

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE, IT & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed Refereed 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., Index Copernicus Publishers Panel, Poland,

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

as well as in Cabell's Directories of Publishing Opportunities, U.S.A.

Circulated all over the world & Google has verified that scholars of more than Hundred & Twenty One 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

[www.ijrcm.org.in](http://www.ijrcm.org.in)

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	EFFECT OF SPIRITUAL TOURISM ON FINANCIAL HEALTH OF THE UTTARAKHAND STATE OF INDIA <i>HIMADRI PHUKAN, Z. RAHMAN &amp; P. DEVDUTT</i>	1
2.	A FUZZY EOQ INVENTORY MODEL WITH LEARNING EFFECTS INCORPORATING RAMP –TYPE DEMAND, PARTIAL BACKLOGGING AND INFLATION UNDER TRADE CREDIT FINANCING <i>SAVITA PATHAK &amp; DR. SEEMA SARKAR (MONDAL)</i>	8
3.	DETERMINANTS OF CAPITAL STRUCTURE DECISIONS: EVIDENCE FROM ETHIOPIAN MANUFACTURING PRIVATE LIMITED COMPANIES (PLCs) <i>DR. FISSEHA GIRMAY TESSEMA &amp; Y. L. LAVANYA</i>	19
4.	INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AND ORGANIZATIONAL PRODUCTIVITY AND GROWTH: UNIVERSITY OF BENIN IN PERSPECTIVE <i>OMOREGBE OMORODION, DR. ANTHONY.A. IJEWERE &amp; BELLO DEVA VINCENT</i>	29
5.	ORGANIZATION DEVELOPMENT IN CITY TRAFFIC POLICE LAHORE- A CASE STUDY <i>BINISH NAUMAN</i>	34
6.	THE RESPONSIBILITY OF THE AUDITOR ABOUT DISCOVERING FRAUD THE FINANCIAL STATEMENTS ACCORDING TO THE IAS. NO. 240 <i>SULTAN HASSAN MOHAMMED AHMED</i>	40
7.	A PERCEPTUAL STUDY ON THE CRITICAL SUCCESS FACTORS FOR ERP ADOPTION IN THE SMALL AND MEDIUM ENTERPRISES <i>S. VIJAYAKUMAR BHARATHI &amp; DR. SHRIKANT PARIKH</i>	44
8.	INFORMATION TECHNOLOGY TOOLS TOWARDS OPTIMIZING ENERGY CONSERVATION AND ENVIRONMENTAL PROTECTION INITIATIVES <i>NISHIKANT C. PRATAPE</i>	50
9.	COST REDUCTION INNOVATION IN SME's – AN EMPHERICAL STUDY (WITH REFERENCE TO HANDLOOM SILK SAREES IN CHIKKABALLAPUR DISTRICT) <i>DR. S. MURALIDHAR, NARASAPPA. P.R, K.S. SAILAJA &amp; K. SHARADA</i>	52
10.	INTERDEPARTMENTAL SOCIAL NETWORK ANALYSIS – A PRACTICAL APPROACH <i>DR. J. SRINIVASAN &amp; K. UMA DEVI</i>	58
11.	AWARENESS TOWARDS E-MARKETS AMONG THE PEOPLE OF KURNOOL CITY OF A. P. <i>DR. G. RAMA KRISHNA, DR. A. HARI HARA NATH REDDY, K. UMA SHANKAR &amp; N.NARASIMHAM</i>	62
12.	MENTAL HEALTH PERSPECTIVES IN ORGANIZATIONS: ISSUES AND CHALLENGES <i>SARVESH SATIJA</i>	66
13.	DOES COMPETATIVE ADVANTAGE WORK IN E.BUSINESS? <i>DR. M. P. NAYAK</i>	77
14.	E-GOVERNANCE AS A CONTRIBUTION TO CITIZENS' IDENTITY - A DISTRICT LEVEL STUDY OF PUNE MUNICIPAL CORPORATION <i>DR. R. K. MOTWANI, DR. MANISH BADLANI &amp; PUSHPA PARYANI</i>	82
15.	DETERMINANTS OF MIGRATION IN PUNJAB, INDIA: A CASE STUDY OF AMRITSAR DISTRICT <i>DR. HARINDER SINGH GILL, JATINDER BIR SINGH &amp; SHIVANI SINGH</i>	85
16.	CONCEPTUAL FRAMEWORK OF PERFORMANCE MANAGEMENT: AN INDIAN PRESPECTIVE <i>DR. SATYAWAN BARODA, CHHAVI SHARMA &amp; PREETI AGGARWAL</i>	89
17.	A COMPARATIVE STUDY OF WORK AUTONOMY AND WORK ENVIRONMENT OF SELECTED ENGEENIARING UNITS OF VITTHAL UDYOGNAGAR <i>RIDDHI A. TRIVEDI &amp; JAIMIN H. TRIVEDI</i>	96
18.	MICROFINANCE IN FINANCIAL INCLUSION <i>DR. S. RAJARAJESWARI &amp; R. SARANYA</i>	99
19.	A SURVEY OF STATISTICAL DISTRIBUTION OF JOURNAL IMPACT FACTORS <i>RAJESHWAR SINGH</i>	103
20.	A STUDY ON STRUTURE AND GROWTH OF STEEL INDUSTRY IN INDIA <i>DR. S. SIVAKUMAR</i>	106
21.	A STUDY: EMPLOYEE'S JOB SATISFACTION, ITS ANTECEDENTS AND LINKAGE BETWEEN CUSTOMER SATISFACTION AND EMPLOYEE SATISFACTION <i>LALITA KUMARI</i>	112
22.	PRODUCT DEVELOPMENT STRATEGIES FOR ROCKET MOTOR DEVELOPMENT - A STUDY ON COST AND TIME COMPRESSION STRATEGIES <i>A. LAXMI &amp; SURESH CHANDRA.CH</i>	120
23.	AN ASSESSMENT ON SERVICE QUALITY IN INDIAN INSURANCE INDUSTRY WITH SPECIAL REFERENCE TO UTTAR PRADESH REGION <i>PRIYANKA ANJOR</i>	126
24.	IMPACT OF REFORMS ON CAPITAL ADEQUACY REQUIREMENTS OF INDIAN BANKS <i>SAHILA CHAUDHRY</i>	130
25.	UNDERSTANDING THE EFFECT OF ENVIRONMENT FRIENDLY TECHNOLOGY USAGE ON CONSUMER PURCHASING PREFERENCES IN KOLKATA CITY <i>HINDOL ROY</i>	134
	REQUEST FOR FEEDBACK	138

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## PATRON

**SH. RAM BHAJAN AGGARWAL**

Ex. State Minister for Home & Tourism, Government of Haryana  
Vice-President, Dadri Education Society, Charkhi Dadri  
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, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

## 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, Government F. G. College Chitguppa, Bidar, Karnataka

**MOHITA**

Faculty, Yamuna Institute of Engineering &amp; Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

**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 &amp; Technology, Amity University, Noida

**PROF. A. SURYANARAYANA**

Department of Business Management, Osmania University, Hyderabad

**DR. ASHOK KUMAR**

Head, Department of Electronics, D. A. V. College (Lahore), Ambala City

**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, Maharishi Markandeshwar University, Mullana, Ambala, Haryana

**DR. V. SELVAM**

Divisional Leader – Commerce SSL, VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Reader, Institute of Management Studies &amp; Research, Maharshi Dayanand University, Rohtak

**S. TABASSUM SULTANA**

Asst. Professor, Department of Business Management, Matrusr 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 H. S., Mohali

**MOHITA**

Faculty, Yamuna Institute of Engineering &amp; Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

**FINANCIAL ADVISORS****DICKIN GOYAL**

Advocate &amp; Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS****JITENDER S. CHAHAL**

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

**CHANDER BHUSHAN SHARMA**

Advocate &amp; 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 area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; 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; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor 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; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email addresses: [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or [info@ijrcm.org.in](mailto:info@ijrcm.org.in).

## 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, 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.

**WEBSITE**

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



## AN ASSESSMENT ON SERVICE QUALITY IN INDIAN INSURANCE INDUSTRY WITH SPECIAL REFERENCE TO UTTAR PRADESH REGION

**PRIYANKA ANJOR**  
**ASST. PROFESSOR**  
**DEPARTMENT OF MBA**  
**INSTITUTE OF ENGINEERING & TECHNOLOGY**  
**LUCKNOW**

### ABSTRACT

*The purpose of this paper is to evaluate customers' general expectation and perception of insurers in terms of services offered at the insurance service counter (ISC). Other than that, this paper also examines the relationship between the demographic factors and SERVQUAL mean score. The study utilized the survey approach. The sample consisted of 50 respondents. The result shows huge gap for reliability, responsiveness and empathy, which reliability shows highest gap between customers' perception and expectation. This study illustrates reliability as the most critical determinant of SERVQUAL measure for service quality. The other dimensions (tangible, responsiveness, assurance and empathy) appear important but reliability dominates. Thus, results of this study underscore the need for insurance providers to gear customer service and quality improvement efforts towards components of reliability. The study intends to promote a better theoretical understanding and recognition of the complexities to service quality and its measurement. Nowadays, insurance companies in Indian compete each other to be a strong and good reputation. The challenge for insurance sector in Indian remains the same that is to bring innovative solutions to client while making them realize the value of those services provided. When clients realize that quality is something that cannot be compromised, an organization has to survive in the competitive market while managing high value service.*

### KEYWORDS

Service Quality, Reliability, Expectation, Perception, Insurance.

### INTRODUCTION

The Indian Insurance industry cannot remain the exception to the rule any more. Some of them tried to implement e- business in some form or the other to make their business and services more efficient. Service marketing is a very sensitive aspect and that too management of services is really delicate, here the strategy revolves around the customer. The tidal wave of net-savvy culture has become a global phenomenon. Insurance is playing an increasingly larger role, both in the overall economy as well as in the lives of consumers. Today, financial services are growing at a rate beyond the imagination of any financial expert. In insurance companies every consumer is a unique market in himself/ herself. Hence building a strategic relationship with the customer is very essential. By identifying relationship with customer choice, a service marketer can identify the factors that can be leveraged in different service conditions. The main focus of my study will be on assessing service quality for its dimensions.

The study will explore on services with respect to Indian Insurance companies in present scenario and what moderating effects of these with respect to each other are as expected and perceived by the customers.

### OBJECTIVE OF THE STUDY

- The purpose of this paper is to evaluate customers' general expectation and perception of insurers in terms of services offered at the insurance service counter (ISC).

### SIGNIFICANCE OF THE STUDY

In 1993, Malhotra committee was set up with an objective of complementing the reforms in the Indian Financial sector. Its objective was to create an efficient and viable insurance industry, which will have a wide reach of insurance services, a variety of insurance products with a high quality of services to the public. With the promulgation of Insurance regulatory and Development Act, 1999 India is now the cynosure of all the global insurance players. Numerous players, both Indian and foreign, have commenced operations or have announced their intention to start their insurance in India. Liberalization of the insurance sectors has allowed foreign insurers to enter the market. New technology will give customers better, wider and faster access to products and services than the options offered earlier. This freedom of choice will place demands on business and this can be achieved only when insurance companies revamped and improved their product and delivery service just to stay afloat.

In order to remain competitive, insurance companies are increasingly "unbundling" the value-added chain, contracting out noncore support services and specializing in specific market segments. With the emerging situations, insurance companies should build strong services as it increases consumer trust and loyalty. Strong insurance companies have high mind share with customers, which ultimately results in higher market share. In marketing of financial services, it is the customer's experience that plays a very important role. Thus, service performers play the main differentiating role. Focus and strategy are essential for the development of product in this sector. If there was one industry which at least considered customer service as an essentiality it would be the financial service industry. Most of the insurance companies which are new in the market bring with them distribution strengths in their own fields but "insurance is about reaching to the last customer".

### CONCEPTUAL ROOTS

According to Parasuraman et al, the five dimensions of service quality are reliability, responsiveness, assurance, empathy, and quality of tangibles referred to as SERVQUAL. There are three types of customer expectations predicted service, desired service, and adequate service which presents a comparison between customer evaluation of service quality and customer satisfaction (Valerie A. Zeithaml, Lonard L. Berry, and A.Parasuraman, 1993). SERVQUAL is widely used within service industries to understand the perceptions of target customers regarding their service need; it may also be applied internally to understand employee's perception of service quality with the objective of achieving service improvement (Zeithmal, Parasuraman and Berry 1988). SERVQUAL scale is a principal instrument in the services marketing literature forecasting quality (Parasuraman vd., 1991; Parasuraman vd., 1988). This instrument has been widely utilized by both manager (Parasuraman vd., 1991) and academics (Babakus and Boller, 1992; Carman, 1990) to assess customer perceptions of service quality for a variety of services (e.g. Banks, credit card companies, repair and maintenance companies). The results of the initial published application of the SERVQUAL instrument indicated five dimensions of service quality emerged across a variety of services. These dimensions include tangibles, reliability, responsiveness, assurance and empathy (Zeithaml et al, 1990: 176; Bressinger and Lambert, 1990; Crompton and MacKay, 1989). *Tangibles* are the physical evidence of service, *reliability* involves consistency of performance and dependability, *responsiveness* concerns the willingness or readiness of employees to provide services, *assurance* corresponds to the knowledge and courtesy of employees and their ability to inspire trust and confidence, and finally, *empathy* pertains to caring, individualized attention that a firm provides its customers (Lassar et al., 2000). The main aim of study is to assess service quality of insurance companies. The study applying cronbach's alpha and Gap Model i.e; the actual and the desired service quality. The questionnaire used in the study is comprised of three parts.

Part A contains demographic profile of respondents including gender, age group, marital status, education, relevant sector. Part B includes expectations of respondents using a five -point Likert scale ranging from "strongly disagree=1" to "strongly agree". Part C consists perception. The data was analysed with the Statistical Package Program for Social Sciences (SPSS 12 for Windows). The basic analysis and tests utilized in the study include reliability analysis, include frequency and percentage analysis.

## HYPOTHESIS

**H1:** Expectations and perceptions have influence on the services offered at the insurance service counter.

**H0:** Expectations and perceptions have no influence on the services offered at the insurance service counter.

## RESEARCH METHODOLOGY

### RELIABILITY TEST

The Cronbach's Alpha estimate indicates how highly the items in the questionnaire are interrelated in order to determine reliability of the instrument (Hayes, 1998). Nunnally (1978) said that the Alpha which is more than 0.7 indicated a high liable. In this study, 69 items were tested on its reliability.

Table 1 shows the component and total reliabilities of SERVQUAL scores. The findings show that the reliability coefficients for all dimensions are above 0.70 The reliabilities are consistently high score all dimensions on expectation, which are 0.971 for tangibles, 0.767 for reliability, 0.861 for responsiveness, 0.842 for assurance and 0.756 for empathy.

TABLE1

Dimensions	Number of Attributes	Expectation (Desired)	Perception (Actual)
Tangibles	2	0.971	0.948
Reliability	7	0.767	0.711
Responsiveness	3	0.861	0.940
Assurance	3	0.842	0.895
Empathy	5	0.756	0.955

### PROFILE OF RESPONDENTS

The profiles of the respondents are shown in the Table 2. The profiles focus on the demographic and economic of respondents. From the table, it shows that out of 50 respondents, 86% of the respondents are male and 14% are female. The highest education level attained by most of the respondents was Degree (graduate) level (56%), followed by masters (26%) and Intermediate (14%). It shows that majority of respondents were educated with high qualifications. The occupations of respondents were varied. The majority of the respondents were in businessman/self employed (44%) group, followed by pvt. job (24%), govt. employees (20%), lawyer (2%), and housewife (8%). In term of household income, the majority of respondents were in the income group 1 - 3 lacs (54%), while the second highest group was 3 - 6 lacs (34%).

TABLE 2: PROFILE OF RESPONDENTS

Characteristics	Frequency	Percentage (%)
<b>Gender:</b>		
Male	43	86
Female	7	14
<b>Age:</b>		
20 – 30	13	26
30 – 40	20	40
40 – 50	11	22
Above 50	6	12
<b>Highest level of Education:</b>		
Graduate	28	56
Post graduate	13	26
Highschool	2	4
Intermediate	7	14
<b>Occupation:</b>		
Govt. Employee	10	20
Lawyer	1	2
Businessman/Self employed	22	44
Pvt. Job	12	24
Housewife	4	8
Others(including students)	1	2
<b>Annual Income:</b>		
1 – 3 lacs	27	54
3 – 6 lacs	17	34
6 – 9 lacs	2	4
Above 9 lacs	0	0
None	4	8
<b>City:</b>		
Lucknow	48	96
Kanpur	2	4

TABLE SHOWING COMPANY CHOSEN

Name of insurance company:	Frequency	Percentage (%)
1. LIC	35	70
2. ICICI Prudential	4	8
3. Bajaj Allianz	2	4
4. Tata AIG	1	2
5. Max Newyork	4	8
6. Birla Sunlife	3	6
7. Others	1	2

The result showed that the majority of the respondents choose LIC (70%), followed by ICICI Prudential & Max Newyork in same percentage (8%), Birla Sunlife (6%), Bajaj Allianz (4%), Tata AIG & others (2%).



**GAP MODEL****THE ACTUAL AND DESIRE SERVICE QUALITY**

This section presents the finding of the actual (Perception) and desire (expectation) on service quality of five dimensions based on SERVQUAL model.

**THE PERCEPTION AND EXPECTATION ON TANGIBLES****TABLE 3: MEANS OF PERCEPTION AND EXPECTATION ON TANGIBLES**

Attributes	Customers' Perception	Customers' Expectation	Gap
1. Moderns of office Surroundings	3.14	3.54	0.40
2. Moderns of Physical facilities	3.34	3.64	0.30

Table 3 illustrates the mean score of attributes in tangible dimension in term of perception and expectation. In term of expectation, attribute 1 or 'moderns of office surroundings' scores highest attribute 2 or 'Moderns of Physical facilities' scores lowest. The attribute 2 scores highest on perception and the attribute 1 lowest on perception.

**THE PERCEPTION AND EXPECTATION ON RELIABILITY****TABLE 4: MEANS OF PERCEPTION AND EXPECTATION ON RELIABILITY**

Attributes	Customers' Perception	Customers' Expectation	Gap
1. Eagerness of employees is same before & after getting insured	3.38	3.68	0.30
2. Employees show a sincere interest in solving the problem.	4.32	4.98	0.66
3. Feel safe in premiums with the insurance company	3.98	4.20	0.22
4. Claim settlement process is transparent & there are no hassles.	3.34	4.06	0.72
5. Get a complete peace of mind after getting insured.	4.48	4.72	0.24
6. Satisfied with the service received from the insurance provider.	4.14	4.78	0.64
7. Delighted with the service received from the insurance provider.	3.30	4.70	1.4

As shown in table 4, the highest score on expectation is on attribute 2 or 'Employees show a sincere interest in solving the problem' and the lowest is attribute 1 which refer to 'Eagerness of employees is same before & after getting insured'. In terms of perception, the attributes 5 or 'Get a complete peace of mind after getting insured' score highest and attribute 1 which refers to 'Delighted with the service received from the insurance provider' scores lowest. It shows that customer perceived that they get a complete peace of mind after getting insured.

A recognizable gap exists between perception and expectation and the highest gap is on attribute 7 or 'Delighted with the service received from the insurance provider'. It Means that customers are not delighted with the service received from the insurance provider or their company; this may happen due to many reasons.

The result indicates that those issues most highly correlated with overall satisfaction involved problem or compliant management. Attribute 2 or 'Feel safe in premiums with the insurance company' indicates small gap between customers' perception and expectation. It implies that the customers' feel safe in paying their premium & they understand that their money is in good hands.

**THE PERCEPTION AND EXPECTATION ON RESPONSIVENESS****TABLE 5: MEANS OF PERCEPTION AND EXPECTATION ON RESPONSIVENESS**

Attributes	Customers' Perception	Customers' Expectation	Gap
1. Information about the new plans/initiatives by the employees	3.96	4.10	0.14
2. Employees are never too busy to respond to the customers' request	3.70	4.14	0.44
3. Employees give their customer short waiting time or fast service turnaround	3.80	4.18	0.38

As illustrated in Table 5, attribute 3 or 'Employees give their customer short waiting time or fast service turnaround' score highest on expectation. There is a recognizable gap on attribute 2 or 'Employees are never too busy to respond to the customers' request' between perception and expectation which summarizes that employees are busy enough to respond to the customers' request or problem. On attribute 3 or 'Employees give their customer short waiting time or fast service turnaround' also shows a distinguished gap between perception & expectation, this shows that many insurance companies are not performing as fast service during transaction.

**THE PERCEPTION AND EXPECTATION ON ASSURANCE****TABLE 6: MEANS OF PERCEPTION AND EXPECTATION ON ASSURANCE**

Attributes	Customers' Perception	Customers' Expectation	Gap
1. Employees are courteous & offer the personal attention	3.72	4.00	0.28
2. Behavior of employees helps in taking decision	3.70	3.98	0.28
3. Employees are true to their words & never conceal the facts	3.68	4.22	0.54

Table 6 illustrates the mean scores of three attributes selected in assurance dimension in term of perception and expectation. The huge gap exists between perception and expectation and the highest gap is on attribute 3 which is 'Employees are true to their words & never conceal the facts'. Trustworthiness and honesty is considered important qualitative attribute because the transaction are deals with money. The customers need employees who are honest and skilled to handle their transactions and who do not hide the facts.

A recognizable gap can also be found in attribute 2 or 'Behavior of employees helps in taking decision', which shows that customers belief that employees are less experienced & skilled in helping. Factor that considered important is employees have the knowledge and experience to help in taking decision. In terms of expectation, customers expect high on employee trustworthiness & loyalty because it is important in transaction efficiency.

**THE PERCEPTION AND EXPECTATION ON EMPATHY****TABLE 7: MEANS OF PERCEPTION AND EXPECTATION ON EMPATHY**

Attributes	Customers' Perception	Customers' Expectation	Gap
1. Company has convenient branch locations	3.90	4.30	0.40
2. Company has 24X7 customer support service	3.88	4.30	0.42
3. Company has wide range of plans	3.90	4.18	0.28
4. Customers get the same service as shown in the advertisements in TV & newspapers	3.64	3.96	0.32
5. Premium paying options are flexible & convenient	3.88	4.16	0.28

As shown in Table 6, a distinguished gap exist between perception and expectation and the highest gap is on attribute 2 or 'Company has 24X7 customer support service'. It proves that employees did not get 24X7 customer support service; this may be due to the lack of monetary funds on the part of company. The highest score on perception is attribute 3 or 'Company has wide range of plans' & attribute 1 or 'Company has convenient branch locations' and the lowest is attribute 4 or 'Customers get the same service as shown in the advertisements in TV & newspapers'. It shows that customer perceived that company has wide range of plans but they do not get the same service as shown in TV & advertisements. Regarding empathy dimension, the important issues are customers' need 24X7

customer support service from employees, and insurance service counter personnel should handle and offer services that indicate good quality of service. Attribute 3 which describes that company has wide range of plans indicates small gap between perception and expectation. It implies that the companies usually have wide range of plans according to customers' need.

### CONCLUSION AND FINDINGS BASED ON GAP MODEL

After studying the mean of perception & expectation of the different attributes in the five factors viz. Tangibles, Reliability, Responsiveness, Assurance, Empathy; we conclude that the maximum gap exist in the Reliability factor. In reliability factor most of the attributes show a distinguished gap between perception & expectation. Usually the expectations of a customer are high and when it comes to the service quality of any company (here insurance provider), they always demand more.

In the present context it is clearly visible that the customers are less satisfied and delighted with the service of the insurance provider as the gap is very high. In terms of tangibles the gap between the perception and the expectation is very less, this shows that customers perceive good infrastructure facilities from the insurance provider which are modern and up to date. The moderns of the office surroundings and physical facilities do not contribute much to the service quality offered by the insurance provider and most of the companies are maintaining their offices & branch locations with modern technological facilities. In present scenario, top management in the insurance sector should realize that the industry is moving towards a dramatic era. In this ever-changing competitive market, insurance companies have to use their efforts to expand their market in facing their competitors. The study aims at maximizing the reliability factor for insurance sector, as to give customers better service and to earn maximum profit.

### REFERENCES

1. Adam, K., Johanson, and M., Gravesen, I., 1995, Service Productivity: A Vision or a Search for a New Outlook, paper presented at The Ninth World Productivity Congress, Istanbul.
2. Berry, L.L., Bennett, D.R., and Brown, C.W., 1989, Service Quality. A Profit Strategy for Financial Institutions, Irwin, New York, NY.
3. Berry, L.L., Zeithaml, V.A., and Parasuraman, A., 1985, Quality Counts in Services Too, Business Horizons, 44-52.
4. Bitner, M.J., 1990, Evaluating Service Encounters: The Effects of Physical Surroundings and employee Responses, Journal of Marketing, 54, 69-82.
5. Cowell, D., 1998, The Marketing of Services, London.
6. D.E. Brown, S.W., Advances in Services Marketing and Management, Greenwich, CT, 177- 205.
7. Economic Report 2006/2007, Insurance Industry, Volume 31, Ministry of Finance, Malaysia.
8. Garvin, D.A., 1988, Managing Quality, the Free Press, New York, NY
9. Gronroos, C., 1984, A Service Quality Model and its Marketing Implications, European Journal of Marketing, 18, 35-44.
10. Gronroos, C., 1998, assessing Competitive Edge in the New Competition of the Service Economy: The Five Rules of Service, Working Paper No.9, First Interstate Centre for Services Marketing, Arizona State University.
11. Gummesson, E., 1992, Quality Dimensions: What To Measure In Service Organisation, Swartz, T.A., Bowen,

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce, IT and 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-mails i.e. **infoijrcm@gmail.com** or **info@ijrcm.org.in** 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**

## 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*

