AN EMPIRICAL ANALYSIS ON SAVING PARAMETERS OF POLICY HOLDERS ON LIFE INSURANCE COMPANIES: WITH SPECIAL REFERENCE TO CUSTOMERS OF BENGALURU CITY

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ABSTRACT
Technology is whispered to have revolutionized the service sector like insurance industry under which life insurance business with many life insurance companies made our today’s customer to act more dynamic for their prospects. In the aggressive competitive market, success and survival are the keywords for any economic entity. Therefore, life insurance companies play a vital role in the mindset of customer decision and to achieve complete satisfaction of their customers. The paramount importance company existence is to educate and spread awareness among the customers. The current research was directed to understand different factors that influence the customers’ to choose life insurance company for their savings at Bangalore city. The research used structured questionnaire formed using Likert scale. The random convenience sampling techniques was used to contact the respondents. The sample size drawn is 200 out of which 193 completely filled questionnaires was considered for the analysis. This study is an attempt to find the customer decision towards life insurance companies for their purpose of investments. The various factors include Market Leader, Attractive Policies & Premium, and Mode of Premium Payment. The study has been statistically tested for Descriptive and ANOVA using Statistical Package for Social Science (SPSS). The study has also administered Bonferroni posthoc test that resulting p-value less than 0.05 significant level. Hence, the study encompasses the dynamic customers’ decision towards various influencing factors across age group of the sample respondents.


REFERENCES

Books
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