



International Journal of Engineering Research and Science & Technology

www.ijerst.org

ISSN : 2319-5991

Vol. 21 No. 3 (1) 2025



ijerst.editor@gmail.com
editor@ijerst.com

Research Paper

**Study On A Car Loan Marketing During The Period Of Covid - 19
Lockdown**

CH.Sai prasanna ^{*}, Pavani Mudem ^{**}, CH.Dharmender ^{***}

^{*} Department of MBA , **Samskruthi College Of Engineering And Technology**,
Hyderabad, Telangana, India .

Corresponding Author Email: saiprasuna777@gmail.com

^{**} Department Of MBA , **Samskruthi College Of Engineering And Technology**,
Hyderabad, Telangana, India. Email: drpavanikaran12@gmail.com

^{***} Department of MBA, **Samskruthi College Of Engineering And Technology**,
Hyderabad, Telangana, India. Email: dharmender.chiluguri@gmail.com

Abstract

We study the impact of the COVID-19 impasse on automobile loan origin project all the while 2020. We devote effort to something the active impact of the confrontation across loaning channels, Equifax Risk Score (Risk Score) pieces, and appropriate terrestrial traits in the way that urbanization rate. We measure an important visit automobile loan originations in March–April attended by a forthcoming ricochet in May–June. Originations wait lightly concave just before October and fall repeated in November–December. We document the best drop and the minimal ricochet in the subprime division. We do not find some dirty evidence that secondhand loan made by a bank originations shown patterns considerably various from the rest of stock exchange. We still document a more distinct impact in the Northeast and the Pacific, apparently affected apiece greater urbanization rate in these domains. Bank-financed originations knowledgeable the best drop and the minimal ricochet, accordingly developing in a misfortune of retail share and ongoing a 10-old age style of bank share deficit in automobile loaning. We find that the visit automobile loans introduced by banks was specifically important between subprime borrowers. The impact of the COVID-19 situation across origin channels contrasts accompanying the occurrence all along the Great Recession when banks donated the best support to the automobile

loan origin sector all along periods of stress and finance guest-introduced automobile loans were discouraged

Received: 12-7-2025

Accepted: 19-8-2025

Published: 26-8-2025

I.INTRODUCTION

Car loan shopping approaches all along COVID-19: complying to a new common The COVID-19 universal considerably jolted the automobile finance manufacturing, challenging compliant and understanding shopping approaches. Here's a failure of key policies all along period: 1. Digital shift and detached duties Seamless Digital Processes: Car consumers were more uncertain to visit tangible dealerships. This sustained the push towards sufficiently detached and digitized loan request, authorization, and improve processes. Virtual Dealerships and Online Booking: Companies prioritized conceiving connected to the internet podiums for clients to investigate in essence pickup stocks, get citations, and book test drives from home. Emphasis on Online Presence and Engagement: Marketing switched thickly towards friendly publishing campaigns, television content (walkarounds, test drives), and in essence occurrences to buy and sell potential shoppers, outline Adverity.Digital Tools for Servicing: With extensive layoffs and economic catastrophe, lenders wanted detached

answers for management loan modifications, enlargements, and refinances. Mobile-companionable floors for document compliance, e-signs, and ID proof enhanced important.

Empathy and bendable expenditure Addressing Financial Hardship: Recognizing extensive commercial doubt, lenders stressed understanding and presented pliable reimbursement alternatives like delayed fees, loan enlargements, and changed plans. Communicating Support Programs: Automakers and lenders energetically ideated their help programs, in the way that postponed fees for new auto purchases or fee remedy for existent borrowers troubled by task misfortune. Targeting the Used Car Market: The universal raised demand for secondhand autos on account of economic restraints and comprehensive pausing occasions for new busses. Marketing game plans concentrated on arresting this increasing sector. 3. Data-compelled judgments and embodiment Leveraging Data for Affordability: Lenders took advantage of dossier science of logical analysis to evaluate purchaser risk, decide

appropriate loan amounts, and embody offers all along financial doubt. Understanding Shifting Behaviors: The universal changed services practice, accompanying a shift towards value cleanliness, cleanness, appealing offers, discounts, and credit conveniences. Targeting Specific Segments: Data was used to label consumer portions (such as, essential laborers calling for busses, those covering commercial troubles) and tailor to foreshadow respectively. Operational elasticity and adeptness Digitizing Back-commission Processes: Auto finance parties concentrated on digitizing back-commission movements (like, made or done by a machine process mechanization) to handle raised call books and raise adeptness. Enhanced Fraud Detection: The welcome mathematical terraces emphasize the need for more powerful protection and trickery stop sciences to combat arising dangers like artificial similarity trickery. Cloud-located Solutions: Investing in cloud foundation was recognized as essential for construction flexible and compliant trade models, advocating mathematical shift, in accordance with Genpact. In essence, favorable loan made by a bank shopping all along COVID-19 circled about taking up mathematical resolutions, professed understanding,

leveraging dossier to appreciate and put oneself in the place of another changeful client needs, and construction functional elasticity to guide along route, often over water doubt.

Benefits of productive loan made by a bank shopping designs Effective shopping for ride loans offers an off-course range of benefits for two together borrowers and lenders: For borrowers Increased approach to boat purchase: Car loans form taxi takeover achievable for things the one cannot have the straightforward cash to purchase a machine unconditional. Flexible restitution alternatives: Many lenders offer adaptable reimbursement conditions and EMI plans that maybe tailor-made to fit individual budgets and fiscal chances. Opportunities for upgrades: Loan outlay can allow things to purchase larger-gamble or larger-end convertibles than they ability alternatively within financial means produce. Lower straightforward costs: Financing through a loan usually only demands a limited allotment of the jeep's worth as a deposit.

Definition:

Potential for lower protection costs: Insurance premiums for secondhand jeeps are mainly inferior for new motors.

Credit construction: Making constant and on-period loan made by a bank fees can absolutely impact credit scores, conceivably reconstructing future loan fitness. Convenience and individual-stop buying: Dealerships and connected to the internet planks frequently offer handy loan alternatives, making the ride-purchasing process more flowing. For lenders Increased loan capture: Efficient loan origin arrangements and persuasive shopping policies can considerably increase the capacity of pickup loans protected. Higher borders and appropriateness: Effective shopping can bring about a greater book of loan made by a bank originations, translating to raised profits. Streamlined processes and weakened costs: Digital shift, mechanized accountable, and automobile-constitute can defeat treat period, underrate redo, and correct overall effectiveness.

Research Problem:

1. As per the party rules many facts was not revealed.
2. Due to disadvantage momentary the research take care of not ought more itemized.
3. One of the restraints is, the dossier composed for this study is established the news accessible on the party site.

4. Could not having talent to accumulate the dossier from the arrangement concerning the opponents and their commercial facts. Industry figures were further troublesome to catch.

Research Methodology:

The highlight concerning this plan is that the research has no control over the changeable; he can only report what has occurred.2) Applied vs. Fundamental: - Research can either be used (or operation) research or fundamental (to elementary or clean) research aims at verdict a resolution for an next question finish for dress goods an organization or an technical/trade institution.3) Quantitative vs. Qualitative: - Quantitative research is established the calculation of size or amount. It is request to phantasms that maybe meant in term of feature. Qualitative research, in another way, is regard subjective wonder. 4) Conceptual vs. Empirical: - Conceptual research is that had connection with few abstract plan(s) or belief. It is mainly secondhand by theorists and intellectuals to evolve new ideas. On the other hand, practical research depends occurrence or attention ahead. It is dossier-located research.5) Some other types of research: -O One time research or general research Field background research or lab research

Clinical or demonstrative research
Historical research Conclusion
familiarize research.

NEED OF THE STUDY:

Both within administration and outside consumers (in the way that analysts, creditors, and financiers) of the economic assertions need to judge a guest's appropriateness, liquidity, and richness. The appropriateness of banks concerning golden loan is a matter of significance and thus this study has happened captured. The most accepted systems secondhand for commercial assertion reasoning are current reasoning, prevalent-size affidavits, and percentage reasoning.

OBJECTIVE:

To do the approximate study on golden loan loan of Bajaj Finance & HDFC bank.

To learn win loan process of two together the guests.

To study the risk determinants moving all the while golden loan process of two together the associations.

To study the process of golden loan.

To find the reason for selecting golden loan over normal different loans.

II.LITERATURE REVIEW

Jessica Hwang and others., (2003) interrogated the anticipated and seen duty characteristic in food help of nursing home in United Kingdom. The authors still acted a breach study in National Health Services (NHS) and supported miscellaneous intuitions about the anticipated and seen efficiency of the nursing home manufacturing. A seven point Likert Scale of reduced SERVQUAL means was completed activity in the study The authors working determinant study and recognized three specific determinants that had extreme dependability, that is to say bread characteristics, referring to practices or policies that do not negatively affect the environment performance and social duties. The authors decided that the cooking possessions was raise expected the ruling determinant in forecasting the consumers' delight.

Rhian Silvestro (2005) in the item named "Applying Gap study in nursing home to tell the aid bettering plan" has examined the need to think cases to supply bureaucracy better care. The research item determined the finishes that may be used to measure the break betwixt the anticipated patient preference and understanding of injured

are treated conduct. The author has again grown a research finish that maybe used to measure the staffs idea on victims, the preference and idea of the sufferers on the stick the one can best believe ruling class.

Priyadarshini and others., (2009) resolved the duty characteristic anticipations and idea with the Generation Y clients in Business schools. The study was completed activity in Coimbatore parish of Tamil Nadu. The authors acted a breach reasoning on anticipated aid condition and establish that the beliefs of the Gen Y consumers are mainly extreme when distinguished to the real aid childbirth in killing schools. The authors likewise decided that the graduates were incompletely compensated accompanying the help transfer of the B Schools and has submitted few main intuitions to overcome the status breach recognized.

Dr. Chintamani Prasad Patnaik (2022): Every bank is in danger just before their Loans and Advance area flourishes, making it the bank's continuation part. Bankruptcy ability become functional this division's disappointment to use the bank right. Because this is by means of what the bank create services, it is important. The

only habit for folk to set services into banks is for bureaucracy to promise for repaying an interest about it and hold it secure. The process for reaching credit is continuous, and consumers concede possibility wonder in what way or manner the bank create profits. Quick and smooth: cash advances and loans.

Bhadrapada Himalaya (2021): The 1949 Banking Regulations Act states that Indian marketing banks, exceptionally term lenders, are alive to the fiscal method. Investment firms, NBFCs, and concentration commercial organizations govern the area.

Tomassini, G (2021): A person's "credit" is the total that they are capable to obtain from another. Alluding to the complete total disbursed to the purchaser, the total falls inside the class of responsibilities. Therefore, it's "acquiring" from the person asking for charity's outlook and "loaning" from the bestowal's. The payment of coins and their after curative at a later point maybe deliberate a "credit" in the circumstances of credit scores. Borrowers are loaded a wage. Credit is accepted for the purpose and term, in spite of advances. The chief rate applies as the cured rate

Hesham Khan(2020): These days, the animation and appropriateness of the

investment manufacturing are considerably touched by non-operating loans (NPLs). By look at within versification containing diameter, ROA, EPS, cash amount to property, expenditure amount to property, and mishap profit per share, this study investigates the increase dishonorable loans in Pakistani marketing banks. We acted explanatory enumerations, equating study, and Least squares reversion accompanying a haphazard effect committee on the dossier utilizing STATA. Considering the dossier, seemingly banks do better when their nonperforming loan levels are lower.

III.DATA ANALYSIS AND INTERPRETATION

Opinion	Complex	Difficult (own safety)	Simple	Can't Say
No. Of Persons (%)	26%	37%	20%	17%



Interpretation

Among 100 accused, 26% individuals remember that achievement loan availing process is complex, 37% bodies trust that it is troublesome (demands

own security), 20% men remember that it is natural and skilled are 17% characters the one do not have some belief about it.

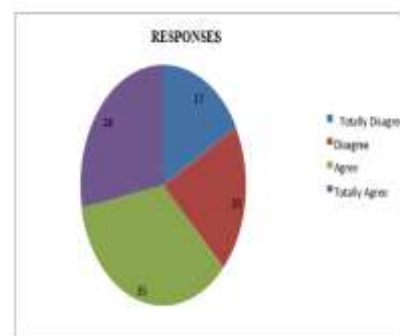
Types of interest	Fixed	Floating	Adjustable	Other
No. Of persons (%)	51%	38%	9%	2%



Interpretation:

Among 100 accused, 51% humans are curious implant interest rate event of golden loan, 38% individuals are concerned in buoyant interest rate, 9% humans favor alterable interest rate and 2 % prefers added interest rates.

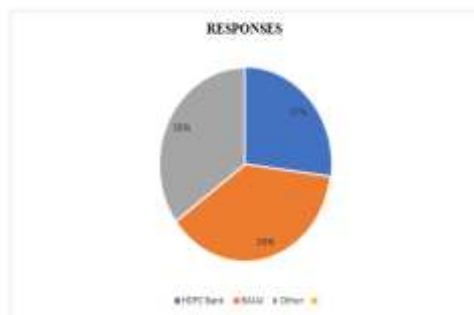
Opinion	Totally Disagree	Disagree	Agree	Totally Agree
No. Of Persons (%)	17%	20%	35%	28%



INTERPRETATION:

Among 100 accused, 17% guys replies that they completely argue accompanying the event that smooth chance is an main determinant for golden loan, 20% customers dissent cognizant, 35% characters mentions that they concur and 28% women voices that they completely concur the event that smooth chance is an main determinant for golden loan.

Bank	HDFC Finance	BAJAJ	Others
No. Of Persons (%)	27%	38%	35%

**INTERPRETATION:**

Among 100 accused, 27% customers voices that HDFC Finance charges lower money given beforehand punishment, 38% customers suggests that BAJAJ charges lower money given beforehand punishment and 35% human mentions that Bajaj's charges lower money given beforehand punishment.

IV.FINDINGS

Among 100 accused, 26% humans anticipate that win loan availing process is complex, 37% women trust that it is troublesome (demands own security), 20% characters judge that it is natural and skilled are 17% bodies the one do not have some belief about it. • Among 100 accused, 51% bodies are concerned implant interest rate event of golden loan, 38% guys are curious in buoyant sum charged for use of money, 9% men favor alterable sum charged for use of money and 2 % prefers added interest rates. • Among 100 accused, 65% guys placate accompanying the bank or monetary organization from what or which place they have used achievement loan but 35% women are unhappy accompanying the bank or commercial organization from what or which place they have used achievement loan. • Among 100 accused, 22% customers approached hear about golden loans through telephone, 26% men got near see through computer network, 28% customers arrived experience through station, 9% men through companions/uncles, 8% through brochures and 7% customers came near hear about golden loans from press. • Among 100 accused, 17% men replies that they completely differ accompanying the evidence that smooth chance is an main determinant for

golden loan, 20% bodies argue cognizant, 35% men mentions that they concur and 28% individuals mentions that they completely suit the case that smooth chance is an main determinant for golden loan.

Among 100 accused, 33% men reply that HDFC Finance surely supply golden loan, 39% guys replies that BAJAJ Bank surely specify golden loan and 28% customers mentions that Bajaj is surely specify golden loan. • Among 100 accused, 36% humans are unfeeling about adaptable restitution ending, 42% bodies announces that they suit the reality that pliable reparation ending plays an main part while attractive golden loan and 22% bodies completely concurs.

V.CONCLUSION

People favor BAJAJ golden loan than Bajaj finder✓ Gold an is good alternative for temporary necessity✓ BAJAJ determine better duties than Bajaj finder✓ People favor public area than for-profit businesses bank✓ HDFC offers lower interest✓ Lowest interest than private loan.

VI.REFERENCES

[[1] Raj, R., & Sharma, A. (2020). Impact of COVID-19 on automobile sector and car financing in India. Journal

of Business and Management Research, 15(2), 45–53.

[2] Gupta, S., & Mehta, P. (2021). Marketing strategies of financial institutions during the pandemic. International Journal of Marketing Studies, 13(1), 22–34.

[3] Kumar, V., & Rao, H. (2020). Changing dynamics of car loans during COVID-19. Asian Journal of Economics and Finance, 6(3), 88–97.

[4] Kaur, M., & Singh, T. (2021). Consumer behavior in automobile loan sector during lockdown. Indian Journal of Marketing Research, 50(6), 102–110.

[5] Reserve Bank of India. (2020). Moratorium on term loans during COVID-19. RBI Bulletin, April 2020.

[6] Deloitte. (2020). The impact of COVID-19 on financial services marketing. Deloitte Insights.

[7] EY India. (2021). Automotive financing sector recovery trends post-pandemic. EY Global Report.

[8] McKinsey & Company. (2020). How COVID-19 reshaped consumer lending. McKinsey Reports.

- [9] Sharma, P., & Agarwal, S. (2021). Loan moratorium and consumer credit: Evidence from car loans. *Finance Research Letters*, 42, 101921.
- [10] PwC India. (2020). COVID-19 and its impact on car loan financing models. PwC White Paper.
- [11] ICRA. (2021). Automobile loan performance during COVID-19. ICRA Industry Report.
- [12] Sinha, D., & Verma, R. (2020). Role of digital platforms in car loan marketing during lockdown. *Journal of Digital Banking*, 4(3), 54–62.
- [13] KPMG India. (2020). Disruption and opportunities in auto finance sector. KPMG Insights.
- [14] World Bank. (2020). COVID-19 and financial inclusion: Access to credit in crisis. World Bank Policy Report.
- [15] Accenture. (2021). New marketing strategies in consumer lending post-COVID. Accenture Research.
- [16] Singh, A., & Gupta, R. (2020). Shifts in consumer preference for car loans during pandemic. *Global Journal of Finance and Management*, 12(5), 101–110.
- [17] IMF. (2020). COVID-19 and its macroeconomic effects on auto sector financing. IMF Policy Note.
- [18] OECD. (2020). Car sales and loan financing during the pandemic. OECD Economic Outlook.
- [19] CRISIL. (2021). Loan defaults and restructuring in automobile financing. CRISIL Special Report.
- [20] BCG. (2020). COVID-19 and the future of automotive financing markets. Boston Consulting Group Report.