABSTRACT

This paper is an empirical presentation of a research attempt to seek the consumer temper and awareness towards gold loan with reference to Pali city. Currently, in India, Gold loans can be availed from public and private sector banks, co-operative banks, and other private lenders. However, some banks offer it only in definite areas, while private lenders take the course of action regarding providing of loan in fewer hours, some co-operative banks and public sector banks may issue the loan within a day. Some companies fall in the category of Non-Banking Financial Company (NBFCs) of the RBI guidelines. This present paper recognizes a variety of factors which are reflected by borrowers while taking the gold loan. This study also reveals about the various demographic concerns like gender, age, educational background of the borrowers, income level etc. which have an impact in choosing financial institutions and NBFC's for availing gold loan. The gold loans have appeared as mostly used as quick & short-term capital. Gold loans were chosen more than traditional personal loans due to less procedures, fast disbursement and easy EMI (Equated Monthly Installment). The study depicts that the most of the respondents availed gold loans from the banks, NBFCs and many respondents use this fund for their usual consumption. Finally, this paper warns that a person should go for the gold loans only if he is positive enough to repay his money otherwise it is not your cup of tea.

KEYWORDS: *Gold Loan, Consumer Attitude, Consumer Perception, Financial Institutions, NBFC's, Public Sector Bank*