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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

CONSUMERISTIC CULTURE AMONG CONSUMERS IN THOOTHUKUDI DISTRICT**Dr. T. RENUHA****HEAD****DEPARTMENT OF BUSINESS ADMINISTRATION
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TIRUCHENDUR****S. CHELLAPRIYA****ASST. PROFESSOR****DEPARTMENT OF BUSINESS ADMINISTRATION
GOVINDAMMAL ADITANAR COLLEGE FOR WOMEN
TIRUCHENDUR****ABSTRACT**

The study seeks to assess the consumeristic behaviour of consumers and perception of complainants towards consumer forum in Thoothukudi district. Descriptive research design was adopted for the study. The unit of sample was individual complainants who filed complaints at District Consumer Forums and Non-Complainants. The sample consisted of 160 respondents as non-complainants and 160 respondents as complainants. Purposive sampling technique was adopted for selecting the respondents. Questionnaire was used for collecting the primary data. Various statistical tools and techniques viz. average, the Pearson Chi-Square test, and 'Z' Test were used to analyze the data. The study revealed that maximum number of consumers has medium level of awareness on consumer rights and there is significant relationship between level of awareness and response to inferior goods received. Overall perception of the consumers with respect to consumer forum are studied under 4 heads namely 'Time and Cost', 'Fairness', 'Procedures' and 'Awareness' and the result is favourable. The study has implications for policymakers to enhance the effectiveness of amended Consumer Protection Act to improve the quality of justice to consumers.

KEYWORDS

complainant, consumer forum, consumer perception, consumer grievances.

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1. INTRODUCTION

In the recent trend of Marketing, the buyer is the embodiment of all its operation and functioning. The market gets insightful, and in some cases, the purchaser needs to experience its repercussion. In this manner, buyer assurance is a demonstration of furnishing shoppers with complete data about the services, their rights, and merchandise. Consumer awareness is vital as they put their time and cash into promotional exercises, and they reserve an option to straight forward data. Misdirecting commercials, risky or unsafe items, cheating and unweighing, and different acts of neglect are performed by corrupt business entities. Consumer awareness is a demonstration of saving buyers from such wrongdoings. This study is undertaken to identify the level of protection availed and unveiled by the consumers inspite of various laws enacted by the government.

2. REVIEW OF LITERATURE

There are many studies and surveys relevant to consumer awareness of which relevant to the study are:

Mrs. T. Sangeethasudha, Dr. B. Revathy (2020) conducted a study and proves that awareness level of Consumers is low and they have no knowledge about consumers' rights in depth, so enforcement of these rights is not possible by them. Similarly, it is proved that no consumers are willing to file case in the consumer court due to the complicated procedures of filing complaint and due to wastage of time and money².

Chaudhary (2017) conducted the research study on consumer awareness among college student in Assam, Tejpur and he concluded that right from birth each and every one of us becomes a consumer but people are less aware about the rights and responsibilities they have as a consumer. There is a need of education for awareness of consumer rights, responsibilities and the complaint handling among people of all age groups. People are less aware of the movement of consumerism and handling customer complaints³.

Ministry of consumer affairs, food and public distribution (department of consumer affairs), government of India & Shri A. K. Venkata Subramaniam chair of excellence on consumer law and jurisprudence, the Tamil Nadu Dr. Ambedkar law university, Chennai December – 2016, identified that awareness about consumer rights, laws relating to consumer protection and consumer redressal fora is not high. Government agencies and voluntary organizations can play an effective role in increasing awareness in these respects, especially in rural areas. There is need for more consumer organizations in the western and southern regions of the State. There is also a crying need to tighten enforcement with regard to adulteration and sale of spurious goods, especially medicines¹.

3. IMPORTANCE OF THE STUDY

Consumer awareness is the process that consumers aware of their rights while purchasing goods and services. It involves educating the consumers about their safety, information and redressal options available to them. One of the most persistent problems government faces in this modern world is lack of consumer awareness and it leads to exploitation of consumers by producers⁴. To resolve this problem government has come up with various methods over the years. The study aims to identify how far the consumers aware of their rights and their response and behaviour when they expose to inferior goods, and this may be helpful for the government to take further measures in this regard.

4. STATEMENT OF THE PROBLEM

"A study on consumeristic culture among consumers in Thoothukudi" – was conducted to assess what extent consumers aware of their rights and how they behave at the purchase point and respond to inferior goods. It also probe into what the complainant respondents feel about the procedures of filing complaints and their perception on consumer forum. For the purpose of study, 160 complainants and 160 non complainants are purposively chosen and surveyed. Since the consumer forums are set up at district level the study has been carried out at Thoothukudi district.

5. OBJECTIVES OF THE STUDY

The main aim is to know the extent of awareness on Consumer Rights amongst the consumers also carried out with the objectives of

1. Studying behavioral patterns of respondents at purchase point.

2. Assessing the response of the respondents to inferior goods
3. Analyze the opinion of the complainant respondents on consumer forum

6. HYPOTHESIS

The hypotheses framed are:

1. There is a no difference between complainants and Non-complainants with respect to buying behavior.
2. There is no significant relationship between level of awareness and response to inferior goods received.

7. RESEARCH METHODOLOGY

Descriptive research design is used in this study. Totally 320 respondents were surveyed, 160 constituting Complainants and 160 constituting Non complainants from Thoothukudi district. The statistical tools used here are Percentage analysis, Chi square test and 'Z' test and Likert five point scale to analyze the primary data.

8. RESULTS AND DISCUSSIONS

8.1 THE DEMOGRAPHIC DETAILS OF THE COMPLAINANTS AND NON-COMPLAINANTS RESPONDENTS

TABLE 1: DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic Variables	Non Complainants	Complainants
Gender	50% of the respondents are male and 50% of the respondents are female.	71% respondents are male.
Age	41% of the respondents are at the age group of upto 25.	41% of the respondents are at the age group of 36-45.
Marital status	58% of the respondents are married.	92% of the respondents are married.
Educational Qualification	32% of the respondents have completed UG.	39% of the respondents have completed UG.
Family Size	55% of the respondents are having the family size of 4-5.	54% of the respondents are having the family size of 4-5.
Occupation	43 % of the respondents are pensioners.	50% of the respondents are private employee.
Family Income per month (Rs.)	47% of the respondents are having the family income between 10000-20000.	42% of the respondents are having family income between 10000-20000.

8.2. BEHAVIOUR OF RESPONDENTS WHILE PURCHASING A PRODUCT

The behaviour of the respondents are examined with respect to the following identified factors.

TABLE 2: BUYING BEHAVIOUR OF THE RESPONDENTS

Factors	Mean score		Results of Z Test S/NS
	C	N.C	
Examination of expiry date of the product	2.89	2.6	S
Preference to ISI mark	2.55	2.25	S
Comparison of price of goods	2.64	2.36	NS
Reputation of manufacturer	2.49	2.19	S
Examination of quality and package	2.81	2.55	S
Preference for frequently advertised product	2.02	1.6	S
Purchase of branded products	2.71	2.42	S
Selection from variety of products	2.46	2.23	S
Verification of weight, MRP and Nutritional information of the product	2.77	2.39	NS
Awareness on guarantee & warranty	2.81	2.84	NS
Impact on environment	2.45	2.33	S
Wellness of the product	2.67	2.54	S

Source: Primary data

S-Significant NS-Non significant

The complainants and non-complainants are significantly differing with respect to

- Examination of expiry date of the product
- Preference to ISI mark
- Reputation of manufacturer
- Examination of quality and package
- Preference for frequently advertised product
- Purchase of branded products
- Selection from variety of products
- Impact on environment
- Wellness of the product

The complainants and non complainants do not significantly differ with respect to

- Comparison of price of goods
- Verification of weight, MRP and Nutritional information of the product
- Awareness on guarantee & warranty

8.3 LEVEL OF AWARENESS OF RESPONDENTS

84% of the respondents have medium level of awareness on consumer rights. Here the responses are categorized as seek redress from seller, word of mouth communication and take legal action, where the first two category refers to the non-complainants and last category refers to the complainants. Chi square test is applied to test the significance between the level of awareness and the response to inferior goods received. It is proved that that there is significance difference between level of awareness and respondents response to inferior goods received.

8.4 PROCEDURAL AWARENESS OF THE CONSUMER

The analysis of procedural awareness of the consumers shows that

- 100% of the respondents' expectations have been fulfilled.
- 95% of the respondents have filed case through lawyers.
- 57% of the respondents are completely aware of the procedures for making complaint.
- 97% of the respondents have observed the issue raised during proceeding of case.

- 60% of the respondents' says, forum members behaviour is very good.
- 64% of the respondents' experience was pleasant while filing a complaint.
- 57% of the respondents' proceedings took 6 months.

8.5 PERCEPTION OF THE RESPONDENTS TOWARDS FUNCTIONING OF CONSUMER FORUM

The perception of the respondents with respect to four contributing factors with five statements under each contributory factor like "Time and Cost", "Fairness", "Procedures", and "Awareness" towards functioning of Consumer Forum are analyzed using Likert five-point scale, and the results are shown in table 3:

TABLE 3

S. No.	Factors	Most Favourable Percentage
1	Time and Cost	69
2	Fairness	85
3	Procedures	76
4	Awareness	93

Overall perception of the consumers in respect of all four factors studied namely 'Time and Cost', 'Fairness', 'Procedures' and 'Awareness' is favourable.

9. FINDINGS OF THE STUDY

- The analysis of procedural awareness of the consumers shows that
- The complainants are more cautious and aware of their rights and preferences.
- The response of the respondents significantly depends upon their level of awareness on consumer rights.
- 95% of the respondents have filed case through lawyers as they are not completely aware of the procedures for making complaints and the respondents expectation have been fulfilled.

10. SUGGESTIONS

Based on the above result, the following suggestions are made:

- Government can come up with toll free number to register the complaints and the process should not be tedious one.
- Government can issue periodicals, magazines etc to encourage the consumer protection activities.
- Consumer forum can create digi-lockers to protect the information regarding the complaints registered and redressed.
- Organize a database enabling the consumer to retrieve the information less expensive and quicker way.
- The consumer should ask for a cash memo while making a purchase.
- Government at the centre and state should feel necessity of consumer awareness programmes and consumer education in rural areas, since the level of awareness about consumer protection laws is medium.
- Special advertisements should be created to educate the consumers regarding procedure of filing complaint. As to where to file complaint and when to file complaints.
- Consumer must be educated about the procedure to file complaint in District Forums and must be motivated in this regard.
- Local Newspapers, cable operators NGO's and consumer association should work more to inform and educate the consumer about the rights of consumer and availability of redressal mechanism to raise voice agenzized exploitation.

11. CONCLUSION

The advancement of technology and advent of sophisticated gadgets in the market and aggressive marketing in the era of globalization have not given the wide range of choice of products but also the vulnerable consumer problems. The non-complainants here should be very conscious about while purchasing the product and they should check for the standard marks that have been introduced for the authenticity of the quality of the product like ISI, Hall mark etc. whereas in other hand overall perception of the consumer-in respect of all four factors studied namely "Time and Cost", "Fairness", "Procedures", and "Awareness" is favourable.

12. LIMITATIONS

- The respondents are selected on purposive sampling method which has its own limitations
- The area of study is limited to Thoothukudi district. It may not be applicable to other areas.
- Only 320 respondents are studied.

13. SCOPE FOR FURTHER RESEARCH

The study can be extended by analyzing complainants in particular fields like medicines, electronic items etc. in various districts

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**STUDENT'S LEVEL OF SATISFACTION TOWARDS EDUCATION LOAN
(WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT)**

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ABSTRACT

The study finds out that Education is the backbone of a cultured society, but it has become more commercial or money-making and in order to ensure the best possible education, it is an expensive affair, because the Aided, the Government and the Self-financing colleges follow different fee level from their students. At the same time all the students are not supportive of this fee structure. So, there is a need of educational loan for their studies. The banks should have to encourage more schemes of educational loans for the growth of education developments and the banks should have to encourage more education loans for the growth of the banks as well as for the cause of education.


KEYWORDS

education loan, student's satisfaction.

JEL CODES

I22, M31.

INTRODUCTION

tudents need to avail educational loan because education and professional degrees have become more expensive at present in India. The government fixes fee structures for the unaided colleges, aided colleges and government colleges but various institutions follow varying fees structure. The self-financing institutions fix higher fee, which have sprouted more in the last two decades. Students focus is mainly on good quality education and comfortable life. Though, fee structures are quite high, the students show more interest to avail education loan. To support this situation, commercial banks provide great financial help needed to cover almost all the expenses incurred for a successful completion of the desired course. Therefore, the study aims to identify the student's level of satisfaction with regard to education loan.

SIGNIFICANCE OF THE STUDY

The study attempts to analyze the various bankers providing financial assistance to the students pursuing higher education and on the other side to study the student's level of satisfaction with regard to education loan.

REVIEW OF LITERATURE

Ved Prakash (2007), opines in his study that Indian higher education system is presently facing several challenges. The challenge of global competitiveness has been added to other demanding tasks such as access, equity, relevance, quality, privatization and internationalization in the face of a resource crunch. Expansion of higher education and examines variations in participation across states, gender and social groups. An attempt has also been made to discuss the trends in the financing of higher education and the required resources to meet the target of allocating 6 per cent of the GDP to education. It argues that without appropriate policy interventions in school education, it would be of little use to have interventions at the higher educational level, which discriminate in favor of girls, SCs and STs.

The study by **Sudhanshu Bhushan (2008)**, is one of several studies, commissioned by UGC, with the objective to provide inputs to the plan preparation so that the Planning Commission could assess it more objectively while making actual allocation. This study makes an attempt to estimate the huge investment and expenditure gap after allowing for plan support and the present level of privatization which generates potential for commercialization. The inadequate plan support is understood in terms of policy failure. It is attempted to show that huge financial gap needs to be managed through a proper strategy. Ways and means should be found to bridge this gap so that inclusive growth is taken care of. Given huge investment gap, the absence of a proper strategy will have adverse consequences on higher education. Therefore, managing investment gap through cost sharing with students should be given utmost attention.

Navaneetha (2014), conclude that education has a significant role in the Indian Economy. Higher education is increasing with the new paradigm. Higher education involves creation of intellects of world standards and also training of skilled human power at mass level without compromising on quality. Education has become a costly affair recently. It is met by the nationalized and private sector banks through educational system. The study has been approached from the point of view students / customers in Coimbatore, who intended to avail the education loan offered by the State Bank of India. The study discusses on detail about the factors motivating the students to borrow their money from State Bank of India.

Geetha Rani. P (2016), in the article titled "Financing Higher Education and Education Loans in India Trends and Troubles", attempts to investigate the trends in financing higher education which convey that student loans is the dominating source of financing higher education in India. It is concluded that fees, scholarships and student loans need to be examined in the context of increasing cost and role of markets in higher education along with affordability within the domain of family characteristics.

Jayadev.M (2017), in the article titled "An Analysis of Educational Loans", found that educational loans are a relatively new phenomenon when it comes to funding higher education in India. There has been a significant rise in the volume of outstanding educational loans with an annual growth rate of 12% since March 2008. Banks are concerned about increasing non-performing assets with respect to educational loans. This paper argued for a statutory framework that addresses all aspects of funding higher education through loans and scholarships.

RESEARCH GAP

In the knowledge era, higher education has gained significance across the world. That demand and the need of higher education leads to have a drastic upward change in the tuition fees and the emergence of education institutions that create an awareness to avail the fund for education. In Coimbatore District a lot of higher education institutions are mushrooming recently. So far, no specific study has been taken about the level of satisfaction of the students in availing education loans. Hence, the researcher attempts to address this gap and to examine perspective of the students about education loans in Coimbatore Districts.

OBJECTIVE OF THE STUDY

To examine the students' satisfaction level towards education loan.

RESEARCH METHODOLOGY**SAMPLING TECHNIQUE**

The sampling technique used for this research study is Convenient Sampling Method.

SAMPLE SIZE

Sample size of this study is 530.

HYPOTHESES

H₀: Students educational loan factors and banking factors are not associated with level of satisfaction

FRAME WORK OF ANALYSIS**CORRELATION**

To identify the nature of relationship that exists between dependent variable and independence variable Correlation test has been employed.

To ascertain the nature and strength of association of variables-identified through partial correlation co-efficient – with student satisfaction, correlation analysis is used. The levels of confidence are chosen are one and five percent and In order to select variables for correlation analysis and regression analysis, partial correlation coefficients have been computed for the variables considered in Chi-square test.

FACTOR ANALYSIS

To identify the prominent factors that enhance student satisfaction towards education loan, factor analysis is employed.

FINDINGS OF THE STUDY**VARIABLES ASSOCIATED WITH LEVEL OF SATISFACTION - CORRELATION ANALYSIS**

In order to examine the nature and quantum of association of variables with Student's Satisfaction correlation analysis is used. Variables considered for Chi-Square have been considered for Correlation test too. Out of twenty variables selected for correlation analysis, nine variables have been found to be significant. Area of Residence, Percentage of Marks Obtained, Annual Income, Number of Banks Visited, Banks, Level of Awareness and Level of Problem are found to be significant at one percent level. Gender and Earning Members are found to be significant at five percent level.

TABLE 1: VARIABLES ASSOCIATED WITH LEVEL OF SATISFACTION - CORRELATION ANALYSIS

Variables	Rent	r ²
Gender	-0.104*	0.011
Age	0.060	0.004
Community	-0.079	0.006
Area of Residence	-0.181**	0.033
Percentage of Marks Obtained	-0.174**	0.030
Earning Members	-0.111*	0.012
Parental Occupation	-0.007	0.000
Annual Income	-0.199**	0.039
First Generation	0.062	0.004
Course	0.024	0.001
No. of Banks Visited	-0.156**	0.024
Bank	-0.117**	0.014
No. of Visits for Loan Processing	-0.077	0.006
Amount of Loan Availed	0.065	0.004
Time Taken for Loan Processing	0.012	0.000
Rate of Interest	-0.041	0.002
Nature of Security	0.074	0.005
Margin Percentage of Loan Sanctioned	0.024	0.001
Level of Awareness	0.578**	0.334
Level of Problem	-0.452**	0.204

Source: Primary Data

* Significant at five percent level ** Significant

Gender

Gender and Satisfaction are negatively correlated. Male students have high level of satisfaction. The coefficient of determination (r²) shows that gender accounts for 1.10 percent of the variation in the level of satisfaction.

Area of Residence

Area of residence and satisfaction are negatively correlated. Students, who reside in urban area have high level of satisfaction. The coefficient of determination (r²) shows that area of residence accounts for 3.30 percent of the variation in the level of satisfaction.

Percentage of Mark Obtained

Percentage of mark obtained and satisfaction are negatively correlated. Students, who scored between 50 percent and 60 percent have high level of satisfaction. The coefficient of determination (r²) shows that percentage of mark obtained accounts for 3.00 percent of the variation in the level of satisfaction.

Earning Members

Earning Members and satisfaction are negatively correlated. Students, who has one earning member in their family have high level of satisfaction. The coefficient of determination (r²) shows that earning members accounts for 1.20 percent of the variation in the level of satisfaction.

Annual Income

Annual Income and satisfaction are negatively correlated. Students, whose family annual income ranges up to Rs. 1,00,000 have high level of satisfaction. The coefficient of determination (r²) shows that annual income accounts for 3.90 percent of the variation in the level of satisfaction.

No. of Banks Visited

Number of banks visited and Satisfaction are negatively correlated. Students, who visit up to three banks for availing educational loan have high level of satisfaction. The coefficient of determination (r²) shows that number of banks visited accounts for 2.40 percent of the variation in the level of satisfaction.

Nature of Bank

Nature of bank and satisfaction are negatively correlated. Students, who availed educational loan from public sector bank, have high level of satisfaction. The coefficient of determination (r^2) shows that bank accounts for 1.40 percent of the variation in the level of satisfaction.

Level of Awareness

Level of awareness on educational loan and satisfaction are positively correlated. Students, who have high level of awareness on educational loan, have high level of satisfaction. The coefficient of determination (r^2) shows that level of awareness accounts for 33.40 percent of the variation in the level of satisfaction.

Level of Problem

Level of problem on educational loan and satisfaction are negatively correlated. Students, who have low level of problem on availing educational loan, have high level of satisfaction. The coefficient of determination (r^2) shows that level of problem accounts for 20.40 percent of the variation in the level of satisfaction.

FACTORS INFLUENCING STUDENT'S SATISFACTION TOWARDS EDUCATIONAL LOAN – FACTOR ANALYSIS

To identify the prominent factors that enhance students satisfaction towards educational loan, Factor Analysis is employed. The following Table portrays about the significant factors that increases students satisfaction on availing educational loan. Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity has been used as pre-analysis testing for suitability of the entire sample for factor analysis. The result of KMO and Bartlett's Test is found greater than 0.70. Hence, the collected data is fit for employing factor analysis. Further, the large values of Bartlett's Sphericity test (3500.00, df: 171, Sig=0.000) and KMO statistics (0.839) indicated the appropriateness of factor analysis, i.e., the sample was adequate.

TABLE 2: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.839
Bartlett's Test of Sphericity	Approx. Chi-Square	3500.00
	Df	171
	Sig.	.000

Source: Primary Data

TABLE 3: FACTORS INFLUENCING STUDENT'S SATISFACTION TOWARDS EDUCATIONAL LOAN – FACTOR ANALYSIS

Factors	1	2	3	4	5
Rules and regulations of the RBI	0.282	0.570	0.441	0.176	-0.026
Changes in regulations and policy	0.198	0.659	0.104	0.168	0.124
Uniformity of policy maintained by the Banks	-0.067	0.211	0.682	0.191	0.262
Quantum of loan policy	0.024	-0.038	0.842	0.042	0.006
Loan entitlement (Security) policy	-0.044	0.418	0.139	0.648	-0.032
Bank interest rate policy	0.080	0.276	-0.063	0.402	0.542
Adequacy of loan obtained	0.107	0.826	0.110	0.094	0.248
Attitude of bank staff	0.418	0.335	0.619	-0.037	0.008
Documentation procedures and process	0.462	0.388	0.187	0.250	0.212
Third party guarantee	0.27	0.182	0.478	0.231	0.291
Security requirements	0.544	0.370	-0.017	0.160	0.290
Time taken for loan sanctioned	0.780	0.108	0.242	0.114	0.028
Time taken for loan disbursement	0.110	0.221	0.286	0.503	0.123
Fixation of EMI (Equated Monthly Instalment)	0.080	0.118	0.190	0.261	0.685
Repayment schedule	0.275	0.084	0.137	-0.114	0.753
Mode of disbursement of loan	0.563	0.203	0.072	0.086	0.353
Processing Fee	0.569	0.009	-0.099	0.464	0.156
Eligibility criteria	0.470	0.076	0.013	0.758	-0.014
Expenses covered	0.195	0.006	0.116	0.642	0.262
Eigen Values	6.212	1.672	1.198	1.130	6.212
% of Variance	32.694	8.803	6.305	5.947	5.503
Cumulative % of Variance	32.694	41.496	47.801	53.748	59.251

Source: Primary Data

Five factors are identified by locating Eigen values greater than unity. Factors which have a component loading of 0.7 and above are said to be significant factors that increases satisfaction of students. From the rotated component matrix it can be seen that "Time taken for loan sanctioning" has a component loading of 0.7 and above. Hence, these variables form first factor.

In the second factor, "Adequacy of loan sanctioned" is found to be significant.

In the third factor, "Quantum of loan policy" is found to be significant.

In the fourth factor, "Eligibility Criteria" is found to be significant.

In the fifth factor, "Repayment Schedule" is found to be significant.

Factor one contributes to a tune of 32.694 percent towards students satisfaction. The other factor contributes namely 8.803, 6.305, 5.947 and 5.503 towards student's satisfaction. The total cumulative percentage of contribution by these five factors towards student's satisfaction accounts for 59.251 percentage.

The result factor analysis disclosed that time taken for loan sanctioning, Adequacy of loan sanctioned, Quantum of loan policy, Eligibility Criteria and Repayment Schedules significantly influences student satisfaction.

SUGGESTIONS

- Since education is the back bone of the society, rate of interest of educational loan can be reduced compared to the rate of interest of luxury things.
- The students availed education loan from both public and private sector banks report that the banks are not sanctioning proposed amount. It is suggested that the bank should sanction proposed amount for the benefits of the students.
- The bank should introduce pre-admission loan and post-admission loan scheme to avoid the students to get debts from others during the admission time.
- The bank should set up separate counter for educational loan during the admission time to avoid the inaccessibility of bank employees and frequent visits to the bank.
- The bank should arrange special camp for Scheduled Tribes candidates to cater awareness on educational loan.
- The processing charge can be exempted especially for education loan to motivate the students to avail higher studies.

CONCLUSION

Education is the backbone of a cultured society, but it has become more commercial or money-making and in order to ensure the best possible education, it is an expensive affair, because the Aided, the Government and the Self-financing colleges follow different fee level from their students. At the same time all the students are not supportive of this fee structure. So, there is a need of educational loan for their studies.

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