

To Study about How the Pandemic is Affect the Customer Preferences for Housing Finance (December 2020)

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Abstract: *The Indian financial industry has recently shown a promising trend in terms of growth and maturity. Over the last five fiscal years, the total amount of mortgage loans that are still outstanding has grown by a respectable 16%. The primary forces behind this development have been a rise in new rivals entering the market, robust demand, and rising disposable income. Over the next five years, it is projected that the home financing industry would expand even further. Increased accessibility, better openness, growing urbanisation, and government incentives will cause the industry to grow. Due to shifting cultural norms, lifestyles, and levels of labour mobility, there is a greater need for housing nationwide. Forecasts for the future indicate that similar tendencies will continue. As income increases, moving into larger homes is more common. Increased desire for independent houses, younger borrowers of housing loans, government initiatives to offer affordable housing, and rate reductions under the Pradhan Mantri Awas Yojana should all help to drive up housing finance demand. This study focuses on consumer perceptions about housing finance throughout this epidemic..*

Keywords: Indian financial industry.