

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3130 Cities in 166 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	PERFORMANCE OF KHADI AND VILLAGE INDUSTRIES COMMISSION (KVIC) IN INDIA <i>SK.GHOUSE, K. RAJAIAH & P.R SIVASANKAR</i>	1
2.	COST MANAGEMENT PRACTICES IN INDIA: AN ANALYTICAL STUDY <i>DR. SAMBHAVNA GUPTA, DR. R. K. SHARMA & DR. M.S.S. RAJU</i>	6
3.	IMPLICATIONS OF INFLATION ON INVESTMENT DECISIONS: AN EMPIRICAL STUDY <i>DR. SANJIV MITTAL, RITESH GUPTA & DR. SUNIL GUPTA</i>	10
4.	STUDY OF THE EDUCATIONAL LEVEL AND IT'S INFLUENCE ON MALL SHOPPING BEHAVIOUR <i>DR. ANIL CHANDHOK & DR. BHAVET</i>	14
5.	THE NETWORK CONFIGURATION OF AN OBJECT RELATIONAL DATABASE MANAGEMENT SYSTEM: A REVIEW <i>DEEPSHIKHA</i>	17
6.	ISLAMIC BANKING: AWARENESS AND PERCEPTIONS (A STUDY WITH SPECIAL REFERENCE TO SOUTH INDIA, INDIA) <i>DR. A. MOHAMED SALI & DR. K. SALEEM KHAN</i>	19
7.	A STUDY ON COMPETENCY MAPPING OF THE EXECUTIVES AND ITS IMPLICATION ON THEIR PERFORMANCE WITH SPECIAL REFERENCE TO MNC, CHENNAI, INDIA <i>DR. VIMALA VENUGOPAL & RIZALDY RAPSING</i>	24
8.	QUALITY MANAGEMENT PRACTICES IN HIGHER EDUCATION <i>SHEETAL DUBEY</i>	28
9.	A STUDY ON IMPACT OF PROMOTIONAL STRATEGIES ON BRAND AWARENESS IN DAIRY INDUSTRY <i>P SUJATHA</i>	30
10.	AMERICAN AND CHINESE CULTURES: A COMPARATIVE STUDY <i>ROBIN INDERPAL SINGH</i>	33
11.	PERCEPTION OF THE POLICYHOLDERS TOWARDS SERVICE QUALITY OF THE LIFE INSURANCE CORPORATION OF INDIA IN BANGALORE DIVISION <i>DR. SHOBHA. C</i>	37
12.	INTERPERSONAL COMMUNICATION SKILLS OF INDUSTRIAL ENGINEERS: A CASE STUDY <i>CHIRAG PATHANIA & NUPUR KUMAR</i>	43
13.	AN INVESTIGATION INTO DEFICIENCIES IN STRATEGIES OF MANAGING EMPLOYEE DIVERSITY IN THE HOSPITALITY INDUSTRY IN KENYA: A SURVEY OF SELECTED HOTELS IN MOMBASA COUNTY <i>VICTORIA TUMAINI & KARIM OMIDO</i>	49
14.	TPAS: A CURE FOR THE INDIAN HEALTH INSURANCE SECTOR <i>MANJUSHREE S</i>	57
15.	2011 CONTINENTAL ECONOMIC COMPARISON: AN EMPIRICAL INVESTIGATION <i>ABDURRAUF IDOWU BABALOLA</i>	62
	REQUEST FOR FEEDBACK & DISCLAIMER	70

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

AMITA

Faculty, Government M. S., Mohali

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. A. SURYANARAYANA

Department of Business Management, Osmania University, Hyderabad

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

PROF. V. SELVAM

SSL, VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

SURJEET SINGH

Asst. Professor, Department of Computer Science, G. M. N. (P.G.) College, Ambala Cantt.

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in ***M.S. Word format*** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF.

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

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

PERCEPTION OF THE POLICYHOLDERS TOWARDS SERVICE QUALITY OF THE LIFE INSURANCE CORPORATION OF INDIA IN BANGALORE DIVISION

DR. SHOBHA. C
ASST. PROFESSOR
DR. S. GOPALARAJU GOVERNMENT FIRST GRADE COLLEGE
ANEKAL

ABSTRACT

The life insurance industry in India is one of the hard-core parts of the service sector. It not only provides safety against risk for individuals, but also creates the savings and investment habits among the individuals. The life insurance sector by its nature attracts long-term funds, which are invested in productive heads of the development of the Indian economy. In spite of its greater importance, the awareness and penetration of life insurance is very low. After opening up of the insurance sector to the private players, the GDP from life insurance and its penetration have increased, which reveal that the insurable population is more and there would be more opportunities for any new entrant. In the globalization regime, insurance companies face a dynamic global business environment. Radical changes are taking place owing to the internationalization of activities, the appearance of new risks, new types of covers to match with new risk situations and unconventional and innovative ideas on customer service. In my study, there is no significant relationship among the acceptance level of the respondents belong to different genders, age groups, occupations and income groups towards perceived service quality in LIC of India. The policyholders state that the LIC of India has not been able to provide quick service. A long delay in making available the services to the policyholders may erode the credibility and goodwill as well as policyholders' confidence. Therefore, the business continuity planning should be an integral part of services offerings of the LIC of India.

KEYWORDS

Policyholders, LIC, Insurance, Globalization, Technology, Marketing, Perception.

INTRODUCTION

Today's businesses are facing fierce and aggressive competition while operating in both a domestic and a global market. Most managers and marketers would of course agree that establishing long-term business relationship is essential for development and survival. According to Lewis, the world has never been so interdependent.¹ All trends point to co-operation as a fundamental, growing force in business.² Today marketing is not just developing, delivering and selling, it is moving towards developing and maintaining mutually long-term relationships with customers.³ This new business philosophy is called "relationship marketing", which has attracted considerable interest both from marketing academics and practitioners.⁴ Service quality can be defined as the personal experience of the customer with the service provider. Service quality is playing an increasingly important role in the present environment where there is no further scope for companies to differentiate themselves other than the quality of the service provided by them. Delivering superior service quality than the competitors is the key for the success of any organization. But, the companies face difficulties in measuring the quality of services offered to the customers. Because unlike measuring the quality of goods, the measurement of the quality of services offered by the companies is difficult due to the unique features of the services, viz. intangibility, heterogeneity, and inseparability. Hence, the only way of measuring the quality of services offered by the service provider is the measurement of the customer's perception of the quality of service they are experiencing from their service providers. Academicians and researchers have proposed several approaches to service quality. Some of them are dimensions of service quality, gap analysis, the design approaches and direct application of quality know-how from goods to services. The life insurance industry in India is one of the hard-core parts of the service sector. It not only provides safety against risk for individuals, but also creates the savings and investment habits among the individuals. The life insurance sector by its nature attracts long-term funds, which are invested in productive heads of the development of the Indian economy. In spite of its greater importance, the awareness and penetration of life insurance is very low. After opening up of the insurance sector to the private players, the GDP from life insurance and its penetration have increased, which reveal that the insurable population is more and there would be more opportunities for any new entrant. Life insurance policies and annuities are admirably adopted as accumulation devices and, with careful selection, can be reasonable, long-term savings instruments. Certain selected policies accord life insurance values, special protection against the claims of the creditors of policyholders and beneficiaries. Life insurance can constitute an excellent means of encouraging thrift for many persons. Life insurance may not be regarded as a producer of wealth, but definitely considered a mechanism for distributing funds from the fortunate to the unfortunate few. In fact, life insurance can be an important force in the production of wealth, in that it can relieve the policyholder of worry and increase his or her efficiency. Constant worry can inhibit productivity. The outcomes of life insurance purchase are often delayed, and thus do not allow immediate post-purchase valuation. As such, the consequences of a purchase do not produce an immediate reaction towards overall satisfaction. This situation is more apparent as the future benefits of the "product" purchased are difficult to foresee and take a long time to "prove" its effects.⁵ Infrequent purchase and "usage" of such credence products by consumers would mean an inability or difficulty in forming service expectations due to limited understanding of and familiarity with the service.⁶ A different study by the National Association of Life Underwriters found other important factors such as financial stability of the company, reputation of the insurer, agent integrity and the quality of information and guidance from the agent. Clearly, understanding consumers' expectations of life insurance agent's service is crucial as expectations serve as standards against which service performance is assessed.⁷ Research has shown that the quality of services and the achievement of customer satisfaction and loyalty are fundamental for the survival of insurers. The quality of after sales services, in particular, can lead to very positive results through customer loyalty, positive WOM, repetitive sales and cross-selling.⁸ It is therefore not surprising that measurement of

¹ Lewis, J.D (1991). Competitive Alliances Redefine Companies, Management Review, Vol.80, No.4, pp.14-19.

² Mosad Zineldin (2005). Quality and Customer Relationship Management (CRM) as Competitive Strategy in the Swedish Banking Industry, The TQM Magazine, Vol.17, No.4, pp.329-344.

³ Buttle, F (1996). Relationship Marketing: Theory and Practice, London, Paul Chapman Publishing, pp.1-16.

⁴ Gronroos, Christian (1990). Relationship Approach to Marketing in Service Contexts: The Marketing and Organizational Behaviour Interface, Journal of Business Research, No.20, pp.3-11.

⁵ Crosby, L.A and Stephens, N (1987). Effects of Relationship Marketing on Satisfaction, Retention, and Prices in the Life Insurance Industry, Journal of Marketing Research, Vol.24, November, pp.404-411.

⁶ Johnston, E. O, O'Connor, R. J and Zultowski, W. H (1984). The Personal Selling Process in the Life Insurance Industry, in Jacoby, J and Craig, C.S (Eds.), Personal Selling: Theory, Research and Practice, pp.136-164.

⁷ Walker, J and Baker, J (2000). An Exploratory Study of a Multi-expectation Framework for Services, Journal of Services Marketing, Vol.14, No.5, pp.411-431.

⁸ Taylor, S. A (2001). Assessing the Use of Regression Analysis in Examining Service Recovery in the Insurance Industry: Relating Service Quality, Customer Satisfaction and Customer Trust, Journal of Insurance Issues, Vol.24, Nos.1 and 2, pp.30-57.

service quality has generated, and continues to generate, a lot of interest in the industry.⁹ Thus, the service quality requires examination in context of life insurance services.

STATEMENT OF THE PROBLEM

The Indian insurance industry has moved into a more competitive arena with the arrival of private players in the market. In the globalization regime, insurance companies face a dynamic global business environment. Radical changes are taking place owing to the internationalization of activities, the appearance of new risks, new types of covers to match with new risk situations and unconventional and innovative ideas on customer service. The existing insurers are facing difficulties from non-traditional competitors that are entering the retail market with new approaches and through new channels. Quality of service is the main influencing factor in the market but in the insurance market, product attributes are the main factors that influence the success of insurance companies. The service of the life insurance policy effectively takes place when the promise has to be redeemed. In India, insurance started with life insurance. It was in the early 19th century. In 1956, life insurance business was nationalized and LIC of India came into business and enjoyed monopoly till 1999 as private insurance companies started their operation in India. Private players captured a significant market share. But still the insurers had behaved, more as retail seller; target small investors, salaried people and others who wanted to satisfy individual's future goal.

OBJECTIVES OF THE STUDY

The main objective of this study is to examine the perception of the policyholders towards service quality of the LIC of India in Bangalore City. Besides, the study has the following secondary objectives:

1. To study the need and importance of service quality in life insurance in general.
2. To review the various life insurance plans and services of the Life Insurance Corporation of India.
3. To study the perception of the policyholders towards service quality of the Life Insurance Corporation of India in Bangalore City.

RESEARCH METHODOLOGY

TESTING OF HYPOTHESES

The study is based on the formulation of the following null hypotheses.

H₀₁: There is no significant association in the satisfaction level of the policyholders belonging to different socio-economic profiles towards the services of the Life Insurance Corporation of India.

H₀₂: There is no significant relationship among the acceptance level of the respondents belonging to different demographic profiles towards the perceived level of service quality in LIC of India.

SCOPE OF THE STUDY

The scope of the study is assessing the service quality of the Life Insurance Corporation of India in Bangalore City. 25 branches are functioning under two divisional offices of the LIC of India in Bangalore City, namely, Divisional Office, J.C. Road; and Divisional Office, Indira Nagar. Therefore, this study is restricted to these two divisional offices only.

SAMPLING DESIGN

This study is confined to the policyholders of Life Insurance Corporation of India in Bangalore city.

SAMPLING DISTRIBUTION

Place of the Branch	No. of Samples
Basavanagudi	100
Jayanagar	100
Vijaya Nagar	100
M.G. Road	100
Richmond Town	100
Total	500

TOOLS FOR DATA COLLECTION

This study is empirical in nature based on survey method. The first-hand information for this study was collected from the Divisional Offices of the Life Insurance Corporation of India in Bangalore city. As an essential part of the study, the primary data were collected from 500 policyholders. A pilot study was conducted with 25 policyholders. In the light of the experience gained from the pilot study, few changes were incorporated in the revised questionnaire.

LIMITATIONS OF THE STUDY

The present study is concerned with policyholders' perception towards service quality of the LIC of India, rather than how it is reported by the officials of the LIC of India. The study has the following limitations:

1. In any study having the bearing on attitude, incomplete, and non-responses to some questions could not be avoided. However, the researcher took maximum efforts to minimize such errors.

DISCUSSION AND RESULTS

The service quality is a vast subject consisting of a number of dimensions. The most common dimensions of the service quality namely, assurance, empathy, reliability, responsiveness, and tangibility only were studied in this study.

The make use of service quality has gained importance with the aggressive strategies for customer acquisition and retention being employed by insurance companies in today's competitive milieu. Due to globalization, private insurance companies have entered the market and they have brought with them several innovative products. Innovative strategies can help, to a great extent, in achieving the desired results. With the shift from a transaction-centric to a relationship-centric business approach, leveraging service quality has become sine qua non. Insurance companies are increasingly focusing on the promise that policyholders choose on the service provider who differentiates through quick and efficient service. Insurance companies are adopting service quality to converge people, process and products more effectively to embark on the true relationship with the end result of accelerating the business momentum.

⁹ Wells, B. P and Stafford, M. R (1995). Service Quality in the Insurance Industry: Consumer Perceptions versus Regulatory Perceptions, Journal of Insurance Regulation, Vol.13, pp.462-477.

TABLE 1: FACTORS INFLUENCING THE POLICYHOLDERS FOR OPTING INSURANCE POLICY IN LIC OF INDIA

Factors	Level of Acceptance					Total	Mean Score
	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree		
Reputation of the corporation	129 (25.80)	172 (34.40)	92 (18.40)	72 (14.40)	35 (7.00)	500 (100.00)	3.58
Product attributes	169 (33.80)	209 (41.80)	65 (13.00)	36 (7.20)	21 (4.20)	500 (100.00)	3.94
Customer delight	121 (24.20)	221 (44.20)	95 (19.00)	44 (8.80)	19 (3.80)	500 (100.00)	3.76
Payment mode	311 (62.20)	189 (37.80)	0 (0.00)	0 (0.00)	0 (0.00)	500 (100.00)	4.62
Product flexibility	294 (58.80)	205 (41.00)	1 (0.20)	0 (0.00)	0 (0.00)	500 (100.00)	4.59
Risk coverage	150 (30.00)	149 (29.80)	101 (20.20)	58 (11.60)	42 (8.40)	500 (100.00)	3.61
Grace period	110 (22.00)	200 (40.00)	149 (29.80)	25 (5.00)	16 (3.20)	500 (100.00)	3.73
Professional advisor	101 (20.20)	107 (21.40)	138 (27.60)	103 (20.60)	51 (10.20)	500 (100.00)	3.21
Maturity period	258 (51.60)	201 (40.20)	41 (8.20)	0 (0.00)	0 (0.00)	500 (100.00)	4.43
Loan facility	190 (38.00)	219 (43.80)	74 (14.80)	15 (3.00)	2 (0.40)	500 (100.00)	4.16
Overall	183 (35.60)	187 (37.40)	76 (15.20)	35 (7.00)	19 (3.80)	500 (100.00)	3.22

Source: Primary Data.

Table shows the acceptance levels of respondents towards various factors influencing them to opt life insurance policies in LIC of India. Out of 500 respondents, 35.60%, 37.40%, 15.20%, 7% and 3.80% of the respondents strongly agree, agree, neither agree nor disagree, disagree and strongly disagree respectively about various factors influencing them for opting insurance policies in Lic of India. The average acceptance score reveals that payment mode is the most important factor for the respondents to prefer insurance policies in Lic of India (4.62), followed by product flexibility (4.59). However, with regard to professional advice, the respondents assign least importance (3.21).

GENDER AND SATISFACTION TOWARDS SERVICES OF THE LIC OF INDIA

Gender has always been a distinguishing segmentation variable. As far as insurance is concerned, men had greater idea about the insurance products and their significance. Men are more prone to influencing the joint decisions like purchasing a home, or a car owing to their interaction with the external world in general. Although nobody could be little the contribution and significance of the role the women in making critical decisions in the purchase of products, marketers would do themselves a lot of good, if they appeal to the men directly for insurance products. Therefore, it is pertinent to study the association between gender of the respondents and their satisfaction towards services of the LIC of India. The respondents are requested to state their level of satisfaction towards services of the LIC of India and an attempt was made to find out the association between gender and satisfaction.

TABLE 2: GENDER AND SATISFACTION TOWARDS SERVICES OF THE LIC OF INDIA

Gender	Level of Satisfaction					Total	Mean Score
	Highly Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Highly Dissatisfied		
Male	138 (38.54)	157 (43.85)	45 (12.56)	16 (4.46)	2 (0.55)	358 (100.00)	4.15
Female	63 (44.37)	42 (29.57)	25 (17.60)	11 (7.74)	1 (0.70)	142 (100.00)	4.09
Total	201 (40.20)	199 (39.80)	70 (14.00)	27 (5.40)	3 (0.60)	500 (100.00)	4.13

Source: Primary Data.

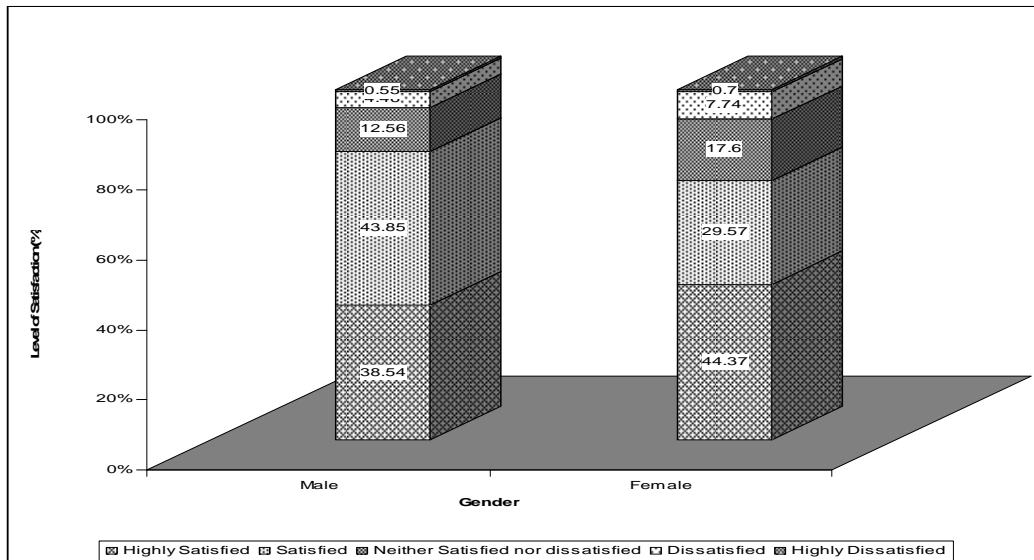
ASSOCIATION BETWEEN GENDER AND SATISFACTION

TABLE 3

Calculated	Chi square value	D.F	Table Value at 5%	Significance
9.963		4	9.488	Significant

The calculated chi square value is (9.963) greater than the table value (9.488) at 5 per cent level of significance. The test is significant. This means that there is a significant association between the satisfaction level of the male and female respondents towards services of the LIC of India in Bangalore City. Therefore, the null hypothesis is (H₀₁) rejected. Further, the average satisfaction score of the male respondents is (4.15) high, followed by the satisfaction score of the female respondents (4.09). Thus, male respondents are more satisfied with the services of the LIC of India in Bangalore City.

FIGURE 1: GENDER AND SATISFACTION TOWARDS SERVICES OF THE LIC OF INDIA



AGE AND SATISFACTION TOWARDS SERVICES OF THE LIC OF INDIA

The relationship between age and satisfaction could be complex. Generally, one would expect that as the person grows older, he would be content with his activities, particularly because of his experience. Age is a very useful demographic variable for distinguishing segment. Therefore, the policyholders from different age groups are requested to state their level of satisfaction towards services of the LIC of India and an attempt was made to find out the association between age and satisfaction.

TABLE 4: AGE AND SATISFACTION TOWARDS SERVICES OF THE LIC OF INDIA

Age (years)	Level of Satisfaction					Total	Mean Score
	Highly Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Highly Dissatisfied		
Up to 30	58 (31.18)	89 (47.85)	34 (18.27)	5 (2.68)	0 (0.00)	186 (100.00)	4.07
31-40	93 (46.50)	59 (29.50)	27 (13.50)	18 (9.00)	3 (1.50)	200 (100.00)	4.10
41-50	40 (48.78)	32 (39.02)	6 (7.31)	4 (4.87)	0 (0.00)	82 (100.00)	4.31
Above 50	10 (31.25)	19 (59.37)	3 (9.37)	0 (0.00)	0 (0.00)	32 (100.00)	4.21
Total	201 (40.20)	199 (39.80)	70 (14.00)	27 (5.40)	3 (0.60)	500 (100.00)	4.13

Source: Primary Data.

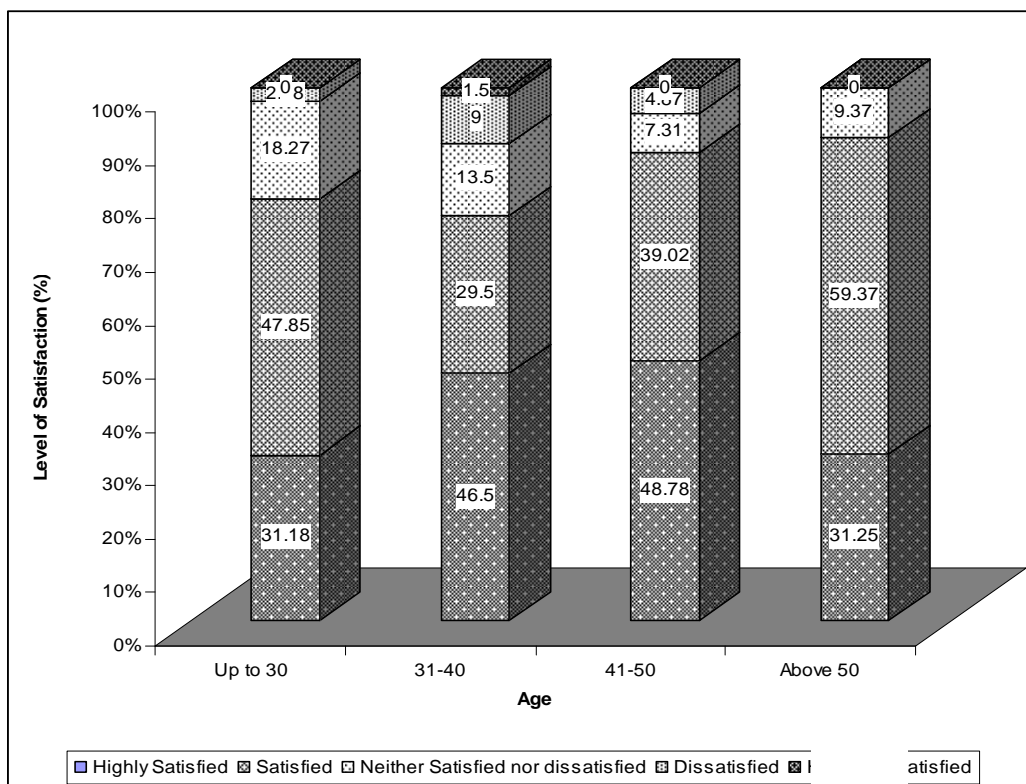
ASSOCIATION BETWEEN AGE AND SATISFACTION

TABLE 5

Calculated	Chi square value	D.F	Table Value at 5%	Significance
38.505		12	21.03	Significant

The calculated chi square value is (38.505) greater than the table value (21.03) at 5 per cent level of significance. The test is significant. This means that there is a significant association among the satisfactions levels of the respondents belong to different age groups towards services of the LIC of India. Therefore, the null hypothesis is (H_{01}) rejected. The mean satisfaction score of the respondents in the age group 41-50 years is (4.31) high, followed by the respondents in the age group above 50 years (4.21). Thus, the respondents in the age group 41-50 years are more satisfied with the services of the LIC of India.

FIGURE 2: AGE AND SATISFACTION TOWARDS SERVICES OF THE LIC OF INDIA



EDUCATION AND SATISFACTION TOWARDS SERVICES OF THE LIC OF INDIA

The predominant literacy group of the sample policyholders is (41.60 per cent) degree qualification. It becomes important to examine how the educational status of the policyholders influences their satisfaction towards services of the LIC of India. Therefore, the respondents from different educational status are requested to state their level of satisfaction towards services of the LIC of India and an attempt was made to find out the association between educational status and satisfaction.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Acceptance levels of respondents towards various factors influencing them to opt life insurance policies in LIC of India. Out of 500 respondents, 35.60%, 37.40%, 15.20%, 7% and 3.80% of the respondents strongly agree, agree, neither agree nor disagree, disagree and strongly disagree respectively about various factors influencing them for opting insurance policies in Lic of India. The average acceptance score reveals that payment mode is the most important factor for the respondents to prefer insurance policies in Lic of India (4.62), followed by product flexibility (4.59). However, with regard to professional advice, the respondents assign least importance (3.21).
- The calculated chi square value is (38.505) greater than the table value (21.03) at 5 per cent level of significance. The test is significant. This means that there is a significant association among the satisfactions levels of the respondents belong to different age groups towards services of the LIC of India. Therefore, the null hypothesis is (H_{01}) rejected. The mean satisfaction score of the respondents in the age group 41-50 years is (4.31) high, followed by the respondents in the age group above 50 years (4.21). Thus, the respondents in the age group 41-50 years are more satisfied with the services of the LIC of India.
- The calculated chi square value is (38.505) greater than the table value (21.03) at 5 per cent level of significance. The test is significant. This means that there is a significant association among the satisfactions levels of the respondents belong to different age groups towards services of the LIC of India. Therefore, the null hypothesis is (H_{01}) rejected. The mean satisfaction score of the respondents in the age group 41-50 years is (4.31) high, followed by the respondents in the age group above 50 years (4.21). Thus, the respondents in the age group 41-50 years are more satisfied with the services of the LIC of India.
- A significant difference is found in the acceptance level of the policyholders between expected and perceived levels towards empathy service quality dimension. The average acceptance score of the policyholders towards empathy is high compared with perceived level. Hence, there exists gap between the expected and perceived levels with respect empathy service quality dimension.
- No significant difference is found in the acceptance level of the policyholders between expected and perceived levels towards responsiveness dimension of the service quality. The average acceptance score of the policyholders with respect to expected level of responsiveness is high compared with perceived level. Thus, there exists gap between the expected and perceived levels of the responsiveness dimension of the service quality in LIC of India.
- There is no significant relationship among the acceptance level of the respondents belong to different age groups, educational status, occupations and number of policies hold towards loyalty with the LIC of India. However, a significant relationship is found among the acceptance level of the respondents belong to different genders, income groups, branches belong to and types of life insurance policies towards loyalty with the LIC of India.

SUGGESTIONS

On the basis of detailed study of the perception of the policyholders towards service quality of the LIC of India, it is clear that service quality plays a vital role in the insurance industry. The various suggestions for improving the service quality of the LIC of India are follows:

1. Policyholder needs and requirements are very much volatile. In changing environment, it is good to look forward by anticipating future. Since the policyholders look for insurance companies with convenience, flexibility having innovative ideas, changing their offerings according to the needs of the policyholders, the LIC of India must know and prepare offers according to the changing environment.
2. There is a need for the insurance services to reaffirm themselves in view of the stiff competition. Therefore, the LIC of India shall have to reorient them in terms of the customer service parameters to instill the concept of quality service in the mind of the policyholders and further in terms of growth.
3. The policyholders state that the LIC of India has not been able to provide quick service. A long delay in making available the services to the policyholders may erode the credibility and goodwill as well as policyholders' confidence. Therefore, the business continuity planning should be an integral part of services offerings of the LIC of India.

4. The LIC of India should focus more on improving the infrastructure. The infrastructure not only involves the information technology input in the branches, regional officers and head office, but also the physical evidence, ambience and layout. This is due to the fact that like in other service organizations, in insurance services also, the internal ambience of the organization has a positive impact on the policyholders.
5. Every one working in the LIC of India must have a clear goal in mind. It is not affordable that the top management is looking towards service quality and middle management looking towards personal interactions and so on. The employees of the LIC of India should never turn their back on the policyholders. They should suggest alternative insurance products to the policyholders' benefit. This can be one way of ensuring "policyholders delight".
6. The policyholders trust the LIC of India since it has existed in the market for a longer period than the private sector insurance companies. The reliability factor is a positive factor for the LIC of India. Therefore, the LIC of India should position them in the market on the basis of this dimension and promote them aggressively. This step will not only help them survive the present onslaught from private sector insurance companies, but also be able to compete in the market.
7. Policyholders are loyal only when the insurance company has a through understanding of their requirements. If the insurance company don't have enough information about policyholders, it is impossible to understand Policyholders' problems. It is recommended that the LIC of India shall keep on tracing the policyholder and get through knowledge about policyholders' problems. Database on various aspects of policyholders' profile such as the type of policy, the period of their association with the LIC of India and the purpose of holding the policy should be crated by the customer care department which should function in every branch and it must develop an excellent total policyholder care programme to suit the specific requirements of its target policyholder. Therefore, it is imperative for the LIC of India to have adequate information about the policyholders, in order to ensure them proper and suitable services.
8. Since, the customer base of the LIC of India is very large, it is important to retain and satisfy those policyholders with the LIC of India. It has become dire need of the hour for the LIC of India to train their employees to treat the policyholders with empathy. This can give the required leading edge and finally, lend competitive advantage to the LIC of India.
9. The LIC of India should establish a separate 'Customer Compliant Monitoring Cell' in each branch. The function of the cell must be to receive, register and classify policyholder complaints and forward them to the respective sections to initiate action, and follow up until the compliant is attended to the satisfaction of the policyholders concerned. Moreover, regular "policyholder satisfaction audit" is to be carried out in each branch of LIC of India to find areas of discrepancies and try to improve the policyholder' perception level. Besides, the LIC of India can appoint young, well educated, dedicated, highly trained and motivated "relationship managers" to improve service quality.

CONCLUSION

In the increasing competition in insurance industry, companies want to differentiate themselves from the competitors and stay ahead in the race. The oldest and leading public sector insurance company i.e. LIC in India has facing very stiff competition from the new players entering the market. LIC of India is facing increased competition on one front and a decline in the market share on the other hand. LIC has always been in the forefront of utilizing its recourses effectively. It has been striving to achieve effectiveness and excellence in its business operations. In case of insurance sector, word of mouth plays a vital role, so keeping this aspect into consideration; insurance player should focus on the service quality. The researcher suggest measures such as special events for policyholders, provisions of prompt service, improvement in infrastructure, improving reliability, creativity and innovativeness, understanding the customers, customer contact programmes, providing up date information, staff involvement, user friendly skills, customer compliant monitoring cell and quality improvement strategy will improve service quality of the LIC of India. If the study provokes the authority concerned to take some positive measures for improving it, the researcher will feel amply rewarded.

SCOPE FOR FURTHER RESEARCH

In the present study, an attempt has been made to examine the perception of the policyholders towards service quality of LIC of India in Bangalore City. Based on the experience, the researcher has suggested a few areas for pursuing further research in future. While conducting this research, some interesting subjects for further research popped-up. There is a lot of scope for the further research to present new ideas concerning service quality of the private sector insurance companies. A further research could focus on expanding the study to other non-life insurance companies and also by expanding the geographic reach of the study. A comparative study on service quality can be done among private and public sector insurance companies. A study can be done to measure the gap between expectation and perception of service quality for public and private sector insurance companies. Studies similar to this, if conducted on a large scale at regular intervals by the researchers, will help insurance companies to improve their service quality in the forthcoming days.

REFERENCES

1. Alok Mittal and Akash Kumar (2007). An Exploratory Study of Affecting Selection of Life Insurance Products, in Nalini Parava Tripathy and Prabir Bal (Eds), Insurance Theory and Practice, New Delhi, Prentice-Hall India Private Limited, pp.72-81.
2. Buttle, F (1996). Relationship Marketing: Theory and Practice, London, Paul Chapman Publishing, pp.1-16.
3. Johnston, E. O, O'Connor, R. J and Zultowski, W. H (1984). The Personal Selling Process in the Life Insurance Industry, in Jacoby, J and Craig, C.S (Eds.), Personal Selling: Theory, Research and Practice, pp.136-164.
4. Neeraj Sethi (2004). Insurance Regulator: Hindrance for Growth? in Jawaharlal, Insurance Industry Trends and Regulations (eds.), Hyderabad, ICFAI University Press, pp.105-112.
5. Sharma, V.K (2004). Insurance Investments: The New Paradigm, in Jawaharlal, Insurance Industry Trends and Regulations (eds.), Hyderabad, ICFAI University Press, pp.27-36.
6. Steward Doss and Kaveri, V. S (2000). Total Quality Assessment in Insurance, New Delhi, Akansha Publishing House.

JOURNALS

7. Affiaine Ahmad and Zalina Sungip (2008). An Assessment on Service Quality in Malaysia Insurance Industry, Communications of the IBIMA, Vol.1, pp.13-26.
8. Amit Kumar Chakrabaraty (2006). The Efficiency of LIC during the Post-Liberalization and Globalization Period: A Case Study of West Bengal, Business Perspectives, Vol.8, No.2, July-December.
9. Anand Prakash, Sanjay Kumar Jha and Kallurkar (2011). Attitudes of Indians towards Service Quality for Life Insurance in India, International Journal of Research In Computer Application & Management, Vol.1, No.9, November, pp.57-63.
10. Anil Chandhok (2005). A Comparative Study of the Performance of Life Insurance Players, Insurance Chronicle, April, Hyderabad, ICFAI University Press.
11. Arulsuresh, J (2011). Empirical Study on Satisfaction of the Policyholders towards the Services Provided by Lic of India in Madurai Division, International Journal of Multidisciplinary Research, Vol.1, No.8, December, pp.552-557.
12. Banumathy, S and Subhasini, M (2004). Attitude of Policyholders towards Life Insurance Business in Virudhunagar, The Insurance Times, Vol.XXIV, No.7, pp.25-28.
13. Berry, L. L (1995). Relationship Marketing of Services: Growing Interest, Emerging Perspectives, Journal of the Academy of Marketing Science, Vol.23, Fall, pp.236-245.
14. Bhushan Pardeshi (2009). Policy Selection Behaviour of Individual Investors towards Insurance Policies and Marketing Strategies followed by Insurance Companies, Management Dynamics, Vol.9, No.2, pp.41-55.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce, IT & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

