# Chapter –5

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

### 5.1 Introduction

Current chapter is based on the third Objective of the study – To ascertain the gap between the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced' of 4C based Marketing Mix with respect to Life Insurance in Assam.

The concept of Customer Communication was developed by Lauterborn[397] 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 Customer Communication or Promotion as per earlier 4P model. The Customer Communication concept is based on the fact that customers are more concerned about the information and also seldom wants to send feedback about Customer Solution (Product or Service) rather than the one way advertisement being advertised for the Solution (Product or Service) offered by the Company.

Anderson and Narus[398] perceived communication as an interactive dialogue between company and its customers during the pre-selling, selling, consuming and post-consuming stages. Kotler et.al[399], Marketing Communications (MC) are the means by which firms attempt to inform, persuade, and remind directly or indirectly about the products and brands they sell. Marketing Communications allow companies to link their brands to other people,

[397] Lauterborn, B. (1990). New Marketing Litany: Four Ps Passes: C takes over. *Advertising Age,* 61(41), 26.
[398] Anderson, J.C., & Narus, J.A. (1990). A model of distributor firm and manufacturer firm working partnerships. Journal of Marketing, 54, 42–58.
[399] Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (2002). Priciples of Marketing(3rd European ed.). London: Prentice-Hall.

places, events, brands, experiences, feelings, and things (Xueming and Naveen[400]). The origins of advertising lie thousands of years in the past. One of the first known methods of advertising was an outdoor display, usually an eye catching sign painted on the wall of a building. Archaeologists have uncovered many such signs, notably in the ruins of ancient Rome and Pompeii. An outdoor advertisement excavated in Rome offers property for rent, and one found painted on a wall in Pompeii calls the attention of travelers to a tavern situated in another town. As much as some three thousand years ago Papyrus sheets were used in Thebes in Egypt for announcing the reward for return of runaway slave. The first advertisement was somewhat in the form of stenciled inscriptions, which were found on earthen bricks prepared by the Babylonians about three thousand years before Christ. The bricks carry the name of the temple in which they were used and the name of the king who built it, just as a modern public building which contains a corner stone or stone tablet with the names of officials in office when the structure was erected. The method was to cut a stencil in hand stone and with it each brick was stamped while the clay had been in its son stage[401]. Sales promotion is needed to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities includes window displays, product and promotional material display and promotional programs such as premium awards and contests.

[400] Xueming Luo and Naveen Donthu (2006), "Marketing's Credibility : A Longitudinal Study of marketing communication productivity (MCP) and shareholder value," Journal of Marketing 70(4), 70-91.
[401] Online available at http://ietd.inflibnet.ac.in/bitstream/10603/375/7/07_chapter2.pdf

With LIC using "TRUST and RELIABILTY" (their solagan –'Jeevan ke Saath Bhi Jeevan Ke Baad Bhi') as their advertisement tool, private sector companies like ICICI Prudential projected the "Sindoor" a sacred and auspicious symbol for the family to drive the message of offering 'protection at all stages of the Life'. Max New York Life tried appealing to patriotic sense and emotions in their advertisement showing goddess Durga and three teenagers with saffron, white and green painted across their face. This was done to create a niche in the minds of the potential clients.[402]

One of the sources of the negative image conveyed by the insurance sector resides in the perceived opacity of the language and procedures it has developed, as well as in its misrepresentation and mis-selling practices. The insurance industry has been the target of widespread criticism for its commercial practices – especially in the long-term savings and life insurance businesses. A common complaint against the insurance industry is that information about products presented in marketing, advertising or other sales efforts is untruthful, misleading, or incomplete. Besides, numerous complaints against the insurance industry concern agents who sell customers products that are unsuitable to them, in order to meet sales quotas and/or boost their earnings as these products give the agent higher commission. The current mortgage endowment crisis in Britain is an illuminating example of misrepresentation and mis-selling in insurance. Similarly, in Singapore, the insurance industry was under fire in February 2005 for a lack of transparency in the presentation of charges for some regular-premium ILPs sold.

Role of IT in insurance has always been a critical one. Primarily, given the long term nature of products sold, technology becomes a very key component for on-boarding,

[402] Bhattacharya Anabil**:** Regulations in the Indian Market: A Case for More Stringency, The Journal of Insurance Institute of India Vol II, issue III, Jan-Mar 2015

retaining & servicing customers. Whether it is the initial phases of centralized operations and service model adopted by the industry or the later shift towards decentralized model, technology has been a key enabler in this transformational journey. There have been 3 major changes in the technology approach, vis-à-vis the adoption by Insurance industry. The first change was the de-coupling of core from the periphery in terms of the nature of transactions. From a scenario, of one system covering everything from quotes to claims including the intermediate tracking of process, the landscape shifted towards segregating core transactions from the rest. This made it easier for businesses, to implement new products and services faster whilst not compromising on the core. The second change was ushered in with an array of boutique technological offerings making it possible to proactively interpret customer behavioral patterns, deepen customer relationship management, fraud control and trend based predictability. Companies have implemented advanced CRM solutions, which not just track customer interaction but also highlight insights or patterns on real-time basis, based on previous interactions. Analytical tool based technologies, enables companies to better predict the probability of renewal premium much before the renewal is due. Not just that, companies have used solutions that enable smarter decisions about the locations/profiles to focus on and the ones to stay away from, thus directly contributing to better profitability and customer management. The third change came in with the opening up of internet as a medium to transact and shift in customer preference from “Ask” to “Seek”. The opening up of avenues for buying policy online & seeking service resolution on the web is a classic example. Here customer is able to seek options for best product/pricing, fill the forms online, get assessed on real-time basis and also get policy issued instantly. Multiple IT

systems make this possible at the backend, thus ensuring the customer gets a seamless and smooth experience of either buying a policy or getting it serviced. [403]

**5.2 IRDA's initiatives for Customer Communications**

**5.2.1** During the FY 2013-14, IRDA sponsored eight seminars conducted by consumer bodies and NGOs in rural, semi-urban areas viz. Nigohan (District Lucknow, UP), Chittoor (Andhra Pradesh), Bhubaneswar (Orissa), Raiganj (Dist. Uttar Dinajpur, W.B), **Nagaon (Assam),** Mysore (Karnataka), Semaria (District Rewa, M.P) and **Itanagar (Arunachal Pradesh**)[404].

**5.2.2** **PAN India Insurance Awareness Campaign (PIIAC)-** PIIAC was implemented in two PHASES - First Phase from 24th April 2013 to 30th May 2013, through Bates India Private Ltd (for production of creatives for print, Radio and TV), Prasar Bharathi (for Radio) and NFDC (for TV and Print media) and Second Phase from 20.2.2014 to 5.3.2014 through DAVP (for TV and Print media) and PrasarBharathi (for Radio) as well as through Lok Sabha TV.

**5.2.3** **BIMA BEMISAAL "**Promoting Insurance. Protecting Insured"- Bima Bemisaal is IRDA's Insurance Awareness Campaign, it educates policyholders about their rights and obligations and provides information for complaint resolution methods available, as well as it creates awareness about insurance among the general public, it is using media like Print, Radio, Television, Websites etc.

**5.2.4** **Life Insurance Awareness drive through Press Meets –** Life Insurance Council conducted three media meets in the financial year 2013-14 at various locations across the country viz. Delhi (08th August, 2013), Mumbai (19th September,2013)

[403] Role of IT in Insurance Industry by Srinivasan iyyenger, Reliance Life Insurance – IRDA Journal Volume XIII, No. 2, February 2015
[404] Annual Report IRDA 2013-14

and Hyderabad (20th February, 2014) highlighting the performance and contribution of life insurance industry to the Indian economy and society. Insurance Awareness Committee of life council also met six times during the FY 2013-14 to discuss the awareness activities of life council including the media meet as referred above.

**5.2.5** IRDA (Advertisement and Disclosure) Regulations, 2000 and other guidelines relating to advertisements are aimed at ensuring that any communication (including that on the internet) which directly or indirectly results in eventual sale or solicitation of policy should not be unfair or misleading but should contain fair information to the customers about the product on offer so that the customer can take an informed decision about choosing the insurance product he is being offered.

**5.2.6** Consumer Affairs Department is also actively engaged in consumer education with a view to building insurance awareness. Insurance, being a complex financial product, requires special knowledge to understand the nature of insurance products on offer, their utility and their terms and conditions. The consumer education initiatives of IRDA are aimed at ensuring that the consumer identifies his needs, understands the insurance products and the risks involved therewith so that he takes an informed decision while purchasing insurance. Insurance awareness campaigns by IRDA are carried out through all possible channels including print and electronic media viz. newspaper ads and publication of handbooks/comic books, radio/television, internet, seminars, social networking websites like youtube etc. The consumer education website *www.policyholder.gov.in* hosts a lot of insurance related information of interest to the public in simple language. In order to enhance the reach of the material, IRDA has launched a Hindi site and also prepared the books in major regional languages so that the information can be made available to the people

across the country in the language of their choice. IRDA is focusing now on the distribution of the material developed for which IRDA is collaborating with the insurance industry, other regulatory bodies, Financial Literacy Centres, Common Service Centres etc., and using all available alternative channels used to reach people across the nation for disseminating insurance awareness, thereby creating the demand push for enhancing the levels of insurance inclusion. IRDA is also an active participant in implementing the National Strategy on Financial Education by working with other financial sector regulators towards imparting financial literacy from early stages of one's life.

**Chart: 5.1: Promotion by IRDA**


*Source: http://www.policyholder.gov.in/uploads/images/Eng1.jpg*

**5.3 Experts view on Importance of Customer Communication in connection to Life Insurance:**

**5.3.1** Mr. T. S. Vijayan[405] opined, Today Insurance has a very close interface with other financial Services that are provided by Capital Markets, Banking and Pension Sectors. There needs to be synergetic efforts among these sectors to ensure harmonious growth of services in the financial sphere. Information Technology can not only improve the interface among these sectors but also provide the much needed push in dissemination of knowledge more so in promotion of financial literacy and education.

**5.3.2** Dr. George E. Thomas[406] opines that though India is famed as the hotbed of the worlds' information and technology profession and the country's insurance industry enjoys the 'late mover advantage' in developing its data warehouse, deeper thinking would be needed to have a robust and dependable data warehouse for the industry. He feels that compliance to data standards and clarity of purpose are the two maxims that would keep us on the right track.

**5.3.3** G S Krrishnana[407] views - The focus on the customer oriented business model will further drive Insurance companies in embracing the emerging technologies. Due to the data-intensive nature of the industry, primarily because it involves collection, processing and maintaining of information relating to insurance policies, IT will continue to act as a critical enabler. In the volatile insurance environment where insurers introduce recurrent changes in process model, product design, IT has helped to gain through web based, online, front-ending improvements for efficient selling, analysis and decision

[405] Role of Information Technology in Insurance Industry- IRDAI Journal, February 2015, Volume XIII, No.2
[406] Essentials of an Insurance Database: Clarity on the intelligence to be Drawn and Adherence to Global Standards- IRDA Journal, February 2015, Volume XIII, No.2
[407] Business Analytic Project (BAP) – Project that can make a difference; IRDA Journal, February 2015, Volume XIII, No.2

making. Technology investments will be crucial in the dynamic insurance environment not only to serve the competitive edge but also to maintain the regulatory obligations and hygiene required.

**5.3.4** Boston Consultancy Group's[408] experts believe: In many industries, the changes brought about by digital technology are already evident; the insurance industry has taken longer to join the rush to a universe of bits. The sales model of agents helping consumers to figure out which products to buy has largely remained intact in western countries, and most insurers haven't yet felt a big impact from digitalization. That is changing as more and more consumers begin to handle their insurance transactions online. A new ecosystem is taking shape, and it will affect every part of the insurance industry value chain. Companies that don't adapt will become increasingly vulnerable.

## 5.4 Objective of the Chapter

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

## 5.5 Hypotheses of the Chapter

The Statistical Hypotheses considered under the current Chapter are:

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

[408] A roadmap for winning as insurance goes digital, by Ralf Dreischmeier, Jean-Christophe Gard, Michael Niddam and Alpesh Shah- BCG January 2015 online available at www.bcgperspectives.com/digital_insurance

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

## 5.6 Gap Analysis between 'Customer Communication Dimension Expected' and 'Customer Communication Dimension Experienced'

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

### 5.6.1 Description of items for measuring Gap Analysis on Customer Communication Dimension:

A list of items was identified to measure the degree of Customer Communication Dimension Expected and the degree of Customer Communication 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 Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced'. The survey of Literature done was related to Customer, Communication, Marketing Mix, Customer Expectation, Customer Experience, Life Insurance, Investments, Promotion, and Customer Communication etc. (Sawhney[409], Singh[410], Sadhak[411], Bhatt[412], Sahu[413], Frohlich[414], Lautherborn[415], Doyle[416], Sarkar[417],

[409] Sawhney, M. (2006). Going beyond the Product, Defining, Designing, and Delivering Customer Solutions, Retrieved 12/12/2012, from http://www.noppa.aalto.fi/noppa/kurssi/t..../T-128_5300_sawhney_2006.pdf.
[410] Singh, P. (2008). *Investment Management.* New Delhi: Himalaya Publishing House.
[411] Sadhak, H. (2009). *Mutual funds in India- Marketing Strategies and Investment Practices* (2nd ed.). New Delhi: Sage Publications.
[412] Bhatt, R. S. (1996). *Unit Trust of India and Mutual Funds.* Navi Mumbai: UTI Institute of Capital Market.
[413] Sahu, R. K. (1992). A Critical Review of the Mutual Fund Regulations. *Chartered Secretary,* 22(12), 1076-1078.
[414] Frohlich, N. (1984). Beyond Economic Man- Altruism, Egalitarianism, and Difference Maximisation. *Journal of Conflict Resolution.* 28(1), 3-27.

Advani[418], Agarwal[419], Duncker[420], Kurtz & Clow[421], Vaid[422], Rafiq & Ahmed[423], Yadav & Mishra[424], Bansal[425], Zeithaml & Bitner[426], Kumar[427], Jain[428], Sunder[429], Balaji[430], Norman[431], Bhole[432], Kamladevi[433], Zeithamal, et al.[434], Paul & Bihani[435], Kumar & Shah[436], Dwidi[437], Gupta[438], Jawaharlal[439], Joshi[440], Mishra[441], Desai[442]) were surveyed. These literatures has acted as source for selecting the items as well as satisfied the content validity

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[415] Lauterborn, B. (1990). New Marketing Litany: Four Ps Passes: C takes over. *Advertising Age,* 61(41), 26.
[416] Doyle, P. (1990). *Marketing Management and Strategy* (3rd ed.). Harlow: Prentice Hall.
[417] Sarkar, A. K. (1991). Mutual Funds in Indian–Emerging Trends, *The Management Accountant,* 26(9), 171-74
[418] Advani, V. A. (1992). *Investment and Securities Markets in India: Investment Management.* Himalaya Publishing House: Mumbai
[419] Agarwal, G. D. (1992). Mutual Fund Investors' Interest. *Chartered Secretary,* 22(1), 23-30.
[420] Duncker, K. (1993). The Influence of Past Experience upon Perceptual Properties. *The American Journal of Psychology,* 52(2), 255-265.
[421] Kurtz, D. L. & Clow, K. E. (1993). Managing Customer Expectations of Services. *Journal of Marketing Management,* 2(2), 19-25.
[422] Vaid, S. (1994). *Mutual Fund Operations in India.* Varanasi: Rishi Publications.
[423] Rafiq, M. & Ahmed, P. K. (1995). Using 7Ps as a Generic Marketing Mix: An Exploratory Survey of UK and European Academics. *Marketing Intelligence & Planning,* 13(9), 4-15.
[424] Yadav, R. A. & Mishra, B. (1996). Performance Evaluation of Mutual Funds. *MDI Management Journal,* 9(2), 117-125.
[425] Bansal, L. K. (1996). *Mutual Fund Products and Services.* New Delhi: Taxman Publications.
[426] Zeithaml, V. A. & Bitner, M. A. (1996). *Services Marketing. US: MvGraw Hill.*
[427] Kumar, V. K. (1999). In Search of Turnaround Strategies for Mutual Fund Industry. *The Management Accountant,* 34(5), 337-343.
[428] Jain, A. (2000). Mutual: Trends and Features. *Chartered Secretary.* 30(12), 15-28.
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[432] Bhole, L. M. (2004). *Indian Financial System- Reforms, Policies and Prospects.* New Delhi: New Century Publications.
[433] Kamaladevi, B. (2009). Customer Experience Management. *The Romanian Economic Journal,* 34(4), 31-59.
[434] 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
[435] Paul, T. & Bihani, P. (2014). Expectation Based Customer Oriented Marketing Mix- A Conceptual Framework. *IRD India,* 2(4), 67-70.
[436] 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
[437] Dwivedi (2007), Online Insurance, Harmony Magazine October 2007. Pp. 3
[438] Gupta, S. K. (2006). *Financial Institutions and Markets.* New Delhi: Kalyani Publishers.
[439] Jawaharlal, U. (2009). Opportunities Unlimited. IRDA Journal 2009. P. 10.
[440] Joshi, N. Naren (2004). Insurance and rural market-cost effective delivery system holds the key. Business Line,September,2004. P.5
[441] Mishra, K.C,(2004). Bonding benefits. Asia Insurance Post,November,2004 p. 17 & 18.
[442] Desai, V. (1999). *The Indian Financial System.* Mumbai: Himalaya Publishing House Pvt Ltd.

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. 5.1) were finally identified and used for the purpose of measuring expectation and experience related to Customer Communication dimension of 4C based Marketing Mix.

**Table 5.1: Description of the items used in the questionnaire related to Customer Communication**

| Item No. | Description |
|---|---|
| 1 | Nobody told me about the investment in Life Insurance |
| 2 | I do not have sufficient education required for Life Insurance Investment |
| 3 | Others told me investment in ULIP is risky |
| 4 | There is no coaching/counseling/ locally. |
| 5 | There is little availability of the information/ articles/papers in vernacular medium regarding Life Insurance investment. |
| 6 | Information/ articles/papers in vernacular medium regarding Life Insurance investment in papers of vernacular medium are irregular |
| 7 | Information/ articles/papers in vernacular medium regarding life insurance investment in papers of vernacular medium carries little information. |
| 8 | There are various Hoardings, news paper advertisements and related Leaflets available |
| 9 | Very often life insurance scandals are reported in papers and I am afraid of investing in life insurance |
| 10 | The information KIOSK of the Life Insurance companies are available at major outlets |
| 11 | The TV commercials gives us the real picture of the product advertised |
| 12 | The Advertisements gives us all the required information related to Life Insurance |
| 13 | The advertisement of Life Insurance carries values |
| 14 | The Handouts gives us all the information required to take a Life Insurance Policy |
| 15 | I am aware of and can distinguish the types of the Term Plans |
| 16 | It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP. |
| 17 | I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP. |
| 18 | Sufficient knowledge of how to compare the plans of a same company |
| 19 | Sufficient knowledge of how to compare the available plans from different companies |
| 20 | Sufficient knowledge of how to compare the Funds in respect to ULIP |
| 21 | I know companies other than LICI for Life Insurance Investment |
| 22 | Reports about the investment updates through sms and emails are received on time |
| 23 | Confidence on the timely delivery of statements of my ULIP |
| 24 | Confidence on the reliability of information provided by the fund houses. |
| 25 | Insurance Awareness Policy of IRDA helps us to know more about LI Products |
| 26 | Received SMS on birthday from LI Company |
| 27 | The Disclaimer is properly displayed in the brouchers |

*Source: Questionnaire*

Respondents were requested to respond to item number 1 to 27 under Questionnaire V in a 5 point scale in respect to their expectation and in reality experience, 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). Then these codes 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 20.0. The scores as per response code of individual items by a single respondent were totaled. This total represented the 'Degree of Customer Communication Dimension Expected'. Similarly, the total of the 'Degree of Customer Communication Dimension Experience' was derived.

### 5.6.2 Reliability statistics of Expectation and Experience on Customer Communication 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 Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced'. The test (Cronbach's Alpha) was calculated using SPSS 20.0 and the results are shown below in Table No. 5.2. The Cronbach's Alpha coefficient values with respect to all the 27 items (as mentioned in Table No. 5.2) relating to the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced' were found to be above 0.70 (column b to g of Table No. 5.2). Therefore, the scales used in this study to measure the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer

Communication Dimension Experienced' were considered as reliably and internally consistent (Nunnaly[443], Zikmund[444]).

**Table 5.2: Reliability statistics of Customer Communication Dimension Expected and Experienced**

| District Headquarter | | Silchar | Guwahati | Tezpur | Sivasagar | Jorhat | Overall | Decision |
|---|---|---|---|---|---|---|---|---|
| a | | b | c | d | e | f | g | |
| Cronbach's Alpha | Degree of Customer Communication Dimension Expected | 0.981 | 0.92 | 0.99 | 0.91 | 0.975 | 0.969 | Acceptable |
| | Degree of Customer Communication Dimension Experienced | 0.978 | 0.906 | 0.99 | 0.893 | 0.945 | 0.961 | Acceptable |

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

Further, the descriptive scale statistics in estimating the Cronbach's Alpha on the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced' denotes the mean value, Variance and Standard Deviation as shown in Table No. 5.2.

**Table 5.3: Overall Scale statistics of Customer Communication Dimension Expected and Experienced**

| District Headquarter | | Silchar | Guwahati | Tezpur | Sibsagar | Jorhat | Overall |
|---|---|---|---|---|---|---|---|
| a | | b | c | d | e | f | g |
| Customer Communication Dimension Expected | Mean | 6.7 | 10 | 5.93 | 10.22 | 1.77 | 6.92 |
| | Variance | 996.15 | 416.33 | 1320.97 | 385.65 | 860.33 | 803.81 |
| | Std. Deviation | 31.56 | 20.4 | 36.35 | 19.64 | 29.33 | 28.35 |
| Customer Communication Dimension Experienced | Mean | 1 | 8.3 | 5.53 | 7.06 | 6.02 | 5.58 |
| | Variance | 912.91 | 364.11 | 1306.14 | 330.49 | 603.89 | 708.2 |
| | Std. Deviation | 30.22 | 19.08 | 36.14 | 18.18 | 24.57 | 26.61 |

*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 6.92, similarly, the sampled population had overall experienced mean of 5.58 from the perspective of Customer Communication and this is an

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

indicator of Negative Image of Life Insurance (as Expectation exceeds Experience). This basic observation is equally applicable in respect of district headquarter wise study also except for Jorhat (where Expected Mean (1.77) is less than the Experienced Mean (6.02).

Further, Table No. 5.4 (i) 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 .2564 and for Customer Experience dimension is .2067 and the Tukey's estimate of power to which observations must be raised to achieve additivity with respect to Customer Expectation Dimension is 1.088 and for Customer Experienced Dimension is 1.112. 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. 5.4 (ii)].

**Table 5.4 (i): Different Reliability statistics of Customer Communication 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 | | | 57130.107 | 50334.339 | 1919 | 1919 | 29.77 | 26.23 | | | | |
| Within People | Between Items | | 2061.953 | 2016.799 | 26 | 26 | 79.31 | 77.57 | 86.84 | 75.13 | 0.00 | 0.00 |
| | Residual | Nonadditivity | 268.507[a] | 575.245[b] | 1 | 1 | 268.51 | 575.24 | 295.74 | 563.45 | 0.00 | 0.00 |
| | | Balance | 45298.280 | 50937.068 | 49893 | 49893 | .91 | 1.02 | | | | |
| | | Total | 45566.787 | 51512.312 | 49894 | 49894 | .91 | 1.03 | | | | |
| | Total | | 47628.741 | 53529.111 | 49920 | 49920 | .95 | 1.07 | | | | |
| Total | | | 104758.85 | 103863.45 | 51839 | 51839 | 2.02 | 2.00 | | | | |
| Expectations Grand Mean = .2564 | | | | | | | | | | | | |
| Experiences Grand Mean = .2067 | | | | | | | | | | | | |
| a. Expected Tukey's estimate of power to which observations must be raised to achieve additivity = 1.088. | | | | | | | | | | | | |
| b. Experienced Tukey's estimate of power to which observations must be raised to achieve additivity = 1.112. | | | | | | | | | | | | |

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

**Table No. 5.4 (ii): Different Reliability Statistics of Expectation and Experience on Customer Communication 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 | | | 14130.60 | 12949.85 | 383.00 | 383.00 | 36.89 | 33.81 | | | | |
| | Within People | Between Items | | 87.59 | 300.79 | 26.00 | 26.00 | 3.37 | 11.57 | 4.87 | 15.31 | 0.00 | 0.00 |
| | | Residual | Nonadditivity | 24.908[a] | 75.773[a1] | 1.00 | 1.00 | 24.91 | 75.77 | 36.13 | 101.25 | 0.00 | 0.00 |
| | | | Balance | 6863.87 | 7451.36 | 9957.00 | 9957.00 | 0.69 | 0.75 | | | | |
| | | | Total | 6888.78 | 7527.13 | 9958.00 | 9958.00 | 0.69 | 0.76 | | | | |
| | | Total | | 6976.37 | 7827.93 | 9984.00 | 9984.00 | 0.70 | 0.78 | | | | |
| | Total | | | 21106.97 | 20777.78 | 10367.00 | 10367.00 | 2.04 | 2.00 | | | | |
| Guwahati | Between People | | | 5905.70 | 5164.92 | 383.00 | 383.00 | 15.42 | 13.49 | | | | |
| | Within People | Between Items | | 1103.52 | 1158.14 | 26.00 | 26.00 | 42.44 | 44.54 | 34.59 | 35.06 | 0.00 | 0.00 |
| | | Residual | Nonadditivity | 320.277[b] | 517.616[b1] | 1.00 | 1.00 | 320.28 | 517.62 | 267.98 | 424.78 | 0.00 | 0.00 |
| | | | Balance | 11900.27 | 12133.06 | 9957.00 | 9957.00 | 1.20 | 1.22 | | | | |
| | | | Total | 12220.55 | 12650.67 | 9958.00 | 9958.00 | 1.23 | 1.27 | | | | |
| | | Total | | 13324.07 | 13808.81 | 9984.00 | 9984.00 | 1.33 | 1.38 | | | | |
| | Total | | | 19229.78 | 18973.74 | 10367.00 | 10367.00 | 1.85 | 1.83 | | | | |
| Tezpur | Between People | | | 18738.25 | 18527.77 | 383.00 | 383.00 | 48.92 | 48.38 | | | | |
| | Within People | Between Items | | 179.58 | 221.11 | 26.00 | 26.00 | 6.91 | 8.50 | 14.30 | 17.78 | 0.00 | 0.00 |
| | | Residual | Nonadditivity | 15.681[c] | 45.115[c1] | 1.00 | 1.00 | 15.68 | 45.11 | 32.57 | 95.21 | 0.00 | 0.00 |
| | | | Balance | 4794.29 | 4718.29 | 9957.00 | 9957.00 | 0.48 | 0.47 | | | | |
| | | | Total | 4809.97 | 4763.41 | 9958.00 | 9958.00 | 0.48 | 0.48 | | | | |
| | | Total | | 4989.56 | 4984.52 | 9984.00 | 9984.00 | 0.50 | 0.50 | | | | |
| | Total | | | 23727.81 | 23512.28 | 10367.00 | 10367.00 | 2.29 | 2.27 | | | | |
| Sivasagar | Between People | | | 5470.50 | 4688.07 | 383.00 | 383.00 | 14.28 | 12.24 | | | | |
| | Within People | Between Items | | 1472.26 | 1423.35 | 26.00 | 26.00 | 56.63 | 54.74 | 43.94 | 41.65 | 0.00 | 0.00 |
| | | Residual | Nonadditivity | 572.747[d] | 591.045[d1] | 1.00 | 1.00 | 572.75 | 591.05 | 465.18 | 470.85 | 0.00 | 0.00 |
| | | | Balance | 12259.37 | 12498.72 | 9957.00 | 9957.00 | 1.23 | 1.26 | | | | |
| | | | Total | 12832.12 | 13089.76 | 9958.00 | 9958.00 | 1.29 | 1.31 | | | | |
| | | Total | | 14304.37 | 14513.11 | 9984.00 | 9984.00 | 1.43 | 1.45 | | | | |
| | Total | | | 19774.88 | 19201.18 | 10367.00 | 10367.00 | 1.91 | 1.85 | | | | |
| Jorhat | Between People | | | 12203.90 | 8566.25 | 383.00 | 383.00 | 31.86 | 22.37 | | | | |
| | Within People | Between Items | | 212.86 | 104.86 | 26.00 | 26.00 | 8.19 | 4.03 | 10.42 | 3.27 | 0.00 | 0.00 |
| | | Residual | Nonadditivity | 6.330[e] | 56.210[ea] | 1.00 | 1.00 | 6.33 | 56.21 | 8.06 | 45.75 | 0.00 | 0.00 |
| | | | Balance | 7815.18 | 12233.67 | 9957.00 | 9957.00 | 0.78 | 1.23 | | | | |
| | | | Total | 7821.51 | 12289.88 | 9958.00 | 9958.00 | 0.79 | 1.23 | | | | |
| | | Total | | 8034.37 | 12394.74 | 9984.00 | 9984.00 | 0.80 | 1.24 | | | | |
| | Total | | | 20238.27 | 20960.99 | 10367.00 | 10367.00 | 1.95 | 2.02 | | | | |
| Expected Grand Mean = .0657 | | | | | | | | | | | | | |
| a. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.113. | | | | | | | | | | | | | |
| b. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.264. | | | | | | | | | | | | | |
| c. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.048. | | | | | | | | | | | | | |
| d. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.325. | | | | | | | | | | | | | |
| e. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.010. | | | | | | | | | | | | | |
| Experienced Grand Mean = .2231 | | | | | | | | | | | | | |
| a1. Tukey's estimate of power to which observations must be raised to achieve additivity = | | | | | | | | | | | | | |
| b1. Tukey's estimate of power to which observations must be raised to achieve additivity = | | | | | | | | | | | | | |
| c1. Tukey's estimate of power to which observations must be raised to achieve additivity = | | | | | | | | | | | | | |
| d1. Tukey's estimate of power to which observations must be raised to achieve additivity = | | | | | | | | | | | | | |
| ea. Tukey's estimate of power to which observations must be raised to achieve additivity = | | | | | | | | | | | | | |

### 5.6.3 Instrument Validity of Expectation and Experience on Customer Communication 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 Communication 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 about the **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.

### 5.6.4 Normality Test of data of Expectation and Experience on Customer Communication Dimension

One Sample Kolmogorov-Smirnov test was used to test the normality of distribution of the data relating to the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced' in respect to each of the areas as well as the overall. The results of one sample KS test are shown in Table 5.5. The test revealed that the data distribution do 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 Communication Expected and Customer Communication Experienced were found to be less than 0.05 (at 5% level of significance). From the above analysis it is observed that only non-parametric tests are suitable to study the significance of the main hypothesis.

**Table 5.5: Different Reliability statistics of Customer Communication Dimension Expected and Experienced**

| | | Overall | | Silchar | | Guwahati | | Tezpur | | Sibsagar | | Jorhat | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | Total of Customer Communication Expected | Total of Customer Communication Experience | Total of Customer Communication Expected | Total of Customer Communication Experience | Total of Customer Communication Expected | Total of Customer Communication Experience | Total of Customer Communication Expected | Total of Customer Communication Experience | Total of Customer Communication Expected | Total of Customer Communication Experience | Total of Customer Communication Expected | Total of Customer Communication Experience |
| N | | 1920 | 1920 | 384 | 0 | 384 | 384 | 384 | 384 | 384 | 384 | 384 | 384 |
| Normal Parameters[a,b] | Mean | 6.924 | 5.5818 | 6.7031 | 1 | 10 | 8.3021 | 5.9245 | 5.5286 | 10.2188 | 7.0547 | 1.7734 | 6.0234 |
| | Std. Deviation | 28.35156 | 26.61194 | 31.56187 | 30.21446 | 20.40414 | 19.08159 | 36.3452 | 36.14049 | 19.63795 | 18.1794 | 29.33133 | 24.57412 |
| Most Extreme Differences | Absolute | 0.059 | 0.045 | 0.107 | 0.125 | 0.09 | 0.071 | 0.133 | 0.13 | 0.074 | 0.082 | 0.088 | 0.079 |
| | Positive | 0.048 | 0.038 | 0.075 | 0.125 | 0.053 | 0.071 | 0.093 | 0.09 | 0.07 | 0.073 | 0.08 | 0.07 |
| | Negative | -0.059 | -0.045 | -0.107 | -0.081 | -0.09 | -0.071 | -0.133 | -0.13 | -0.074 | -0.082 | -0.088 | -0.079 |
| Kolmogorov-Smirnov Z | | 2.581 | 1.965 | 2.106 | 2.443 | 1.761 | 1.394 | 2.607 | 2.548 | 1.455 | 1.61 | 1.729 | 1.543 |
| Asymp. Sig. (2-tailed) | | 0 | 0.001 | 0 | 0 | 0.004 | 0.041 | 0 | 0 | 0.029 | 0.011 | 0.005 | 0.017 |
| Monte Carlo Sig. (2-tailed) | Sig. | .000[c] | .001[c1] | .001[c] | .000[c1] | .004[c] | .040[c1] | .000[c] | .000[c1] | .028[c] | .012[c1] | .005[c] | .018[c1] |
| | 99% Confidence Interval Lower Bound | 0 | 0 | 0 | 0 | 0.003 | 0.035 | 0 | 0 | 0.024 | 0.009 | 0.004 | 0.014 |
| | 99% Confidence Interval Upper Bound | 0 | 0.001 | 0.001 | 0 | 0.006 | 0.045 | 0 | 0 | 0.032 | 0.014 | 0.007 | 0.021 |

a. Test distribution is Normal.

b. Calculated from data.

c. Based on 10000 sampled tables with starting seed 926214481.

c1. Based on 10000 sampled tables with starting seed 2000000.

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

### 5.6.5 Descriptive Statistics of Customer Communication Dimension Expected and Customer Communication 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.[445] Below Table No. 5.6 provides the reflection vis-à-vis comparison in respect of the area wise and overall descriptive statistics of the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication 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 5.6: Area wise and Overall Descriptive statistics of Customer Communication Dimension Expected and Experienced**

| Descriptive Statistics | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | | | Bootstrap[a] | | | |
| | | | | | | 95% Confidence Interval | |
| Place | | | Statistic | Bias | Std. Error | Lower | Upper |
| Silchar | Avg of Expectation | N | 384 | 0 | 0 | 384 | 384 |
| | | Minimum | -2.00 | | | | |
| | | Maximum | 2.00 | | | | |
| | | Mean | .2483 | .0008 | .0598 | .1359 | .3656 |
| | | Std. Deviation | 1.16896 | -.00149 | .02949 | 1.10874 | 1.22407 |
| | Avg of Experience | N | 384 | 0 | 0 | 384 | 384 |
| | | Minimum | -2.00 | | | | |
| | | Maximum | 2.00 | | | | |
| | | Mean | .0370 | -.0011 | .0578 | -.0717 | .1481 |
| | | Std. Deviation | 1.11905 | -.00391 | .03158 | 1.05088 | 1.17890 |
| | Valid N (listwise) | N | 384 | 0 | 0 | 384 | 384 |
| Tezpur | Avg of | N | 384 | 0 | 0 | 384 | 384 |

[445] 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 |
| | Expectation | Minimum | -1.63 | | | | |
| | | Maximum | 1.93 | | | | |
| | | Mean | .3704 | .0001 | .0372 | .2928 | .4429 |
| | | Std. Deviation | .75571 | -.00172 | .02625 | .70298 | .80829 |
| | Avg of Experience | N | 384 | 0 | 0 | 384 | 384 |
| | | Minimum | -1.67 | | | | |
| | | Maximum | 1.93 | | | | |
| | | Mean | .3075 | .0000 | .0349 | .2371 | .3783 |
| | | Std. Deviation | .70673 | -.00172 | .02463 | .65827 | .75606 |
| | Valid N (listwise) | N | 384 | 0 | 0 | 384 | 384 |
| Guwahati | Avg of Expectation | N | 384 | 0 | 0 | 384 | 384 |
| | | Minimum | -2.00 | | | | |
| | | Maximum | 2.00 | | | | |
| | | Mean | .2194 | -.0027 | .0662 | .0796 | .3408 |
| | | Std. Deviation | 1.34612 | -.00210 | .02840 | 1.28461 | 1.39718 |
| | Avg of Experience | N | 384 | 0 | 0 | 384 | 384 |
| | | Minimum | -2.00 | | | | |
| | | Maximum | 2.00 | | | | |
| | | Mean | .2048 | -.0024 | .0690 | .0712 | .3435 |
| | | Std. Deviation | 1.33854 | -.00184 | .02782 | 1.28050 | 1.39191 |
| | Valid N (listwise) | N | 384 | 0 | 0 | 384 | 384 |
| Sivasagar | Avg of Expectation | N | 384 | 0 | 0 | 384 | 384 |
| | | Minimum | -1.56 | | | | |
| | | Maximum | 1.93 | | | | |
| | | Mean | .3785 | -.0007 | .0375 | .3033 | .4524 |
| | | Std. Deviation | .72733 | -.00091 | .02335 | .67970 | .77090 |
| | Avg of Experience | N | 384 | 0 | 0 | 384 | 384 |
| | | Minimum | -1.56 | | | | |
| | | Maximum | 1.93 | | | | |
| | | Mean | .2613 | .0002 | .0345 | .1916 | .3264 |
| | | Std. Deviation | .67331 | -.00109 | .02447 | .62492 | .71996 |
| | Valid N (listwise) | N | 384 | 0 | 0 | 384 | 384 |
| Jorhat | Avg of Expectation | N | 384 | 0 | 0 | 384 | 384 |
| | | Minimum | -2.00 | | | | |
| | | Maximum | 2.00 | | | | |
| | | Mean | .0657 | .0020 | .0564 | -.0416 | .1798 |
| | | Std. Deviation | 1.08635 | -.00200 | .02870 | 1.02612 | 1.13893 |
| | Avg of Experience | N | 384 | 0 | 0 | 384 | 384 |
| | | Minimum | -1.67 | | | | |

| Descriptive Statistics | | | | | | | |
|---|---|---|---|---|---|---|---|
| Place | | | Statistic | Bootstrap[a] Bias | Std. Error | 95% Confidence Interval Lower | Upper |
| | | Maximum | 2.00 | | | | |
| | | Mean | .2231 | .0021 | .0453 | .1374 | .3168 |
| | | Std. Deviation | .91015 | -.00068 | .02441 | .86098 | .95718 |
| | Valid N (listwise) | N | 384 | 0 | 0 | 384 | 384 |
| Overall | Avg of Expectation | N | 1920 | 0 | 0 | 1920 | 1920 |
| | | Minimum | -2.00 | | | | |
| | | Maximum | 2.00 | | | | |
| | | Mean | .2564 | .0009 | .0234 | .2124 | .3036 |
| | | Std. Deviation | 1.05006 | -.00079 | .01328 | 1.02348 | 1.07549 |
| | Avg of Experience | N | 1920 | 0 | 0 | 1920 | 1920 |
| | | Minimum | -2.00 | | | | |
| | | Maximum | 2.00 | | | | |
| | | Mean | .2067 | .0004 | .0226 | .1616 | .2527 |
| | | Std. Deviation | .98563 | -.00006 | .01296 | .95866 | 1.01024 |
| | 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.*

a. In the sample, the overall average mean of the 'Degree of Customer Communication Dimension Expected' is found to be .2564 and the 'Degree of Customer Communication Dimension Experienced' is found to be .2067 (as reported in Table No. 5.6).

b. In the table bootstrap analysis, at 95% confidence level, revealed that the overall average mean of the 'Degree of Customer Communication Dimension Expected' ranges between .2124 (lower limit) and .3036 (upper limit) and the 'Degree of Customer Communication Dimension Experienced' ranges between .1616 (lower limit) and .2527 (upper limit) (as reported in Table No. 5.6).

c. District Headquarter wise the average mean of the 'Degree of Customer Communication Dimension Expected' is maximum at Sivasagar district

headquarter (i.e., .3785) and minimum average mean of the 'Degree of Customer Communication Dimension Expected' is found at Jorhat district headquarter (i.e., .0657).

d. District Headquarter wise the average mean of the 'Degree of Customer Communication Dimension Experienced' is maximum at Tezpur district headquarter (i.e., .3075) and minimum average mean of the 'Degree of Customer Communication Dimension Experienced is found at Silchar district headquarter (i.e., .037).

e. These are the indicators of Customer Communication 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.

### 5.6.6 Computation of Test Statistics & Decision of Customer Communication 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 Communication Dimension Expected' and the 'Degree of Customer Communication 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 Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced' with respect to Life Insurance in Assam" is retained or accepted [This is discernable from the

Table No. 5.7 (i) for overall and 5.7 (ii) to 5.7 (vi) respectively for the district headquarters of Silchar, Guwahati, Tezpur, Sibsagar and Jorhat]. Stating differently there is no significant difference in the population between the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced'. The same holds good for Tezpur and Guwahati district headquarters with Asymp. Sig. of .152 for Guwahati and .978 for Tezpur, but the hypothesis is rejected at the other three district headquarters, namely Silchar, Sibsagar and Jorhat (With Asymp. Sig. of .006, .000, and .015 respectively for the district's headquarters).

**Chart 5.2 (i) : Overall (5 district headquarters)**

**Hypothesis Test Summary**

| | Null Hypothesis | Test | Sig. | Decision |
|---|---|---|---|---|
| 1 | The median of differences between Total of Customer Communications Expected and Total of Customer Communications Experienced equals 0. | Related-Samples Wilcoxon Signed Rank Test | .073 | Retain the null hypothesis. |

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

*Source: Compiled from survey data using SPSS 20.0*

**Chart 5.2 (ii): Silchar (District Headquarter- Cachar District)**

**Hypothesis Test Summary**

| | Null Hypothesis | Test | Sig. | Decision |
|---|---|---|---|---|
| 1 | The median of differences between Total of Customer Communications Expected and Total of Customer Communications Experienced equals 0. | Related-Samples Wilcoxon Signed Rank Test | .006 | Reject the null hypothesis. |

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

*Source: Compiled from survey data using SPSS 20.0*

**Chart 5.2 (iii): Guwahati (District Headquarter- Kamrup District)**

Hypothesis Test Summary

| | Null Hypothesis | Test | Sig. | Decision |
|---|---|---|---|---|
| 1 | The median of differences between Total of Customer Communications Expected and Total of Customer Communications Experienced equals 0. | Related-Samples Wilcoxon Signed Rank Test | .152 | Retain the null hypothesis. |

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

*Source: Compiled from survey data using SPSS 20.0*

**Chart 5.2 (iv) : Tezpur (District Headquarter- Sonitpur District)**

Hypothesis Test Summary

| | Null Hypothesis | Test | Sig. | Decision |
|---|---|---|---|---|
| 1 | The median of differences between Total of Customer Communications Expected and Total of Customer Communications Experienced equals 0. | Related-Samples Wilcoxon Signed Rank Test | .978 | Retain the null hypothesis. |

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

*Source: Compiled from survey data using SPSS 20.0*

**Chart 5.2 (v) : Sivasagar (District Headquarter- Sibsagar District)**

Hypothesis Test Summary

| | Null Hypothesis | Test | Sig. | Decision |
|---|---|---|---|---|
| 1 | The median of differences between Total of Customer Communications Expected and Total of Customer Communications 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 5.2 (vi) : Jorhat (District Headquarter- Jorhat District)**

**Hypothesis Test Summary**

| | Null Hypothesis | Test | Sig. | Decision |
|---|---|---|---|---|
| 1 | The median of differences between Total of Customer Communications Expected and Total of Customer Communications Experienced equals 0. | Related-Samples Wilcoxon Signed Rank Test | .015 | Reject the null hypothesis. |

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

*Source: Compiled from survey data using SPSS 20.0*

### 5.6.7 Individual Item wise Gap Analysis on Customer Communication Dimension

The descriptive statistics of the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication 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:

**Table No. 5.7 Areas considered for the study**

| | | | | |
|---|---|---|---|---|
| Silchar | Guwahati | Tezpur | Sivasagar | Jorhat |

**(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 5.8) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication 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 Communication Dimension Expected' in respect of the item *The Handouts gives us all the information required to take a Life Insurance Policy* is found to be maximum (.41) (as reported in Table No. 5.8), 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 Communication Dimension Expected' with respect to the item *The Handouts gives us all the information required to take a Life Insurance Policy* ranges between .2708 to .5547 (as reported in Table No. 5.8).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Expected' in respect to the item *I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP* is found to be minimum (-.08) (as reported in Table No. 5.8).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Expected' with respect to the item *I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP* ranges between -.0709 to ..2135 (as reported in Table No. 5.8).

**(B) Experience Dimension**

(a) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect of the item *The Handouts gives us all the information required to take a Life Insurance Policy* is found to be maximum (.4271) (as reported in Table No. 5.8), 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 Communication Dimension Experienced' with respect to the item *The Handouts gives us all the information required to take a Life Insurance Policy* ranges between .2891 to .5650 (as reported in Table No. 5.8).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect to the item *I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP* is found to be minimum (-.2448) (as reported in Table No. 5.8).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Experienced' with respect to the item *I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP* ranges between -.3854 to -.1042 (as reported in Table No. 5.8).

**Table No. 5.8 Descriptive Statistics of Customer Communication Items (Silchar)**

| Item | | Customer Communication Expected | | | | Customer Communication Experience | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Nobody told me about the investment in Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .1771 | .0773 | .0261 | .3229 | .0156 | .0786 | -.1354 | .1588 |
| | Std. Deviation | 1.51 | .02822 | 1.44865 | 1.55679 | 1.53455 | .02675 | 1.47637 | 1.58459 |
| I do not have sufficient education required for Life Insurance Investment | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.16 | .0752 | .0157 | .3177 | -.0260 | .0748 | -.1693 | .1224 |
| | Std. Deviation | 1.47 | .02806 | 1.40990 | 1.51988 | 1.44683 | .02711 | 1.38968 | 1.49673 |
| Others told me | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |

| Item | | Customer Communication Expected | | | | Customer Communication Experience | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Nobody told me about the investment in Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .1771 | .0773 | .0261 | .3229 | .0156 | .0786 | -.1354 | .1588 |
| | Std. Deviation | 1.51 | .02822 | 1.44865 | 1.55679 | 1.53455 | .02675 | 1.47637 | 1.58459 |
| investment in ULIP is risky | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.24 | .0744 | .0912 | .3828 | .0651 | .0743 | -.0833 | .2135 |
| | Std. Deviation | 1.45 | .02933 | 1.39461 | 1.50947 | 1.44830 | .02766 | 1.39173 | 1.49627 |
| There is no coaching/counseling/ locally. | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.08 | .0709 | -.0702 | .2135 | -.2448 | .0716 | -.3854 | -.1042 |
| | Std. Deviation | 1.40 | .02794 | 1.34387 | 1.45366 | 1.36631 | .03184 | 1.30117 | 1.42541 |
| There is little availability of the information/ articles/papers in vernacular medium regarding Life Insurance investment. | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.15 | .0721 | -.0051 | .2839 | -.1979 | .0739 | -.3411 | -.0521 |
| | Std. Deviation | 1.42 | .02709 | 1.36854 | 1.47430 | 1.40398 | .03047 | 1.33992 | 1.46083 |
| Information/ articles/papers in vernacular medium regarding Life Insurance investment in papers of vernacular medium are irregular | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.26 | .0706 | .1225 | .3932 | .0182 | .0751 | -.1301 | .1718 |
| | Std. Deviation | 1.41 | .02662 | 1.35245 | 1.45716 | 1.42605 | .02726 | 1.36521 | 1.47475 |
| An Information/ articles/papers in vernacular medium regarding life insurance investment in papers of vernacular medium carries little information. | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.23 | .0722 | .0783 | .3672 | -.0182 | .0778 | -.1745 | .1380 |
| | Std. Deviation | 1.41 | .02709 | 1.34529 | 1.45583 | 1.43517 | .02842 | 1.37583 | 1.48644 |
| There are various Hoardings, news paper advertisements and related Leaflets available | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.20 | .0724 | .0443 | .3359 | -.0625 | .0736 | -.2057 | .0807 |
| | Std. Deviation | 1.40 | .02785 | 1.34218 | 1.45006 | 1.38483 | .02944 | 1.32125 | 1.43955 |

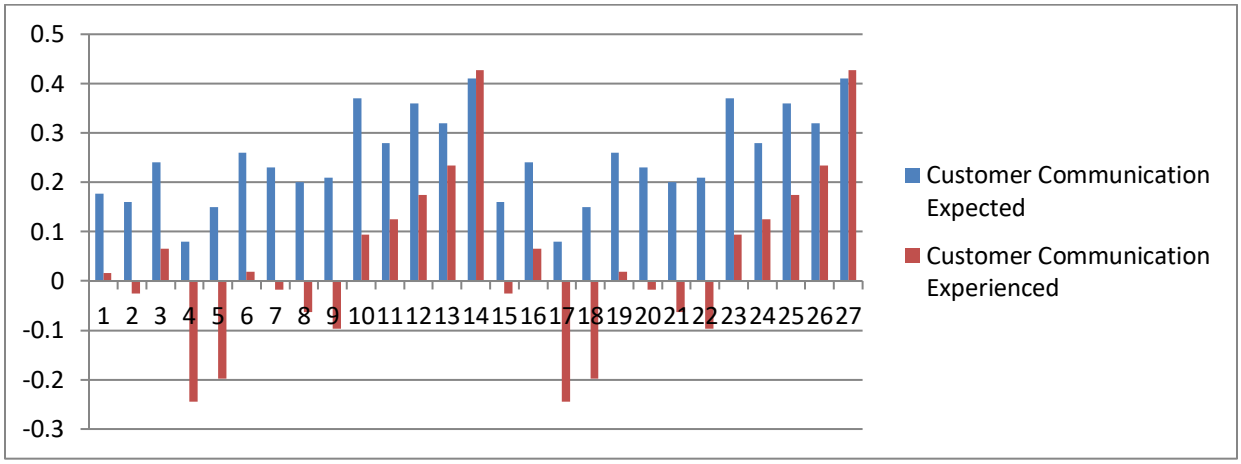
| Item | | Customer Communication Expected | | | | Customer Communication Experience | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Nobody told me about the investment in Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .1771 | .0773 | .0261 | .3229 | .0156 | .0786 | -.1354 | .1588 |
| | Std. Deviation | 1.51 | .02822 | 1.44865 | 1.55679 | 1.53455 | .02675 | 1.47637 | 1.58459 |
| Very often life insurance scandals are reported in papers and I am afraid of investing in life insurance | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.21 | .0745 | .0547 | .3541 | -.0964 | .0738 | -.2370 | .0521 |
| | Std. Deviation | 1.43 | .02892 | 1.37348 | 1.48856 | 1.40070 | .02903 | 1.33768 | 1.45329 |
| The information KIOSK of the Life Insurance companies are available at major outlets | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.37 | .0743 | .2161 | .5104 | .0938 | .0706 | -.0469 | .2369 |
| | Std. Deviation | 1.42 | .02916 | 1.35544 | 1.47188 | 1.38871 | .02659 | 1.33441 | 1.43895 |
| The TV commercials gives us the real picture of the product advertised | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.28 | .0751 | .1329 | .4193 | .1250 | .0688 | -.0104 | .2552 |
| | Std. Deviation | 1.41 | .02912 | 1.34925 | 1.46444 | 1.38436 | .02680 | 1.33014 | 1.43676 |
| The Advertisements gives us all the required information related to Life Insurance | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.36 | .0728 | .2188 | .4974 | .1745 | .0663 | .0495 | .3020 |
| | Std. Deviation | 1.39 | .03035 | 1.32857 | 1.44969 | 1.35318 | .02769 | 1.29738 | 1.40512 |
| The advertisement of Life Insurance carries values | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.32 | .0750 | .1693 | .4635 | .2344 | .0700 | .1016 | .3750 |
| | Std. Deviation | 1.44 | .03031 | 1.37773 | 1.49556 | 1.40394 | .02667 | 1.34998 | 1.45492 |
| The Handouts gives us all the information required to take a Life Insurance Policy | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.41 | .0742 | .2708 | .5547 | .4271 | .0687 | .2891 | .5650 |
| | Std. Deviation | 1.45 | .03346 | 1.37582 | 1.50585 | 1.38054 | .03101 | 1.31744 | 1.43795 |
| I am aware of and can distinguish the | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |

| Item | | Customer Communication Expected | | | | Customer Communication Experience | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Nobody told me about the investment in Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .1771 | .0773 | .0261 | .3229 | .0156 | .0786 | -.1354 | .1588 |
| | Std. Deviation | 1.51 | .02822 | 1.44865 | 1.55679 | 1.53455 | .02675 | 1.47637 | 1.58459 |
| types of the Term Plans | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.16 | .0752 | .0157 | .3177 | -.0260 | .0748 | -.1693 | .1224 |
| | Std. Deviation | 1.47 | .02806 | 1.40990 | 1.51988 | 1.44683 | .02711 | 1.38968 | 1.49673 |
| It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP. | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.24 | .0744 | .0912 | .3828 | .0651 | .0743 | -.0833 | .2135 |
| | Std. Deviation | 1.45 | .02933 | 1.39461 | 1.50947 | 1.44830 | .02766 | 1.39173 | 1.49627 |
| I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP. | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.08 | .0709 | -.0702 | .2135 | -.2448 | .0716 | -.3854 | -.1042 |
| | Std. Deviation | 1.40 | .02794 | 1.34387 | 1.45366 | 1.36631 | .03184 | 1.30117 | 1.42541 |
| Sufficient knowledge of how to compare the plans of a same company | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.15 | .0721 | -.0051 | .2839 | -.1979 | .0739 | -.3411 | -.0521 |
| | Std. Deviation | 1.42 | .02709 | 1.36854 | 1.47430 | 1.40398 | .03047 | 1.33992 | 1.46083 |
| Sufficient knowledge of how to compare the available plans from different companies | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.26 | .0706 | .1225 | .3932 | .0182 | .0751 | -.1301 | .1718 |
| | Std. Deviation | 1.41 | .02662 | 1.35245 | 1.45716 | 1.42605 | .02726 | 1.36521 | 1.47475 |
| Sufficient knowledge of how to compare the Funds in respect to ULIP | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.23 | .0722 | .0783 | .3672 | -.0182 | .0778 | -.1745 | .1380 |
| | Std. Deviation | 1.41 | .02709 | 1.34529 | 1.45583 | 1.43517 | .02842 | 1.37583 | 1.48644 |
| I know companies other than LICI for Life Insurance Investment | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.20 | .0724 | .0443 | .3359 | -.0625 | .0736 | -.2057 | .0807 |
| | Std. Deviation | 1.40 | .02785 | 1.34218 | 1.45006 | 1.38483 | .02944 | 1.32125 | 1.43955 |

| Item | | Customer Communication Expected | | | | Customer Communication Experience | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Nobody told me about the investment in Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .1771 | .0773 | .0261 | .3229 | .0156 | .0786 | -.1354 | .1588 |
| | Std. Deviation | 1.51 | .02822 | 1.44865 | 1.55679 | 1.53455 | .02675 | 1.47637 | 1.58459 |
| Reports about the investment updates through sms and emails are received on time | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.21 | .0745 | .0547 | .3541 | -.0964 | .0738 | -.2370 | .0521 |
| | Std. Deviation | 1.43 | .02892 | 1.37348 | 1.48856 | 1.40070 | .02903 | 1.33768 | 1.45329 |
| Confidence on the timely delivery of statements of my ULIP | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.37 | .0743 | .2161 | .5104 | .0938 | .0706 | -.0469 | .2369 |
| | Std. Deviation | 1.42 | .02916 | 1.35544 | 1.47188 | 1.38871 | .02659 | 1.33441 | 1.43895 |
| Confidence on the reliability of information provided by the fund houses. | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.28 | .0751 | .1329 | .4193 | .1250 | .0688 | -.0104 | .2552 |
| | Std. Deviation | 1.41 | .02912 | 1.34925 | 1.46444 | 1.38436 | .02680 | 1.33014 | 1.43676 |
| Insurance Awareness Policy of IRDA helps us to know more about LI Products | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.36 | .0728 | .2188 | .4974 | .1745 | .0663 | .0495 | .3020 |
| | Std. Deviation | 1.39 | .03035 | 1.32857 | 1.44969 | 1.35318 | .02769 | 1.29738 | 1.40512 |
| Received SMS on birthday from LI Company | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.32 | .0750 | .1693 | .4635 | .2344 | .0700 | .1016 | .3750 |
| | Std. Deviation | 1.44 | .03031 | 1.37773 | 1.49556 | 1.40394 | .02667 | 1.34998 | 1.45492 |
| The Disclaimer is properly displayed in the brouchers | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 0.41 | .0742 | .2708 | .5547 | .4271 | .0687 | .2891 | .5650 |
| | Std. Deviation | 1.45 | .03346 | 1.37582 | 1.50585 | 1.38054 | .03101 | 1.31744 | 1.43795 |
| Valid N (listwise) | N | 384.00 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |

*Source: Compiled from Survey data using SPSS 20.0*

**Chart 5.3: Descriptive statistics of Customer Communication Items (Silchar)**




*Source: Compiled from Survey data based on Table No. 5.8*

The graphical representation brings into light that in most of the cases (except item number 14 and 27) 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 5.9) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication 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 Communication Dimension Expected' in respect of the item *There are various Hoardings, news*

*paper advertisements and related Leaflets available* is found to be maximum (.6276) (as reported in Table No. 5.9), 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 Communication Dimension Expected' with respect to the item *There are various Hoardings, news paper advertisements and related Leaflets available* ranges between .5052 to .7604 (as reported in Table No. 5.9).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Expected' in respect to the item *Nobody told me about the investment in Life Insurance* is found to be minimum (-0.4219) (as reported in Table No. 5.9).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Expected' with respect to the item *Nobody told me about the investment in Life Insurance* ranges between -0.5677 to -0.2734 (as reported in Table No. 5.9).

**(B) Experience Dimension**

(a) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect of the item *The Handouts gives us all the information required to take a Life Insurance Policy* is found to be maximum (.8281) (as reported in Table No. 5.9), 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 Communication Dimension Experienced' with respect to the item *The Handouts gives us all the*

*information required to take a Life Insurance Policy* ranges between .7135 to .9427 (as reported in Table No. 5.9).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect to the item *It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP* is found to be minimum (-02552) (as reported in Table No. 5.9).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Experienced' with respect to the item *It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP* ranges between -0.3932 to -0.1094 (as reported in Table No. 5.9).

**Table No. 5.9 Descriptive Statistics of Customer Communication Items (Guwahati)**

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Nobody told me about the investment in Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | -0.4219 | 0.075 | -0.5677 | -0.2734 | -0.4661 | 0.0717 | -0.6041 | -0.3204 |
| | Std. Deviation | 1.4504 | 0.03234 | 1.3831 | 1.5114 | 1.44124 | 0.03287 | 1.37282 | 1.50541 |
| I do not have sufficient education required for Life Insurance Investment | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | -0.2474 | 0.0752 | -0.3932 | -0.1068 | -0.2552 | 0.0731 | -0.3932 | -0.1094 |
| | Std. Deviation | 1.461 | 0.02774 | 1.4037 | 1.51228 | 1.44796 | 0.02865 | 1.39234 | 1.50129 |
| Others told me investment in ULIP is risky | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1667 | 0.0717 | 0.0208 | 0.3072 | 0.1641 | 0.0682 | 0.0286 | 0.2993 |
| | Std. Deviation | 1.4191 | 0.02829 | 1.3586 | 1.47225 | 1.39438 | 0.02847 | 1.33294 | 1.4451 |
| There is no coaching/cou | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| nseling/ locally. | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.2109 | 0.0758 | 0.0547 | 0.3541 | 0.2396 | 0.0711 | 0.1016 | 0.3828 |
| | Std. Deviation | 1.4578 | 0.03011 | 1.3951 | 1.51213 | 1.43434 | 0.02925 | 1.36847 | 1.48573 |
| There is little availability of the information/ articles/papers in vernacular medium regarding Life Insurance investment. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.2474 | 0.0721 | 0.1068 | 0.3827 | 0.276 | 0.0667 | 0.1407 | 0.4089 |
| | Std. Deviation | 1.3495 | 0.03064 | 1.2876 | 1.406 | 1.32138 | 0.03161 | 1.25337 | 1.37766 |
| Information/ articles/papers in vernacular medium regarding Life Insurance investment in papers of vernacular medium are irregular | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.263 | 0.0713 | 0.1172 | 0.3984 | 0.276 | 0.065 | 0.151 | 0.401 |
| | Std. Deviation | 1.325 | 0.03152 | 1.2609 | 1.38164 | 1.29141 | 0.03262 | 1.22223 | 1.35081 |
| An Information/ articles/papers in vernacular medium regarding life insurance investment in papers of vernacular medium carries little information. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.2422 | 0.0713 | 0.0938 | 0.3801 | 0.3021 | 0.0633 | 0.1797 | 0.427 |
| | Std. Deviation | 1.327 | 0.0311 | 1.2637 | 1.38191 | 1.28148 | 0.0335 | 1.21027 | 1.34277 |
| There are various Hoardings, news paper advertisements and related Leaflets | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.6276 | 0.066 | 0.5052 | 0.7604 | 0.6667 | 0.0618 | 0.5469 | 0.7838 |
| | Std. Deviation | 1.2802 | 0.03492 | 1.2095 | 1.3417 | 1.22563 | 0.03527 | 1.15089 | 1.29135 |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| available | | | | | | | | | |
| Very often life insurance scandals are reported in papers and I am afraid of investing in life insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.3984 | 0.0752 | 0.2553 | 0.5468 | 0.4245 | 0.0672 | 0.2891 | 0.5495 |
| | Std. Deviation | 1.405 | 0.0305 | 1.3403 | 1.45939 | 1.34204 | 0.03082 | 1.27837 | 1.39903 |
| The information KIOSK of the Life Insurance companies are available at major outlets | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.5964 | 0.0577 | 0.4792 | 0.7057 | 0.513 | 0.0554 | 0.4036 | 0.6172 |
| | Std. Deviation | 1.1408 | 0.03422 | 1.0703 | 1.20674 | 1.10533 | 0.03319 | 1.03732 | 1.16736 |
| The TV commercials gives us the real picture of the product advertised | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.4531 | 0.0705 | 0.3229 | 0.5938 | 0.3724 | 0.0684 | 0.2318 | 0.5052 |
| | Std. Deviation | 1.3607 | 0.02689 | 1.3046 | 1.41027 | 1.34392 | 0.02576 | 1.28695 | 1.39143 |
| The Advertisements gives us all the required information related to Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.5365 | 0.0673 | 0.4141 | 0.6718 | 0.4453 | 0.0683 | 0.3125 | 0.5807 |
| | Std. Deviation | 1.3062 | 0.02912 | 1.2427 | 1.36278 | 1.32149 | 0.02803 | 1.257 | 1.3725 |
| The advertisement of Life Insurance carries values | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.8177 | 0.0583 | 0.7058 | 0.94 | 0.7786 | 0.0561 | 0.6615 | 0.8854 |
| | Std. Deviation | 1.1233 | 0.03893 | 1.0392 | 1.1961 | 1.12204 | 0.03643 | 1.04549 | 1.19233 |
| The Handouts gives us all the information required to take a Life Insurance Policy | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.8984 | 0.0577 | 0.7813 | 1.0156 | 0.8281 | 0.0597 | 0.7135 | 0.9427 |
| | Std. Deviation | 1.1254 | 0.04157 | 1.0392 | 1.20227 | 1.17486 | 0.0411 | 1.09048 | 1.25535 |
| I am aware of and can distinguish | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| the types of the Term Plans | Mean | -0.2474 | 0.0752 | -0.3932 | -0.1068 | -0.4661 | 0.0717 | -0.6041 | -0.3204 |
| | Std. Deviation | 1.461 | 0.02774 | 1.4037 | 1.51228 | 1.44124 | 0.03287 | 1.37282 | 1.50541 |
| It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1667 | 0.0717 | 0.0208 | 0.3072 | -0.2552 | 0.0731 | -0.3932 | -0.1094 |
| | Std. Deviation | 1.4191 | 0.02829 | 1.3586 | 1.47225 | 1.44796 | 0.02865 | 1.39234 | 1.50129 |
| I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.2109 | 0.0758 | 0.0547 | 0.3541 | 0.1641 | 0.0682 | 0.0286 | 0.2993 |
| | Std. Deviation | 1.4578 | 0.03011 | 1.3951 | 1.51213 | 1.39438 | 0.02847 | 1.33294 | 1.4451 |
| Sufficient knowledge of how to compare the plans of a same company | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.2474 | 0.0721 | 0.1068 | 0.3827 | 0.2396 | 0.0711 | 0.1016 | 0.3828 |
| | Std. Deviation | 1.3495 | 0.03064 | 1.2876 | 1.406 | 1.43434 | 0.02925 | 1.36847 | 1.48573 |
| Sufficient knowledge of how to compare the available plans from different companies | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.263 | 0.0713 | 0.1172 | 0.3984 | 0.276 | 0.0667 | 0.1407 | 0.4089 |
| | Std. Deviation | 1.325 | 0.03152 | 1.2609 | 1.38164 | 1.32138 | 0.03161 | 1.25337 | 1.37766 |
| Sufficient knowledge of how to compare the Funds in respect to ULIP | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.2422 | 0.0713 | 0.0938 | 0.3801 | 0.276 | 0.065 | 0.151 | 0.401 |
| | Std. Deviation | 1.327 | 0.0311 | 1.2637 | 1.38191 | 1.29141 | 0.03262 | 1.22223 | 1.35081 |
| I know companies other than LICI for Life Insurance Investment | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.6276 | 0.066 | 0.5052 | 0.7604 | 0.3021 | 0.0633 | 0.1797 | 0.427 |
| | Std. Deviation | 1.2802 | 0.03492 | 1.2095 | 1.3417 | 1.28148 | 0.0335 | 1.21027 | 1.34277 |
| Reports about | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| the investment updates through sms and emails are received on time | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.3984 | 0.0752 | 0.2553 | 0.5468 | 0.6667 | 0.0618 | 0.5469 | 0.7838 |
| | Std. Deviation | 1.405 | 0.0305 | 1.3403 | 1.45939 | 1.22563 | 0.03527 | 1.15089 | 1.29135 |
| Confidence on the timely delivery of statements of my ULIP | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.5964 | 0.0577 | 0.4792 | 0.7057 | 0.4245 | 0.0672 | 0.2891 | 0.5495 |
| | Std. Deviation | 1.1408 | 0.03422 | 1.0703 | 1.20674 | 1.34204 | 0.03082 | 1.27837 | 1.39903 |
| Confidence on the reliability of information provided by the fund houses. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.4531 | 0.0705 | 0.3229 | 0.5938 | 0.513 | 0.0554 | 0.4036 | 0.6172 |
| | Std. Deviation | 1.3607 | 0.02689 | 1.3046 | 1.41027 | 1.10533 | 0.03319 | 1.03732 | 1.16736 |
| Insurance Awareness Policy of IRDA helps us to know more about LI Products | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.5365 | 0.0673 | 0.4141 | 0.6718 | 0.3724 | 0.0684 | 0.2318 | 0.5052 |
| | Std. Deviation | 1.3062 | 0.02912 | 1.2427 | 1.36278 | 1.34392 | 0.02576 | 1.28695 | 1.39143 |
| Received SMS on birthday from LI Company | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.8177 | 0.0583 | 0.7058 | 0.94 | 0.4453 | 0.0683 | 0.3125 | 0.5807 |
| | Std. Deviation | 1.1233 | 0.03893 | 1.0392 | 1.1961 | 1.32149 | 0.02803 | 1.257 | 1.3725 |
| The Disclaimer is properly displayed in the brouchers | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.8984 | 0.0577 | 0.7813 | 1.0156 | 0.7786 | 0.0561 | 0.6615 | 0.8854 |
| | Std. Deviation | 1.1254 | 0.04157 | 1.0392 | 1.20227 | 1.12204 | 0.03643 | 1.04549 | 1.19233 |
| Valid N (listwise) | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |

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

*Source: Compiled from Survey data using SPSS 20.0*

**Chart 5.4: Descriptive Statistics of Customer Communication items (Guwahati)**


*Source: Compiled from Survey data based on Table No. 5.9*

The graphical representation brings into light that in most of the cases (except item number 4 to 8 and 22) 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 5.10) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication 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 Communication Dimension Expected' in respect of the item *Confidence on the timely delivery of statements of my ULIP* is found to be maximum (.4609) (as reported in Table No. 5.10), 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 Communication Dimension Expected' with respect to the item *Confidence on the timely delivery of statements of my ULIP* ranges between .3099 to .6068 (as reported in Table No. 5.10).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Expected' in respect to the item *It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP* is found to be minimum (.0677) (as reported in Table No. 5.10).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Expected' with respect to the item *It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP* ranges between -0.0781 to .2214 (as reported in Table No. 5.10).

**(B) Experience Dimension**

(a) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect of the item *Very often life insurance scandals are reported in papers and I am afraid of investing in life insurance* is found to be maximum (.4844) (as reported in Table No. 5.10), 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 Communication Dimension Experienced' with respect to the item *Very often life insurance scandals are reported in papers and I am afraid of investing in life insurance* ranges between .3359 to .6354 (as reported in Table No. 5.10).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect to the item *Others told me investment in ULIP is risky* is found to be minimum (.0521) (as reported in Table No. 5.10).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Experienced' with respect to the item *Others told me investment in ULIP is risky* ranges between -.1042 to .2057 (as reported in Table No. 5.10).

**Table No. 5.10 Descriptive Statistics of Customer Communication Items (Tezpur)**

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Nobody told me about the investment in Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.0703 | 0.0767 | -0.0781 | 0.2265 | 0.0547 | 0.0798 | -0.1042 | 0.2161 |
| | Std. Deviation | 1.54742 | 0.0257 | 1.49505 | 1.5944 | 1.54637 | 0.02667 | 1.4908 | 1.59622 |
| I do not have sufficient education required for Life Insurance Investment | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.0833 | 0.0756 | -0.0624 | 0.2369 | 0.0677 | 0.0786 | -0.0911 | 0.2213 |
| | Std. Deviation | 1.5221 | 0.0265 | 1.46655 | 1.5713 | 1.52116 | 0.02721 | 1.4641 | 1.57241 |
| Others told me investment in ULIP is risky | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.0677 | 0.076 | -0.0781 | 0.2214 | 0.0521 | 0.0786 | -0.1042 | 0.2057 |
| | Std. Deviation | 1.51773 | 0.0269 | 1.4616 | 1.5678 | 1.51663 | 0.02759 | 1.4593 | 1.56742 |
| There is no coaching/counsel | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| ing/ locally. | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.0807 | 0.0763 | -0.0729 | 0.2266 | 0.0651 | 0.0778 | -0.0833 | 0.2188 |
| | Std. Deviation | 1.51278 | 0.0266 | 1.45772 | 1.5622 | 1.51181 | 0.0275 | 1.4538 | 1.56305 |
| There is little availability of the information/ articles/papers in vernacular medium regarding Life Insurance investment. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1563 | 0.0763 | 0.0027 | 0.3072 | 0.1406 | 0.0784 | -0.0156 | 0.2995 |
| | Std. Deviation | 1.51806 | 0.0258 | 1.46515 | 1.5655 | 1.51787 | 0.02728 | 1.4595 | 1.56953 |
| Information/ articles/papers in vernacular medium regarding Life Insurance investment in papers of vernacular medium are irregular | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.125 | 0.0754 | -0.0208 | 0.2708 | 0.1068 | 0.0754 | -0.0364 | 0.2578 |
| | Std. Deviation | 1.50022 | 0.025 | 1.45064 | 1.5481 | 1.49728 | 0.02569 | 1.4431 | 1.54458 |
| An Information/ articles/papers in vernacular medium regarding life insurance investment in papers of vernacular medium carries little information. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1615 | 0.0739 | 0.013 | 0.302 | 0.151 | 0.0742 | 0.0104 | 0.302 |
| | Std. Deviation | 1.48094 | 0.026 | 1.42821 | 1.5303 | 1.47321 | 0.02713 | 1.4157 | 1.52452 |
| There are various Hoardings, news paper advertisements and related Leaflets available | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1536 | 0.0741 | 0.0052 | 0.2969 | 0.1432 | 0.0777 | -0.0052 | 0.2969 |
| | Std. Deviation | 1.51057 | 0.0254 | 1.45859 | 1.5568 | 1.50467 | 0.02699 | 1.4506 | 1.55601 |
| Very often life insurance scandals are reported in papers and I am afraid of investing in life insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1927 | 0.0742 | 0.0418 | 0.3385 | 0.1823 | 0.0776 | 0.0261 | 0.3333 |
| | Std. Deviation | 1.50867 | 0.0254 | 1.45471 | 1.5544 | 1.50303 | 0.02748 | 1.4452 | 1.55447 |
| The information | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |

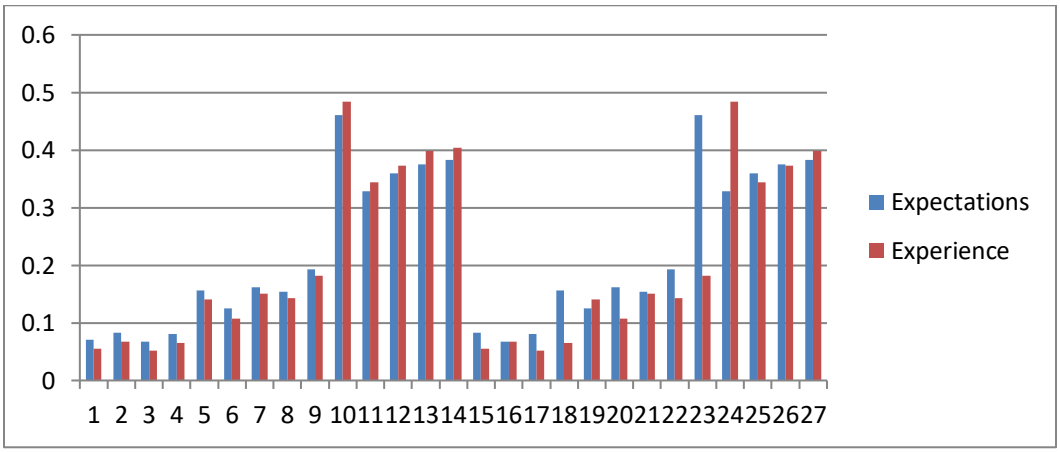
| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| KIOSK of the Life Insurance companies are available at major outlets | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.4609 | 0.0757 | 0.3099 | 0.6068 | 0.4844 | 0.0756 | 0.3359 | 0.6354 |
| | Std. Deviation | 1.53072 | 0.0302 | 1.47275 | 1.5905 | 1.50535 | 0.03156 | 1.4409 | 1.56661 |
| The TV commercials gives us the real picture of the product advertised | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.3281 | 0.0728 | 0.1745 | 0.4609 | 0.3438 | 0.0735 | 0.1928 | 0.487 |
| | Std. Deviation | 1.49556 | 0.0277 | 1.44285 | 1.5557 | 1.47089 | 0.02893 | 1.4133 | 1.52725 |
| The Advertisements gives us all the required information related to Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.3594 | 0.0731 | 0.2032 | 0.4922 | 0.3724 | 0.073 | 0.2241 | 0.5208 |
| | Std. Deviation | 1.49883 | 0.0293 | 1.44165 | 1.5621 | 1.4772 | 0.0309 | 1.4111 | 1.53692 |
| The advertisement of Life Insurance carries values | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.375 | 0.0737 | 0.2188 | 0.5077 | 0.3984 | 0.0733 | 0.2527 | 0.5468 |
| | Std. Deviation | 1.50022 | 0.0292 | 1.44337 | 1.5616 | 1.47569 | 0.0306 | 1.4142 | 1.53349 |
| The Handouts gives us all the information required to take a Life Insurance Policy | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.3828 | 0.0742 | 0.2292 | 0.5234 | 0.4036 | 0.0725 | 0.263 | 0.5442 |
| | Std. Deviation | 1.50085 | 0.0292 | 1.44333 | 1.5602 | 1.47427 | 0.03101 | 1.4106 | 1.53201 |
| I am aware of and can distinguish the types of the Term Plans | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.0833 | 0.0756 | -0.0624 | 0.2369 | 0.0547 | 0.0798 | -0.1042 | 0.2161 |
| | Std. Deviation | 1.5221 | 0.0265 | 1.46655 | 1.5713 | 1.54637 | 0.02667 | 1.4908 | 1.59622 |
| It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.0677 | 0.076 | -0.0781 | 0.2214 | 0.0677 | 0.0786 | -0.0911 | 0.2213 |
| | Std. Deviation | 1.51773 | 0.0269 | 1.4616 | 1.5678 | 1.52116 | 0.02721 | 1.4641 | 1.57241 |
| I do not know how to get daily monitoring of NAV for financial investment plan in respect of | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.0807 | 0.0763 | -0.0729 | 0.2266 | 0.0521 | 0.0786 | -0.1042 | 0.2057 |
| | Std. Deviation | 1.51278 | 0.0266 | 1.45772 | 1.5622 | 1.51663 | 0.02759 | 1.4593 | 1.56742 |

| Item ULIP. | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Sufficient knowledge of how to compare the plans of a same company | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1563 | 0.0763 | 0.0027 | 0.3072 | 0.0651 | 0.0778 | -0.0833 | 0.2188 |
| | Std. Deviation | 1.51806 | 0.0258 | 1.46515 | 1.5655 | 1.51181 | 0.0275 | 1.4538 | 1.56305 |
| Sufficient knowledge of how to compare the available plans from different companies | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.125 | 0.0754 | -0.0208 | 0.2708 | 0.1406 | 0.0784 | -0.0156 | 0.2995 |
| | Std. Deviation | 1.50022 | 0.025 | 1.45064 | 1.5481 | 1.51787 | 0.02728 | 1.4595 | 1.56953 |
| Sufficient knowledge of how to compare the Funds in respect to ULIP | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1615 | 0.0739 | 0.013 | 0.302 | 0.1068 | 0.0754 | -0.0364 | 0.2578 |
| | Std. Deviation | 1.48094 | 0.026 | 1.42821 | 1.5303 | 1.49728 | 0.02569 | 1.4431 | 1.54458 |
| I know companies other than LICI for Life Insurance Investment | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1536 | 0.0741 | 0.0052 | 0.2969 | 0.151 | 0.0742 | 0.0104 | 0.302 |
| | Std. Deviation | 1.51057 | 0.0254 | 1.45859 | 1.5568 | 1.47321 | 0.02713 | 1.4157 | 1.52452 |
| Reports about the investment updates through sms and emails are received on time | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.1927 | 0.0742 | 0.0418 | 0.3385 | 0.1432 | 0.0777 | -0.0052 | 0.2969 |
| | Std. Deviation | 1.50867 | 0.0254 | 1.45471 | 1.5544 | 1.50467 | 0.02699 | 1.4506 | 1.55601 |
| Confidence on the timely delivery of statements of my ULIP | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.4609 | 0.0757 | 0.3099 | 0.6068 | 0.1823 | 0.0776 | 0.0261 | 0.3333 |
| | Std. Deviation | 1.53072 | 0.0302 | 1.47275 | 1.5905 | 1.50303 | 0.02748 | 1.4452 | 1.55447 |
| Confidence on the reliability of information provided by the fund houses. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.3281 | 0.0728 | 0.1745 | 0.4609 | 0.4844 | 0.0756 | 0.3359 | 0.6354 |
| | Std. Deviation | 1.49556 | 0.0277 | 1.44285 | 1.5557 | 1.50535 | 0.03156 | 1.4409 | 1.56661 |
| Insurance Awareness Policy of IRDA helps us to know | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.3594 | 0.0731 | 0.2032 | 0.4922 | 0.3438 | 0.0735 | 0.1928 | 0.487 |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| more about LI Products | Std. Deviation | 1.49883 | 0.0293 | 1.44165 | 1.5621 | 1.47089 | 0.02893 | 1.4133 | 1.52725 |
| Received SMS on birthday from LI Company | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.375 | 0.0737 | 0.2188 | 0.5077 | 0.3724 | 0.073 | 0.2241 | 0.5208 |
| | Std. Deviation | 1.50022 | 0.0292 | 1.44337 | 1.5616 | 1.4772 | 0.0309 | 1.4111 | 1.53692 |
| The Disclaimer is properly displayed in the brouchers | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2 | | | | -2 | | | |
| | Maximum | 2 | | | | 2 | | | |
| | Mean | 0.3828 | 0.0742 | 0.2292 | 0.5234 | 0.3984 | 0.0733 | 0.2527 | 0.5468 |
| | Std. Deviation | 1.50085 | 0.0292 | 1.44333 | 1.5602 | 1.47569 | 0.0306 | 1.4142 | 1.53349 |
| Valid N (listwise) | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |

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

**Chart 5.5: Descriptive statistics of Customer Communication Items (Tezpur)**




*Source: Compiled from Survey data based on Table No. 5.10*

The graphical representation brings into light that in most of the cases (except item number 10 to 14 and 24) 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 Sivasagar- the District Headquarter of Sibsagar District.**

Item-wise analysis of the data pertaining to Sivasagar – the District Headquarter of Sibsagar District (as reported in table no 5.11) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication 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 Communication Dimension Expected' in respect of the item *The Handouts gives us all the information required to take a Life Insurance Policy* is found to be maximum (1.0156) (as reported in Table No. 5.11), 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 Communication Dimension Expected' with respect to the item *The Handouts gives us all the information required to take a Life Insurance Policy* ranges between .0533 to .9086 (as reported in Table No. 5.11).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Expected' in respect to the item *I am aware of and can distinguish the types of the Term Plans* is found to be minimum (-0.4479) (as reported in Table No. 5.11).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Expected' with respect to the item *I am aware of and can distinguish the types of the Term Plans* ranges between -0.5938 to -0.3047 (as reported in Table No. 5.11).

**(B) Experience Dimension**

(a) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect of the item *The Handouts gives us all the information required to take a Life Insurance Policy* is found to be maximum (.8776) (as reported in Table No. 5.11), 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 Communication Dimension Experienced' with respect to the item *The Handouts gives us all the information required to take a Life Insurance Policy* ranges between .7656 to .9818 (as reported in Table No. 5.11).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect to the item *Nobody told me about the investment in Life Insurance* is found to be minimum (-0.5807) (as reported in Table No. 5.11).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Experienced' with respect to the item *Nobody told me about the investment in Life Insurance* ranges between -0.7135 to -0.4427 (as reported in Table No. 5.11).

**Table No. 5.11 Descriptive Statistics of Customer Communication Items (Sivasagar)**

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Nobody told me about the investment in Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| | Mean | -.4479 | .0737 | -.5938 | -.3047 | -.5807 | .0712 | -.7135 | -.4427 |
| | Std. Deviation | 1.46050 | .03244 | 1.39198 | 1.52231 | 1.39329 | .03821 | 1.31608 | 1.46592 |
| I do not have sufficient education required for Life Insurance Investment | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.2656 | .0754 | -.4166 | -.1096 | -.2995 | .0711 | -.4296 | -.1589 |
| | Std. Deviation | 1.46758 | .02745 | 1.41119 | 1.51872 | 1.43671 | .02956 | 1.37680 | 1.49403 |
| Others told me investment in ULIP is risky | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2448 | .0745 | .1017 | .4035 | .0625 | .0705 | -.0781 | .2005 |
| | Std. Deviation | 1.43346 | .02925 | 1.37296 | 1.48379 | 1.40913 | .02650 | 1.35670 | 1.46226 |
| There is no coaching/counseling/ locally. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .3047 | .0758 | .1563 | .4557 | .1510 | .0745 | .0052 | .3045 |
| | Std. Deviation | 1.46263 | .03358 | 1.38878 | 1.51955 | 1.45717 | .02800 | 1.39934 | 1.51222 |
| There is little availability of the information/ articles/papers in vernacular medium regarding Life Insurance investment. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2865 | .0705 | .1432 | .4296 | .2083 | .0664 | .0781 | .3385 |
| | Std. Deviation | 1.37156 | .03169 | 1.29964 | 1.43272 | 1.33768 | .02982 | 1.27693 | 1.39788 |
| Information/ articles/papers in vernacular medium regarding Life Insurance investment in papers of vernacular medium are irregular | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .3047 | .0691 | .1616 | .4426 | .1927 | .0651 | .0703 | .3177 |
| | Std. Deviation | 1.32987 | .03377 | 1.25180 | 1.39650 | 1.30448 | .03035 | 1.24046 | 1.36468 |
| An Information/ articles/papers in vernacular medium regarding life insurance investment in papers of vernacular medium carries little information. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2526 | .0701 | .1120 | .3958 | .2396 | .0648 | .1094 | .3645 |
| | Std. Deviation | 1.34076 | .03179 | 1.26680 | 1.40191 | 1.29667 | .03167 | 1.23008 | 1.35893 |
| There are various Hoardings, news paper advertisements and related Leaflets | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .6484 | .0677 | .5182 | .7812 | .6979 | .0633 | .5703 | .8151 |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| available | Std. Deviation | 1.28817 | .03690 | 1.21274 | 1.35215 | 1.25054 | .03454 | 1.18355 | 1.31481 |
| Very often life insurance scandals are reported in papers and I am afraid of investing in life insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .5052 | .0723 | .3620 | .6484 | .3724 | .0678 | .2318 | .4999 |
| | Std. Deviation | 1.41973 | .03448 | 1.34935 | 1.48342 | 1.38034 | .02903 | 1.32171 | 1.43312 |
| The information KIOSK of the Life Insurance companies are available at major outlets | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .7083 | .0573 | .5964 | .8151 | .5000 | .0557 | .3881 | .6041 |
| | Std. Deviation | 1.11404 | .04000 | 1.03182 | 1.19312 | 1.10068 | .03467 | 1.03108 | 1.16687 |
| The TV commercials gives us the real picture of the product advertised | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .5078 | .0710 | .3698 | .6406 | .3177 | .0690 | .1849 | .4634 |
| | Std. Deviation | 1.35382 | .02831 | 1.29295 | 1.40582 | 1.34537 | .02407 | 1.29790 | 1.39029 |
| The Advertisements gives us all the required information related to Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .6484 | .0670 | .5156 | .7760 | .4271 | .0657 | .2969 | .5573 |
| | Std. Deviation | 1.26361 | .03249 | 1.19827 | 1.32521 | 1.29062 | .02603 | 1.23749 | 1.34098 |
| The advertisement of Life Insurance carries values | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .9036 | .0548 | .7917 | 1.0104 | .7995 | .0518 | .6901 | .8958 |
| | Std. Deviation | 1.05889 | .03958 | .97421 | 1.13546 | 1.06641 | .03417 | 1.00045 | 1.13756 |
| The Handouts gives us all the information required to take a Life Insurance Policy | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | 1.0156 | .0533 | .9089 | 1.1198 | .8776 | .0571 | .7656 | .9818 |
| | Std. Deviation | .99857 | .04444 | .90456 | 1.08203 | 1.12095 | .04201 | 1.03819 | 1.20403 |
| I am aware of and can distinguish the types of the Term Plans | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.4479 | .0737 | -.5938 | -.3047 | -.5807 | .0712 | -.7135 | -.4427 |
| | Std. Deviation | 1.46050 | .03244 | 1.39198 | 1.52231 | 1.39329 | .03821 | 1.31608 | 1.46592 |
| It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.2656 | .0754 | -.4166 | -.1096 | -.2995 | .0711 | -.4296 | -.1589 |

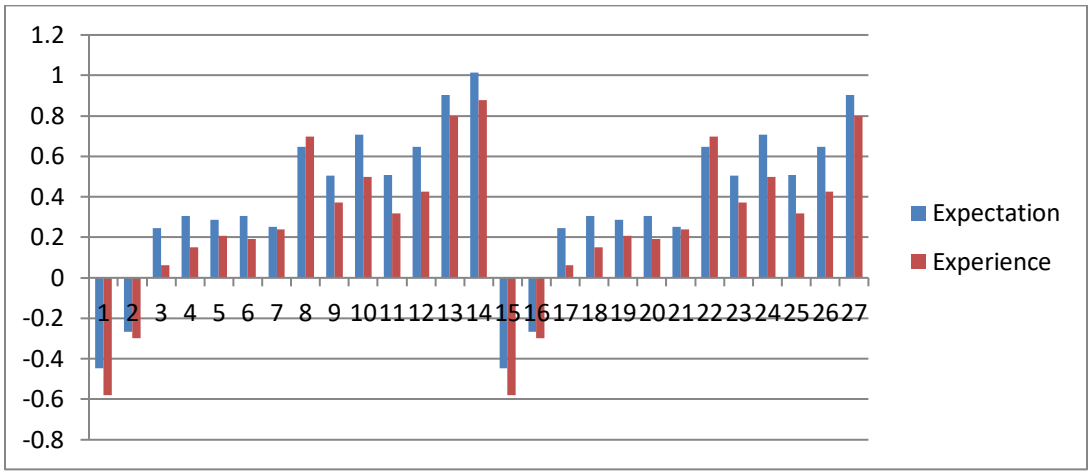
| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| | Std. Deviation | 1.46758 | .02745 | 1.41119 | 1.51872 | 1.43671 | .02956 | 1.37680 | 1.49403 |
| I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2448 | .0745 | .1017 | .4035 | .0625 | .0705 | -.0781 | .2005 |
| | Std. Deviation | 1.43346 | .02925 | 1.37296 | 1.48379 | 1.40913 | .02650 | 1.35670 | 1.46226 |
| Sufficient knowledge of how to compare the plans of a same company | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .3047 | .0758 | .1563 | .4557 | .1510 | .0745 | .0052 | .3045 |
| | Std. Deviation | 1.46263 | .03358 | 1.38878 | 1.51955 | 1.45717 | .02800 | 1.39934 | 1.51222 |
| Sufficient knowledge of how to compare the available plans from different companies | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2865 | .0705 | .1432 | .4296 | .2083 | .0664 | .0781 | .3385 |
| | Std. Deviation | 1.37156 | .03169 | 1.29964 | 1.43272 | 1.33768 | .02982 | 1.27693 | 1.39788 |
| Sufficient knowledge of how to compare the Funds in respect to ULIP | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .3047 | .0691 | .1616 | .4426 | .1927 | .0651 | .0703 | .3177 |
| | Std. Deviation | 1.32987 | .03377 | 1.25180 | 1.39650 | 1.30448 | .03035 | 1.24046 | 1.36468 |
| I know companies other than LICI for Life Insurance Investment | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2526 | .0701 | .1120 | .3958 | .2396 | .0648 | .1094 | .3645 |
| | Std. Deviation | 1.34076 | .03179 | 1.26680 | 1.40191 | 1.29667 | .03167 | 1.23008 | 1.35893 |
| Reports about the investment updates through sms and emails are received on time | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .6484 | .0677 | .5182 | .7812 | .6979 | .0633 | .5703 | .8151 |
| | Std. Deviation | 1.28817 | .03690 | 1.21274 | 1.35215 | 1.25054 | .03454 | 1.18355 | 1.31481 |
| Confidence on the timely delivery of statements of my ULIP | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .5052 | .0723 | .3620 | .6484 | .3724 | .0678 | .2318 | .4999 |
| | Std. Deviation | 1.41973 | .03448 | 1.34935 | 1.48342 | 1.38034 | .02903 | 1.32171 | 1.43312 |
| Confidence on the reliability of information provided by the fund houses. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .7083 | .0573 | .5964 | .8151 | .5000 | .0557 | .3881 | .6041 |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| | Std. Deviation | 1.11404 | .04000 | 1.03182 | 1.19312 | 1.10068 | .03467 | 1.03108 | 1.16687 |
| Insurance Awareness Policy of IRDA helps us to know more about LI Products | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .5078 | .0710 | .3698 | .6406 | .3177 | .0690 | .1849 | .4634 |
| | Std. Deviation | 1.35382 | .02831 | 1.29295 | 1.40582 | 1.34537 | .02407 | 1.29790 | 1.39029 |
| Received SMS on birthday from LI Company | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .6484 | .0670 | .5156 | .7760 | .4271 | .0657 | .2969 | .5573 |
| | Std. Deviation | 1.26361 | .03249 | 1.19827 | 1.32521 | 1.29062 | .02603 | 1.23749 | 1.34098 |
| The Disclaimer is properly displayed in the brouchers | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .9036 | .0548 | .7917 | 1.0104 | .7995 | .0518 | .6901 | .8958 |
| | Std. Deviation | 1.05889 | .03958 | .97421 | 1.13546 | 1.06641 | .03417 | 1.00045 | 1.13756 |
| Valid N (listwise) | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |

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 8 and 12) Gap between Expectations and Experience exists, and collectively contributed to the overall Negative Image of Life Insurance at Sibsagar – the district headquarter of Sivasagar District.

**Chart 5.6: Descriptive statistics of Customer Communication Items (Sibsagar)**




*Source: Compiled from Survey data based on Table No. 5.11*

**(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 5.12) describes the mean scores of all the twenty seven items used to measure the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication 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 Communication Dimension Expected' in respect of the item *The Disclaimer is properly displayed in the brouchers* is found to be maximum (.3021) (as reported in Table No. 5.12), 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 Communication Dimension Expected' with respect to the item *The Disclaimer is properly displayed in the brouchers* ranges between .1589 to .4401 (as reported in Table No. 5.12).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Expected' in respect to the item *Nobody told me about the investment in Life Insurance* is found to be minimum (-0.1589) (as reported in Table No. 5.12).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Expected' with respect to the item *Nobody told me about the investment in Life Insurance* ranges between -0.3099 to -0.0131 (as reported in Table No. 5.12).

**(B) Experience Dimension**

(a) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect of the item *The Handouts gives us all the information required to take a Life Insurance Policy* is found to be maximum (.4792) (as reported in Table No. 5.12), 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 Communication Dimension Experienced' with respect to the item *The Handouts gives us all the information required to take a Life Insurance Policy* ranges between .3281 to .6267 (as reported in Table No. 5.12).

(c) In the sample, the mean analysis of the 'Degree of Customer Communication Dimension Experienced' in respect to the item *There is no coaching/counseling/ locally* is found to be minimum (.0625) (as reported in Table No. 5.12).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Communication Dimension Experienced' with respect to the item *There is no coaching/counseling/ locally* ranges between -0.0755 to .2057 (as reported in Table No. 5.12).

**Table No. 5.12 Descriptive Statistics of Customer Communication Items (Jorhat)**

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| Nobody told me about the investment in Life Insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.1589 | .0731 | -.3099 | -.0131 | .1406 | .0764 | -.0234 | .2890 |
| | Std. Deviation | 1.45902 | .02882 | 1.39691 | 1.51186 | 1.50405 | .02843 | 1.44582 | 1.55813 |
| I do not have sufficient education required for Life Insurance Investment | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.1172 | .0701 | -.2656 | .0182 | .1589 | .0769 | -.0026 | .3072 |
| | Std. Deviation | 1.43777 | .02775 | 1.38057 | 1.48774 | 1.46616 | .02836 | 1.40936 | 1.51792 |
| Others told me investment in ULIP is risky | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.0990 | .0677 | -.2370 | .0339 | .2135 | .0744 | .0574 | .3594 |
| | Std. Deviation | 1.41074 | .02873 | 1.34930 | 1.46535 | 1.44570 | .03088 | 1.38317 | 1.50250 |
| There is no coaching/counseling/ locally. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.1406 | .0645 | -.2682 | -.0209 | .0625 | .0719 | -.0755 | .2057 |
| | Std. Deviation | 1.36384 | .02921 | 1.30581 | 1.41926 | 1.37916 | .02903 | 1.31635 | 1.43261 |
| There is little | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |

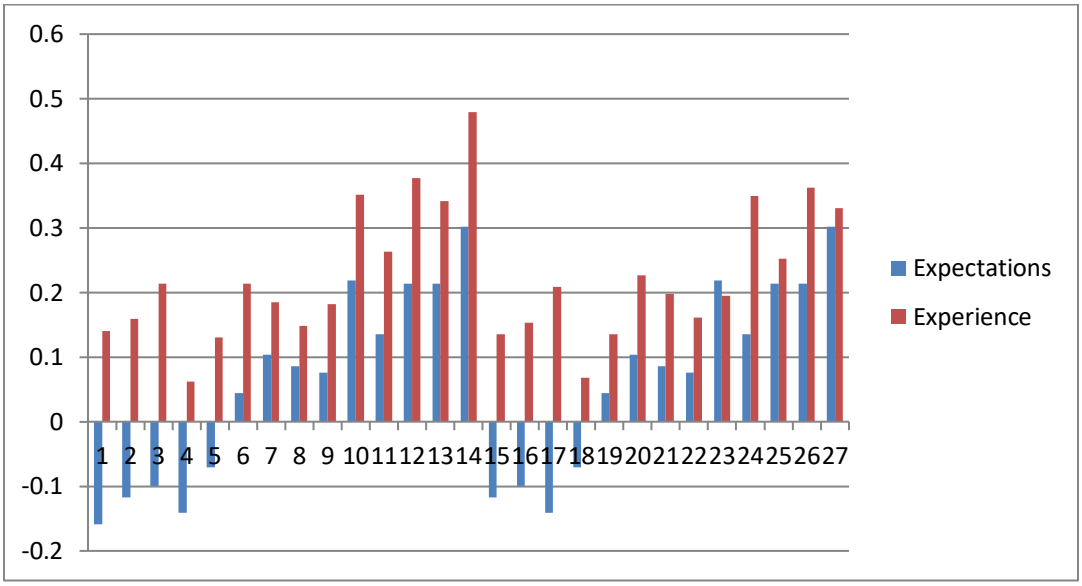
| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| availability of the information/ articles/papers in vernacular medium regarding Life Insurance investment. | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.0703 | .0670 | -.2109 | .0573 | .1302 | .0739 | -.0156 | .2708 |
| | Std. Deviation | 1.37594 | .02935 | 1.31662 | 1.43122 | 1.41927 | .02761 | 1.36196 | 1.47257 |
| Information/ articles/papers in vernacular medium regarding Life Insurance investment in papers of vernacular medium are irregular | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .0443 | .0696 | -.0911 | .1771 | .2135 | .0730 | .0729 | .3541 |
| | Std. Deviation | 1.36752 | .02895 | 1.30870 | 1.42231 | 1.41835 | .02656 | 1.36246 | 1.46899 |
| An Information/ articles/papers in vernacular medium regarding life insurance investment in papers of vernacular medium carries little information. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .1042 | .0698 | -.0286 | .2448 | .1849 | .0726 | .0443 | .3255 |
| | Std. Deviation | 1.35175 | .03003 | 1.29129 | 1.41325 | 1.41778 | .02718 | 1.35975 | 1.46867 |
| There are various Hoardings, news paper advertisements and related Leaflets available | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .0859 | .0694 | -.0521 | .2292 | .1484 | .0719 | .0053 | .2865 |
| | Std. Deviation | 1.33849 | .03019 | 1.27847 | 1.40023 | 1.40916 | .02768 | 1.35348 | 1.46142 |
| Very often life insurance scandals are reported in papers and I am afraid of investing in life insurance | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .0755 | .0711 | -.0573 | .2135 | .1823 | .0728 | .0339 | .3229 |
| | Std. Deviation | 1.37377 | .03102 | 1.31496 | 1.43617 | 1.44276 | .02784 | 1.38146 | 1.49624 |
| The information KIOSK of the Life Insurance companies are available at major outlets | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2188 | .0710 | .0756 | .3542 | .3516 | .0711 | .2083 | .4895 |
| | Std. Deviation | 1.41017 | .02805 | 1.35242 | 1.46466 | 1.39145 | .02642 | 1.33783 | 1.44069 |
| The TV commercials gives us the real picture of the product advertised | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .1354 | .0691 | -.0025 | .2656 | .2630 | .0711 | .1173 | .3958 |
| | Std. Deviation | 1.38526 | .02810 | 1.32404 | 1.43741 | 1.39416 | .02716 | 1.33796 | 1.44632 |
| The Advertisements gives us all the | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| required information related to Life Insurance | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2135 | .0682 | .0833 | .3438 | .3776 | .0699 | .2344 | .5104 |
| | Std. Deviation | 1.39234 | .02913 | 1.33289 | 1.44840 | 1.35601 | .02855 | 1.29668 | 1.40922 |
| The advertisement of Life Insurance carries values | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2135 | .0706 | .0678 | .3490 | .3411 | .0730 | .1928 | .4792 |
| | Std. Deviation | 1.42203 | .02917 | 1.35898 | 1.48088 | 1.41080 | .02869 | 1.35381 | 1.46332 |
| The Handouts gives us all the information required to take a Life Insurance Policy | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .3021 | .0706 | .1589 | .4401 | .4792 | .0747 | .3281 | .6276 |
| | Std. Deviation | 1.42246 | .03099 | 1.35708 | 1.48271 | 1.40665 | .03427 | 1.33443 | 1.47090 |
| I am aware of and can distinguish the types of the Term Plans | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.1172 | .0701 | -.2656 | .0182 | .1354 | .0751 | -.0026 | .2890 |
| | Std. Deviation | 1.43777 | .02775 | 1.38057 | 1.48774 | 1.50626 | .02756 | 1.44856 | 1.55821 |
| It requires daily monitoring of NAV and I do not know where from to get in respect of ULIP. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.0990 | .0677 | -.2370 | .0339 | .1536 | .0745 | .0078 | .3124 |
| | Std. Deviation | 1.41074 | .02873 | 1.34930 | 1.46535 | 1.46850 | .02756 | 1.41301 | 1.51816 |
| I do not know how to get daily monitoring of NAV for financial investment plan in respect of ULIP. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.1406 | .0645 | -.2682 | -.0209 | .2083 | .0730 | .0729 | .3568 |
| | Std. Deviation | 1.36384 | .02921 | 1.30581 | 1.41926 | 1.44827 | .02936 | 1.38506 | 1.50336 |
| Sufficient knowledge of how to compare the plans of a same company | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | -.0703 | .0670 | -.2109 | .0573 | .0677 | .0698 | -.0599 | .2109 |
| | Std. Deviation | 1.37594 | .02935 | 1.31662 | 1.43122 | 1.38081 | .02792 | 1.32380 | 1.43346 |
| Sufficient knowledge of how to compare the available plans from different companies | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .0443 | .0696 | -.0911 | .1771 | .1354 | .0724 | .0026 | .2839 |
| | Std. Deviation | 1.36752 | .02895 | 1.30870 | 1.42231 | 1.42062 | .02740 | 1.36523 | 1.47349 |
| Sufficient knowledge of how to | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |

| Item | | Customer Communication Expected | | | | Customer Communication Experienced | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Statistic [Mean] | Std. Error | 95% Confidence Interval | | Statistic [Mean] | Std. Error | 95% Confidence Interval | |
| | | | | Lower | Upper | | | Lower | Upper |
| compare the Funds in respect to ULIP | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .1042 | .0698 | -.0286 | .2448 | .2266 | .0728 | .0911 | .3723 |
| | Std. Deviation | 1.35175 | .03003 | 1.29129 | 1.41325 | 1.42093 | .02661 | 1.36597 | 1.47254 |
| I know companies other than LICI for Life Insurance Investment | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .0859 | .0694 | -.0521 | .2292 | .1979 | .0731 | .0625 | .3438 |
| | Std. Deviation | 1.33849 | .03019 | 1.27847 | 1.40023 | 1.42062 | .02782 | 1.36098 | 1.47315 |
| Reports about the investment updates through sms and emails are received on time | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .0755 | .0711 | -.0573 | .2135 | .1615 | .0719 | .0287 | .3072 |
| | Std. Deviation | 1.37377 | .03102 | 1.31496 | 1.43617 | 1.41051 | .02783 | 1.35035 | 1.46351 |
| Confidence on the timely delivery of statements of my ULIP | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2188 | .0710 | .0756 | .3542 | .1953 | .0720 | .0573 | .3385 |
| | Std. Deviation | 1.41017 | .02805 | 1.35242 | 1.46466 | 1.44377 | .02824 | 1.38766 | 1.49512 |
| Confidence on the reliability of information provided by the fund houses. | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .1354 | .0691 | -.0025 | .2656 | .3490 | .0720 | .2006 | .4869 |
| | Std. Deviation | 1.38526 | .02810 | 1.32404 | 1.43741 | 1.39117 | .02613 | 1.33732 | 1.44251 |
| Insurance Awareness Policy of IRDA helps us to know more about LI Products | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2135 | .0682 | .0833 | .3438 | .2526 | .0697 | .1120 | .3906 |
| | Std. Deviation | 1.39234 | .02913 | 1.33289 | 1.44840 | 1.39235 | .02685 | 1.33538 | 1.44158 |
| Received SMS on birthday from LI Company | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .2135 | .0706 | .0678 | .3490 | .3620 | .0672 | .2292 | .4896 |
| | Std. Deviation | 1.42203 | .02917 | 1.35898 | 1.48088 | 1.35643 | .02824 | 1.29947 | 1.40681 |
| The Disclaimer is properly displayed in the brouchers | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |
| | Minimum | -2.00 | | | | -2.00 | | | |
| | Maximum | 2.00 | | | | 2.00 | | | |
| | Mean | .3021 | .0706 | .1589 | .4401 | .3307 | .0717 | .1875 | .4712 |
| | Std. Deviation | 1.42246 | .03099 | 1.35708 | 1.48271 | 1.40959 | .02862 | 1.34895 | 1.45919 |
| Valid N (listwise) | N | 384 | 0 | 384 | 384 | 384 | 0 | 384 | 384 |

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

**Chart 5.7: Descriptive statistics of Customer Communication Items (Jorhat)**




*Source: Compiled from Survey data based on Table No. 5.12*

The graphical representation brings into light that in most of the cases (except item number 23) Positive Gap between Expectations and Experience exists, in other words, Experience exceeds Expectations from Life Insurance Services and collectively negatively contributed to the overall Negative Image of Life Insurance at Jorhat – the district headquarter of Jorhat District.

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

### 5.6.8 Cross-Sectional-Image Gap Analysis on Customer Communication Dimension

Cross Sectional analysis of the data on the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced' was done to assess the "Image Gap" of Life Insurance from the perspective of

Customer Communication Dimension of 4C based Marketing Mix. The cross tabulation was done using the scores of the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced'. For this purpose, a tool was developed. The tool development, scale interpretation and results of the cross sectional analyses are discussed below:

**5.6.8.1 Cross Sectional Analysis Tool Development on Customer Communication Dimension**

For the purpose of Gap study of Life Insurance from the perspective of Customer Communication Dimension of 4C of Marketing Mix, the total scores of the 'Degree of Customer Communication Expected' and the 'Degree of Customer Communication 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 5.1) were used to measure the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication 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 Communication Dimension Expected' scores are greater than the 'Degree of Customer Communication Dimension Experienced' were considered as Customer with Relatively Negative Image for Life Insurance from the perspective of Customer Communication Dimension of 4C based

Marketing Mix; b) Customers with equal scores to the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced' were treated as customers with Relatively Neutral or Moderate Image towards Life Insurance from the perspective of Customer Communication Dimension of 4C based Marketing Mix; and c) Customers whose 'Degree of Customer Communication Dimension Expected' scores are smaller than that of the 'Degree of Customer Communication Dimension Experienced' were considered as Customer with Relatively Positive Image towards Life Insurance from the perspective of Customer Communication Dimension of 4C based Marketing Mix.

**Table No. 5.13: Cross Tabulation for identifying the gap in image on Customer Communication Dimension**

| **DEGREE OF EXPECTATIONS * DEGREE OF EXPERIENCE** | | DEGREE OF EXPERIENCE (CUSTOMER COMMUNICATION BASED) | | | | |
|---|---|---|---|---|---|---|
| | | Very Low | Low | Moderate or Neutral | High | Very High |
| DEGREE OF EXPECTATIONS (CUSTOMER COMMUNICATION BASED) | 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. 5.13). They include the investors with:

(v) 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);

(vi) 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);

(vii) 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);

(viii) 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. 5.13). They include the investors with:

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

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

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

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

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

**c) Investors 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. 5.13). They include the investors with:

(v) 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);

(vi) 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);

(vii) 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);

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

### 5.6.8.2 Cross Sectional Analysis and Interpretations of Gaps on Customer Communication Dimension

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

**Table No. 5.14 (i) : Cross Tabulation for identifying the gap in image of Customer Communication Dimension**

| Level of Customer Expectations * Level of Customer Experience) Crosstabulation | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | Level of Customer Communication Experienced | | | | | |
| Place | | | Very Low | Low | Moderate/ Neutral | High | Very High | Total |
| Silchar | Level of Customer Communication | Very Low | 14 | 4 | 18 | 5 | 14 | 55 |
| | | Low | 11 | 6 | 22 | 6 | 17 | 62 |
| | | Moderate/ | 19 | 9 | 32 | 8 | 16 | 84 |

| Level of Customer Expectations * Level of Customer Experience) Crosstabulation | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | | Level of Customer Communication Experienced | | | | | |
| Place | | | Very Low | Low | Moderate/ Neutral | High | Very High | Total |
| | Expected | Neutral | | | | | | |
| | | High | 13 | 6 | 23 | 2 | 9 | 53 |
| | | Very High | 9 | 22 | 34 | 17 | 20 | 102 |
| | Total | | 66 | 47 | 129 | 38 | 76 | 356 |
| Guwahati | Level of Customer Communication Expected | Very Low | 1 | 1 | 3 | 4 | 1 | 10 |
| | | Low | 0 | 2 | 13 | 5 | 5 | 25 |
| | | Moderate/ Neutral | 1 | 14 | 82 | 43 | 23 | 163 |
| | | High | 1 | 8 | 54 | 30 | 10 | 103 |
| | | Very High | 1 | 6 | 22 | 21 | 6 | 56 |
| | Total | | 4 | 31 | 174 | 103 | 45 | 357 |
| Tezpur | Level of Customer Communication Expected | Very Low | 20 | 12 | 24 | 4 | 16 | 76 |
| | | Low | 17 | 9 | 0 | 15 | 24 | 65 |
| | | Moderate/ Neutral | 9 | 22 | 14 | 6 | 12 | 63 |
| | | High | 15 | 6 | 6 | 0 | 27 | 54 |
| | | Very High | 16 | 13 | 24 | 26 | 38 | 117 |
| | Total | | 77 | 62 | 68 | 51 | 117 | 375 |
| Sivasagar | Level of Customer Communication Expected | Very Low | 4 | 1 | 0 | 2 | 0 | 7 |
| | | Low | 0 | 12 | 6 | 4 | 0 | 22 |
| | | Moderate/ Neutral | 1 | 9 | 130 | 19 | 3 | 162 |
| | | High | 1 | 3 | 23 | 76 | 7 | 110 |
| | | Very High | 0 | 2 | 22 | 7 | 22 | 53 |
| | Total | | 6 | 27 | 181 | 108 | 32 | 354 |
| Jorhat | Level of Customer Communication Expected | Very Low | 1 | 14 | 19 | 10 | 8 | 52 |
| | | Low | 3 | 25 | 18 | 19 | 15 | 80 |
| | | Moderate/ Neutral | 4 | 31 | 23 | 27 | 19 | 104 |
| | | High | 3 | 8 | 12 | 11 | 12 | 46 |
| | | Very High | 5 | 20 | 17 | 14 | 19 | 75 |
| | Total | | 16 | 98 | 89 | 81 | 73 | 357 |
| Overall | Level of Customer Communication Expected | Very Low | 40 | 32 | 64 | 25 | 39 | 200 |
| | | Low | 31 | 54 | 59 | 49 | 61 | 254 |
| | | Moderate/ Neutral | 34 | 85 | 281 | 103 | 73 | 576 |
| | | High | 33 | 31 | 118 | 119 | 65 | 366 |
| | | Very High | 31 | 63 | 119 | 85 | 105 | 403 |
| | Total | | 169 | 265 | 641 | 381 | 343 | 1799 |

*Source: Compiled from survey data (Based on Table 5.13)*

**Table No. 5.14 (ii): Gap in image on Customer Communication Dimension of 4C based Marketing Mix of Life Insurance**

| District Headquarter | Count | Image of Life Insurance | | | Total |
|---|---|---|---|---|---|
| | | Negative | Neutral | Positive | |
| Silchar | Number of Respondents | 163 | 74 | 119 | 356 |
| | % | 45.78652 | 20.78652 | 33.42697 | 100 |
| Guwahati | Number of Respondents | 128 | 121 | 108 | 357 |

| District Headquarter | Count | Image of Life Insurance | | | Total |
|---|---|---|---|---|---|
| | | Negative | Neutral | Positive | |
| | % | 35.85434 | 33.89356 | 30.2521 | 100 |
| Tezpur | Number of Respondents | 154 | 81 | 140 | 375 |
| | % | 41.06667 | 21.6 | 37.33333 | 100 |
| Sibsagar | Number of Respondents | 68 | 244 | 42 | 354 |
| | % | 19.20904 | 68.92655 | 11.86441 | 100 |
| Jorhat | Number of Respondents | 117 | 79 | 161 | 357 |
| | % | 32.77311 | 22.12885 | 45.09804 | 100 |
| Overall | Number of Respondents | 630 | 599 | 570 | 1799 |
| | % | 35.01946 | 33.29628 | 31.68427 | 100 |

*Source: Compiled from survey data [Based on Table 5.14 (i)]*

Based on the above analysis [as reported in Table No. 5.14 (ii)] it may be observed that:

f) Out of the total respondents, 33% of the investors of Life Insurance have relatively Neutral Image about Life Insurance from the perspective of Customer Communication Dimension of 4C based Marketing Mix.

g) Out of the total respondents, 35% of the respondents have relatively Negative and 32% of the respondents have relatively Positive Image about Life Insurance from the perspective of Customer Communication Dimension of 4C based Marketing Mix.

h) The highest contributors to the Negative group are the respondents from Tezpur – the districts headquarter of Sonitpur district with a number of 154 respondents constituting 41% of the total respondents from Tezpur.

i) The highest contributors to the Positive group are the respondents from Jorhat – the districts headquarter of Jorhat district with a number of 161 respondents constituting 45% of the total respondents from Jorhat.

j) Sivasagar – the districts headquarter of Sibsagar district contributed majorly to the group Neutral or Moderate with a total of 244 respondents constituting 69% of the total respondents from Sivasagar.

**Table: 5.14 (iii): Image Gap on Customer Communication Dimension**

**Symmetric Measures**

| Place | | | Value | Approx. Sig. |
|---|---|---|---|---|
| Silchar | Nominal by Nominal | Phi | .271 | .053 |
| | | Cramer's V | .135 | .053 |
| | N of Valid Cases | | 356 | |
| Guwahati | Nominal by Nominal | Phi | .210 | .475 |
| | | Cramer's V | .105 | .475 |
| | N of Valid Cases | | 357 | |
| Tezpur | Nominal by Nominal | Phi | .463 | .000 |
| | | Cramer's V | .232 | .000 |
| | N of Valid Cases | | 375 | |
| Sivasagar | Nominal by Nominal | Phi | 1.071 | .000 |
| | | Cramer's V | .535 | .000 |
| | N of Valid Cases | | 354 | |
| Jorhat | Nominal by Nominal | Phi | .183 | .744 |
| | | Cramer's V | .092 | .744 |
| | N of Valid Cases | | 357 | |
| Overall | Nominal by Nominal | Phi | .295 | .000 |
| | | Cramer's V | .147 | .000 |
| | N of Valid Cases | | 1799 | |

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. 5.14 (iii)].**

## 5.7 Conclusion

Given the Objectives, Hypothesis, and Methodology considered in this Chapter, it may concluded that there is significant difference between the 'Degree of Customer Communication dimension Expected' and the 'Degree of Customer Communication dimension 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. The findings of the present study is similar to the findings of the study conducted by Bihani[446], where it was observed that there exists significant gap between the "Degree of Customer Communication Expected" and the "Degree of Customer Communication Experienced" with respect to 4C based Marketing Mix Life Insurance in Assam. Current study is an advanced form of the study conducted in the form of greater area coverage. 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.

But, The Wilcoxon Signed-rank test revealed that the null hypothesis i.e., "There is no significant difference between the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced' of Marketing Mix with respect to Life Insurance in Assam" is accepted. Stating differently there is a no significant difference in the population between the 'Degree of Customer Communication Dimension Expected' and the 'Degree of Customer Communication Dimension Experienced'. The same holds good for all the district headquarters except Silchar, Sibsagar and Jorhat the district headquarters of Cachar, Sibsagar, and Jorhat districts respectively.

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The findings if the current chapter suggests that for Customer focused communication is a must in today's competitive era of marketing orientation. The Customer Communication (Promotion) is the most important factor and must be factored into. The Marketer must promote their insurance products using all the available marketing activities.