**Abstract**

In the competitive scenario customer is the king. The normal progression of any concern in today’s marketing scenario is highly customer centred. Housing is one of the most important that we human beings need. The study will help the bank to identify the problems and dissatisfaction of customers in availing housing loan scheme provided by the bank and also to bring out the significance between socio-economic status and satisfaction level of the consumers. The availability of home loan depends on various factors. The level of satisfaction is determined not only by the quality and type of customers experience but also by the customers expectations. This study determines whether the customers are satisfied with the documentation procedures, processing charges, interest rates, time for sanction, response to queries provided by the bank. The study of this objective is to mainly quote the significance between the socio-economic status and the level of satisfaction of customers for the various factors influencing them.