
**A STUDY ON BRAND TRUST AND CUSTOMER PREFERENCE FOR
GOLD LOANS WITH REFERENCE TO MUTHOOT FINANCE LTD**

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ABSTRACT

This consider analyzes the effect of brand believe and client inclination in the gold credit division with reference to Muthoot Back Ltd. It analyzes key components such as intrigued rates, benefit quality, and security of promised gold affecting client choices. Essential information was collected through an organized survey. The discoveries appear that intrigued rates and security are more compelling than brand believe. The think about concludes that moving forward benefit quality and straightforwardness is fundamental to upgrade client fulfillment and-loyalty. The inquire about moreover highlights that client fulfillment levels are to a great extent impartial, showing scope for change. Suggestions from companions and relatives have a direct impact on decision-making. Also, speedier credit handling and superior client encounter can fortify client inclination and rehash usage.

KEYWORDS: Gold Advance, Brand Believe, Client Inclination, Intrigued Rate, Client Satisfaction.

INTRODUCTION

The Indian monetary administrations division has experienced fast change in later a long time, driven by expanding budgetary mindfulness, digitalization, and the developing request for fast and open credit offices. With rising financial exercises and changing ways of life, people presently favor money related items that are quick, helpful, and require negligible customs. Among the different loaning alternatives accessible, gold advances have risen as one of the most prevalent and open shapes of credit, particularly in both urban and semi-urban areas. Gold credits are broadly favored since they include negligible documentation, fast handling, and simple qualification criteria. Not at all like other shapes of advances, they do not intensely depend on wage proofs or credit history, making them available to a bigger segment of society. Since gold holds both budgetary and passionate esteem in Indian families, it serves as a dependable and effectively accessible resource that can be sworn amid budgetary crises. This makes gold credits a commonsense arrangement for short-term liquidity needs such as restorative costs, trade prerequisites, instruction, or individual needs.

Over a long time, the gold advance advertise has gotten to be profoundly competitive, with the nearness of banks, non-banking money related companies (NBFCs), agreeable social orders, and neighborhood cash banks. These teach offer comparable administrations with slight varieties in intrigued rates, reimbursement choices, handling speed, and client benefit. In such a competitive environment, clients assess different variables some time recently selecting a gold advance supplier. Key variables impacting customer inclination incorporates intrigued rates, security of vowed gold, benefit quality, straightforwardness, comfort, and generally brand image. Among these variables, brand believe plays a basic part in forming client choices. Since clients are vowing important individual resources, they look for confirmation with respect to security, unwavering quality, and moral hones. A trusted brand diminishes seen hazard and increments client certainty in profiting money related administrations. Believe is created over time through steady benefit quality, straightforward arrangements, positive client encounters, and solid advertise reputation. payment frameworks have quickened the selection of portable wallets in urban and adjacent ranges. In addition, changes in interoperable installment innovation have made advanced installments indeed more consistent, making openings for a broader client base. Companies like Muthoot Fund Ltd have set up a noteworthy nearness in the gold credit industry through broad department systems, fast credit handling, and brand acknowledgment. In any case, in spite of their solid advertise position, it is basic to get it whether clients lean toward such educate essentially due to believe or due to commonsense components like competitive intrigued rates and benefit

efficiency. Additionally, changing client desires, expanding competition, and the accessibility of elective monetary choices have made client decision-making more complex. Variables such as fast credit payment, ease of documentation, openness of branches, and suggestions from companions or relatives moreover play a critical part in affecting client choices.

In this setting, the show considers points to look at the relationship between brand believe and client inclination in the gold advance segment. It moreover looks for to examine the relative significance of other impacting components such as intrigued rates, benefit quality, credit preparing speed, and client involvement. The discoveries of this ponder will give profitable experiences into client practices and offer assistance money related teach move forward their administrations, construct more grounded connections, and upgrade client fulfillment and devotion in the competitive gold credit market.

LITERATURE REVIEW-

1. Kumar & Kalla (2025) – Benefit Quality and Intrigued Rates

Kumar & Kalla (2025) considered client fulfillment in gold credit administrations, centering on Muthoot Back Ltd. They found that benefit quality is a key calculate in client fulfillment. This incorporates angles like the speed of credit endorsement, representative behavior, straightforwardness in terms and conditions, and straightforwardness of documentation. Clients need fast monetary offer assistance, particularly in crises, so delays or complex forms compound fulfillment. The intrigued rate is another key calculate, as it specifically impacts the taken a toll of borrowing. Clients regularly compare rates from different money related teach some time recently choosing. Indeed, a little contrast in rates can influence their choice. The ponder moreover famous that covered up charges and a need of clear estimating can hurt believe. By and large, the investigate concluded that proficient benefit conveyance combined with reasonable estimating leads to higher client fulfillment, coming about in more grounded brand believe, rehash utilization, and positive word-of-mouth.

2. Tripathi (2008) – Mindfulness and Nature

Tripathi (2008) inspected how client mindfulness and brand nature influence decision-making in gold credit administrations. The consider highlighted those numerous clients, especially in semi-urban and country zones, do not completely get it budgetary items. This need of information can cause disarray and faltering when selecting a benefit supplier. Clients who get it credit methods, intrigued rates, reimbursement terms, and benefits are more guaranteed in their choices. Recognition with a brand, whether through notices, social impact, or past

involvement, makes a sense of security. The think about too demonstrated that word-of-mouth communication is imperative for raising mindfulness. Suggestions from family, companions, or trusted sources rapidly construct believe. Hence, more prominent mindfulness and nature lower seen chance and upgrade client inclination and devotion.

3. Samrit & Sahu (2025) – Item Highlights and Benefit Quality

Samrit & Sahu (2025) explored how item highlights and benefit quality affect borrower conduct in the gold advance segment. They found that clients lean toward budgetary educate that give adaptability and comfort.

Key item highlights include:

1. Quick advance disbursement
2. Adaptable reimbursement choices (EMI or knot entirety)
3. Loan residency alternatives Least printed material
4. Higher loan-to-value proportion.

Beyond item highlights, client benefit quality, such as staff responsiveness, capacity to unravel issues, and proficient practices, significantly impacts client fulfillment. A smooth, positive benefit involvement cultivates more noteworthy believe and passionate associations with the brand.

4. Helina & Gupta (2017/2019) – Socio-Economic Components

Helina & Gupta (2017/2019) examined how socio-economic characteristics shape client inclinations in budgetary administrations. They found that client behavior changes based on components like:

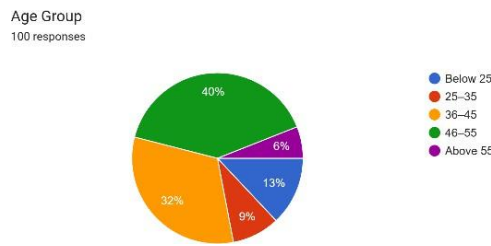
1. Income level
2. Educational foundation
3. Occupation
4. Age gathers
5. Financial criticalness and needs

For case, lower-income clients may prioritize quick get to reserves and straightforward forms, whereas higher-income or more taught clients may center on intrigued rates, brand notoriety, and security for their gold. The ponder moreover pointed out that monetary proficiency is vital

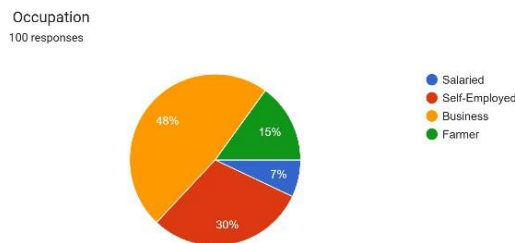
OBJECTIVES OF THE STUDY-

- To survey the level of brand, believe among clients.
- To distinguish components impacting client inclination for gold credits.
- To investigations the relationship between brand believes and client choice.
- To assess client fulfillment with benefit quality.
- To look at the effect of intrigued rates and other variables on decision-making.

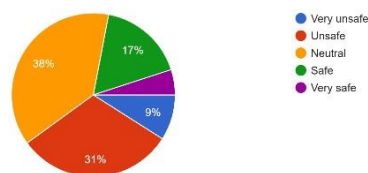
DATA ANALYSIS AND INTERPRETATION-



1. The larger part are middle aged (36–55 years), making up over 70% of respondents.
2. Youth (Below 25) and seniors (Above 55) together frame less than 20%, showing restricted participation.
3. The age profile recommends gold credits are most significant to working grown-ups overseeing family and financial needs.



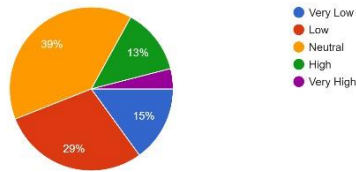
Q6. How safe do you feel about your pledged gold with Muthoot Finance Ltd?
100 responses



1. Business owners dominate at 48%, showing strong reliance on gold loans for entrepreneurial activity.
2. Self-employed (30%) and farmers (15%) form significant segments, reflecting diverse informal credit needs.
3. Salaried employees (7%) are least represented, indicating lower dependence on gold

loans among formal income earners.

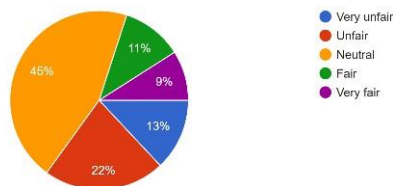
Q8. What is your level of trust in Muthoot Finance Ltd as a gold loan service provider?
100 responses



1. Neutral dominates: 39% of respondents show neither strong trust nor distrust.
2. Low trust levels: 44% (Very Low + Low) indicate scepticism toward the brand.
3. High trust minority: Only 17% (High + Very High) reflect strong confidence.

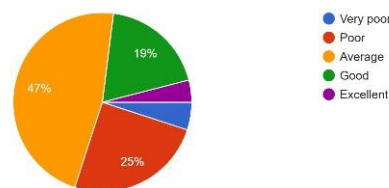
1. Neutral perception: 38% feel neither safe nor unsafe about their pledged gold.
2. Concerns evident: 40% (Unsafe + Very Unsafe) show worry about gold safety.
3. Positive confidence limited: Just 22% (Safe + Very Safe) feel secure.

Q9. How would you rate the fairness of charges applied on gold loans?
100 responses

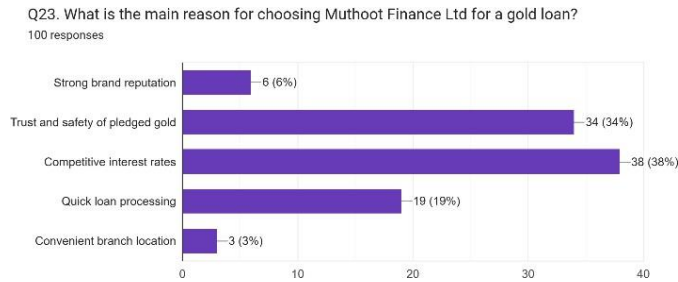


1. Neutral majority: 45% rate charges as neither fair nor unfair.
2. Unfair sentiment: 35% (Unfair + Very Unfair) believe charges lack fairness.
3. Fairness minority: Only 20% (Fair + Very Fair) view charges positively.

Q13. How would you rate the behaviour of employees at Muthoot Finance Ltd?
100 responses



1. Average dominates: 47% rated employee behaviour as average.
2. Negative tilt: 25% Poor + smaller Very Poor segment show dissatisfaction.
3. Positive minority: 19% Good and few Excellent ratings highlight limited appreciation.



1. Competitive interest rates lead: 38% chose this as the top reason.
2. Trust & safety significant: 34% prioritize security of pledged gold.
3. Other factors minor: Quick processing (19%), brand reputation (6%), and location (3%) are less influential.

RESEARCH METHODOLOGY RESEARCH DESIGN:

Factor	Percentage
Awareness of gold loan services	90%
Preference for gold loans	72%
Most preferred provider	Muthoot Finance Ltd
Main reason for choosing	Safety of gold
Key influencing factor	Interest rate
Component	Description
Research Design	Descriptive research
Data Collection	Two types of data were used: Primary Data and Secondary Data .
Primary Data	Collected through structured questionnaires.
Secondary Data	Collected from research journals, websites, fintech reports, books, and articles.
Sample Size	The study considered 100 respondents from distinctive clients in Pune city.
Sampling Method	Convenience sampling method was used for selecting respondents.
Data Analysis Tools	Data was analyzed using percentage analysis, charts and graphs,

DATA ANALYSIS AND INTERPRETATION

The comes about of the study appear that the level of mindfulness with respect to gold advance administrations among respondents is very tall. Around 90% of the respondents are mindful of gold advance offices, showing that such budgetary administrations are broadly recognized and accepted.

In expansion, around 72% of the respondents incline toward gold credits as a source of short-term fund, proposing that a huge number of people depend on gold credits for assembly critical



budgetary needs.

Furthermore, Muthoot Back Ltd was distinguished as the most favored gold credit supplier among respondents. This inclination can be credited to its solid showcase nearness and seen reliability.

The most critical reason for choosing a gold credit supplier was the security of sworn gold, showing that clients prioritize security when selecting a money related institution. Also, intrigued rates were considered a major affecting figure, as clients tend to compare costs some time recently making decisions.

However, in spite of the tall utilization and mindfulness, numerous respondents communicated impartial fulfillment levels. Concerns related to benefit quality, straightforwardness, and client taking care of were too watched. This proposes that whereas gold advances are broadly utilized, there is still scope for advancement in by and large client experience.

FINDINGS OF THE STUDY:

High Level of Awareness:

The lion's share of respondents is mindful of gold advance administrations and get it their benefits, demonstrating solid showcase penetration.

Moderate Client Preference:

A noteworthy number of respondents lean toward gold credits, but their choice is affected by numerous components or maybe than a single determinant.

Safety as an Essential Concern:

Customers consider the security of promised gold as the most imperative calculate whereas selecting a gold credit provider.

Interest Rate as a Key Choice Factor:

Interest rates play a major part in impacting client choices, as borrowers look for reasonable credit options.

Moderate Impact of Brand Trust:

Brand believe impacts client inclination to a few degree, but it is not the sole choosing factor.

Neutral Client Satisfaction:

Most respondents detailed normal fulfillment levels, showing that desires are not completely

met.

Limited Client Loyalty:

Customers appear direct readiness to reuse or suggest administrations, recommending weaker devotion levels.

Importance of Benefit Quality:

Factors such as fast credit payment, staff behavior, and straightforwardness essentially affect client experience.

CONCLUSION -

The think about concludes that whereas Muthoot Fund Ltd has set up a solid and recognizable nearness in the gold advance showcase, client inclination is not driven exclusively by brand believe. In spite of the fact that believe remains an imperative figure, it is not the essential determinant in the decision-making prepare of customers.

Instead, commonsense components such as competitive intrigued rates, security of vowed gold, speedy advance dispensing, and in general benefit effectiveness play a more critical part in affecting client choice. Clients tend to prioritize budgetary benefits and comfort over brand picture when selecting a gold credit provider.

The think about too uncovers that generally client recognition remains to a great extent impartial, showing that whereas the company meets essential desires, it does not reliably surpass them. This recommends that there is significant scope for enhancement in zones such as benefit quality, staff practices, and client engagement.

To fortify its showcase position and upgrade client devotion, the company ought to center on making strides straightforwardness in credit terms, advertising more competitive estimating, guaranteeing speedier benefit conveyance, and building more grounded client connections through way better communication and bolster. These measures can offer assistance in expanding client fulfillment, empowering rehash utilization, and progressing proposals.

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