Chapter- IV

Life Insurance Services & Customer Cost Dimension of 4C based Marketing Mix

4.1 Introduction

The second objective of the study is the basis of this chapter- To ascertain the gap between the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' of 4C based Marketing Mix with respect to Life Insurance in Assam.

The concept of Customer Cost was developed by Lauterborn[355] while developing the customer oriented Marketing Mix- the 4C concept. 4C model replaces the earlier 4Ps of Marketing Mix, here the focus is on customer and the current chapter is all about the second C of this model i.e., Customer Cost or Price in earlier 4P model. The Customer Cost concept is based on the fact that customers are more concerned with the total cost of acquiring a solution of their problem (Product or Service) rather than the price being charged for the Solution (Product or Service) offered by the Company (Moller[356]), Customer Cost is a assumed to be a better approach as customers are interested in it.

Price is the quantity of payment or compensation given by one party to another in return for goods or services. In modern economies, prices are generally expressed in units of some form of currency. (For commodities, they are expressed as currency per unit weight of the commodity, e.g. Rs. per kilogram). Although prices could be quoted as quantities of other goods or services this sort of barter exchange is rarely seen. Prices are sometimes quoted in terms of vouchers such as trading stamps and air miles. In some circumstances, cigarettes have been used as currency, for example in prisons, in times of hyperinflation, and in some

[355] Lauterborn, B. (1990). New Marketing Litany: Four Ps Passes: C takes over. *Advertising Age*, 61(41), 26.
[356] Moller, K. (2006). The Marketing Mix Revisited: Towards the 21st Century Marketing E constantinides. *Journal of Marketing Management*, 22(3), 439-450.

places during World War 2. In a black market economy, barter is also relatively common. In many financial transactions, it is customary to quote prices in other ways. The most obvious example is in pricing a loan, when the cost will be expressed as the percentage rate of interest. The total amount of interest payable depends upon credit risk, the loan amount and the period of the loan. Other examples can be found in pricing financial derivatives and other financial assets. For instance the price of inflation-linked government securities in several countries is quoted as the actual price divided by a factor representing inflation since the security was issued. Price sometimes refers to the quantity of payment *requested* by a seller of goods or services, rather than the eventual payment amount. This requested amount is often called the asking price or **selling price**, while the actual payment may be called the **transaction price** or **traded price**. Likewise, the bid price or **buying price** is the quantity of payment offered by a buyer of goods or services, although this meaning is more common in asset or financial markets than in consumer markets. Price refers to the amount charged for a product or service, from producer's point of view Price generates revenue (Kotler[357]). Whereas Customer Cost concept not only includes the price of the product but also includes other associated costs in addition to the Price of the product or service (Goi[358]). Customer Cost means the total expenditure a customer is going to spent for purchasing a Customer Solution[359]. Thus Price represents only a part of total cost or Customer's Cost (Kotler & Armstrong[360]).

[357] Kotler, P. (2003). Marketing Insights from A to Z. Chicago: John Wiley.

[358] Goi, (2009): A review of Marketing Mix: 4Ps or More?, Vol.1 , No. 1, May 2009, http://www.ccsenet.org/journal/index.php/ijms/article/viewFile/97/1552%3Forigin%3Dpublication_detail retrieved on 11/8/2014

[359]Bhowal A., Bihani Pankaj: Image of Life Insurance Services–An Expectation-Experience Gap Analysis (Customer Cost Dimension). International Journal of Business and Management Invention ISSN (Online): 2319 –8028, ISSN (Print): 2319 –801X www.ijbmi.org, Volume 3, Issue 4, April. 2014 PP.42-47

[360] Kotler, P. & Armstrong, G. (2007). Principles of Marketing (10th ed.). Upper Saddle River, New Jersey: Prentice Hall.

In the context of Life Insurance, the price of a ULIP is determined by the offer price or NAV (Net Asset Value), in case of Traditional product price is determined by actuary. Price or Customer Cost is the yardstick and acts as most influential factor in a buying decision. Specially in the context of Life Insurance Price or Premium or Customer Cost plays a vital role both from the point of view of business firm as well as customer. Rangachary[361], states that ―the principle of differential pricing is necessary to sell products in rural areas.

4.2 Importance of Customer Cost or Price as per Principles of Life Insurance:

1. Law of Large Numbers

Insurance and more particularly Life Insurance relies on the law of large numbers to minimize the losses and make it viable. The law of large numbers suggests that, in insurance the greater the number of similar exposures to a peril, the less observed loss experience will deviate from the expected loss experience. The Law of Large Numbers does not suggest that the losses to particular individual will become more predictable. Rather it suggests that the larger the group (of people) insured, the more predictable will be the loss experience of the entire group, other things being similar.

2. Principle of Indemnity

Insurance contracts provide compensation for an insured's loss. Indemnity means the insured should be in the same financial position after as before the insured loss. But life insurance is an exception to this rule, as the economic value of a human life cannot be measured precisely. One could not be put precisely in the same financial position occupied before the loss. Nevertheless, life insurance underwriting takes care not to over

[361] . Rangachary, N. (2009), ex- Chairman of IRDA, in his article "Principle of Differential Pricing in Rural Markets". Yogakshema Published by LIC, Jan, 09 P. 8

insure by preventing insures from acquiring more life insurance than their financial position justifies.

The Gap between the 'Degree of Expectation' with respect to 'Customer Cost Dimension' and the 'Degree of Experience' with respect to 'Customer Cost Dimension' is important for the decision maker to correct the Prices upwards or downwards or keep it unchanged, based on the market information and competitors activities. In this Chapter, 'Customer Cost' dimension of 4C based Marketing Mix was used to measure the 'Degree of Customer Cost Expected' and the 'Degree of Customer Cost Experienced'.

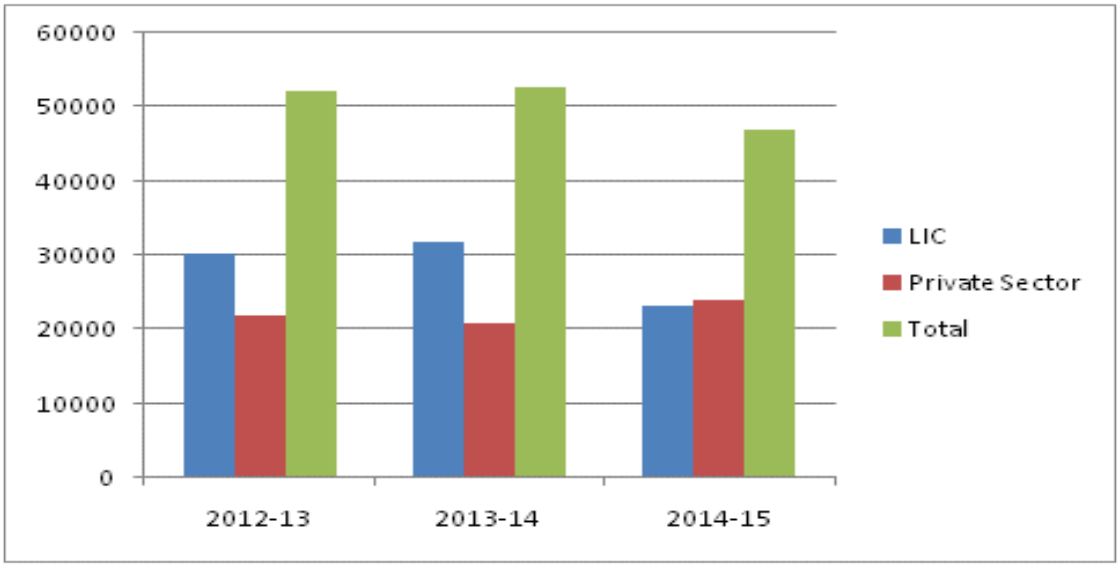
Table: 4.1: Segment wise Premium Underwritten by Life Insurance Companies

Premium Underwritten : Life Insurance			
			In Lakh
Insurer	2012-13	2013-14	2014-15
Regular Premium (1)			
LIC	30313.52	31904.49	23112.20
	-24.58	5.25	-27.56
Private Sector	21834.53	20780.83	23940.13
	-0.94	-4.83	16.79
Total	52148.05	52685.32	47052.33
	-16.21	1.03	-10.21
Single Premium (2)			
LIC	46297.98	58904.3	55395.51
	11.11	27.23	-5.96
Private Sector	8915.05	8730.05	10880.10
	-11.2	-2.08	20.64
Total	55213.03	67634.34	66275.61
	6.78	22.5	-2.43
First Year Premium (3=(1+2))			
LIC	76611.5	90808.79	78507.71
	-6.41	18.53	-13.55
Private Sector	30749.58	29510.87	34820.23
	-4.15	-4.03	17.97
Total	107361.08	120319.66	113327.94
	-5.78	12.07	-5.82
Renewal Premium (4)			
LIC	132192.08	146133.51	161159.94
	9.23	10.55	10.28
Private Sector	47649.33	47830.02	53613.26
	-8.55	0.38	12.06
Total	179841.41	193963.54	214773.20
	3.88	7.85	10.72
Total Premium (5=(3+4)=(1+2+4))			
LIC	208803.58	236942.3	239667.65
	2.92	13.48	1.15

Premium Underwritten : Life Insurance			
			In Lakh
Insurer	2012-13	2013-14	2014-15
Private Sector	78398.91	77340.9	88433.49
	-6.87	-1.35	14.32
Total	287202.49	314283.2	328101.14
	0.05	9.43	4.39
Figures in second row after Insurer indicates growth (in per cent) over previous year.			

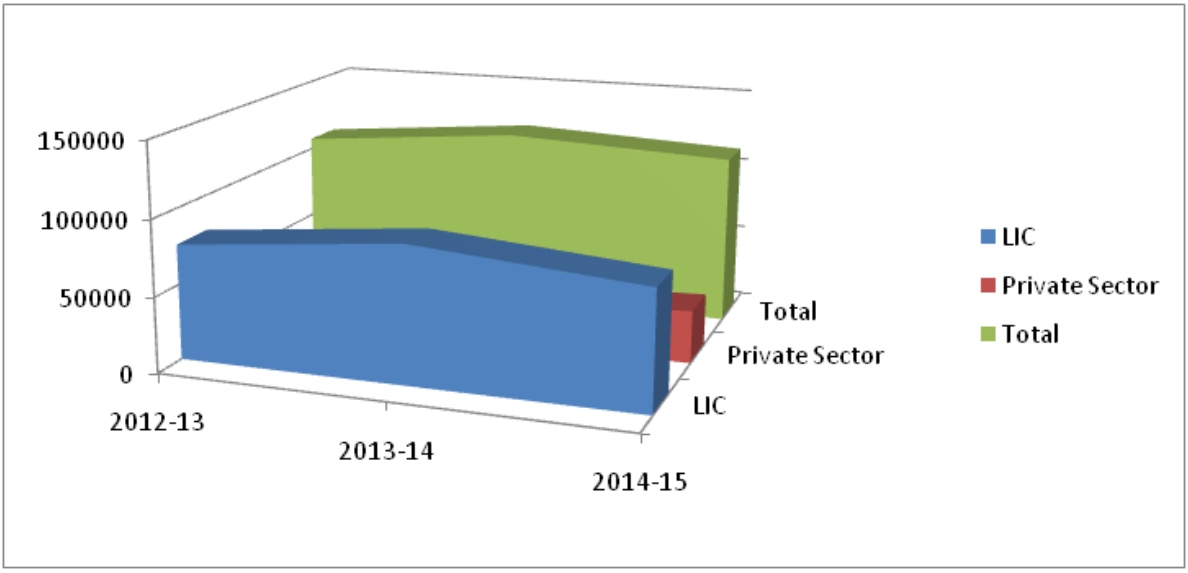
Source: Annual Report IRDA 2013-14 & 2014-15

Chart 4.1: First Year Regular Premium of Life Insurance



Source: Compiled from Table No. 4.1

Chart 4. 2: First Year Total Premium of Life Insurance



Source: Compiled from Table No. 4.1

Life insurance industry recorded a premium income of Rs. 3,14,283 crore during 2013-14 as against Rs. 2,87,202 crore in the previous financial year, registering a growth of 9.43 per cent (0.05 per cent growth in previous year). While private sector insurers posted 1.35 per cent decline (6.87 per cent decline in previous year) in their premium income, LIC recorded 13.48 per cent growth (2.92 per cent growth in previous year). While renewal premium accounted for 61.72 per cent (62.62 per cent in 2012-13) of the total premium received by the life insurers, first year premium contributed the remaining 38.28 per cent (37.38 percent in 2012-13). During 2013-14, the growth in renewal premium was 7.85 per cent (3.88 per cent in 2012-13). First year premium registered a growth of 12.07 per cent in comparison to a decline of 5.78 per cent during 2012-13. Further bifurcation of the first year premium indicates that single premium income received by the life insurers recorded growth of 22.50 per cent during 2013-14 (6.78 per cent growth in 2012-13). Single premium products continue to play a major role for LIC as they contributed 24.86 per cent of LIC's total premium income (22.17 per cent in 2012-13). In comparison, the contribution of single premium income in total premium income during 2013-14 was 11.29 per cent for private insurance companies (11.37 per cent in 2012-13). The regular premium registered a growth of 1.03 per cent in 2013-14, as against 16.21 per cent decline in 2012-13. The private insurers witnessed decline of 4.83 per cent (0.94 per cent decline in 2012-13), while LIC registered a growth of 5.25 per cent in the regular premium (24.58 per cent decline in 2012-13). Unit-linked products (ULIPs) witnessed 23.02 per cent decline in premium income from Rs. 48,776 crore in 2012-13 to Rs. 37,547 crore in 2013-14. On the other hand, the growth in premium income of traditional products was at 16.07 per cent, with premium income increasing to Rs. 2,76,736 crore as against Rs. 2,38,427 crore in 2012-13.

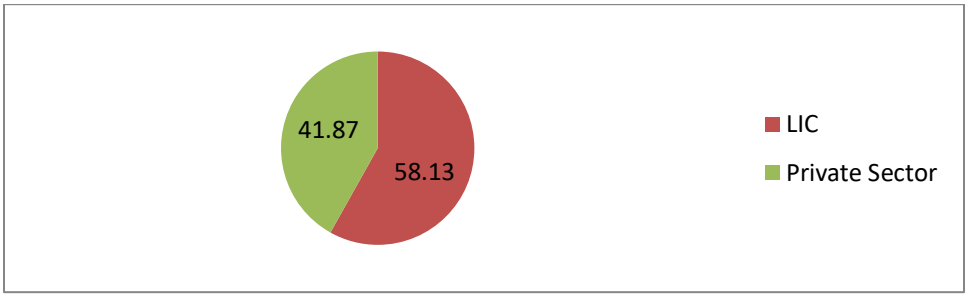
Accordingly, the share of unit-linked products in total premium declined considerably to 11.95 per cent in 2013-14 as against 16.98 per cent in 2012-13.[362]

Table: 4.2: Segment wise Premium Underwritten by Life Insurance Companies

Market Share : Life Insurers			
Insurer	2012-13	2013-14	2014-15
Regular Premium (1)			
LIC	58.13	60.56	49.12
Private Sector	41.87	39.44	50.88
Total	100	100	100
Single Premium (2)			
LIC	83.85	87.09	83.58
Private Sector	16.15	12.91	16.42
Total	100	100	100
First Year Premium (3=(1+2))			
LIC	71.36	75.47	69.27
Private Sector	28.64	24.53	30.73
Total	100	100	100
Renewal Premium (4)			
LIC	73.5	75.34	69.27
Private Sector	26.5	24.66	30.73
Total	100	100	100
Total Premium (5=(3+4)=(1+2+4))			
LIC	72.7	75.39	73.05
Private Sector	27.3	24.61	24.66
Total	100	100	100

Source: Annual Report IRDA 2013-14

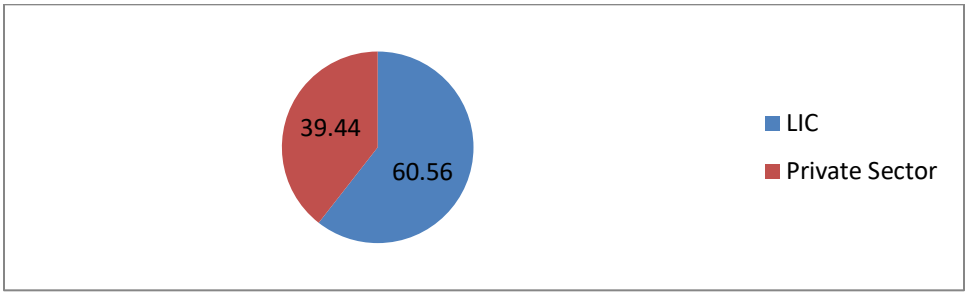
Chart 4.3 Market Share of life Insurers based on Regular Premium 2012-13



Source: Compiled from Table No. 4.2

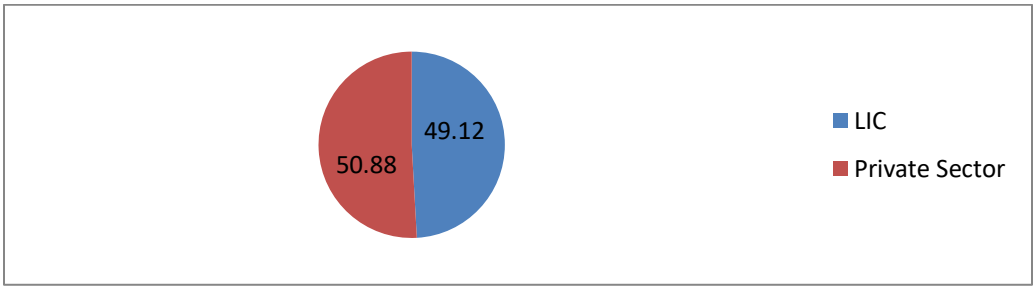
[362] Annual Report IRDA 2012-13, 13-14 & 14-15.

Chart 4.4 Market Share of life Insurers based on Regular Premium 2013-14



Source: Compiled from Table No. 4.2

Chart 4.5 Market Share of life Insurers based on Regular Premium 2014-15



Source: Compiled from Table No. 4.2

On the basis of total premium income, the market share of LIC increased from 72.70 per cent in 2012-13 to 75.39 per cent in 2013-14. Accordingly, the market share of private insurers has declined from 27.30 per cent in 2012-13 to 24.61 per cent in 2013-14.The market share of private insurers in first year premium was 24.53 per cent in 2013-14 (28.64 per cent in 2012-13). The same for LIC was 75.47 per cent (71.36 per cent in 2012-13). Similarly, in renewal premium, LIC continued to have a higher share at 75.34 per cent (73.50 per cent in 2012-13) when compared to 24.66 per cent (26.50 per cent in 2012-13) share of private insurers.[363]

[363] Annual Report IRDA 2013-14

Table: 4.3 Individual Death Claims of Life insurers

INDIVIDUAL DEATH CLAIMS OF LIFE INSURERS DURING 2013-14									
(Figures in per cent of policies)									
Life insurer	Total Claims	Claims Paid	Claims repudiated	Claims written back	Claims pending at the end of the year	Break up of claims pending - duration wise (policies)			
						<3 mnths	3-<6 mnths	6-<1 yr	>1 yr
Private Total	100	88.31	8.03	0.04	3.63	74.64	9.79	6.06	9.5
LIC	100	96.75	2.08	0.21	0.96	47.85	11.83	18.42	21.9
Industry Total	100	96.75	2.08	0.21	0.96	47.85	11.83	18.42	21.9

Source: Annual Report IRDA 2013-14

In the year 2013-14, the life insurance companies had settled 8.57 lakh claims on individual policies, with a total payout of `10,860.59 Cr. The number of claims repudiated was 18,423 for an amount of `624.43 Cr. The number of claims pending at the year-end was 8,497 and the amount involved was `450.41 Cr. Of these, 1861 claims were pending for more than one year and 6,636 claims were pending for less than and up to one year. The claim settlement ratio of LIC was better than that of the private life insurers. Settlement ratio of LIC had increased to 98.14 per cent during the year 2013-14 when compared to 97.73 per cent during the previous year. The percentage of repudiations was 1.10 per cent in 2013-14 remaining almost at the same level (1.12 per cent) as of the previous year. For private insurers, settlement ratio had gone down slightly to 88.31 per cent during the financial year 2013-14 when compared to 88.65 per cent during the previous year. Private insurers had repudiated more (10,036) number of claims when compared to (8,387) of LIC. The percentage of repudiations for private insurers was 8.03 per cent in 2013-14 which was 7.85 per cent for 2012-13.The industry's settlement ratio had slightly increased to 96.75 per cent in 2013-14 from 96.41 per cent in 2012-13 and the repudiation ratio had remained almost at the same level of 2.08 per cent in 2013-14 as in 2012-13 (2.10 per cent) [364].

[364] Annual Report IRDA 2013-14

4.3 IRDA's initiatives for Customer Cost or Insurance Premium:

- The insurance sector is very similar to the banking sector; both are vehicles and instrumentalities for encouraging savings amongst the people in the country. The insurance laws in the country also mandate that a certain proportion of every company's business must emanate from the rural sector. Given the vast number of villages in India, compared to which the spread of banks is limited, to remove the hindrances posed by the restrictions on acceptance of cash, the IRDA had aligned the stipulation with that prevalent in the banking sector. This was also aimed at encouraging insurance companies to tap rural business effectively, consequently improving on insurance penetration and density.
- The requirement was also in line with the CBDT notification S.O. 1214 (E) dated 26thMay, 2011 amending Rule 114B of the Income-tax Rules, 1962, inserting clause (q) which requires every person to quote his permanent account number (PAN) in all documents pertaining to the transactions where there is a payment of an amount aggregating to fifty thousand rupees or more in a year as life insurance premium to an insurer as defined in clause (9) of section 2 of the Insurance Act 1938 (4 of 1938).
- In order to have tighter controls as regards 'acceptance of premium in cash', the IRDA has mandated stringent controls like the requirement of verification of the PAN number so obtained from the customer. Insurers are also required to lay down - proper mechanisms to check any kind of attempts to avoid disclosure of PAN details. In case of possible attempts to circumvent the requirements, insurers are directed to report the same as suspicious activity to Financial Intelligence Unit India (FIU-IND).

4.4 Objective of the Chapter

The objective of the chapter was to ascertain the gap between the degree of 'Customer Cost Dimension Expected' and the degree of 'Customer Cost Dimension Experienced' of 4C based Marketing Mix with respect to Life Insurance.

4.5 Hypotheses for the Chapter

The Statistical Hypotheses considered under the current Chapter are:

H_{01}- There is no significant difference between the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' of 4C based Marketing Mix with respect to Life Insurance in Assam.

H_{A1}- There is significant difference between the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' of 4C based Marketing Mix with respect to Life Insurance in Assam.

4.6 Gap Analysis between the degree of Customer Cost Dimension Expected and the degree of Customer Cost Dimension Experienced

For the purpose of gap analysis the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' were measured. The analysis and interpretations are discussed in the following sections:

4.6.1 Description of items for measuring Gap Analysis on Customer Cost Dimension:

A list of items was identified to measure the degree of Customer Cost Dimension Expected and the degree of Customer Cost Dimension Experienced. For the purpose extensive survey of literature was done and all the efforts were made for developing an appropriate scale. The items of scale were selected with respect of the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced'. The

survey of Literature related to Customer, Cost, Marketing Mix, Customer Expectation, Customer Experience, Life Insurance, Investments, Price, and Customer Cost etc. (Frohlich[365], Lautherborn[366], Doyle[367], Sarkar[368], Advani[369], Agarwal[370], Duncker[371], Kurtz & Clow[372], Vaid[373], Rafiq & Ahmed[374], Yadav & Mishra[375], Bansal[376], Zeithaml & Bitner[377], Kumar[378], Jain[379], Sunder[380], Balaji[381], Norman[382], Bhole[383], Kamladevi[384], Zeithamal, et al.[385], Paul & Bihani[386], Kumar & Shah[387], Dwidi[388], Gupta[389], Jawaharlal[390],

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[365] Frohlich, N. (1984). Beyond Economic Man- Altruism, Egalitarianism, and Difference Maximisation. *Journal of Conflict Resolution.* 28(1), 3-27.
[366] Lauterborn, B. (1990). New Marketing Litany: Four Ps Passes: C takes over. *Advertising Age,* 61(41), 26.
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[383] Bhole, L. M. (2004). *Indian Financial System- Reforms, Policies and Prospects.* New Delhi: New Century Publications.
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[385] Zeithamal, V. A., Gremler, D. D., & Bitner, M. J. (2010). *Service Marketing: Integrating Customer Focus Across the Firm (*4th ed.), New Delhi: Tata McGraw-Hill
[386] Paul, T. & Bihani, P. (2014). Expectation Based Customer Oriented Marketing Mix- A Conceptual Framework. *IRD India,* 2(4), 67-70.
[387] Kumar, V. & Shah, D. (2010). *Uncovering Implicit Consumer Needs for Determining Explicit Product Positioning: Growing Prudential Annuties's Variable Annual Sales.* Retrieved 11/11/2014 from hhtp:www.drvkumar.com/includes/files/Prudential-Article.pdf
[388] Dwivedi (2007), Online Insurance, Harmony Magazine October 2007. Pp. 3
[389] Gupta, S. K. (2006). *Financial Institutions and Markets.* New Delhi: Kalyani Publishers.
[390] Jawaharlal, U. (2009). Opportunities Unlimited. IRDA Journal 2009. P. 10.

Joshi[391], Mishra[392], Desai[393]) were surveyed. These literatures have acted as source for selecting the items as well as assessment of the content validity of the instrument. Then the instrument so developed was used for Pilot study. After pilot survey and advice received from experts, the final instrument was designed to study the Gap in Image of life insurance. The following 27 (Twenty Seven) items (Table No. 4.4) were finally identified and used for the purpose of measuring expectation and experience related to Customer Cost dimension of 4C based Marketing Mix.

Table 4.4: Description of the items used in the questionnaire related to Customer Cost

Item No.	Description
1	It requires a continuous outflow of money
2	Premium calculation in Life Insurance is very complex
3	Mode of Premium in Life Insurance is confusing, which one to choose- Annualy, Half Yearly, Quarterly or Monthly
4	Understanding about Direct Debit or ECS(Electronic Clearing System)
5	Easy to select the premium size for the Life Insurance
6	The Online Renewal Payment system is very good
7	Premium related information is readily available
8	Online comparison of Premium from other competitors is very easy
9	Awareness about the Allocation charges, commison etc.
10	Handouts on Cost Of Insurance and other related charges is available
11	Understanding the costs involved in the premium amount
12	The single payment policy- where we need to pay the premium in lump sum is very good.
13	Able to understand the cost structure of the life insurance products
14	Understanding about the changes in NAV in respect of ULIP
15	Understanding about the pattern of changes in NAV in respect of ULIP
16	The volume of premium is affordable compared the coverage in Term Plans
17	Easy to calculate the Premium for Endowment plans
18	It is difficult to understand the buying price fixation mechanism in respect of ULIP.
19	Confidence about the appropriate buying-time in respect of ULIP.
20	Confidence about the appropriate buying price in respect of ULIP.
21	The premium of Term Plans are confusing
22	Premium amount of ULIP is simple as Sum Assured is multiple of Premium
23	Premium multiplication for Sum Assured to avail tax benefit u/s 80C are known to me in respect to ULIP
24	Having proper Knowledge of Riders
25	Extra Premium charged due to sub standard age proof are explained properly
26	Premium is a factor of Age, as age increases premium increases in case of traditional plans
27	Premium is independent of Age in respect of ULIP

Source: Questionnaire

[391] Joshi, N. Naren (2004). Insurance and rural market-cost effective delivery system holds the key. Business Line,September,2004. P.5

[392] Mishra, K.C,(2004). Bonding benefits. Asia Insurance Post,November,2004 p. 17 & 18.

[393] Desai, V. (1999). *The Indian Financial System.* Mumbai: Himalaya Publishing House Pvt Ltd.

Respondents were requested to respond to item number 1 to 27 under Questionnaire III in a 5 point scale in respect to their expectations as well as their experiences, to what extent they are agree or disagree with respect to items selected for the study under five categories i.e., Strongly Agree (SA), Agree (A), Neither Agree Nor Disagree (NAND), Disagree (DA), Strongly Disagree (SDA), using tick marks only. Then these categories were assigned scores as Strongly Agree (SA) equals to 2, Agree (A) equals to 1, Neither Agree Nor Disagree (NAND) equals to 0, Disagree (DA) equals to -1, Strongly Disagree (SDA) equals to -2, the data so generated were subjected statistical treatment using SPSS. The scores of individual items by a single respondent were totaled. This total represented the 'Degree of Customer Cost Dimension Expected' of that single respondent. Similarly, the total of the 'Degree of Customer Cost Dimension Experience' was derived.

4.6.2 Reliability statistics of Expectation and Experience on Customer Cost Dimension

Reliability denotes the consistency and stability of an instrument. Cronbach's Alpha test was used to measure the reliability of the scales used for measuring the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced'. The test (Cronbach's Alpha) was calculated using SPSS 20.0 and the results are shown below in Table No. 4.5. The Cronbach's Alpha coefficient values with respect to all the 27 items (as mentioned in Table No. 4.5) relating the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' were found to be above 0.70 (column b to g of Table No. 4.5). Therefore, the scales used in this study to measure the 'Degree of Customer Cost Dimension Expected' and the 'Degree of

Customer Cost Dimension Experienced' were considered as reliably and internally consistent (Nunnaly[394], Zikmund[395]).

Table 4.5: Reliability statistics of Customer Cost Dimension Expected and Experienced

District Headquarter		Silchar	Guwahati	Tezpur	Sibsagar	Jorhat	Overall	Decision
a		b	c	d	e	f	g	
Cronbach's Alpha	Degree of Customer Cost Dimension Expected	.978	.899	.991	.889	.981	.971	Acceptable
	Degree of Customer Cost Dimension Experienced	.992	.896	.992	.869	.978	.973	Acceptable

Source: Compiled from survey data (Using SPSS 20.0) N= 27.

Further, the descriptive scale statistics on the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' denotes the mean value, Variance and Standard Deviation as shown in Table No. 4.6.

Table 4.6: Overall Scale statistics of Customer Cost Dimension Expected and Experienced

District Headquarter		Silchar	Guwahati	Tezpur	Sibsagar	Jorhat	Overall
a		b	c	d	e	f	g
Degree of Customer Cost Dimension Expected	Mean	6.2057	13.6849	2.4553	13.9237	-1.8906	6.8703
	Variance	765.918	288.655	1028.412	238.203	897.826	681.111
	Std. Deviation	27.67523	16.98985	32.06887	15.43381	29.96375	26.09811
Degree of Customer Cost Dimension Experienced	Mean	4.3724	10.1211	2.0318	7.0289	-2.4011	4.2393
	Variance	1104.438	268.898	1010.765	214.139	854.278	707.324
	Std. Deviation	33.23309	16.39812	31.79253	14.63348	29.22803	26.59557

Source: Compiled from survey data (Using SPSS 20.0) N= 27.

Given the Descriptive Statistics of Mean, it may be observed that the sampled population had expected overall mean of 6.87, similarly, the sampled population had overall experienced mean of 4.24 from the perspective of Customer Cost and this is an indicator of

[394] Nunnaly, J. (1978). *Psychometric Theory.* New York: McGraw-Hill.
[395] Zikmund, W. G. (2008). *Business Research Methods(7th Indian ed.)* . New Delhi: Cengage Learning India Pvt. Ltd.

Negative Image of Life Insurance (as Expectation exceeds Experience). This basic observation is equally applicable in respect of district headquarter wise study also.

Further Table No. 4.7 below depicts the reliability measure through other statistical measure, e.g., ANOVA with Tukey's Test of Nonadditivity and Item-Total Statistics. It is observed from the table that the Grand Mean of Customer Expectation dimension is .2545 and for Customer Experience dimension is .1570 and the Tukey's estimate of power to which observations must be raised to achieve additivity with respect to Customer Expectation Dimension is 1.048 and for Customer Experienced Dimension is 1.045. Moreover, the Sig. Value of 0.00 represents the fact the both Expectation and Experience affects the Image of Life Insurance (If the Sig. value is between .000 to .05 inclusive, then we can say that the relationship between the independent variables and the dependent variable is not due to chance.) This behavior in the overall data is equally true in respect of each of the geographical areas considered for the study [Table No. 4.8].

Table 4.7 : Different Reliability statistics of Customer Cost Dimension Expected and Experienced

ANOVA with Tukey's Test for Nonadditivity												
			Sum of Squares		df		Mean Square		F		Sig	
			Expectations	Experiences	Expectations	Experiences	Expectations	Experiences	Expectations	Experiences	Expectations	Experiences
Between People			48207.549	49774.670	1911	1900	25.226	26.197				
Within People	Between Items		509.030	764.021	26	26	19.578	29.385	26.429	42.225	.000	.000
	Residual	Nonadditivity	17.003[a]	59.571[a]	1	1	17.003	59.571	22.963	85.746	.000	.000
		Balance	36789.893	34319.371	49685	49399	.740	.695				
		Total	36806.896	34378.942	49686	49400	.741	.696				
	Total		37315.926	35142.963	49712	49426	.751	.711				
Total			85523.475	84917.633	51623	51326	1.657	1.654				
Expectations Grand Mean = .2545												
Experience Grand Mean = .1570												
a. Expectations Tukey's estimate of power to which observations must be raised to achieve additivity = 1.048.												
a. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.045.												

Source: Compiled from survey data (Using SPSS 20.0) N= 27.

Table No. 4.8: Different Reliability Statistics of Expectation and Experience on Customer Cost Dimension

ANOVA with Tukey's Test for Nonadditivity

Place				Sum of Squares		df		Mean Square		F		Sig	
				Expectations	Experiences	Expectations	Experiences	Expectations	Experiences	Expectations	Experiences	Expectations	Experiences
Silchar	Between People			10864.694	15666.657	383	383	28.367	40.905				
	Within People	Between Items		159.961	103.641	26	26	6.152	3.986	10.075	12.986	.000	.000
		Residual	Nonadditivity	3.957[a]	2.517[a]	1	1	3.957	2.517	6.485	8.207	.011	.004
			Balance	6076.674	3054.286	9957	9957	.610	.307				
			Total	6080.631	3056.804	9958	9958	.611	.307				
		Total		6240.593	3160.444	9984	9984	.625	.317				
	Total			17105.287	18827.102	10367	10367	1.650	1.816				
Guwahati	Between People			4094.625	3774.535	383	379	10.691	9.959				
	Within People	Between Items		531.860	754.723	26	26	20.456	29.028	18.933	27.898	.000	.000
		Residual	Nonadditivity	106.376[b]	315.828[b]	1	1	106.376	315.828	99.430	313.152	.000	.000
			Balance	10652.652	9937.227	9957	9853	1.070	1.009				
			Total	10759.029	10253.055	9958	9854	1.080	1.040				
		Total		11290.889	11007.778	9984	9880	1.131	1.114				
	Total			15385.514	14782.312	10367	10259	1.484	1.441				
Tezpur	Between People			14435.861	14075.838	379	376	38.089	37.436				
	Within People	Between Items		97.423	106.346	26	26	3.747	4.090	11.227	14.219	.000	.000
		Residual	Nonadditivity	18.442[c]	.000[c]	1	1	18.442	.000	55.560	.002	.000	.968
			Balance	3270.432	2812.172	9853	9775	.332	.288				
			Total	3288.873	2812.173	9854	9776	.334	.288				
		Total		3386.296	2918.519	9880	9802	.343	.298				
	Total			17822.157	16994.356	10259	10178	1.737	1.670				
Sibsagar	Between People			3343.659	3013.803	379	380	8.822	7.931				
	Within People	Between Items		467.034	1021.328	26	26	17.963	39.282	18.271	37.865	.000	.000
		Residual	Nonadditivity	172.242[d]	211.374[d]	1	1	172.242	211.374	178.351	208.019	.000	.000
			Balance	9515.538	10038.334	9853	9879	.966	1.016				
			Total	9687.781	10249.709	9854	9880	.983	1.037				
		Total		10154.815	11271.037	9880	9906	1.028	1.138				
	Total			13498.474	14284.840	10259	10286	1.316	1.389				
Jorhat	Between People			12735.830	11959.890	383	378	33.253	31.640				
	Within People	Between Items		40.538	59.408	26	26	1.559	2.285	2.503	3.339	.000	.000
		Residual	Nonadditivity	7.912[e]	35.902[e]	1	1	7.912	35.902	12.717	52.737	.000	.000
			Balance	6194.883	6689.875	9957	9827	.622	.681				
			Total	6202.795	6725.777	9958	9828	.623	.684				
		Total		6243.333	6785.185	9984	9854	.625	.689				
	Total			18979.163	18745.076	10367	10232	1.831	1.832				

Expectations Grand Mean = -.0700

Experiences Grand Mean = -.0889

Expectations

a. Tukey's estimate of power to which observations must be raised to achieve additivity = .965.

b. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.361.

c. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.033.

d. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.549.

e. Tukey's estimate of power to which observations must be raised to achieve additivity = .972.

Experiences

a. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.021.

b. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.400.

c. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.000.

d. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.219.

e. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.064.

Source: Compiled from survey data (Using SPSS 20.0) N= 27.

4.6.3 Instrument Validity of Expectations & Experience on Customer Cost Dimension

Validity is the measure of the accuracy of an instrument used in a study. For the purpose of study 27 items in relation to the Customer Cost dimension of 4C based Marketing Mix were developed initially. These developed instruments were submitted to 5 content judges for review and validating the same. The panel was requested to check the items for clarity, difficulty in understanding and answering the questions, flow of questions, relevancy of the questions, length of the questionnaires, time requirements, overall utility of the instrument and suggestions for adding, deleting or changing the survey questions. Details about the validity of the instrument used in the present study (**Scale for Determining Image Gap of Life Insurance)** have been discussed in section 2.9.9 of Chapter 2. It is examined that the instrument possesses both content and external validity.

4.6.4 Normality Test of data of Expectation and Experience on Customer Cost Dimension

One Sample KS test was used to test the Normality of Distribution of the data relating to the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' in respect to each of the areas as well as the overall data. The results of one sample KS Test are shown in Table 4.9. The test revealed that the data distribution does not follow the Normality of sample Distribution at overall as well as District Headquarter level. This is because the Asymp. Sig. (2-tailed) values of both the Customer Cost Expected and Customer Cost Experienced were found to be less than 0.05 (at 5% level of significance) except for Guwahati with Asymp. Sig. (2-tailed) value .084 for Experience. From the above analysis it is observed that only non-parametric tests are suitable for studying test of significance of the main hypothesis.

Table 4.9: One sample KS Test of Customer Cost Dimension Expected and Experienced

		Overall		Silchar		Guwahati		Tezpur		Sibsagar		Jorhat	
		Total of Customer Cost Expected	Total of Customer Cost Experienced	Total of Customer Cost Expected	Total of Customer Cost Experienced	Total of Customer Cost Expected	Total of Customer Cost Experienced	Total of Customer Cost Expected	Total of Customer Cost Experienced	Total of Customer Cost Expected	Total of Customer Cost Experienced	Total of Customer Cost Expected	Total of Customer Cost Experienced
N		1920	1920	384	384	384	384	384	384	384	384	384	384
Normal Parameters[a, b]	Mean	6.8938	4.2792	6.2057	4.3724	13.6849	10.1823	2.5234	2.1771	13.9453	7.0677	-1.8906	-2.4036
	Std. Deviation	26.04748	26.48057	27.67523	33.23309	16.98985	16.32321	31.9079	31.51874	15.35718	14.58264	29.96375	29.06041
Most Extreme Differences	Absolute	0.071	0.072	0.125	0.174	0.083	0.064	0.133	0.146	0.081	0.129	0.101	0.109
	Positive	0.063	0.072	0.086	0.153	0.064	0.064	0.125	0.146	0.081	0.129	0.101	0.109
	Negative	-0.071	-0.071	-0.125	-0.174	-0.083	-0.054	-0.133	-0.141	-0.078	-0.105	-0.098	-0.103
Kolmogorov-Smirnov Z		3.114	3.149	2.456	3.408	1.623	1.26	2.6	2.854	1.589	2.534	1.98	2.141
Asymp. Sig. (2-tailed)		0	0	0	0	0.01	0.084	0	0	0.013	0	0.001	0
Monte Carlo Sig. (2-tailed)	Sig.	.000[c]	.000[c]	.000[c]	.000[c]	.011[c]	.079[c]	.000[c]	.000[c]	.014[c]	.000[c]	.001[c]	.000[c]
	99% Confidence Interval — Lower Bound	0	0	0	0.008	0.072	0	0	0.011	0	0	0	
	99% Confidence Interval — Upper Bound	0	0	0	0.014	0.086	0	0	0.017	0	0.002	0.001	

a. Test distribution is Normal.

b. Calculated from data.

c. Expectation Based on 10000 sampled tables with starting seed 1895079364.

d. Experience Based on 10000 sampled tables with starting seed 299883525.

Source: Compiled from survey data (Using SPSS 20.0) N= 27.

4.6.5 Descriptive Statistics of Customer Cost Dimension Expected and Customer Cost Dimension Experienced

Descriptive Statistics are used to present quantitative descriptions in a manageable form. Descriptive statistics help us to simplify large amounts of data in a sensible way. Each descriptive statistic reduces lots of data into a simpler summary.

Descriptive Statistics are used to describe the basic features of the data in a study. They provide simple summaries about the sample and the measures. Together with simple graphics analysis, they form the basis of virtually every quantitative analysis of data.[396] Below Table No. 4.11 provides the reflection vis-à-vis comparison in respect of the area wise and overall descriptive statistics of the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced', along with the bootstrapping analysis to estimate, based on sample considered in the study, the lower limit and the upper limit of mean that exists in the population.

Table: 4.10 Areas Considered for the Study

Silchar	Guwahati	Tezpur	Sivasagar	Jorhat

Table 4.11: Area wise and Overall Descriptive statistics of Customer Cost Dimension Expected and Experienced

Descriptive Statistics							
				Bootstrap[a]			
						95% Confidence Interval	
Place			Statistic	Bias	Std. Error	Lower	Upper
Silchar	Avg of Customer Cost Expected	N	384	0	0	384	384
		Minimum	-2.00				
		Maximum	2.00				
		Mean	.2298	.0010	.0529	.1245	.3363
		Std. Deviation	1.02501	-.00047	.03081	.96647	1.08713
	Avg of Customer Cost Experienced	N	384	0	0	384	384
		Minimum	-2.00				
		Maximum	2.00				
		Mean	.1619	.0021	.0649	.0425	.2938

[396] http://www.socialresearchmethods.net/kb/statdesc.php viewed on 11 12 2014

Descriptive Statistics							
				Bootstrap[a]			
						95% Confidence Interval	
Place			Statistic	Bias	Std. Error	Lower	Upper
		Std. Deviation	1.23086	-.00239	.02701	1.17513	1.28279
	Valid N (listwise)	N	384	0	0	384	384
Guwahati	Avg of Customer Cost Expected	N	384	0	0	384	384
		Minimum	-2.00				
		Maximum	2.00				
		Mean	.5068	-.0004	.0331	.4413	.5709
		Std. Deviation	.62925	-.00038	.02602	.58078	.68089
	Avg of Customer Cost Experienced	N	384	0	0	384	384
		Minimum	-.67				
		Maximum	1.96				
		Mean	.3771	-.0014	.0304	.3181	.4405
		Std. Deviation	.60456	-.00181	.01869	.56489	.63937
	Valid N (listwise)	N	384	0	0	384	384
Tezpur	Avg of Customer Cost Expected	N	384	0	0	384	384
		Minimum	-2.00				
		Maximum	2.00				
		Mean	.0935	.0006	.0611	-.0283	.2055
		Std. Deviation	1.18177	-.00263	.02841	1.12609	1.23356
	Avg of Customer Cost Experienced	N	384	0	0	384	384
		Minimum	-2.00				
		Maximum	2.00				
		Mean	.0806	-.0019	.0588	-.0358	.1890
		Std. Deviation	1.16736	-.00218	.02798	1.10980	1.21956
	Valid N (listwise)	N	384	0	0	384	384
Sibsagar	Avg of Customer Cost Expected	N	384	0	0	384	384
		Minimum	-.59				
		Maximum	1.96				
		Mean	.5165	.0009	.0269	.4687	.5715
		Std. Deviation	.56878	-.00073	.01916	.53079	.60515
	Avg of Customer Cost Experienced	N	384	0	0	384	384
		Minimum	-.59				
		Maximum	1.96				
		Mean	.2618	.0013	.0266	.2103	.3196
		Std. Deviation	.54010	-.00183	.01704	.50483	.57241
	Valid N (listwise)	N	384	0	0	384	384
Jorhat	Avg of Customer Cost	N	384	0	0	384	384
		Minimum	-2.00				
		Maximum	2.00				

Descriptive Statistics							
				Bootstrap[a]			
						95% Confidence Interval	
Place			Statistic	Bias	Std. Error	Lower	Upper
	Expected	Mean	-.0700	-.0003	.0551	-.1841	.0392
		Std. Deviation	1.10977	-.00183	.02864	1.04815	1.16343
	Avg of Customer Cost Experienced	N	384	0	0	384	384
		Minimum	-2.00				
		Maximum	2.00				
		Mean	-.0890	.0000	.0561	-.2052	.0247
		Std. Deviation	1.07631	-.00237	.02885	1.01801	1.13214
	Valid N (listwise)	N	384	0	0	384	384
Overall	Avg of Customer Cost Expected	N	1920	0	0	1920	1920
		Minimum	-2.00				
		Maximum	2.00				
		Mean	.2553	-.0011	.0216	.2143	.2972
		Std. Deviation	.96472	.00074	.01327	.93825	.99026
	Avg of Customer Cost Experienced	N	1920	0	0	1920	1920
		Minimum	-2.00				
		Maximum	2.00				
		Mean	.1585	.0003	.0219	.1167	.2027
		Std. Deviation	.98076	-.00049	.01302	.95511	1.00584
	Valid N (listwise)	N	1920	0	0	1920	1920

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples

Source: Compiled from survey data (Using SPSS 20.0) N= 27.

f. In the sample, the overall average mean of the 'Degree of Customer Cost Dimension Expected' is found to be .2553 and the 'Degree of Customer Cost Dimension Experienced' is found to be .1585 (as reported in Table No. 4.11).

g. In the table bootstrap analysis, at 95% confidence level, revealed that the overall average mean of the 'Degree of Customer Cost Dimension Expected' ranges between .2143 (lower limit) and .2972 (upper limit) and the 'Degree of Customer Cost Dimension Experienced' ranges between .1167 (lower limit) and .2027 (upper limit) (as reported in Table No. 4.11).

h. District Headquarter wise the average mean of the 'Degree of Customer Cost Dimension Expected' is maximum at Sivasagar district headquarter (i.e., .5165) and minimum average mean of the 'Degree of Customer Cost Dimension Expected' is found at Jorhat district headquarter (i.e., -.07).

i. District Headquarter wise the average mean of the 'Degree of Customer Cost Dimension Experienced' is maximum at Guwahati district headquarter (i.e., .3771) and minimum average mean of the 'Degree of Customer Cost Dimension Experienced is found at Jorhat district headquarter (i.e., -.0890).

j. These are indicative of Customer Cost Dimension-Driven Negative Image about Life Insurance, both in respect of Expectation and Experience. This is true for overall as well as place-wise segmented data considered for the study.

4.6.6 Computation of Test Statistics & Decision of Customer Cost Dimension

Since the data in consideration do not follow normality of distribution, Wilcoxon Sign-rank Test was applied to test the hypothesis considered in this Chapter – "There is no significant difference between the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' of 4C based Marketing Mix with respect to Life Insurance in Assam".

Wilcoxon Signed-rank test revealed that the null hypothesis i.e., "There is no significant difference between the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' of Marketing Mix with respect to Life Insurance in Assam" is rejected [This is discernable from the Table No. 4.6 (i) for overall and 4.6 (ii) to 4.6 (vi) respectively for the district headquarters of Silchar, Guwahati, Tezpur, Sibsagar and Jorhat respectively]. Stating differently

there is a significant difference in the population between the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced'. The same holds good for Sibsagar and Guwahati with Asymp. Sig. of .002 for Guwahati and .000 for Sibsagar, but the hypothesis is retained or accepted at the other three district headquarters namely, Silchar, Tezpur and Jorhat (With Asymp. Sig. of .497, .886, and .882 respectively).

Chart No. 4.6 (i): Overall (5 district headquarters)

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Total of Customer Cost Expected and Total of Customer Cost Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.001	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Source: Compiled from survey data using SPSS 20.0

Chart 4.6 (ii): Silchar District Headquarter

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Total of Customer Cost Expected and Total of Customer Cost Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.497	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Source: Compiled from survey data using SPSS 20.0

Chart 4.6 (iii): Guwahati District Headquarter

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Total of Customer Cost Expected and Total of Customer Cost Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.002	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Source: Compiled from survey data using SPSS 20.0

Chart 4.6 (iv): Tezpur District Headquarter

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Total of Customer Cost Expected and Total of Customer Cost Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.886	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Source: Compiled from survey data using SPSS 20.0

Chart 4.6 (v): Sibsagar District Headquarter

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Total of Customer Cost Expected and Total of Customer Cost Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Source: Compiled from survey data using SPSS 20.0

Chart 4.6 (vi): Jorhat District Headquarter

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Total of Customer Cost Expected and Total of Customer Cost Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.882	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Source: Compiled from survey data using SPSS 20.0

4.6.7 Individual Item wise Gap Analysis on Customer Cost Dimension

The descriptive statistics of the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' was calculated district headquarter wise using SPSS 20.0 for each of the 27 items considered. Additionally, investigations were done to know the lower limit and upper limit that exists in the population in respect of each

of the five districts considered for the study. The results are enumerated in the below sections:

(i). Analysis for Silchar- the District Headquarter of Cachar District.

Item-wise analysis of the data pertaining to Silchar – the District Headquarter of Cachar District (as reported in table no 4.12) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' along with the bootstrap analysis. The descriptive analysis of the data revealed the following:

(A) Expectation Dimension

(a) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Expected' in respect of the item *Premium calculation in Life Insurance is very complex* is found to be maximum (.4271) (as reported in Table No. 4.12), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Expected' with respect to the item *Premium calculation in Life Insurance is very complex* ranges between .2917 to .5598 (as reported in Table No. 4.12).

(c) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Expected' in respect to the item *The premium of Term Plans are confusing* is found to be minimum (-.0573) (as reported in Table No. 4.12).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension

Expected' with respect to the item *The premium of Term Plans are confusing* ranges between -.1797 to .0651 (as reported in Table No. 4.12).

(B) Experience Dimension

(a) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Experienced' in respect of the item *Confidence about the appropriate buying price in respect of ULIP* is found to be maximum (.3047) (as reported in Table No. 4.12), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Experienced' with respect to the item *Confidence about the appropriate buying price in respect of ULIP* ranges between .1719 to .4323 (as reported in Table No. 4.12).

(c) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Experienced' in respect to the item *Extra Premium charged due to sub standard age proof are explained properly* is found to be minimum (-.0286) (as reported in Table No. 4.12).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Experienced' with respect to the item *Extra Premium charged due to sub standard age proof are explained properly* ranges between -.1692 to .1067 (as reported in Table No. 4.12).

Table No. 4.12 Descriptive Statistics of Customer Cost Items (Silchar)

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
It requires a continuous outflow of money	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3490	.0644	.2161	.4713	.1484	.0671	.0079	.2734
	Std. Deviation	1.29191	.03266	1.22503	1.35318	1.31326	.02799	1.25701	1.36584
Premium calculation in Life Insurance is very complex	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4271	.0667	.2917	.5598	.2526	.0681	.1120	.3828
	Std. Deviation	1.31665	.03182	1.24746	1.37704	1.32114	.02897	1.26150	1.37560
Mode of Premium in Life Insurance is confusing, which one to choose- Annualy, Half Yearly, Quarterly or Monthly	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2813	.0667	.1458	.4114	.2526	.0681	.1120	.3828
	Std. Deviation	1.30836	.02923	1.24666	1.36088	1.32114	.02897	1.26150	1.37560
Understanding about Direct Debit or ECS(Electronic Clearing System)	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3438	.0634	.2161	.4714	.2422	.0687	.1016	.3801
	Std. Deviation	1.24391	.02926	1.18149	1.29971	1.33097	.02888	1.27276	1.38301
Easy to select the premium size for the Life Insurance	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3698	.0613	.2500	.4895	.3047	.0658	.1719	.4323
	Std. Deviation	1.21725	.02719	1.16075	1.26646	1.29404	.02960	1.23133	1.34888
The Online Renewal Payment system is very good	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2891	.0585	.1693	.4036	.2422	.0645	.1146	.3672
	Std. Deviation	1.17293	.02678	1.12036	1.22239	1.26664	.02987	1.20380	1.32493
Premium related information is readily available	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2161	.0608	.0938	.3281	.2474	.0635	.1199	.3698
	Std. Deviation	1.20384	.02547	1.15253	1.25209	1.24273	.02749	1.18775	1.29453
Online	N	384	0	384	384	384	0	384	384

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
comparision of Premium from other competitors is very easy	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0573	.0621	-.1797	.0651	.1849	.0664	.0495	.3151
	Std. Deviation	1.24613	.02738	1.19266	1.30035	1.31060	.02844	1.25525	1.36630
Awareness about the Allocation charges, commision etc	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0417	.0589	-.0729	.1588	.1641	.0647	.0313	.2890
	Std. Deviation	1.19544	.02623	1.14476	1.24594	1.28931	.02774	1.23412	1.34243
Handouts on Cost Of Insurance and other related charges is available	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1484	.0677	.0130	.2786	-.0286	.0705	-.1692	.1067
	Std. Deviation	1.33885	.02722	1.28405	1.38994	1.39065	.02830	1.32836	1.44248
Understanding the costs involved in the premium amount	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1823	.0648	.0573	.3099	.0547	.0687	-.0833	.1901
	Std. Deviation	1.28786	.02608	1.23466	1.33575	1.35948	.02868	1.29868	1.41227
The single payment policy- where we need to pay the premium in lump sum is very good.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3464	.0632	.2161	.4687	.0755	.0679	-.0599	.2109
	Std. Deviation	1.25469	.02988	1.19433	1.31207	1.35077	.02933	1.28859	1.40597
Able to understand the cost structure of the life insurance products	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2188	.0715	.0703	.3490	.0208	.0754	-.1328	.1666
	Std. Deviation	1.39902	.03064	1.33635	1.45692	1.50007	.02882	1.43971	1.55711
Understanding about the changes in NAV in respect of ULIP	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1719	.0719	.0260	.3125	.0625	.0769	-.0938	.2057
	Std. Deviation	1.40927	.02891	1.35095	1.46187	1.52653	.02848	1.46663	1.58236
Understanding about the pattern of changes in NAV in respect of ULIP	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2682	.0698	.1251	.4010	.0677	.0745	-.0858	.2057
	Std. Deviation	1.37050	.03089	1.30653	1.43058	1.47940	.02874	1.42227	1.53716
The volume of	N	384	0	384	384	384	0	384	384

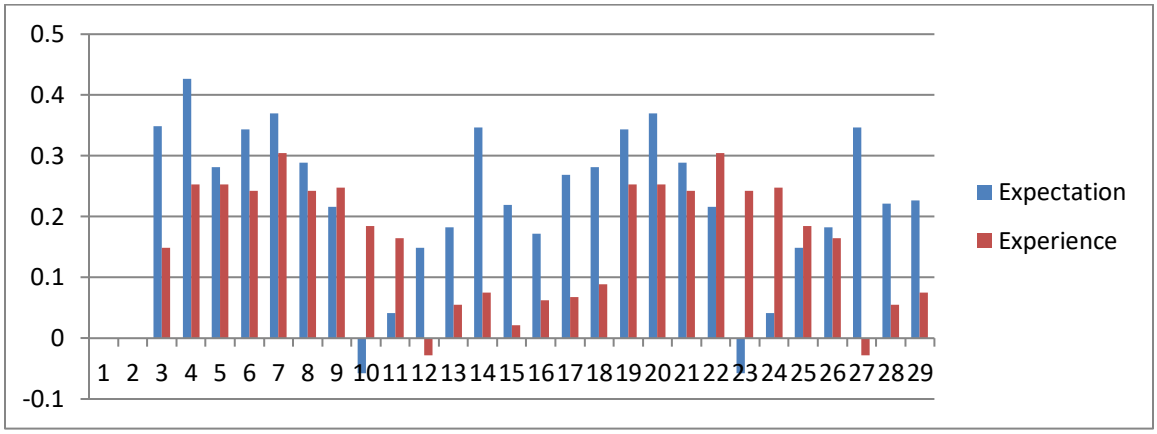
Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
premium is affordable compared the coverage in Term Plans	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2813	.0667	.1458	.4114	.0885	.0755	-.0676	.2318
	Std. Deviation	1.30836	.02923	1.24666	1.36088	1.49934	.02867	1.44190	1.55464
Easy to calculate the Premium for Endowment plans	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3438	.0634	.2161	.4714	.2526	.0681	.1120	.3828
	Std. Deviation	1.24391	.02926	1.18149	1.29971	1.32114	.02897	1.26150	1.37560
It is difficult to understand the buying price fixation mechanism in respect of ULIP.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3698	.0613	.2500	.4895	.2526	.0681	.1120	.3828
	Std. Deviation	1.21725	.02719	1.16075	1.26646	1.32114	.02897	1.26150	1.37560
Confidence about the appropriate buying-time in respect of ULIP.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2891	.0585	.1693	.4036	.2422	.0687	.1016	.3801
	Std. Deviation	1.17293	.02678	1.12036	1.22239	1.33097	.02888	1.27276	1.38301
Confidence about the appropriate buying price in respect of ULIP.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2161	.0608	.0938	.3281	.3047	.0658	.1719	.4323
	Std. Deviation	1.20384	.02547	1.15253	1.25209	1.29404	.02960	1.23133	1.34888
The premium of Term Plans are confusing	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0573	.0621	-.1797	.0651	.2422	.0645	.1146	.3672
	Std. Deviation	1.24613	.02738	1.19266	1.30035	1.26664	.02987	1.20380	1.32493
Premium amount of ULIP is simple as Sum Assured is multiple of Premium	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0417	.0589	-.0729	.1588	.2474	.0635	.1199	.3698
	Std. Deviation	1.19544	.02623	1.14476	1.24594	1.24273	.02749	1.18775	1.29453
Premium	N	384	0	384	384	384	0	384	384

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
multiplication for Sum Assured to avail tax benefit u/s 80C are known to me in respect to ULIP	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1484	.0677	.0130	.2786	.1849	.0664	.0495	.3151
	Std. Deviation	1.33885	.02722	1.28405	1.38994	1.31060	.02844	1.25525	1.36630
Having proper Knowledge of Riders	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1823	.0648	.0573	.3099	.1641	.0647	.0313	.2890
	Std. Deviation	1.28786	.02608	1.23466	1.33575	1.28931	.02774	1.23412	1.34243
Extra Premium charged due to sub standard age proof are explained properly	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3464	.0632	.2161	.4687	-.0286	.0705	-.1692	.1067
	Std. Deviation	1.25469	.02988	1.19433	1.31207	1.39065	.02830	1.32836	1.44248
Premium is a factor of Age, as age increases premium increases in case of traditional plans	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2214	.0715	.0704	.3542	.0547	.0687	-.0833	.1901
	Std. Deviation	1.39954	.03064	1.33727	1.45738	1.35948	.02868	1.29868	1.41227
Premium is independent of Age in respect of ULIP	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2266	.0710	.0833	.3619	.0755	.0679	-.0599	.2109
	Std. Deviation	1.38369	.03086	1.32063	1.44022	1.35077	.02933	1.28859	1.40597
Valid N (listwise)	N	384	0	384	384	384	0	384	384

b. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples.

Source: Compiled from Survey data using SPSS 20.0

Chart 4.7: Descriptive statistics of Customer Cost Items (Silchar)



Source: Compiled from Survey data based on Table No. 4.12

The graphical representation brings into light that in most of the cases (except item number 10 and 23) Gap between Expectations and Experience exists, and collectively contributed to the overall Negative Image of Life Insurance at Silchar – the district headquarter of Cachar District.

(ii) Analysis for Guwahati - the District Headquarter of Kamrup District.

Item-wise analysis of the data pertaining to Guwahati – the District Headquarter of Kamrup District (as reported in table no 4.13) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' along with the bootstrap analysis. The descriptive analysis of the data revealed the following:

(A) Expectation Dimension

(a) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Expected' in respect of the item *Premium calculation in Life Insurance is very complex* is found to be maximum (1.0391) (as reported in Table No. 4.13), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Expected' with respect to the item *Premium calculation in Life Insurance is very complex* ranges between .9323 to 1.1536 (as reported in Table No. 4.13).

(c) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Expected' in respect to the item *Able to understand the cost structure of the life insurance products* is found to be minimum (.2891) (as reported in Table No. 4.13).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Expected' with respect to the item *Able to understand the cost structure of the life insurance products* ranges between .1693 to .4036 (as reported in Table No. 4.13).

(B) Experience Dimension

(a) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Experienced' in respect of the item *Premium calculation in Life Insurance is very complex* is found to be maximum (1.0763) (as reported in Table No. 4.13), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Experienced' with respect to the item *Confidence about the appropriate buying price in respect of ULIP* ranges between .9711 to 1.1711 (as reported in Table No. 4.13).

(c) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Experienced' in respect to the item *Understanding the costs involved in the premium amount* is found to be minimum (.0184) (as reported in Table No. 4.13).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Experienced' with respect to the item *Extra Premium charged due to sub standard age proof are explained properly* ranges between -.0947 to .1316 (as reported in Table No. 4.13).

Table No. 4.13 Descriptive Statistics of Customer Cost Items (Guwahati)

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
It requires a continous outflow of money	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3203	.0752	.1719	.4609	.3711	.0713	.2368	.5263
	Std. Deviation	1.45031	.02967	1.38928	1.50434	1.41857	.02927	1.35969	1.47229
Premium calculation in Life Insurance is very complex	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	1.0391	.0564	.9323	1.1536	1.0763	.0519	.9711	1.1711
	Std. Deviation	1.04771	.04403	.95663	1.13090	1.00761	.04265	.92255	1.08911
Mode of Premium in Life Insurance is confusing, which one to choose- Annualy, Half Yearly, Quarterly or Monthly	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.6953	.0671	.5626	.8255	.6868	.0689	.5500	.8184
	Std. Deviation	1.32199	.04068	1.23800	1.39856	1.27874	.04086	1.19338	1.35492
Understanding about Direct Debit or ECS(Electronic	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4453	.0610	.3229	.5677	.4447	.0580	.3395	.5632

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
Clearing System)	Std. Deviation	1.19272	.03338	1.12462	1.25490	1.15299	.02986	1.09430	1.20981
Easy to select the premium size for the Life Insurance	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.6953	.0620	.5652	.8125	.6553	.0580	.5447	.7736
	Std. Deviation	1.19108	.03444	1.12204	1.25679	1.17116	.03018	1.10727	1.22916
The Online Renewal Payment system is very good	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3802	.0561	.2734	.4922	.3605	.0554	.2448	.4736
	Std. Deviation	1.10835	.03205	1.04469	1.17153	1.07208	.03367	.99993	1.13326
Premium related information is readily available	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5547	.0628	.4245	.6771	.4474	.0610	.3263	.5605
	Std. Deviation	1.19927	.03120	1.13806	1.26132	1.20678	.02775	1.15174	1.25945
Online comparision of Premium from other competitors is very easy	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3906	.0550	.2786	.4974	.2053	.0569	.0895	.3158
	Std. Deviation	1.12346	.03481	1.05611	1.18927	1.08235	.03152	1.01885	1.14331
Awareness about the Allocation charges, commision etc	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4349	.0595	.3099	.5520	.1763	.0597	.0500	.2920
	Std. Deviation	1.17899	.02862	1.12385	1.23623	1.15682	.02400	1.10664	1.20364
Handouts on Cost Of Insurance and other related charges is available	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4531	.0628	.3281	.5755	.2342	.0613	.1080	.3473
	Std. Deviation	1.20828	.02938	1.14707	1.26405	1.18939	.02705	1.13240	1.23946
Understanding the costs involved in the premium amount	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2943	.0641	.1589	.4166	.0184	.0587	-.0947	.1316
	Std. Deviation	1.21753	.02941	1.15366	1.27148	1.17457	.02801	1.11658	1.22580
The single payment policy- where we need to pay	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3490	.0605	.2266	.4687	.1158	.0587	.0000	.2368

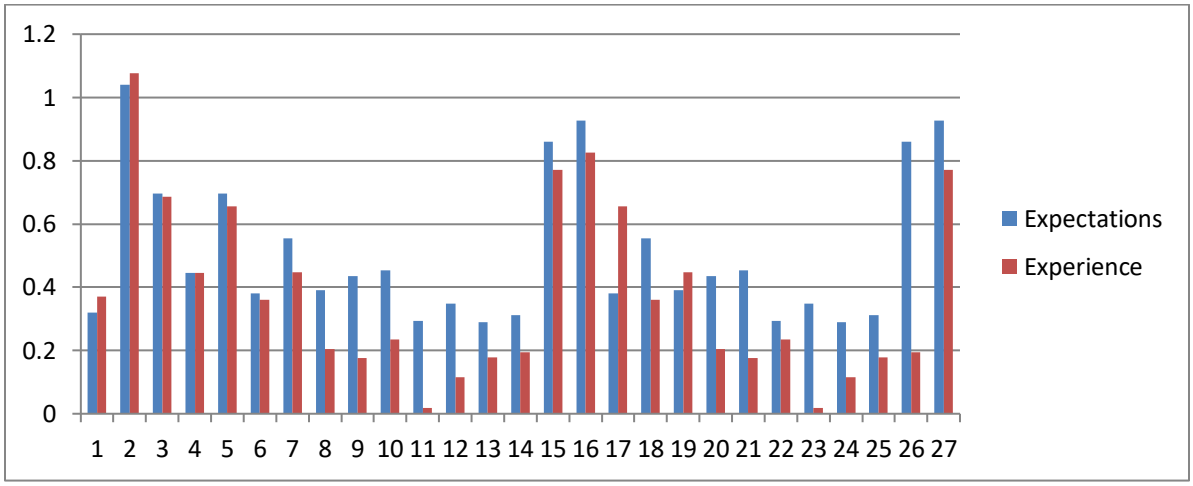
Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
the premium in lump sum is very good.	Std. Deviation	1.18656	.03083	1.12300	1.24331	1.16332	.02799	1.10671	1.21569
Able to understand the cost structure of the life insurance products	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2891	.0610	.1693	.4036	.1789	.0593	.0711	.2974
	Std. Deviation	1.15949	.03205	1.09393	1.21974	1.15069	.03115	1.08346	1.20872
Understanding about the changes in NAV in respect of ULIP	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3125	.0600	.1954	.4297	.1947	.0610	.0763	.3131
	Std. Deviation	1.15903	.02996	1.09751	1.21314	1.15955	.02780	1.09675	1.20901
Understanding about the pattern of changes in NAV in respect of ULIP	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.8594	.0548	.7552	.9661	.7711	.0582	.6579	.8868
	Std. Deviation	1.08684	.03939	1.00489	1.15929	1.11488	.03674	1.03913	1.18176
The volume of premium is affordable compared the coverage in Term Plans	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.9271	.0744	.7736	1.0755	.8263	.0710	.6816	.9684
	Std. Deviation	1.39933	.04572	1.30115	1.47966	1.38836	.04189	1.30584	1.46523
Easy to calculate the Premium for Endowment plans	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3802	.0561	.2734	.4922	.6553	.0580	.5447	.7736
	Std. Deviation	1.10835	.03205	1.04469	1.17153	1.17116	.03018	1.10727	1.22916
It is difficult to understand the buying price fixation mechanism in respect of ULIP.	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5547	.0628	.4245	.6771	.3605	.0554	.2448	.4736
	Std. Deviation	1.19927	.03120	1.13806	1.26132	1.07208	.03367	.99993	1.13326
Confidence about the appropriate buying-time in respect of ULIP.	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3906	.0550	.2786	.4974	.4474	.0610	.3263	.5605
	Std. Deviation	1.12346	.03481	1.05611	1.18927	1.20678	.02775	1.15174	1.25945

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
Confidence about the appropriate buying price in respect of ULIP.	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4349	.0595	.3099	.5520	.2053	.0569	.0895	.3158
	Std. Deviation	1.17899	.02862	1.12385	1.23623	1.08235	.03152	1.01885	1.14331
The premium of Term Plans are confusing	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4531	.0628	.3281	.5755	.1763	.0597	.0500	.2920
	Std. Deviation	1.20828	.02938	1.14707	1.26405	1.15682	.02400	1.10664	1.20364
Premium amount of ULIP is simple as Sum Assured is multiple of Premium	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2943	.0641	.1589	.4166	.2342	.0613	.1080	.3473
	Std. Deviation	1.21753	.02941	1.15366	1.27148	1.18939	.02705	1.13240	1.23946
Premium multiplication for Sum Assured to avail tax benefit u/s 80C are known to me in respect to ULIP	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3490	.0605	.2266	.4687	.0184	.0587	-.0947	.1316
	Std. Deviation	1.18656	.03083	1.12300	1.24331	1.17457	.02801	1.11658	1.22580
Having proper Knowledge of Riders	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2891	.0610	.1693	.4036	.1158	.0587	.0000	.2368
	Std. Deviation	1.15949	.03205	1.09393	1.21974	1.16332	.02799	1.10671	1.21569
Extra Premium charged due to sub standard age proof are explained properly	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3125	.0600	.1954	.4297	.1789	.0593	.0711	.2974
	Std. Deviation	1.15903	.02996	1.09751	1.21314	1.15069	.03115	1.08346	1.20872
Premium is a factor of Age, as age increases premium	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.8594	.0548	.7552	.9661	.1947	.0610	.0763	.3131

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
increases in case of traditional plans	Std. Deviation	1.08684	.03939	1.00489	1.15929	1.15955	.02780	1.09675	1.20901
Premium is independent of Age in respect of ULIP	N	384	0	384	384	380	0	380	380
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.9271	.0744	.7736	1.0755	.7711	.0582	.6579	.8868
	Std. Deviation	1.39933	.04572	1.30115	1.47966	1.11488	.03674	1.03913	1.18176
Valid N (listwise)	N	384	0	384	384	380	0	380	380

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples.
Source: Compiled from Survey data using SPSS 20.0

Chart 4.8: Descriptive statistics of Customer Cost Items (Guwahati)



Source: Compiled from Survey data based on Table No. 4.13

The graphical representation brings into light that in most of the cases (except item number 1 & 2) Gap between Expectations and Experience exists, and collectively contributed to the overall Negative Image of Life Insurance at Guwahati – the district headquarter of Kamrup District.

(iii) Analysis for Tezpur - the District Headquarter of Sonitpur District.

Item-wise analysis of the data pertaining to Tezpur – the District Headquarter of Sonitpur District (as reported in table no 4.14) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' along with the bootstrap analysis. The descriptive analysis of the data revealed the following:

(A) Expectation Dimension

(a) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Expected' in respect of the item *Easy to select the premium size for the Life Insurance* is found to be maximum (.2105) (as reported in Table No. 4.14), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Expected' with respect to the item *Easy to select the premium size for the Life Insurance* ranges between .0868 to .3421 (as reported in Table No. 4.14).

(c) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Expected' in respect to the item *Having proper Knowledge of Riders* is found to be minimum (-.0658) (as reported in Table No. 4.14).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Expected' with respect to the item *Having proper Knowledge of Riders* ranges between -.2026 to .0921 (as reported in Table No. 4.14).

(B) Experience Dimension

(a) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Experienced' in respect of the item *Confidence about the appropriate buying price in respect of ULIP* is found to be maximum (.1963) (as reported in Table No. 4.14), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Experienced' with respect to the item *Confidence about the appropriate buying price in respect of ULIP* ranges between .0637 to .3183 (as reported in Table No. 4.14).

(c) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Experienced' in respect to the item *Able to understand the cost structure of the life insurance products* is found to be minimum (-.13) (as reported in Table No. 4.14).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Experienced' with respect to the item *Able to understand the cost structure of the life insurance products* ranges between -.2944 to .008 (as reported in Table No. 4.14).

Table No. 4.14 Descriptive Statistics of Customer Cost Items (Tezpur)

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
It requires a	N	380	0	380	380	377	0	377	377

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
continous outflow of money	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1605	.0675	.0289	.2920	.1538	.0664	.0213	.2784
	Std. Deviation	1.27820	.02828	1.22038	1.33253	1.28315	.02909	1.22062	1.33782
Premium calculation in Life Insurance is very complex	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2000	.0678	.0606	.3289	.1857	.0663	.0558	.3077
	Std. Deviation	1.28190	.02882	1.22188	1.33649	1.27892	.02945	1.21438	1.33486
Mode of Premium in Life Insurance is confusing, which one to choose- Annualy, Half Yearly, Quarterly or Monthly	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1763	.0685	.0343	.3105	.1645	.0674	.0318	.2944
	Std. Deviation	1.30069	.02879	1.24233	1.35563	1.29833	.02988	1.23673	1.35267
Understanding about Direct Debit or ECS(Electronic Clearing System)	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2079	.0667	.0764	.3395	.1645	.0665	.0318	.2891
	Std. Deviation	1.26926	.02933	1.21148	1.32733	1.28183	.02938	1.21871	1.33585
Easy to select the premium size for the Life Insurance	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2105	.0650	.0868	.3421	.1963	.0631	.0637	.3183
	Std. Deviation	1.23830	.02868	1.17944	1.29257	1.23499	.02958	1.16979	1.28889
The Online Renewal Payment system is very good	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1737	.0636	.0501	.3026	.1379	.0626	.0027	.2546
	Std. Deviation	1.21397	.02884	1.15534	1.27056	1.21474	.02934	1.15337	1.27071
Premium related information is readily available	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1763	.0637	.0605	.3078	.1379	.0619	.0054	.2520
	Std. Deviation	1.21032	.02750	1.15225	1.26186	1.20154	.02780	1.14604	1.25499
Online comparision of Premium from other	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1316	.0663	.0026	.2605	.0902	.0643	-.0450	.2095

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
competitors is very easy	Std. Deviation	1.25341	.02778	1.19360	1.30675	1.25152	.02897	1.19370	1.30881
Awareness about the Allocation charges, commision etc	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1553	.0654	.0264	.2842	.0743	.0638	-.0557	.1962
	Std. Deviation	1.24116	.02753	1.18505	1.29194	1.23762	.02840	1.18231	1.29019
Handouts on Cost Of Insurance and other related charges is available	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0974	.0672	-.0263	.2289	-.0106	.0681	-.1485	.1219
	Std. Deviation	1.29480	.02857	1.23673	1.34965	1.29848	.03006	1.23579	1.35347
Understanding the costs involved in the premium amount	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1105	.0661	-.0132	.2395	.0053	.0669	-.1300	.1326
	Std. Deviation	1.27215	.02826	1.21616	1.32480	1.27995	.02991	1.21925	1.33384
The single payment policy- where we need to pay the premium in lump sum is very good.	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1105	.0660	-.0105	.2420	.0212	.0663	-.1141	.1537
	Std. Deviation	1.26591	.02836	1.20948	1.31900	1.27353	.03028	1.21092	1.32863
Able to understand the cost structure of the life insurance products	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0658	.0754	-.2026	.0921	-.1300	.0759	-.2944	.0080
	Std. Deviation	1.44134	.02876	1.38081	1.49147	1.44457	.02924	1.38167	1.49787
Understanding about the changes in NAV in respect of ULIP	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0579	.0760	-.1974	.1051	-.1141	.0770	-.2785	.0265
	Std. Deviation	1.44989	.02889	1.38869	1.50127	1.46238	.02906	1.40155	1.51580
Understanding about the pattern of changes in NAV in respect of ULIP	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0447	.0755	-.1868	.1079	-.1141	.0750	-.2758	.0212
	Std. Deviation	1.43665	.02839	1.37871	1.48814	1.42927	.02938	1.36710	1.48373
The volume of premium is affordable	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			

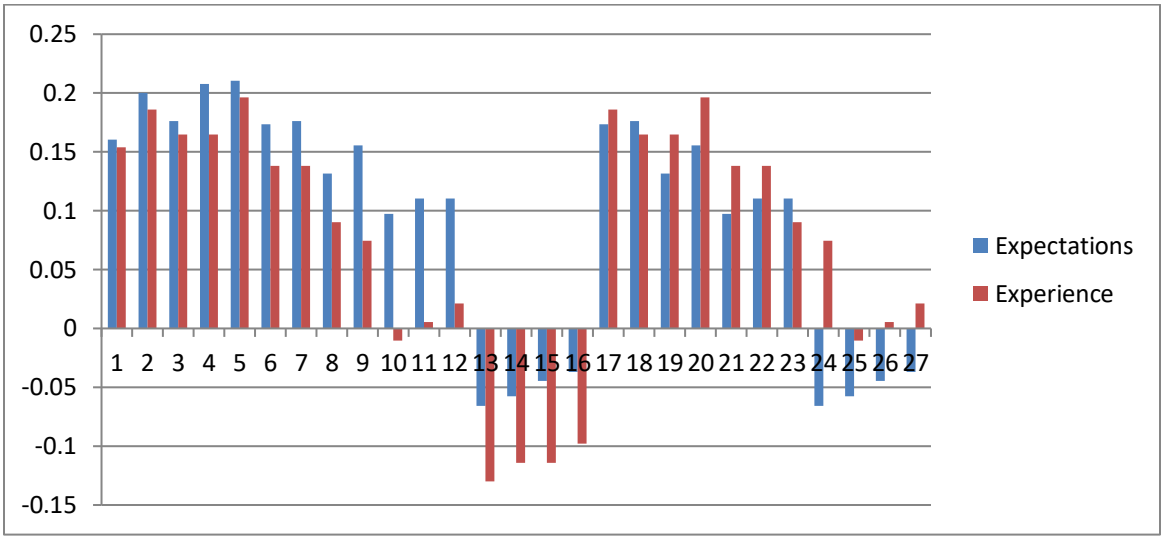
Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
compared the coverage in Term Plans	Mean	-.0368	.0768	-.1842	.1184	-.0981	.0761	-.2625	.0371
	Std. Deviation	1.46145	.02868	1.40343	1.51492	1.44709	.02922	1.38490	1.50270
Easy to calculate the Premium for Endowment plans	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1737	.0636	.0501	.3026	.1857	.0663	.0558	.3077
	Std. Deviation	1.21397	.02884	1.15534	1.27056	1.27892	.02945	1.21438	1.33486
It is difficult to understand the buying price fixation mechanism in respect of ULIP.	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1763	.0637	.0605	.3078	.1645	.0674	.0318	.2944
	Std. Deviation	1.21032	.02750	1.15225	1.26186	1.29833	.02988	1.23673	1.35267
Confidence about the appropriate buying-time in respect of ULIP.	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1316	.0663	.0026	.2605	.1645	.0665	.0318	.2891
	Std. Deviation	1.25341	.02778	1.19360	1.30675	1.28183	.02938	1.21871	1.33585
Confidence about the appropriate buying price in respect of ULIP.	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1553	.0654	.0264	.2842	.1963	.0631	.0637	.3183
	Std. Deviation	1.24116	.02753	1.18505	1.29194	1.23499	.02958	1.16979	1.28889
The premium of Term Plans are confusing	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0974	.0672	-.0263	.2289	.1379	.0626	.0027	.2546
	Std. Deviation	1.29480	.02857	1.23673	1.34965	1.21474	.02934	1.15337	1.27071
Premium amount of ULIP is simple as Sum Assured is multiple of Premium	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1105	.0661	-.0132	.2395	.1379	.0619	.0054	.2520
	Std. Deviation	1.27215	.02826	1.21616	1.32480	1.20154	.02780	1.14604	1.25499
Premium multiplication for Sum	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
Assured to avail tax benefit u/s 80C are known to me in respect to ULIP	Mean	.1105	.0660	-.0105	.2420	.0902	.0643	-.0450	.2095
	Std. Deviation	1.26591	.02836	1.20948	1.31900	1.25152	.02897	1.19370	1.30881
Having proper Knowledge of Riders	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0658	.0754	-.2026	.0921	.0743	.0638	-.0557	.1962
	Std. Deviation	1.44134	.02876	1.38081	1.49147	1.23762	.02840	1.18231	1.29019
Extra Premium charged due to sub standard age proof are explained properly	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0579	.0760	-.1974	.1051	-.0106	.0681	-.1485	.1219
	Std. Deviation	1.44989	.02889	1.38869	1.50127	1.29848	.03006	1.23579	1.35347
Premium is a factor of Age, as age increases premium increases in case of traditional plans	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0447	.0755	-.1868	.1079	.0053	.0669	-.1300	.1326
	Std. Deviation	1.43665	.02839	1.37871	1.48814	1.27995	.02991	1.21925	1.33384
Premium is independent of Age in respect of ULIP	N	380	0	380	380	377	0	377	377
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0368	.0768	-.1842	.1184	.0212	.0663	-.1141	.1537
	Std. Deviation	1.46145	.02868	1.40343	1.51492	1.27353	.03028	1.21092	1.32863
Valid N (listwise)	N	380	0	380	380	377	0	377	377

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples.

Source: Compiled from Survey data using SPSS 20.0

Chart 4.9: Descriptive statistics of Customer Cost Items (Tezpur)



Source: Compiled from Survey data based on Table No. 4.14

The graphical representation brings into light that in most of the cases (except item number 17 & 19 to 21) Gap between Expectations and Experience exists, and collectively contributed to the overall Negative Image of Life Insurance at Tezpur – the district headquarter of Sonitpur District.

(iv) Analysis for Sibsagar - the District Headquarter of Sivasagar District.

Item-wise analysis of the data pertaining to Sibsagar – the District Headquarter of Sivasagar District (as reported in table no 4.15) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' along with the bootstrap analysis. The descriptive analysis of the data revealed the following:

(A) Expectation Dimension

(a) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Expected' in respect of the item *The volume of premium is affordable compared*

the coverage in Term Plans is found to be maximum (1.0711) (as reported in Table No. 4.15), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Expected' with respect to the item *The volume of premium is affordable compared the coverage in Term Plans* ranges between .9474 to 1.2052 (as reported in Table No. 4.15).

(c) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Expected' in respect to the item *Understanding about Direct Debit or ECS(Electronic Clearing System* is found to be minimum (.3211) (as reported in Table No. 4.15).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Expected' with respect to the item *Understanding about Direct Debit or ECS(Electronic Clearing System* ranges between .2053 to .4368 (as reported in Table No. 4.15).

(B) Experience Dimension

(a) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Experienced' in respect of the item *The volume of premium is affordable compared the coverage in Term Plans* is found to be maximum (1.1155) (as reported in Table No. 4.15), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Experienced' with respect to the item *The volume of premium is affordable*

compared the coverage in Term Plans ranges between .9921 to 1.244 (as reported in Table No. 4.15).

(c) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Experienced' in respect to the item *Able to understand the cost structure of the life insurance products* is found to be minimum (.0052) (as reported in Table No. 4.15).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Experienced' with respect to the item *Able to understand the cost structure of the life insurance products* ranges between -.1049 to .1128 (as reported in Table No. 4.15).

Table No. 4.15 Descriptive Statistics of Customer Cost Items (Sivasagar)

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
It requires a continous outflow of money	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3421	.0731	.1974	.4921	.0262	.0746	-.1154	.1810
	Std. Deviation	1.43231	.03011	1.36835	1.48682	1.44890	.02581	1.39450	1.49552
Premium calculation in Life Insurance is very complex	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	1.0842	.0492	.9868	1.1763	.9606	.0536	.8583	1.0630
	Std. Deviation	.97638	.04091	.89479	1.05087	1.07656	.03607	1.00218	1.14364
Mode of Premium in Life Insurance is confusing, which one to choose- Annualy, Half Yearly, Quarterly or Monthly	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.7211	.0619	.6026	.8395	.5328	.0639	.4068	.6588
	Std. Deviation	1.23326	.04024	1.15001	1.31255	1.25325	.02964	1.18936	1.30909

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
Understanding about Direct Debit or ECS(Electronic Clearing System)	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3211	.0598	.2053	.4368	.0315	.0602	-.0814	.1496
	Std. Deviation	1.17452	.02898	1.11413	1.22823	1.19387	.02891	1.13496	1.24454
Easy to select the premium size for the Life Insurance	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.6158	.0621	.4922	.7447	.3885	.0659	.2598	.5170
	Std. Deviation	1.19796	.03077	1.13491	1.25864	1.24658	.02305	1.19753	1.28712
The Online Renewal Payment system is very good	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4316	.0570	.3158	.5421	.4488	.0600	.3229	.5564
	Std. Deviation	1.15913	.02936	1.10185	1.22096	1.17904	.02914	1.11702	1.23536
Premium related information is readily available	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.6395	.0574	.5211	.7499	.4147	.0553	.3071	.5249
	Std. Deviation	1.10838	.03263	1.04482	1.16996	1.13146	.02636	1.07735	1.18154
Online comparision of Premium from other competitors is very easy	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4026	.0530	.2948	.5053	.1470	.0545	.0394	.2519
	Std. Deviation	1.05445	.02974	.99415	1.11190	1.06099	.02466	1.00853	1.10522
Awareness about the Allocation charges, commision etc	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4447	.0568	.3368	.5630	.0079	.0562	-.0997	.1207
	Std. Deviation	1.11578	.02686	1.06089	1.16766	1.11565	.02116	1.07185	1.15421
Handouts on Cost Of Insurance and other related charges is available	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4763	.0565	.3658	.5920	.0630	.0573	-.0472	.1759
	Std. Deviation	1.11690	.02705	1.06026	1.16847	1.12447	.02100	1.08068	1.16368
Understanding the costs involved in the premium amount	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3553	.0569	.2422	.4763	.0131	.0551	-.0892	.1285
	Std. Deviation	1.13361	.02856	1.07652	1.18791	1.09176	.02135	1.04747	1.13146
The single	N	380	0	380	380	381	0	381	381

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
payment policy- where we need to pay the premium in lump sum is very good.	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3921	.0565	.2842	.5105	.0682	.0547	-.0393	.1759
	Std. Deviation	1.11428	.02868	1.05365	1.17264	1.07877	.02106	1.03533	1.11734
Able to understand the cost structure of the life insurance products	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3211	.0551	.2184	.4342	.0052	.0537	-.1049	.1128
	Std. Deviation	1.05874	.02947	.99886	1.11736	1.05130	.02515	.99988	1.09863
Understanding about the changes in NAV in respect of ULIP	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3737	.0548	.2658	.4868	.1312	.0525	.0315	.2388
	Std. Deviation	1.03874	.02774	.98346	1.09126	1.03547	.02286	.99024	1.07935
Understanding about the pattern of changes in NAV in respect of ULIP	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.9816	.0482	.8868	1.0762	.9554	.0514	.8635	1.0604
	Std. Deviation	.92299	.04082	.83463	.99991	.98974	.03864	.91043	1.05810
The volume of premium is affordable compared the coverage in Term Plans	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	1.0711	.0640	.9474	1.2052	1.1155	.0608	.9921	1.2440
	Std. Deviation	1.25935	.05166	1.14768	1.35301	1.20843	.05292	1.09845	1.30678
Easy to calculate the Premium for Endowment plans	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4079	.0625	.2868	.5237	.0315	.0602	-.0814	.1496
	Std. Deviation	1.20221	.02817	1.14236	1.25283	1.19387	.02891	1.13496	1.24454
It is difficult to understand the buying price fixation mechanism in respect of ULIP.	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5211	.0608	.4001	.6368	.3885	.0659	.2598	.5170
	Std. Deviation	1.16097	.03007	1.09761	1.21511	1.24658	.02305	1.19753	1.28712
Confidence about the appropriate buying-time in respect of ULIP.	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5158	.0605	.3895	.6315	.4488	.0600	.3229	.5564
	Std. Deviation	1.19023	.02813	1.13195	1.24446	1.17904	.02914	1.11702	1.23536

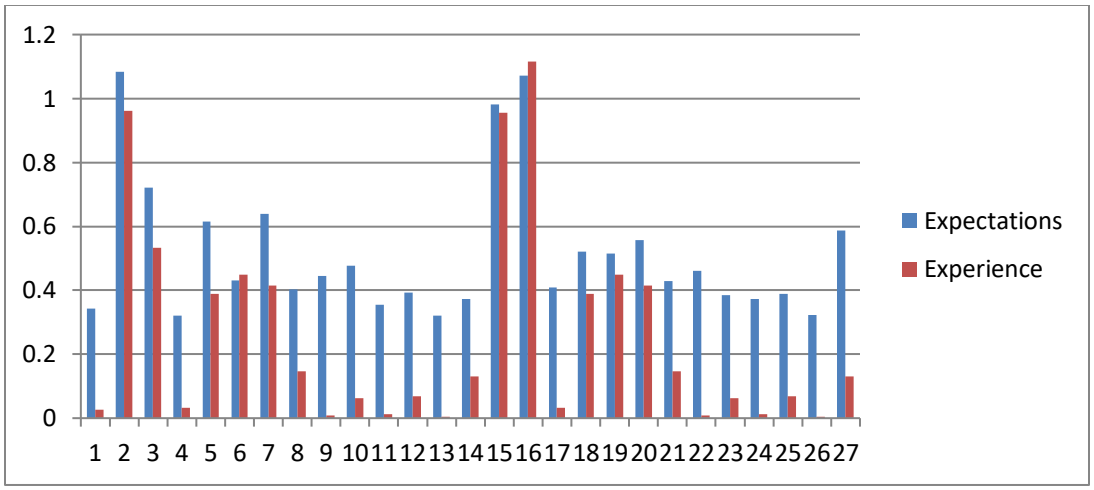
Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
Confidence about the appropriate buying price in respect of ULIP.	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5579	.0552	.4422	.6605	.4147	.0553	.3071	.5249
	Std. Deviation	1.06976	.03249	1.00235	1.13256	1.13146	.02636	1.07735	1.18154
The premium of Term Plans are confusing	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4289	.0541	.3211	.5421	.1470	.0545	.0394	.2519
	Std. Deviation	1.08368	.02789	1.02579	1.13687	1.06099	.02466	1.00853	1.10522
Premium amount of ULIP is simple as Sum Assured is multiple of Premium	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4605	.0570	.3500	.5736	.0079	.0562	-.0997	.1207
	Std. Deviation	1.11645	.02690	1.06143	1.16745	1.11565	.02116	1.07185	1.15421
Premium multiplication for Sum Assured to avail tax benefit u/s 80C are known to me in respect to ULIP	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3842	.0566	.2659	.4999	.0630	.0573	-.0472	.1759
	Std. Deviation	1.13461	.02667	1.08112	1.18904	1.12447	.02100	1.08068	1.16368
Having proper Knowledge of Riders	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3737	.0565	.2634	.4921	.0131	.0551	-.0892	.1285
	Std. Deviation	1.12414	.02847	1.06447	1.17788	1.09176	.02135	1.04747	1.13146
Extra Premium charged due to sub standard age proof are explained properly	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3895	.0562	.2895	.5105	.0682	.0547	-.0393	.1759
	Std. Deviation	1.09732	.03001	1.03775	1.15825	1.07877	.02106	1.03533	1.11734
Premium is a factor of Age, as age increases premium increases in case of traditional plans	N	380	0	380	380	381	0	381	381
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3237	.0551	.2133	.4368	.0052	.0537	-.1049	.1128
	Std. Deviation	1.05669	.02794	.99916	1.10967	1.05130	.02515	.99988	1.09863
Premium is	N	380	0	380	380	381	0	381	381

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
independent of Age in respect of ULIP	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5868	.0535	.4816	.6947	.1312	.0525	.0315	.2388
	Std. Deviation	1.02750	.03069	.96668	1.08458	1.03547	.02286	.99024	1.07935
Valid N (listwise)	N	380	0	380	380	381	0	381	381

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples.

Source: Compiled from Survey data using SPSS 20.0

Chart 4.10: Descriptive statistics of Customer Cost Items (Sibsagar)



Source: Compiled from Survey data based on Table No. 4.15

The graphical representation brings into light that in most of the cases (except item number 16) Gap between Expectations and Experience exists, and collectively contributed to the overall Negative Image of Life Insurance at Sibsagar – the district headquarter of Sibsagar District.

(v) Analysis for Jorhat - the District Headquarter of Jorhat District.

Item-wise analysis of the data pertaining to Jorhat– the District Headquarter of Jorhat District (as reported in table no 4.16) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Cost Dimension Expected' and

the ‘Degree of Customer Cost Dimension Experienced’ along with the bootstrap analysis. The descriptive analysis of the data revealed the following:

(A) Expectation Dimension

(a) In the sample, the mean analysis of the ‘Degree of Customer Cost Dimension Expected’ in respect of the item *Having proper Knowledge of Riders* is found to be maximum (-0.1901) (as reported in Table No. 4.16), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average ‘Degree of Customer Cost Dimension Expected’ with respect to the item *Having proper Knowledge of Riders* ranges between -0.3359 to -0.0417 (as reported in Table No. 4.16).

(c) In the sample, the mean analysis of the ‘Degree of Customer Cost Dimension Expected’ in respect to the item *Easy to calculate the Premium for Endowment plans* is found to be minimum (.0182) (as reported in Table No. 4.16).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average ‘Degree of Customer Cost Dimension Expected’ with respect to the item *Easy to calculate the Premium for Endowment plans* ranges between -0.1145 to .1328 (as reported in Table No. 4.16).

(B) Experience Dimension

(a) In the sample, the mean analysis of the ‘Degree of Customer Cost Dimension Experienced’ in respect of the item *The Online Renewal Payment system is very good* is found to be maximum (.0053) (as reported in Table No. 4.16), amongst all the items.

(b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average ‘Degree of Customer Cost Dimension

Experienced' with respect to the item *The Online Renewal Payment system is very good* ranges between -0.1319 to .1346 (as reported in Table No. 4.16).

(c) In the sample, the mean analysis of the 'Degree of Customer Cost Dimension Experienced' in respect to the item *Able to understand the cost structure of the life insurance products* is found to be minimum (-0.2744) (as reported in Table No. 4.16).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Cost Dimension Experienced' with respect to the item *Able to understand the cost structure of the life insurance products* ranges between -0.4142 to -0.1319 (as reported in Table No. 4.16).

Table No. 4.16 Descriptive Statistics of Customer Cost Items (Jorhat)

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
It requires a continous outflow of money	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1380	.0684	-.2734	-.0053	-.1715	.0650	-.3061	-.0423
	Std. Deviation	1.31836	.02990	1.25838	1.37621	1.31319	.03047	1.25044	1.37292
Premium calculation in Life Insurance is very complex	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0469	.0688	-.1875	.0911	-.0844	.0649	-.2137	.0422
	Std. Deviation	1.31784	.02926	1.25888	1.37299	1.30049	.03039	1.24044	1.36213
Mode of Premium in Life Insurance is confusing, which one to choose- Annualy, Half Yearly, Quarterly or	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0469	.0695	-.1926	.0859	-.0369	.0659	-.1662	.0976
	Std. Deviation	1.32574	.02913	1.26753	1.37962	1.31483	.02969	1.25335	1.37178

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
Monthly				Lower	Upper			Lower	Upper
Understanding about Direct Debit or ECS(Electronic Clearing System)	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0443	.0699	-.1770	.0885	-.1214	.0674	-.2612	.0106
	Std. Deviation	1.34829	.02838	1.28859	1.39983	1.37861	.02796	1.32040	1.43242
Easy to select the premium size for the Life Insurance	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0260	.0679	-.1615	.1041	-.1135	.0678	-.2559	.0184
	Std. Deviation	1.32631	.02787	1.27142	1.37873	1.36483	.02769	1.30693	1.41680
The Online Renewal Payment system is very good	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0182	.0644	-.1145	.1328	.0053	.0647	-.1319	.1346
	Std. Deviation	1.26085	.02819	1.20262	1.31296	1.30727	.02944	1.25018	1.36402
Premium related information is readily available	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0000	.0653	-.1276	.1249	-.0369	.0634	-.1636	.0897
	Std. Deviation	1.26409	.02810	1.20472	1.31487	1.27603	.03001	1.21337	1.33263
Online comparision of Premium from other competitors is very easy	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0260	.0667	-.1563	.1016	-.0185	.0655	-.1478	.1055
	Std. Deviation	1.28837	.02868	1.22719	1.34378	1.32024	.02985	1.26354	1.38182
Awareness about the Allocation charges, commision etc	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0391	.0653	-.1718	.0859	-.0026	.0668	-.1293	.1319
	Std. Deviation	1.28296	.02942	1.22287	1.33612	1.31435	.02990	1.25266	1.37206
Handouts on Cost Of Insurance and other related charges is available	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0964	.0680	-.2318	.0415	-.0950	.0729	-.2427	.0526
	Std. Deviation	1.35715	.02892	1.29899	1.41101	1.43149	.02870	1.37371	1.48326
Understanding the costs involved in the	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
premium amount	Mean	-.0365	.0666	-.1641	.0938	-.0686	.0700	-.2058	.0738
	Std. Deviation	1.32213	.02844	1.26123	1.37452	1.36298	.02919	1.30558	1.42226
The single payment policy- where we need to pay the premium in lump sum is very good.	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0156	.0668	-.1432	.1172	-.0660	.0701	-.2005	.0765
	Std. Deviation	1.32845	.02802	1.26804	1.38183	1.36214	.02942	1.30488	1.42246
Able to understand the cost structure of the life insurance products	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1901	.0739	-.3359	-.0417	-.2744	.0748	-.4142	-.1319
	Std. Deviation	1.45527	.02804	1.39884	1.50822	1.41931	.03021	1.35936	1.47927
Understanding about the changes in NAV in respect of ULIP	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1563	.0738	-.3072	-.0131	-.2427	.0760	-.3851	-.0897
	Std. Deviation	1.46020	.02783	1.40265	1.51076	1.45266	.02978	1.39322	1.50933
Understanding about the pattern of changes in NAV in respect of ULIP	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1328	.0737	-.2786	.0104	-.2137	.0760	-.3588	-.0686
	Std. Deviation	1.44546	.02794	1.38556	1.49634	1.42696	.02982	1.36827	1.48192
The volume of premium is affordable compared the coverage in Term Plans	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1198	.0746	-.2734	.0286	-.2216	.0756	-.3640	-.0686
	Std. Deviation	1.46008	.02782	1.40255	1.51318	1.42853	.02976	1.36975	1.48367
Easy to calculate the Premium for Endowment plans	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0182	.0644	-.1145	.1328	-.0844	.0649	-.2137	.0422
	Std. Deviation	1.26085	.02819	1.20262	1.31296	1.30049	.03039	1.24044	1.36213
It is difficult to understand the buying price fixation mechanism in respect of ULIP.	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0000	.0653	-.1276	.1249	-.0369	.0659	-.1662	.0976
	Std. Deviation	1.26409	.02810	1.20472	1.31487	1.31483	.02969	1.25335	1.37178
Confidence	N	384	0	384	384	379	0	379	379

Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
about the appropriate buying-time in respect of ULIP.	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0260	.0667	-.1563	.1016	-.1214	.0674	-.2612	.0106
	Std. Deviation	1.28837	.02868	1.22719	1.34378	1.37861	.02796	1.32040	1.43242
Confidence about the appropriate buying price in respect of ULIP.	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0391	.0653	-.1718	.0859	-.1135	.0678	-.2559	.0184
	Std. Deviation	1.28296	.02942	1.22287	1.33612	1.36483	.02769	1.30693	1.41680
The premium of Term Plans are confusing	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0964	.0680	-.2318	.0415	.0053	.0647	-.1319	.1346
	Std. Deviation	1.35715	.02892	1.29899	1.41101	1.30727	.02944	1.25018	1.36402
Premium amount of ULIP is simple as Sum Assured is multiple of Premium	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0365	.0666	-.1641	.0938	-.0369	.0634	-.1636	.0897
	Std. Deviation	1.32213	.02844	1.26123	1.37452	1.27603	.03001	1.21337	1.33263
Premium multiplication for Sum Assured to avail tax benefit u/s 80C are known to me in respect to ULIP	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0156	.0668	-.1432	.1172	-.0185	.0655	-.1478	.1055
	Std. Deviation	1.32845	.02802	1.26804	1.38183	1.32024	.02985	1.26354	1.38182
Having proper Knowledge of Riders	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1901	.0739	-.3359	-.0417	-.0026	.0668	-.1293	.1319
	Std. Deviation	1.45527	.02804	1.39884	1.50822	1.31435	.02990	1.25266	1.37206
Extra Premium charged due to sub standard age proof are explained properly	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1563	.0738	-.3072	-.0131	-.0950	.0729	-.2427	.0526
	Std. Deviation	1.46020	.02783	1.40265	1.51076	1.43149	.02870	1.37371	1.48326
Premium is a factor of Age, as age increases	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			

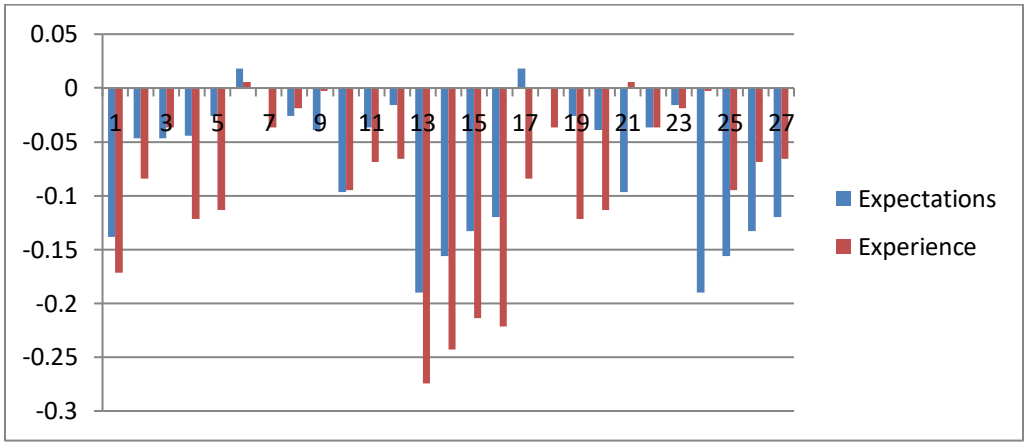
Item		Customer Cost Expected				Customer Cost Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
premium increases in case of traditional plans	Mean	-.1328	.0737	-.2786	.0104	-.0686	.0700	-.2058	.0738
	Std. Deviation	1.44546	.02794	1.38556	1.49634	1.36298	.02919	1.30558	1.42226
Premium is independent of Age in respect of ULIP	N	384	0	384	384	379	0	379	379
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1198	.0746	-.2734	.0286	-.0660	.0701	-.2005	.0765
	Std. Deviation	1.46008	.02782	1.40255	1.51318	1.36214	.02942	1.30488	1.42246
Valid N (listwise)	N	384	0	384	384	379	0	379	379

a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples.

Source: Compiled from Survey data using SPSS 20.0

The graphical representation brings into light that in most of the cases (except item number 10, 21, 22 & 23) Gap between Expectations and Experience exists, and collectively contributed to the overall Negative Image of Life Insurance at Jorhat – the district headquarter of Jorhat District.

Chart 4.11: Descriptive statistics of Customer Cost Items (Jorhat)



Source: Compiled from Survey data based on Table No. 4.16

Thus, comparison of item-wise, area-wise descriptive statistics revealed that the 'Degree of Customer Cost Dimension Expected' is higher or lower than the 'Degree of Customer Cost Dimension Experienced' and there exists a gap.

4.6.8 Cross-Sectional-Image Gap Analysis on Customer Cost Dimension

Cross Sectional analysis of the data on the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' was done to assess the "Image Gap" of Life Insurance from the perspective of Customer Cost Dimension of 4C based Marketing Mix. The cross tabulation was done using the scores of the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced'. For this purpose, a tool was developed. The tool development, scale interpretation and results of the cross sectional analyses are discussed below:

4.6.8.1 Cross Sectional Analysis Tool Development on Customer Cost Dimension

For the purpose of Gap study of Life Insurance from the perspective of Customer Cost Dimension of 4C of Marketing Mix, the total scores of the 'Degree of Customer Cost Expected' and the 'Degree of Customer Cost Experienced' have been divided into five levels ranging from Very Low to Very High, the levels are: i) Very Low Level, ii) Low Level, iii) Moderate Level, iv) High Level, and v) Very High Level. As 27 items (as reported in Table 4.4) were used to measure the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' in a five point scale, the following scales were used for grouping the total score in to the five categories:

Category (a): Total scores between -54 to -32.4 have been taken as very low level;
Category (b): Total scores between -32.4 to -10.8 have been taken as low level;
Category (c): Total scores between -10.8 to 10.8 have been taken as moderate level;
Category (d): Total scores between 10.8 to 32.4 have been taken as high level;
Category (e): Total scores between 32.4 to 54 have been taken as very high level.

In the present study, a) Customers whose 'Degree of Customer Cost Dimension Expected' scores are greater than the 'Degree of Customer Cost Dimension Experienced' were considered as Customer with relatively Negative Image for Life Insurance from the perspective of Customer Cost Dimension of 4C based Marketing Mix; b) Customers with equal scores to the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' were treated as customers with relatively Neutral or Moderate Image towards Life Insurance from the perspective of Customer Cost Dimension of 4C based Marketing Mix; and c) Customers whose 'Degree of Customer Cost Dimension Expected' scores are smaller than that of the 'Degree of Customer Cost Dimension Experienced' were considered as Customer with relatively Positive Image towards Life Insurance from the perspective of Customer Cost Dimension of 4C based Marketing Mix.

Table No. 4.17: Cross Tabulation for identifying the gap in image on Customer Cost Dimension

DEGREE OF EXPECTATIONS * DEGREE OF EXPERIENCE		DEGREE OF EXPERIENCE (Image-driven CUSTOMER COST)				
		Very Low	Low	Moderate or Neutral	High	Very High
DEGREE OF EXPECTATIONS (Image-driven CUSTOMER COST)	Very Low	M1	P1	P2	P3	P4
	Low	N1	M2	P5	P6	P7
	Moderate or Neutral	N2	N3	M3	P8	P9
	High	N4	N5	N6	M4	P10
	Very High	N7	N8	N9	N10	M5

Source: Developed by Researcher

a) Investors with relatively Positive Image:

The group represented by the investors whose Experience from Life Insurance exceeds their Expectations from Life Insurance. They are represented by cells P1 to P10 (as represented in Table No. 4.17). They include the investors with:

(i) Very low Expectations in one hand and Low, Moderate or Neutral, High, and Very High Experiences from Life Insurance on the other hand (which is represented by P1, P2, P3 & P4);

(ii) Low Expectations in one hand and Moderate or Neutral , High, and Very High Experiences from Life Insurance on the other hand (which is represented by P5, P6 & P7);

(iii) Moderate or Neutral Expectations in one hand and High and Very High Experiences from Life Insurance on the other hand (which is represented by P8 & P9);

(iv) High Expectations in one hand and Very High Experiences from Life Insurance on the other hand (which is represented by P10).

b) Investors with relatively Neutral or Moderate Image:

The group represented by the investors with Experience from Life Insurance equal to their Expectations from Life Insurance. They are represented by cells M1 to M5 (as represented in Table No. 4.17). They include the investors with:

(i) Very low Expectations in one hand and Low, Very Low Experiences from Life Insurance on the other hand (Represented by M1);

(ii) Low Expectations in one hand and Low Experiences from Life Insurance on the other hand (Represented by M2);

(iii) Moderate or Neutral Expectations in one hand and Moderate or Neutral Experiences from Life Insurance on the other hand (Represented by M3);

(iv) High Expectations in one hand and High Experiences from Life Insurance on the other hand (Represented by M4);

(v) Very High Expectations in one hand and Very High Experiences from Life Insurance on the other hand (Represented by M5).

c) Investors relatively with Relatively Negative Image:

The group represented by the investors with Expectations from Life Insurance exceeds Experience from Life Insurance. They are represented by cells N1 to N10 (as represented in Table No. 4.17). They include the investors with:

(i) Very low Experiences in one hand and Low, Moderate or Neutral, High, and Very High Expectations from Life Insurance on the other hand (which is represented by N1, N2, N4 & N7);

(ii) Low Experiences in one hand and Moderate or Neutral , High, and Very High Expectations from Life Insurance on the other hand (which is represented by N3, N5 & N8);

(iii) Moderate or Neutral Experiences in one hand and High and Very High Expectations from Life Insurance on the other hand (which is represented by N6 & N9);

(iv) High Experiences in one hand and Very High Expectations from Life Insurance on the other hand (which is represented by N10).

4.6.8.2 Cross Sectional Analysis and Interpretations of Gaps on Customer Cost Dimension

Given the above, the following cross sectional analysis of the 'Degree of Customer Cost Expected' and the 'Degree of Customer Cost Experienced' represented the following:

Table No. 4.18 (i) : Cross Tabulation for identifying the gap in image of Customer Cost Dimension

Level of Customer Expectations * Level of Customer Cost Experienced Cross-tabulation								
			Level of Customer Cost Experienced					
Place			Very Low	Low	Moderate or Neutral	High	Very High	Total
Silchar	Level of Customer Expectations	Very Low	1	7	2	9	7	26
		Low	10	19	10	21	15	75
		Moderate or Neutral	14	29	27	24	18	112
		High	12	35	18	36	22	123
		Very High	5	10	10	15	8	48
	Total		42	100	67	105	70	384
Guwahati	Level of Customer Expectations	Very Low		0	0	1	1	2
		Low	2	5	7	12	0	26
		Moderate or Neutral	2	20	47	52	7	128
		High	3	19	75	68	21	186
		Very High	2	5	16	17	2	42
	Total			49	145	150	31	384
Tezpur	Level of Customer Expectations	Very Low	6	20	17	10	9	62
		Low	5	18	24	25	11	83
		Moderate or Neutral	-3	24	18	22	14	81
		High	13	18	13	16	8	68
		Very High	13	25	18	19	15	90
	Total		33	105	90	92	57	384
Sivasagar	Level of Customer Expectations	Low	12	3	7	8	2	32
		Moderate or Neutral	8	15	28	44	4	99
		High	1	14	77	80	6	178
		Very High	52	5	7	8	3	75
	Total			37	119	140	15	384
Jorhat	Level of Customer Expectations	Very Low	6	15	13	16	7	57
		Low	23	29	25	24	8	109
		Moderate or Neutral	24	19	20	17	5	85
		High	8	18	13	19	5	63
		Very High	15	14	16	21	4	70
	Total		55	95	87	97	29	384

Level of Customer Expectations * Level of Customer Cost Experienced Cross-tabulation								
			Level of Customer Cost Experienced					
Place			Very Low	Low	Moderate or Neutral	High	Very High	Total
Overall	Level of Customer Expectations	Very Low	13	42	32	36	24	147
		Low	52	74	73	90	36	325
		Moderate or Neutral	51	107	140	159	48	505
		High	37	104	196	219	62	618
		Very High	87	59	67	80	32	325
	Total		240	386	508	584	202	1920

Source: Compiled from survey data (Based on Table 4.17)

Table No. 4.18 (ii) : Gap in image on Customer Cost Dimension of 4C based Marketing Mix of Life Insurance

District Headquarter	Count	Image of Life Insurance			Total
		Negative	Neutral	Positive	
Silchar	Number of Respondents	158	91	135	384
	%	41.14583	23.69792	35.15625	100
Guwahati	Number of Respondents	161	122	101	384
	%	41.92708	31.77083	26.30208	100
Tezpur	Number of Respondents	151	73	160	384
	%	39.32292	19.01042	41.66667	100
Sibsagar	Number of Respondents	199	114	71	384
	%	51.82292	29.6875	18.48958	100
Jorhat	Number of Respondents	171	78	135	384
	%	44.53125	20.3125	35.15625	100
Overall	Number of Respondents	840	478	602	1920
	%	43.75	24.89583	31.35417	100

Source: Compiled from survey data [Based on Table 4.18 (i)]

Based on the above analysis [as reported in Table No. 4.18 (ii)] it may be observed that:

a) Out of the total respondents, 25% of the investors of Life Insurance have relatively Neutral Image about Life Insurance from the perspective of Customer Cost Dimension of 4C based Marketing Mix.

b) Out of the total respondents, 44% of the respondents have Negative and 31% of the respondents have relatively Positive Image about Life Insurance from the perspective of Customer Cost Dimension of 4C based Marketing Mix.

c) The highest contributors to the Negative group are the respondents from Sibsagar – the districts headquarter of Sivasagar district with a number of 199 respondents constituting 52% of the total respondents from Sibsagar.

d) The highest contributors to the Positive group are the respondents from Tezpur – the districts headquarter of Sonitpur district with a number of 160 respondents constituting 42% of the total respondents from Silchar.

e) Guwahati – the districts headquarter of Kamrup district contributed majorly to the group Neutral or Moderate with a total of 122 respondents constituting 32% of the total respondents from Guwahati.

Table: 4.18 (iii) Image Gap on Customer Cost Dimension

Symmetric Measures				
Place			Value	Approx. Sig.
Silchar	Nominal by Nominal	Phi	.181	.700
		Cramer's V	.091	.700
	N of Valid Cases		384	
Guwahati	Nominal by Nominal	Phi	.207	.188
		Cramer's V	.119	.188
	N of Valid Cases		375	
Tezpur	Nominal by Nominal	Phi	.197	.551
		Cramer's V	.099	.551
	N of Valid Cases		377	
Sibsagar	Nominal by Nominal	Phi	.220	.090
		Cramer's V	.127	.090
	N of Valid Cases		311	
Jorhat	Nominal by Nominal	Phi	.162	.892
		Cramer's V	.081	.892
	N of Valid Cases		363	
Overall	Nominal by Nominal	Phi	.174	.000
		Cramer's V	.087	.000
	N of Valid Cases		1810	
a. Not assuming the null hypothesis.				
b. Using the asymptotic standard error assuming the null hypothesis.				

Source: Compiled from survey data using SPSS 20.0

Phi is a chi-square based measure of association and Cramer's V is the most popular of the chi-square-based measures of nominal association because it gives good norm from 0 to 1 regardless of table size, when row marginal equals column marginal. Phi and Cramer's V are both tests of the strength of association; it interprets the degree of strength of relationship between the variables. We can see that the strength of association between the Expectation and Experience is very weak for overall as well as district headquarter wise statistics [as represented in **Table No. 4.18 (iii)].**

4.7 Conclusion

Given the Objectives, Hypothesis, and Methodology considered in this Chapter, it may concluded that there is significant difference between the 'Degree of Customer Cost Expected' and the 'Degree of Customer Cost Experienced' of 4C based Marketing Mix with respect to Life Insurance in Assam. The area-wise analysis also revealed similar results with respect to the each of the area considered in the study. Moreover, the Cross- Sectional analysis revealed that there is predominance of Insurance Investors with Negative Image; Investors with Positive and Neutral Image are in the minority.

In addition, Wilcoxon Signed-rank test revealed that the null hypothesis i.e., "There is no significant difference between the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced' of Marketing Mix with respect to Life Insurance in Assam" is rejected. Stating differently there is a significant difference in the population between the 'Degree of Customer Cost Dimension Expected' and the 'Degree of Customer Cost Dimension Experienced'.

The findings if the current chapter suggests that for Customer focused product development, the Customer Cost (Price) is an important factor and must be factored into.

The Actuary must develop the pricing based on the Gaps (Positive/ Neutral/ Negative) of investors, and the price must be simple, easy and affordable for the individual investors.