

## Chapter – VI

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

#### Mix

#### 6.1 Introduction-

This chapter is developed on the basis of the objective of study - To ascertain the degree of 'Customer Convenience Dimension Expected' and the degree of 'Customer Convenience Dimension Experienced' of 4C based Marketing Mix with respect to Life Insurance in Assam.

The concept Customer Convenience was developed by Lauterborn<sup>447</sup> while developing the 4C framework of Marketing Mix. Customer Convenience is an important element of 4C framework; it is reformation of Place dimension of earlier 4P framework of Marketing Mix. The framework is more suitable for today's competitive world, as it counts for Customers and Place of selling is actually a place of convenience for Customers. Place element of Marketing Mix refers to the availability of the Product to the target customers (Kotler, Armstrong, Sunder & Wong<sup>448</sup>). The Place where the Product is readily available for the Customers to buy is actually a Convenience to the Customers. Today the definition of Place has moved from physical to over the net. Most of the products and services are available online.

Place when coming to Insurance is not only the office or branch of Life Insurer but also its intermediaries- Individual Agents, Corporate Agents, Firms, Banks etc. So, place is also an important part of Life Insurance as Agents knowledge about the Product, Company, Premium, Promotion etc are counts for success of an Insurer. Opening up of the Insurance

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<sup>447</sup> Lauterborn, B. (1990). New Marketing Litany: Four Ps Passes: C takes over. *Advertising Age*, 61(41), 26.

<sup>448</sup> Kotler, P., Armstrong, G., Saunders, J., & Wong, V. (1999). *Principles of Marketing* (Second European Edition ed.). Upper Saddle River: Prentice Hall Inc.

industry and the entry of new players have intensified competition among the players resulting in higher competitive intensity among insurance sales advisors to increase their new contract growth. Insurance sales advisors are likely to have resorted to unethical sales and service behavior to close a deal (Keller<sup>449</sup>). Crosby et al.<sup>450</sup>, pointed that life insurance is primarily sold by insurance agents, who are the only touch point for the customers in most cases.

The number of districts with no presence of life insurance offices stood at 36 in the country. Out of these, 23 districts belong to the six of the north eastern states namely Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland and Sikkim.<sup>451</sup>

The insurance industry is an important component of the financial sector and insurance intermediaries play a vital role in that component of the industry. Insurance is, however, a very complex product often hard for ordinary people to understand. Insurance has to be sold the world over, and the Indian Market is no exception. The touch point with the ultimate customer is the distributor and the role played by them in insurance markets is critical. Given the product complexity, it is particularly important in the public interest that the sellers of insurance be both knowledgeable and trustworthy. It is the distributor who makes the difference in terms of the quality of advice for choice of product, and servicing of policy post sale. In the Indian market, given its distinct cultural and social ethos of trust and long term relationships, these factors play a major role in shaping the distribution channels and their delivery. The power of an agent or broker to influence the prospective buyer of insurance, for good or bad, is enormous. Therefore, it is important to have upfront disclosure

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<sup>449</sup> Keller, K. (1998). *Strategic Brand Management. Building, Measuring and Managing Brand Equity*. Englewood Cliffs: Prentice-Hall

<sup>450</sup> Crosby, L.A., Evans, K.R., & Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54, 68–81.

<sup>451</sup> Annual Report IRDA 2012-13 & 13-14.

in intermediation. Agents and Brokers should identify, manage and mitigate any potential conflict of interest in an appropriate manner. They should provide clear and fair information on the nature of their services and the capacity in which they operate, including any administrative powers and delegated authorities they may hold from insurers, so that clients can make informed decisions on the purchase of insurance products<sup>452</sup>.

Keeping in mind the gap created by the exit of insurance agents in servicing the life insurance policies and also to promote the persistency of insurance policies, the Authority has prescribed that insurance companies allot lapsed orphan life insurance policies to individual insurance agents whose license is in force. The allotted agent's details would be intimated by the insurer to the policyholder concerned<sup>453</sup>. Sharma & Saxena<sup>454</sup>, in their research article, Life insurance marketing in India: Leveraging the strengths of multi-channel distribution, has come out with the findings that the channels for distribution of insurance products in rural areas are the panchayats, district cooperative banks, agricultural & dairy cooperatives, and of course the agents. Since no player is using these channels for effective rural reach, it can be well said that the rural market is not sleeping any longer: the insurance players are. These channels have the potential to make the difference as they enjoy the trust of the people. According to Balachandran & Gensch<sup>455</sup>, keeping the customers is crucial for life insurers as a long-lasting association with the customers' results in greater instances of cross-selling and positive recommendation intentions.

The remuneration system of intermediaries for distributing investment products poses several problems that account for the bad reputation of the savings and life businesses,

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<sup>452</sup> [http://www.policyholder.gov.in/uploads/CEDocuments/Tying\\_and\\_Bundling.pdf](http://www.policyholder.gov.in/uploads/CEDocuments/Tying_and_Bundling.pdf)

<sup>453</sup> Editorial - Annual Report 2013-14 IRDA

<sup>454</sup> <http://www.marketing-trends-congress.com/archives/2009/Materiali/Paper/Fr/PrasadSharma.pdf>

<sup>455</sup> Balachandran, B. V., & Gensch, H. D. (1974). Solving the "Marketing Mix" Problem using Geometric Programming. *Management Science*, 21(2), 160-171.

since it rests on heavily front-end loaded commission structures. Salespeople in the industry are often paid commission upfront for the sale of products. Some critics believe that such a way of rewarding insurance agents is the underlying cause of unethical behavior as it gives rise to a conflict between the agent's and the client's interests. The commission-based selling system would generate a bias to over-sell, since this mode of remuneration of advisers can lead them to push a customer to purchase an investment product on the basis of the resulting payment it generates for them, irrespective of the best choice for the customer, who could alternatively prefer to reduce his/her debt or to hold savings in cash. Moreover, this system can also bring about a product bias, which occurs when the adviser has an incentive to recommend a particular investment product that does not necessarily meet the customer's needs (supposing that this time he/she is willing to purchase an investment product), but that grants them a higher remuneration. For instance, agents are usually paid more commission for the sale of full life insurance products than term life ones; it has been alleged that in order to earn more commission, agents would have a higher tendency to recommend full life insurance to their clients, whereas term life insurance is much cheaper for the customer to buy. The structure of remunerations across products and providers is really confusing for customers, who often do not understand the rationale behind it. Whereas an initial cost is associated with the start of the advice process, ongoing commission (renewal and trail) is a current practice, the justification of which is not quite clear; the customer is not always aware of its purpose. As a matter of fact, it is hard to understand if trail commissions correspond to a deferred initial commission, or if they imply the provision of ongoing advice. The practice of "churning" customers' portfolios is also highly questionable. Churning refers to a sales method, in which insurance agents persuade policyholders to terminate their existing policies after a short period of time and switch to

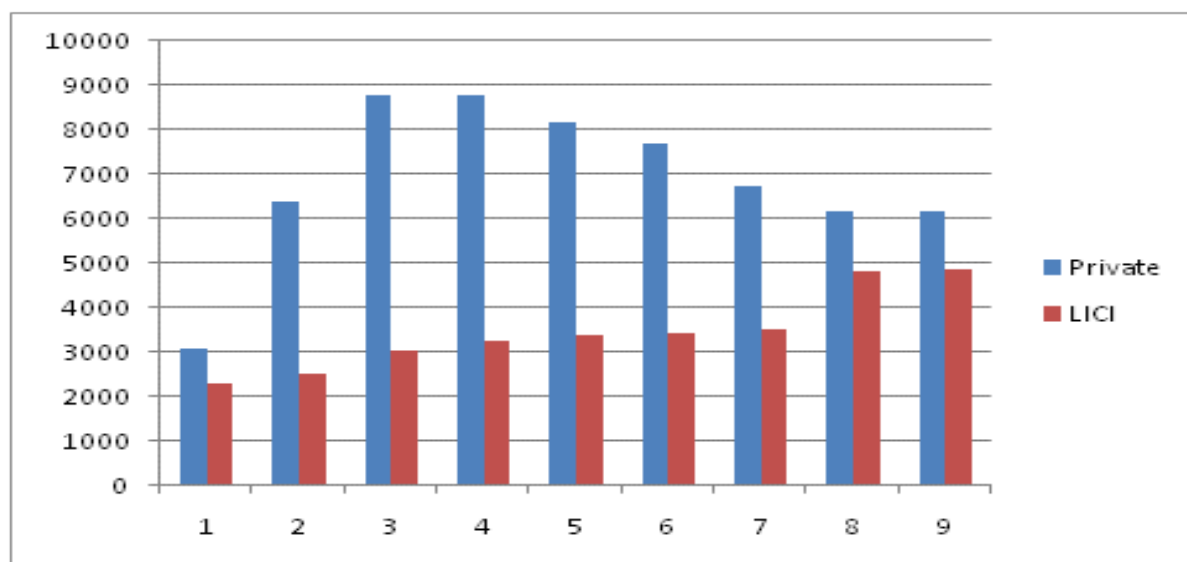
new, similar ones for no valid reason. In the process, the insurance agent earns commissions on the new policies sold. Other problems happen to occur in the customer-advisor relationship, for instance when the latter refuses to provide feature documents and personal illustrations if the former does not go through with the transaction.<sup>456</sup>

**Table 6.1 – Number of Life Insurance Offices**

Number of Life Insurance Offices									
Insurer	2007	2008	2009	2010	2011	2012	2013	2014	2015
Private	3072	6391	8785	8768	8175	7712	6759	6193	6156
LICI	2301	2522	3030	3250	3371	3455	3526	4839	4877
Industry	5373	8913	11815	12018	11546	11167	10285	11032	11033

Source: Annual Report IRDA 2014-15

**Chart 6.1: Offices of Life Insurance**



Source: Survey data based on Table No. 6.1

The decreasing trend of number of life offices (which had continued until 2012-13) had reverted in 2013-14. The number of life offices as at 31.3.2014 had increased to 11032 from 10285 of the previous year. The private insurers had closed 732 offices and opened

<sup>456</sup> The Insurance Business and its Image in Society: Traditional Issues and New Challenges by Henri-Claude de Bettignies, Francois Lepineux, and Cheon Kheong Tan, 2006/28/ABCM, online available at <http://www.insead.edu/facultyresearch/research/doc.cfm?did=2016>

166 in 2013-14; therefore there was a net reduction of 566 offices during the financial year for private sector.

On the other hand, the public sector LIC had established 1313 new offices and closed none; this resulted in a net increase of 1313 offices in the public sector. It is observed that majority of offices of life insurers are located in towns which are not listed in HRA classifications of the Ministry of Finance. Around 67 per cent of life insurance offices are located in these small towns. This fact remains similar for both private sector (57.9 per cent of the offices in small towns) and public sector life insurers (79.6 per cent of the offices in small towns).

As at 31st March, 2014, the sole public sector life insurer, LIC of India had its offices in 597 districts out of 640 districts (As per the Decennial Census -2011) in the country. As such, it covered 93.28 per cent of all districts in the country, whereas the private sector insurers had offices in 560 districts covering 87.50 per cent of all districts in the country. In total, both LIC and private insurers together covered 94.37 per cent of all districts in the country. The number of districts with no presence of life insurance offices stood at 36 in the country. Out of these, 23 districts belong to the six of the north eastern states namely Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland and Sikkim. In 21 states/union territories (out of a total of 35 states/union territories in the country), all their districts were covered through life insurance offices.<sup>457</sup>

### **6.1.1 Intermediaries associated with the Insurance Business-**

#### **a. Insurance Agents**

**Table No. 6.2: Details of Individual Agents of Life Insurers- 2013-14**

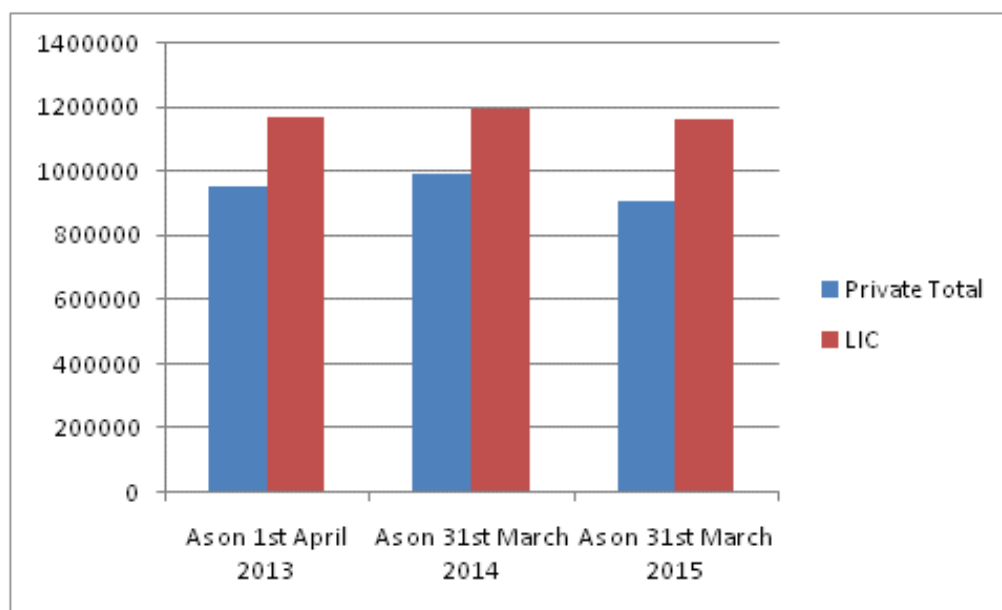
Insurer	As on 1st April 2013	Additions during 2013-14	Deletions during 2013-14	As on 31st March 2014	Additions during 2014-15	Deletions during 2014-15	As on 31 <sup>st</sup> March 2015
Private Total	949774	383381	340571	992584	313668	401949	904303

<sup>457</sup> Annual Report IRDA 2013-14

Insurer	As on 1st April 2013	Additions during 2013-14	Deletions during 2013-14	As on 31st March 2014	Additions during 2014-15	Deletions during 2014-15	As on 31st March 2015
LIC	1172983	341439	318506	1195916	342048	374360	1163604
Industry Total	2122757	724820	659077	2188500	655716	776309	2067907

Source: Annual Report IRDA 2013-14

Chart 6.2- Individual Agents of Life Insurance



Source: Survey data based on Table No. 6.2

Since 2010-11, the number of individual agents had been decreasing until 2012-13. The year 2013-14 witnessed 3.1 per cent growth in the number of individual agents. The number had gone up from 21.22 lakhs as on 31st March, 2013 to 21.88 lakhs as on 31<sup>st</sup> March, 2014. While the private life insurers recorded an increase of 4.5 per cent, LIC showed an increase of 2.0 per cent. LIC had a higher number of individual agents than all private life insurers put together. At the end of the year 2013-14, the number of agents with LIC stood at 11.96 lakhs, the corresponding number for private sector insurers was 9.92 lakhs. In 2013-14, the total number of agents appointed was 7.25 lakhs and the number of agents terminated was as high as 6.59 lakhs. While private insurers appointed 3.83 lakh agents, 3.40 lakh agents were terminated. On the other hand, in the case of LIC, 3.18 lakh

agents were terminated while it appointed 3.41 lakh agents. Even though there was a net increase in the number of individual agents, such high attrition may adversely affect life insurers' business, policy persistency and public perception of the agency channel as a stable career. It is, therefore, in the interest of all the stakeholders to work on reducing the turnover of agents and build a stable and growing agency force.

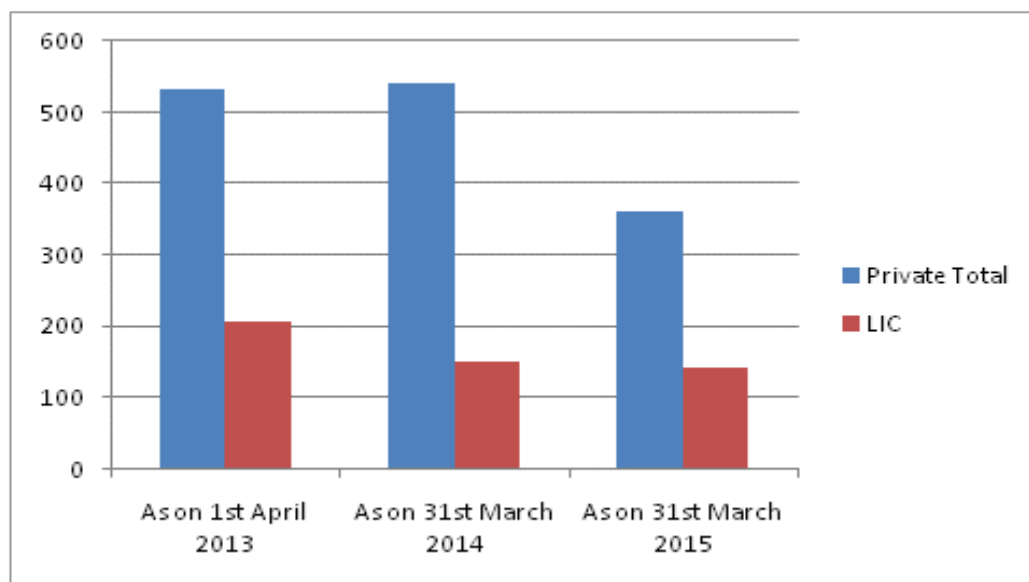
### 6.1.2 Corporate Agency

**Table No. 6.3: Details of Corporate Agents of Life Insurers- 2013-14**

Insurer	As on 1st April 2013	Additions during 2013-14	Deletions during 2013-14	As on 31st March 2014	Additions during 2014-15	Deletions during 2014-15	As on 31st March 2015
Private Total	532	99	91	540	65	244	361
LIC	207	17	75	149	14	21	142
Industry Total	739	116	166	689	79	265	503

Source: Annual Report IRDA 2013-14

**Chart 6.3: Corporate Agents of Life Insurers**



Source: Survey data based on Table No. 6.3

As on 31st March 2014, there were 689 corporate agents. While 116 new agents were added during 2013-14, licenses of 166 corporate agents were cancelled. LIC had



terminated 75 corporate agents and issued 17 new licenses. The private insurers had terminated 91 corporate agents while adding 99 new corporate agents.

Jagendra Kumar<sup>458</sup>, opined that old ways of selling insurance are, over time becoming less sustainable. Traditional business models are being challenged by the emergence of trends such as lesser relevance of physical footprint, mobile internet, analytics, social platforms and disruptive players. IT is a platform which provides the strength required in Insurance Sector. It is used for Operational Efficiency & Expense Savings. Insurance companies are using their already- owned legacy application based mainframes and transforming them by taking advantage of their built-in critical functions. The developments in IT are the working wonders in all the fields of insurance business. It has become possible to send and receive information almost instantaneously. India serves as a huge market due to its significant untapped potential. The focus on the customer oriented business model is further driving 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 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 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. Today in the Indian insurance industry, Metro Area Network, Wide Area Network, Interactive Voice Response Systems (IVRS), Information Kiosk and INFO

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<sup>458</sup> Jagendra Kumar, Success of Indian Insurance Brokers: A Bubble waiting to Burst, The journal of Insurance Institute of India, June 2007, pp. 09

Centres have become the order of the day. IT has an important role to play in the success and sustainability of the insurance business. Technology is not just a ‘catalyst’ to enhance business process; it has taken on the role of a ‘thought leader’ in building the business process.

## **6.2 IRDA’s initiatives for Customer Convenience**

### **6.2.1 IRDA (Licensing of Insurance Agents) (Amendment) Regulations, 2013.**

During the period under review, the Authority has analyzed agents’ retention and recruitment issues. In terms of IRDA (Licensing of Insurance Agents) Regulations, 2000 the Authority had prescribed a licensing fee of Rs. 250 for granting/renewing an agency license. It was observed that the said fee has become a barrier of development of agency network in the country and hence notified IRDA (Licensing of Insurance Agents) Regulations, 2013 reducing the above license fee to Rs. 125/- (Rupees One Hundred and Twenty Five only) from earlier fee of Rs. 250/- (Rupees Two Hundred and Fifty only) vide Gazette of India notification dated 25th January, 2014.

### **6.2.2 IRDA (Licensing of Banks as Insurance Brokers) Regulations, 2013**

The Authority has also notified IRDA (Licensing of Banks as Insurance Brokers) Regulations, 2013 to enable scheduled banks to take up insurance broking. Several enabling provisions have been included in these regulations which will facilitate banks to take up insurance broking.

### **6.2.3 IRDA (Insurance Brokers) Regulations, 2013:**

Considering the need for review of decade old IRDA (Insurance Brokers) Regulations, 2002, the Authority constituted a Committee representing various stakeholders of the industry. The Committee had since submitted its report and the same was circulated for comments of stakeholders and general public. Based on the comments received, draft

regulations were prepared replacing the 2002 regulations. The draft was discussed in the Insurance Advisory Committee and subsequently approved by the Authority. The regulations were notified as IRDA (Insurance Brokers) Regulations, 2013 replacing the erstwhile IRDA (Insurance Brokers) Regulations, 2002. Several enabling provisions were included in the new regulations to bring in more transparency in the business of insurance broking.

#### **6.2.4 IRDA (Licensing of Insurance Marketing Firm) Regulations, 2014**

In order to further improve the penetration of insurance by encouraging young entrepreneurs and also industry veterans to take up insurance distribution, the Authority will be coming out with IRDA (Licensing of Insurance Marketing Firm) Regulations, 2014. A working group with CEOs of insurance companies was constituted to suggest a suitable model. Based on the recommendation of the group, an exposure draft was circulated for seeking views/comments of various stakeholders. The views/comments received were incorporated appropriately in the draft regulations which were discussed in the Insurance Advisory Committee. The draft regulations, after incorporating suggestions given by the Insurance Advisory Committee were placed before the Authority and the Authority accorded its approval to the regulations. The regulations will be notified shortly.

#### **6.2.5 Distance Marketing by Brokers- Guidelines on Distance Marketing of Insurance Products (IRDA/ADMN/GDL/MISC/059/04/2011 Dt. 05/04/2011)<sup>459</sup>**

- (i) Insurance brokers shall not exclusively promote the products of any particular insurer, and shall suggest the best available product in the market that fits the needs of the client.
- (ii) The price comparison charts that are displayed shall be up to date and reflect a true picture of all the available and suitable products under each category.

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<sup>459</sup> IRDA - IRDA/ADMN/GDL/MISC/059/04/2011 Dt. 05/04/2011

(iii) Insurers shall not pay the brokers any remuneration other than brokerage. No payments by any name shall be made by insurers to brokers or their related parties towards infrastructure or any account other than brokerage on the policies solicited or procured over distance mode.

(iv) Insurers shall specifically identify the proposals procured by brokers over distance mode and obtain all relevant records pertaining to such policies. Insurers shall produce such records before the Authority in case of dispute involving alleged violation of breach of conduct by the broker.

(v) Brokers may outsource tele-calling activities to Telemarketers.

### **6.3 Objective of the Chapter**

The objective of the Chapter is to ascertain the degree of ‘Customer Convenience Dimension Expected’ and the degree of ‘Customer Convenience Dimension Experienced’ of 4C based Marketing Mix with respect to Life Insurance.

### **6.4 Hypotheses of the Chapter**

The Statistical Hypotheses considered under the current Chapter are:

**H<sub>01</sub>**- There is no significant difference between the degree of ‘Customer Convenience Dimension Expected’ and the degree of ‘Customer Convenience Dimension Experienced’ of 4C based Marketing Mix with respect to Life Insurance in Assam.

**H<sub>A1</sub>**- There is significant difference between the degree of ‘Customer Convenience Dimension Expected’ and the degree of ‘Customer Convenience Dimension Experienced’ of 4C based Marketing Mix with respect to Life Insurance in Assam.

## 6.5 Gap Analysis between ‘Customer Convenience Dimension Expected’ and ‘Customer Convenience Dimension Experienced’

For the purpose of gap analysis, the ‘degree of Customer Convenience Dimension Expected’ and the ‘degree of Customer Convenience Dimension Experienced’ were measured. The results of the analysis are discussed below:

### 6.5.1 Description of items for measuring Gap Analysis on Customer Convenience Dimension

A list of items was identified to measure the degree of Customer Convenience Dimension Expected and the degree of Customer Convenience 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 Convenience Dimension Expected’ and the ‘Degree of Customer Convenience Dimension Experienced’. The survey of Literature done was related to Customer, Convenience, Marketing Mix, Customer Expectation, Customer Experience, Life Insurance, Investments, Place, and Customer Convenience etc. (Anderson & Hair<sup>460</sup>, Ajmi Jy<sup>461</sup>, Frohlich<sup>462</sup>, Fundin & Witell<sup>463</sup>, Lauterborn<sup>464</sup>, Doyle<sup>465</sup>, Sarkar<sup>466</sup>, Advani<sup>467</sup>,

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<sup>460</sup> Anderson, R. L., & Hair, J. F. (1972). Consumerism, Consumer Expectations and Perceived Product Performance. In M. Venkatesan, *Proceedings of the Third Annual Conference of Consumer Research* (pp. 67-79). Chicago: IL.

<sup>461</sup> Ajmi Jy, A. (2008). Risk Tolerance of Individual Investors in an Emerging Market. *International Journal of Finance and Economics*, 17, 15-26.

<sup>462</sup> Frohlich, N. (1984). Beyond Economic Man- Altruism, Egalitarianism, and Difference Maximisation. *Journal of Conflict Resolution*. 28(1), 3-27.

<sup>463</sup> Fundin, A. & Witell, L. N. (2005). Dynamics of Service Industry: a test of Kano Theory of Attractive Quality, *International Journal of Service Industry Management*, 11(5), 152-168.

<sup>464</sup> Lauterborn, B. (1990). New Marketing Litany: Four Ps Passes: C takes over. *Advertising Age*, 61(41), 26.

<sup>465</sup> Doyle, P. (1990). *Marketing Management and Strategy* (3<sup>rd</sup> ed.). Harlow: Prentice Hall.

<sup>466</sup> Sarkar, A. K. (1991). Mutual Funds in Indian–Emerging Trends, *The Management Accountant*, 26(9), 171-74

<sup>467</sup> Advani, V. A. (1992). *Investment and Securities Markets in India: Investment Management*. Himalaya Publishing House: Mumbai

Agarwal<sup>468</sup>, Duncker<sup>469</sup>, Kurtz & Clow<sup>470</sup>, Vaid<sup>471</sup>, Rafiq & Ahmed<sup>472</sup>, Yadav & Mishra<sup>473</sup>, Bansal<sup>474</sup>, Zeithaml & Bitner<sup>475</sup>, Kumar<sup>476</sup>, Jain<sup>477</sup>, Sunder<sup>478</sup>, Balaji<sup>479</sup>, Norman<sup>480</sup>, Bhole<sup>481</sup>, Kamaladevi<sup>482</sup>, Zeithamal, et al.<sup>483</sup>, Paul & Bihani<sup>484</sup>, Kumar & Shah<sup>485</sup>, Dwivedi<sup>486</sup>, Gupta<sup>487</sup>, Jawaharlal<sup>488</sup>, Joshi<sup>489</sup>, Mishra<sup>490</sup>, Desai<sup>491</sup>) were surveyed. These literatures has acted as source for selecting the items as well as satisfied the content validity of the instrument. Then the instrument so developed was used for Pilot study. After pilot survey and advice received from experts, the final instrument was drafted to study the gap in Image of life insurance. The following 27 (Twenty Seven) items (Table No. 6.4) were finally

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<sup>468</sup> Agarwal, G. D. (1992). Mutual Fund Investors' Interest. *Chartered Secretary*, 22(1), 23-30.

<sup>469</sup> Duncker, K. (1993). The Influence of Past Experience upon Perceptual Properties. *The American Journal of Psychology*, 52(2), 255-265.

<sup>470</sup> Kurtz, D. L. & Clow, K. E. (1993). Managing Customer Expectations of Services. *Journal of Marketing Management*, 2(2), 19-25.

<sup>471</sup> Vaid, S. (1994). *Mutual Fund Operations in India*. Varanasi: Rishi Publications.

<sup>472</sup> 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.

<sup>473</sup> Yadav, R. A. & Mishra, B. (1996). Performance Evaluation of Mutual Funds. *MDI Management Journal*, 9(2), 117-125.

<sup>474</sup> Bansal, L. K. (1996). *Mutual Fund Products and Services*. New Delhi: Taxman Publications.

<sup>475</sup> Zeithaml, V. A. & Bitner, M. A. (1996). *Services Marketing. US: McGraw Hill*.

<sup>476</sup> Kumar, V. K. (1999). In Search of Turnaround Strategies for Mutual Fund Industry. *The Management Accountant*, 34(5), 337-343.

<sup>477</sup> Jain, A. (2000). Mutual: Trends and Features. *Chartered Secretary*. 30(12), 15-28.

<sup>478</sup> Sunder, S. (2002). Management control, expectation, common knowledge, and culture. *Journal of Management Accounting Research*, 14(1), 173-187.

<sup>479</sup> Balaji, B. (2002). *Services Marketing and Management*. New Delhi: S Chand & Sons.

<sup>480</sup> Norman, D. A. (2002). Emotion & Design: attractive things work better. *Interactions*, 9(4), 36-42.

<sup>481</sup> Bhole, L. M. (2004). *Indian Financial System- Reforms, Policies and Prospects*. New Delhi: New Century Publications.

<sup>482</sup> Kamaladevi, B. (2009). Customer Experience Management. *The Romanian Economic Journal*, 34(4), 31-59.

<sup>483</sup> Zeithamal, V. A., Gremler, D. D., & Bitner, M. J. (2010). *Service Marketing: Integrating Customer Focus Across the Firm* (4<sup>th</sup> ed.), New Delhi: Tata McGraw-Hill

<sup>484</sup> Paul, T. & Bihani, P. (2014). Expectation Based Customer Oriented Marketing Mix- A Conceptual Framework. *IRD India*, 2(4), 67-70.

<sup>485</sup> Kumar, V. & Shah, D. (2010). *Uncovering Implicit Consumer Needs for Determining Explicit Product Positioning: Growing Prudential Annuities's Variable Annual Sales*. Retrieved 11/11/2014 from <http://www.drivkumar.com/includes/files/Prudential-Article.pdf>

<sup>486</sup> Dwivedi (2007), Online Insurance, Harmony Magazine October 2007. Pp. 3

<sup>487</sup> Gupta, S. K. (2006). *Financial Institutions and Markets*. New Delhi: Kalyani Publishers.

<sup>488</sup> Jawaharlal, U. (2009). Opportunities Unlimited. *IRDA Journal* 2009. P. 10.

<sup>489</sup> Joshi, N. Naren (2004). Insurance and rural market-cost effective delivery system holds the key. *Business Line*, September, 2004. P.5

<sup>490</sup> Mishra, K.C., (2004). Bonding benefits. *Asia Insurance Post*, November, 2004 p. 17 & 18.

<sup>491</sup> Desai, V. (1999). *The Indian Financial System*. Mumbai: Himalaya Publishing House Pvt Ltd.

identified and used for the purpose of measuring expectation and experience related to Customer Convenience dimension of 4C based Marketing Mix.

**Table 6.4: Description of the items used in the questionnaire related to Customer Convenience**

Item No.	Description
1	The branches of insurance companies are easily available
2	The Branches are easily accessible
3	The Branches are providing speedy services
4	The Branches are able to address to the complains and any other issue
5	The Branch provides a pleasant service
6	All life insurance products are locally available.
7	There is an office of the company locally
8	Doubt about the integrity of the local agent
9	Knowledge about where to register my protest and get my grievance redressed.
10	Services of postal/Courier services influences my decision making in investment in life insurance
11	Confidence of the Information Technology mode of availing Life Insurance Investment
12	Knowledge of availing Life Insurance Service from my home using e-mode of services
13	The Postal Life Insurance Service is good
14	The opening up of the branches at the major towns helps the business of Life Insurance grow
15	The opening up of the branches at the major towns helps customer to buy locally
16	The opening up of the branches at the major towns helps customer to sell locally
17	The opening up of the branches at the major towns helps customer to pay renewal locally
18	The opening up of the branches at the major towns helps customer to do alterations in policy locally
19	The online e-mode of buying Life Insurance has given the way to commit frauds
20	The Bancassurance & other channels of Life Insurance has made it easily available.
21	The Agent can provide sufficient information about the product
22	The application forms are available locally at the branch
23	The Form of Endowment Plan is easy to understand
24	Surrender form are easily available at the branch
25	Branch helps in smooth surrender of policy
26	Branch helps in smooth modifications in policy
27	Difficulty in selecting the channel to buy the LI product

*Source: Questionnaire*

Respondents were requested to respond to item number 1 to 27 under Questionnaire IV 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 the 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 Convenience Dimension Expected’. Similarly, the total of the ‘Degree of Customer Convenience Dimension Experience’ was derived.

### 6.5.2 Reliability statistics of Expectation and Experience on Customer Convenience 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 Convenience Dimension Expected’ and the ‘Degree of Customer Convenience Dimension Experienced’. The test (Cronbach’s Alpha) was calculated using SPSS 20.0 and the results are shown below in Table No. 6.5. The Cronbach’s Alpha coefficient values with respect to all the 27 items (as mentioned in Table No. 6.5) relating to the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience Dimension Experienced’ were found to be above 0.70 (column b to g of Table No. 6.5). Therefore, the scales used in this study to measure the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience Dimension Experienced’ were considered as reliably and internally consistent (Nunnally<sup>492</sup>, Zikmund<sup>493</sup>).

**Table 6.5: Reliability statistics of Customer Convenience 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 Convenience Dimension Expected	0.985	0.911	0.985	0.864	0.981	0.967	Acceptable
	Degree of Customer Convenience Dimension Experienced	0.987	0.906	0.986	0.841	0.984	0.968	Acceptable

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

<sup>492</sup> Nunnally, J. (1978). *Psychometric Theory*. New York: McGraw-Hill.

<sup>493</sup> Zikmund, W. G. (2008). *Business Research Methods(7<sup>th</sup> Indian ed.)* . New Delhi: Cengage Learning India Pvt. Ltd.



Further, the descriptive scale statistics in estimating the Cronbach's Alpha on the 'Degree of Customer Convenience Dimension Expected' and the 'Degree of Customer Convenience Dimension Experienced' denotes the mean value, Variance and Standard Deviation as shown in Table No. 6.5.

**Table 6.6: Overall Scale statistics of Customer Convenience Dimension Expected and Experienced**

District Headquarter	Silchar	Guwahati	Tezpur	Sibsagar	Jorhat	Overall	
a	b	c	d	e	f	g	
Customer Convenience Dimension Expected	Mean	2.8	10.59	-0.6927	14.35	2.41	5.89
	Variance	1001.1	374.38	944.59	238.63	915.77	725.18
	Std. Deviation	31.64	19.35	30.74	15.45	30.26	26.93
Customer Convenience Dimension Experienced	Mean	4.25	10.2	-0.2526	11.5	2.8	5.7
	Variance	1072.23	361.37	1007.96	221.29	965.915	744.21
	Std. Deviation	32.75	19.01	31.75	14.88	31.07918	27.28

*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 5.89, similarly, the sampled population had overall experienced mean of 5.7 from the perspective of Customer Convenience and this is an indicator of Negative Image of Life Insurance (as Expectation exceeds Experience). This basic observation is not applicable in respect of district headquarter wise study except for Sibsaagar (where Expected Mean (14.35) is more than the Experienced Mean (11.5) [as per Table No. 6.6].

Further, Table No. 6.7 (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 .2182 and for Customer Experience dimension is .2110 and the Tukey's estimate of power to which observations must be raised to achieve additivity with respect to Customer Expectation Dimension is 1.061 and for Customer Experienced Dimension is 1.083. 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. 6.7 (ii)].

**Table 6.7 (i) : Different Reliability statistics of Customer Convenience 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			51541.565	52894.266	1919	1919	26.859	27.563				
Within People	Between Items		776.355	576.361	26	26	29.860	22.168	33.722	25.095	.000	.000
	Residual	Nonadditivity	60.080 <sup>a</sup>	90.637 <sup>b</sup>	1	1	60.080	90.637	67.942	102.815	.000	.000
		Balance	44119.047	43983.446	49893	49893	.884	.882				
		Total	44179.126	44074.083	49894	49894	.885	.883				
Total		44955.481	44650.444	49920	49920	.901	.894					
Total			96497.046	97544.711	51839	51839	1.861	1.882				
Expectations Grand Mean = .2182												
Experiences Grand Mean = .2110												
a. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.061.												
b. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.083.												

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

**Table No. 6.7 (ii): Different Reliability Statistics of Expectation and Experience on Customer Convenience 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		
S i l c h a r	Between People	14200.724	15209.814	383	383	37.078	39.712						
	Within People	Between Items	22.464	52.001	26	26	.864	2.000	1.564	3.751	.034	.000	
		Residual	Nonadditivity	.136 <sup>a</sup>	19.191 <sup>a1</sup>	1	1	.136	19.191	.245	36.116	.620	.000
			Balance	5502.216	5290.734	9957	9957	.553	.531				
			Total	5502.351	5309.925	9958	9958	.553	.533				
	Total	5524.815	5361.926	9984	9984	.553	.537						
Total	19725.539	20571.740	10367	10367	1.903	1.984							
G u w a h a t i	Between People	5310.623	5126.087	383	383	13.866	13.384						
	Within People	Between Items	914.714	940.354	26	26	35.181	36.167	28.436	28.844	.000	.000	
		Residual	Nonadditivity	202.250 <sup>b</sup>	159.402 <sup>b1</sup>	1	1	202.250	159.402	166.182	128.757	.000	.000
			Balance	12118.073	12326.836	9957	9957	1.217	1.238				
			Total	12320.323	12486.238	9958	9958	1.237	1.254				
	Total	13235.037	13426.593	9984	9984	1.326	1.345						
Total	18545.660	18552.680	10367	10367	1.789	1.790							
T e z p u r	Between People	13399.176	14298.092	383	383	34.985	37.332						
	Within People	Between Items	14.243	24.668	26	26	.548	.949	1.063	1.865	.376	.005	
		Residual	Nonadditivity	27.282 <sup>c</sup>	16.561 <sup>c1</sup>	1	1	27.282	16.561	53.238	32.661	.000	.000
			Balance	5102.475	5048.771	9957	9957	.512	.507				
			Total	5129.757	5065.332	9958	9958	.515	.509				
	Total	5144.000	5090.000	9984	9984	.515	.510						
Total	18543.176	19388.092	10367	10367	1.789	1.870							
S i v a s a g a r	Between People	3385.072	3139.037	383	383	8.838	8.196						
	Within People	Between Items	2539.503	1936.163	26	26	97.673	74.468	81.438	57.060	0.000	.000	
		Residual	Nonadditivity	310.560 <sup>d</sup>	195.481 <sup>d1</sup>	1	1	310.560	195.481	265.824	152.057	.000	.000
			Balance	11632.678	12800.430	9957	9957	1.168	1.286				
			Total	11943.238	12995.911	9958	9958	1.199	1.305				
	Total	14482.741	14932.074	9984	9984	1.451	1.496						
Total	17867.812	18071.111	10367	10367	1.724	1.743							
J o r h a t	Between People	12990.407	13701.687	383	383	33.918	35.775						
	Within People	Between Items	26.942	24.682	26	26	1.036	.949	1.577	1.626	.031	.023	
		Residual	Nonadditivity	.009 <sup>e</sup>	.848 <sup>ea</sup>	1	1	.009	.848	.013	1.451	.908	.228
			Balance	6541.938	5814.322	9957	9957	.657	.584				
			Total	6541.947	5815.169	9958	9958	.657	.584				
	Total	6568.889	5839.852	9984	9984	.658	.585						
Total	19559.296	19541.539	10367	10367	1.887	1.885							
Expectations Grand Mean = .0893													
Experiences Grand Mean = .1037													
a. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.007.													
b. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.258.													
c. Tukey's estimate of power to which observations must be raised to achieve additivity = .969.													
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 = .999.													
a1. Tukey's estimate of power to which observations must be raised to achieve additivity = .921.													
b1. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.221.													
c1. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.007.													
d1. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.246.													
ea. Tukey's estimate of power to which observations must be raised to achieve additivity = 1.017.													

### **6.5.3 Validity of the instrument to Measure Customer Convenience Dimension Expected and Customer Convenience Dimension Experienced**

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 Convenience 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.

### **6.5.4 Normality Test of data of Expectation and Experience on Customer Convenience Dimension**

One Sample Kolmogorov-Smirnov test was used to test the normality of distribution of the data relating to the 'Degree of Customer Convenience Dimension Expected' and the 'Degree of Customer Convenience 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 6.8 revealed that the data distribution do not follow the normal distribution. This is because the Asymp. Sig. (2-tailed) values of both the Customer Convenience Expected and Customer Convenience 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 6.8: Different Reliability statistics of Customer Convenience Dimension Expected and Experienced**

		Overall		Silchar		Guwahati		Tezpur		Sibsagar		Jorhat	
		Total of Customer Convenience Expected	Total of Customer Convenience Experienced	Total of Customer Convenience Expected	Total of Customer Convenience Experienced	Total of Customer Convenience Expected	Total of Customer Convenience Experienced	Total of Customer Convenience Expected	Total of Customer Convenience Experienced	Total of Customer Convenience Expected	Total of Customer Convenience Experienced	Total of Customer Convenience Expected	Total of Customer Convenience Experienced
N		1920	1920	384	384	384	384	384	384	384	384	384	384
Normal Parameters <sup>a</sup> <sub>b</sub>	Mean	5.8911	5.6974	2.7995	4.2448	10.5911	10.1953	-0.6927	-0.2526	14.3464	11.5	2.4115	2.7995
	Std. Deviation	26.9292	27.28027	31.64009	32.74496	19.34885	19.00971	30.73417	31.74838	15.44779	14.87581	30.26174	31.07918
Most Extreme Differences	Absolute	0.085	0.088	0.116	0.124	0.101	0.087	0.116	0.128	0.068	0.071	0.1	0.118
	Positive	0.044	0.046	0.062	0.069	0.073	0.061	0.058	0.071	0.068	0.071	0.056	0.063
	Negative	-0.085	-0.088	-0.116	-0.124	-0.101	-0.087	-0.116	-0.128	-0.051	-0.068	-0.1	-0.118
Kolmogorov-Smirnov Z		3.73	3.861	2.28	2.423	1.975	1.706	2.267	2.5	1.335	1.397	1.957	2.309
Asymp. Sig. (2-tailed)		0	0	0	0	0.001	0.006	0	0	0.057	0.04	0.001	0
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.

### 6.5.5 Descriptive Statistics of Customer Convenience Dimension Expected and Customer Convenience Dimension Experienced

Descriptive Statistics are used to present quantitative descriptions in a manageable form. In a research study we may have lots of measures or we may measure a large number of people on any measure. 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<sup>494</sup>. Below Table No. 6.9 reflects the area wise and overall descriptive statistics of the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience Dimension Experienced’, along with the bootstrapping analysis to know the lower limit and the upper limit of mean that exists in the population.

**Table 6.9: Area wise and Overall Descriptive statistics of Customer Convenience Dimension Expected and Experienced**

Descriptive Statistics								
Place		Statistic	Bootstrap <sup>a</sup>					
			Bias	Std. Error	95% Confidence Interval			
					Lower	Upper		
Silchar	Avg of Customer Convenience Expected	N	384	0	0	384	384	
		Minimum	-2.00					
		Maximum	2.00					
		Mean	.1037	.0004	.0605	-.0225	.2196	
		Std. Deviation	1.17186	-.00247	.03181	1.10769	1.23520	
	Avg of Customer Convenience Experienced	N	384	0	0	384	384	
		Minimum	-2.00					
		Maximum	2.00					
		Mean	.1572	.0034	.0615	.0395	.2907	
		Std. Deviation	1.21278	-.00113	.03236	1.14743	1.27423	
	Valid N (listwise)	N	384	0	0	384	384	
	Guwahati	Avg of Customer Convenience Expected	N	384	0	0	384	384
			Minimum	-1.59				
			Maximum	1.93				
			Mean	.3923	-.0013	.0369	.3116	.4596
Std. Deviation			.71662	-.00153	.02694	.66041	.76925	
Avg of Customer Convenience Experienced		N	384	0	0	384	384	
		Minimum	-1.59					
		Maximum	1.93					
		Mean	.3776	.0030	.0355	.3106	.4469	
		Std. Deviation	.70406	-.00116	.02663	.64676	.75667	
Valid N (listwise)		N	384	0	0	384	384	
Tezpur		Avg of Customer Convenience Expected	N	384	0	0	384	384
			Minimum	-2.00				
			Maximum	2.00				
			Mean	-.0257	-.0013	.0586	-.1454	.0858
	Std. Deviation		1.13830	-.00234	.03010	1.07405	1.19258	

<sup>494</sup> <http://www.socialresearchmethods.net/kb/statdesc.php> viewed on 11 12 2014

Descriptive Statistics								
Place		Statistic	Bootstrap <sup>a</sup>					
			Bias	Std. Error	95% Confidence Interval			
					Lower	Upper		
Sivasagar	Avg of Customer Convenience Experienced	N	384	0	0	384	384	
		Minimum	-2.00					
		Maximum	2.00					
		Mean	-.0094	-.0016	.0598	-.1285	.1023	
		Std. Deviation	1.17587	-.00292	.03006	1.11434	1.23075	
	Valid N (listwise)	N	384	0	0	384	384	
	Jorhat	Avg of Customer Convenience Expected	N	384	0	0	384	384
			Minimum	-1.00				
			Maximum	2.00				
			Mean	.5313	.0000	.0295	.4726	.5924
Std. Deviation			.57214	.00003	.02168	.52802	.61558	
Avg of Customer Convenience Experienced		N	384	0	0	384	384	
		Minimum	-1.00					
		Maximum	2.00					
		Mean	.4259	-.0009	.0275	.3711	.4785	
		Std. Deviation	.55096	-.00108	.02199	.50685	.59209	
Valid N (listwise)	N	384	0	0	384	384		
Overall	Avg of Customer Convenience Expected	N	1920	0	0	1920	1920	
		Minimum	-2.00					
		Maximum	2.00					
		Mean	.2182	-.0007	.0222	.1763	.2648	
		Std. Deviation	.99738	.00028	.01449	.96937	1.02497	
	Avg of Customer Convenience Experienced	N	1920	0	0	1920	1920	
		Minimum	-2.00					
		Maximum	2.00					
		Mean	.2110	.0009	.0229	.1666	.2572	
		Std. Deviation	1.01038	-.00017	.01530	.97953	1.03982	
Valid N (listwise)	N	1920	0	0	1920	1920		

Descriptive Statistics						
Place	(listwise)	Statistic	Bootstrap <sup>a</sup>			
			Bias	Std. Error	95% Confidence Interval	
					Lower	Upper
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 Convenience Dimension Expected’ is found to be .2182 and the ‘Degree of Customer Convenience Dimension Experienced’ is found to be .2110 (as reported in Table No. 6.9).
- (b) In the table bootstrap analysis, at 95% confidence level, revealed that the overall average mean of the ‘Degree of Customer Convenience Dimension Expected’ ranges between .1763 (lower limit) and .2648 (upper limit) and the ‘Degree of Customer Convenience Dimension Experienced’ ranges between .1616 (lower limit) and .2572 (upper limit) (as reported in Table No. 6.9).
- (c) District Headquarter wise the average mean of the ‘Degree of Customer Convenience Dimension Expected’ is maximum at Sivasagar district headquarter (i.e., .5313) and minimum average mean of the ‘Degree of Customer Convenience Dimension Experienced’ is found at Jorhat district headquarter (i.e., -0.0257).
- (d) District Headquarter wise the average mean of the ‘Degree of Customer Convenience Dimension Experienced’ is maximum at Sivasagar district headquarter (i.e., .5313) and minimum average mean of the ‘Degree of Customer Convenience Dimension Experienced’ is found at Tezpur district headquarter (i.e., -0.0257).



(e) These are the indicators of Customer Convenience 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.

## **6.6 Computation of Test Statistics & Decision of Customer Convenience Dimension**

Since the data in consideration do not follow normal 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 Convenience Dimension Expected’ and the ‘Degree of Customer Convenience Dimension Experienced’ of 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 Convenience Dimension Expected’ and the ‘Degree of Customer Convenience Dimension Experienced’ of Marketing Mix with respect to Life Insurance in Assam” is retained or accepted [This is discernable from the Table No. 6.10 (i) for Overall and 6.10 (ii) to 6.10 (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 Convenience Dimension Expected’ and the ‘Degree of Customer Convenience Dimension Experienced’. The same holds good for all the district headquarters except Sibsagar where the null hypothesis is rejected (With Asymp. Sig. of .000).

**Chart 6.4 (i) : Overall (5 district headquarters)**

**Hypothesis Test Summary**

	<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
<b>1</b>	The median of differences between Total OF Customer Convenience Expected and Total of Customer Conveyanience Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.743	Retain the null hypothesis.

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

*Source: Compiled from survey data using SPSS 20.0*

**Chart No. 6.4 (ii) : Silchar (District Headquarter- Cachar District)**

**Hypothesis Test Summary**

	<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
<b>1</b>	The median of differences between Total OF Customer Convenience Expected and Total of Customer Conveyanience Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.593	Retain the null hypothesis.

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

*Source: Compiled from survey data using SPSS 20.0*

**Chart No. 6.4 (iii) : Guwahati (District Headquarter- Kamrup District)**

**Hypothesis Test Summary**

	<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
<b>1</b>	The median of differences between Total OF Customer Convenience Expected and Total of Customer Conveyanience Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.904	Retain the null hypothesis.

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

*Source: Compiled from survey data using SPSS 20.0*

**Chart 6.4 (iv) : Tezpur (District Headquarter- Sonitpur District)**

**Hypothesis Test Summary**

	<b>Null Hypothesis</b>	<b>Test</b>	<b>Sig.</b>	<b>Decision</b>
<b>1</b>	The median of differences between Total OF Customer Convenience Expected and Total of Customer Conveyanience Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.889	Retain the null hypothesis.

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

*Source: Compiled from survey data using SPSS 20.0*

**Chart 6.4 (v) : Sivasagar (District Headquarter- Sibsagar District)**

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Total OF Customer Convenience Expected and Total of Customer Conveyanience 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 6.4 (vi) : Jorhat (District Headquarter- Jorhat District)**

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig.	Decision
1	The median of differences between Total OF Customer Convenience Expected and Total of Customer Conveyanience Experienced equals 0.	Related-Samples Wilcoxon Signed Rank Test	.525	Retain the null hypothesis.

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

Source: Compiled from survey data using SPSS 20.0

### 6.6.1 Individual Item wise Gap Analysis on Customer Convenience Dimension

The descriptive statistics of the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience 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. 6.10 Areas considered for the study**

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

**(A) 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 6.11) describes the mean scores of all the twenty seven items used to measure the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience 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 Convenience Dimension Expected’ in respect of the item *There is an office of the company locally* is found to be maximum (.1745) (as reported in Table No. 6.11), 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 Convenience Dimension Expected’ with respect to the item *There is an office of the company locally* ranges between .0339 to .3123 (as reported in Table No. 6.11).
- (c) In the sample, the mean analysis of the ‘Degree of Customer Convenience Dimension Expected’ in respect to the item *The opening up of the branches at the major towns helps customer to buy locally* is found to be minimum (.0417) (as reported in Table No. 6.11).
- (d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average ‘Degree of Customer Convenience Dimension Expected’ with respect to the item *The opening up of the branches at the major towns helps customer to buy locally* ranges between -0.0911 to .1823 (as reported in Table No. 6.11).

**(B) Experience Dimension**

- (a) In the sample, the mean analysis of the ‘Degree of Customer Convenience Dimension Experienced’ in respect of the item *The Branches are providing speedy services* is found to be maximum (.3021) (as reported in Table No. 6.11), 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 Convenience Dimension Experienced’ with respect to the item *The Branches are providing speedy services* ranges between .1641 to .4348 (as reported in Table No. 6.11).
- (c) In the sample, the mean analysis of the ‘Degree of Customer Convenience Dimension Experienced’ in respect to the item *Knowledge about where to register my protest and get my grievance redressed* is found to be minimum .0260 (as reported in Table No. 6.11).
- (d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average ‘Degree of Customer Convenience Dimension Experienced’ with respect to the item *Knowledge about where to register my protest and get my grievance redressed* ranges between -0.1066 to .1666 (as reported in Table No. 6.11).

**Table No. 6.11 Descriptive Statistics of Customer Convenience Items (Silchar)**

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
The branches	N	384	0	384	384	384	0	384	384

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
of insurance companies are easily available	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0755	.0698	-.0599	.2057	.2552	.0673	.1277	.3880
	Std. Deviation	1.36805	.02985	1.30894	1.42597	1.34513	.03244	1.27974	1.40784
The Branches are easily accessible	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0651	.0728	-.0833	.2005	.1979	.0747	.0521	.3385
The Branches are providing speedy services	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1589	.0705	.0208	.2994	.3021	.0714	.1641	.4348
The Branches are able to address to the complains and any other issue	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0964	.0698	-.0416	.2369	.2552	.0714	.1146	.3880
The Branch provides a pleasant service	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0495	.0685	-.0885	.1822	.1510	.0711	.0130	.2864
All life insurance products are locally available.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1510	.0674	.0130	.2786	.1328	.0693	.0026	.2656
There is an office of the company locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1745	.0679	.0339	.3123	.1328	.0703	.0027	.2682
Doubt about the integrity of the local agent	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	0.16	.0682	.0208	.2891	.1354	.0692	.0078	.2784
Knowledge about where to	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			

Item	Customer Convenience Expected					Customer Convenience Experienced			
	Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval		
			Lower	Upper			Lower	Upper	
register my protest and get my grievance redressed.	Maximum	2.00				2.00			
	Mean	.0547	.0700	-.0833	.1874	.0260	.0698	-.1066	.1666
	Std. Deviation	1.35563	.02938	1.29461	1.41389	1.38600	.02891	1.32822	1.43981
	N	384	0	384	384	384	0	384	384
Services of postal/Courier services influences my decision making in investment in life insurance	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0443	.0713	-.0938	.1848	.1250	.0738	-.0234	.2682
	Std. Deviation	1.39024	.02888	1.33324	1.44465	1.45964	.02724	1.40676	1.51017
Confidence of the Information Technology mode of availing Life Insurance Investment	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1224	.0745	-.0260	.2604	.1224	.0763	-.0312	.2708
Knowledge of availing Life Insurance Service from my home using e-mode of services	Std. Deviation	1.41721	.02860	1.36150	1.47442	1.48381	.02677	1.42750	1.53575
	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
The Postal Life Insurance Service is good	Mean	.1224	.0731	-.0208	.2630	.1198	.0736	-.0339	.2526
	Std. Deviation	1.42272	.02935	1.36254	1.47851	1.42570	.02845	1.36410	1.48045
	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
The opening up of the branches at the major towns helps the business of Life Insurance grow	Maximum	2.00				2.00			
	Mean	.1510	.0732	.0053	.2943	.0990	.0727	-.0572	.2318
	Std. Deviation	1.43732	.02922	1.37163	1.49006	1.40517	.02821	1.34403	1.46000
	N	384	0	384	384	384	0	384	384
The opening up of the branches at the major towns helps customer to buy locally	Minimum	-2.00				-2.00			
	Mean	.0599	.0711	-.0729	.2005	.1172	.0733	-.0389	.2552
	Std. Deviation	1.40460	.02863	1.34494	1.45575	1.41211	.02806	1.35280	1.46617
	N	384	0	384	384	384	0	384	384
The opening up of the branches at	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0417	.0714	-.0911	.1823	.1172	.0733	-.0389	.2552
The opening up of the branches at	Std. Deviation	1.40619	.02848	1.34794	1.45699	1.41211	.02806	1.35280	1.46617
	N	384	0	384	384	384	0	384	384
	Maximum	2.00				2.00			

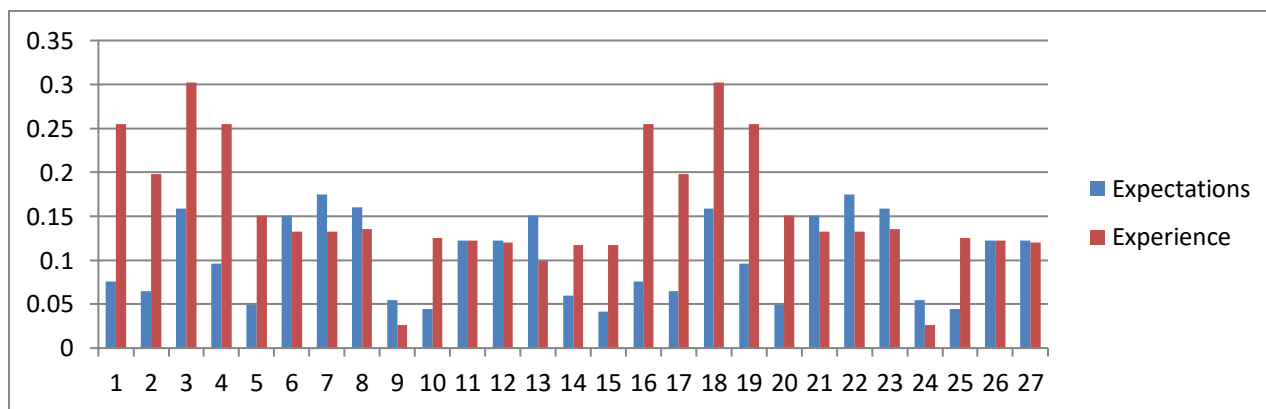
Item	Customer Convenience Expected					Customer Convenience Experienced			
	Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval		
			Lower	Upper			Lower	Upper	
the major towns helps customer to sell locally	Mean	.0755	.0698	-.0599	.2057	.2552	.0673	.1277	.3880
	Std. Deviation	1.36805	.02985	1.30894	1.42597	1.34513	.03244	1.27974	1.40784
The opening up of the branches at the major towns helps customer to pay renewal locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0651	.0728	-.0833	.2005	.1979	.0747	.0521	.3385
	Std. Deviation	1.40251	.02940	1.34549	1.45963	1.45692	.03122	1.39008	1.51305
The opening up of the branches at the major towns helps customer to do alterations in policy locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1589	.0705	.0208	.2994	.3021	.0714	.1641	.4348
	Std. Deviation	1.36853	.03091	1.30474	1.42889	1.41694	.03248	1.34865	1.47784
The online e-mode of buying Life Insurance has given the way to commit frauds	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0964	.0698	-.0416	.2369	.2552	.0714	.1146	.3880
	Std. Deviation	1.37436	.03006	1.31595	1.43617	1.42615	.03108	1.36274	1.48379
The Bancassurance & other channels of Life Insurance have made it easily available.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0495	.0685	-.0885	.1822	.1510	.0711	.0130	.2864
	Std. Deviation	1.37495	.02923	1.31632	1.43071	1.41351	.02966	1.35188	1.46994
The Agent can provide sufficient information about the product	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1510	.0674	.0130	.2786	.1328	.0693	.0026	.2656
	Std. Deviation	1.32976	.03089	1.26924	1.38928	1.34633	.03133	1.28304	1.40701
The application forms are available locally at the branch	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1745	.0679	.0339	.3123	.1328	.0703	.0027	.2682
	Std. Deviation	1.34350	.03027	1.28451	1.40026	1.36367	.03021	1.29952	1.42032
The Form of Endowment Plan is easy to understand	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1589	.0682	.0208	.2891	.1354	.0692	.0078	.2784



Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
	Std. Deviation	1.35896	.03014	1.30065	1.41569	1.37010	.03031	1.30604	1.42889
Surrender form are easily available at the branch	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0547	.0700	-.0833	.1874	.0260	.0698	-.1066	.1666
	Std. Deviation	1.35563	.02938	1.29461	1.41389	1.38600	.02891	1.32822	1.43981
Branch helps in smooth surrender of policy	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0443	.0713	-.0938	.1848	.1250	.0738	-.0234	.2682
	Std. Deviation	1.39024	.02888	1.33324	1.44465	1.45964	.02724	1.40676	1.51017
Branch helps in smooth modifications in policy	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1224	.0745	-.0260	.2604	.1224	.0763	-.0312	.2708
	Std. Deviation	1.41721	.02860	1.36150	1.47442	1.48381	.02677	1.42750	1.53575
Difficulty in selecting the channel to buy the LI product	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1224	.0731	-.0208	.2630	.1198	.0736	-.0339	.2526
	Std. Deviation	1.42272	.02935	1.36254	1.47851	1.42570	.02845	1.36410	1.48045
Valid (listwise)	N	384	0	384	384	384	0	384	384

Source: Compiled from Survey data using SPSS 20.0

Chart 6.5 : Descriptive statistics of Customer Convenience Items (Silchar)



Source: Compiled from Survey data based on Table No. 6.11

The graphical representation brings into light that in most of the cases (except item number 14 and 27) Gap between Expectations and Experience exists either positive or negative, and collectively contributed to the overall 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 6.12) describes the mean scores of all the twenty seven items used to measure the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience 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 Convenience Dimension Expected’ in respect of the item *Branch helps in smooth modifications in policy* is found to be maximum (.8776) (as reported in Table No. 6.12), 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 Convenience Dimension Expected’ with respect to the item *Branch helps in smooth modifications in policy* ranges between .7682 to .9792 (as reported in Table No. 6.12).
- (c) In the sample, the mean analysis of the ‘Degree of Customer Convenience Dimension Expected’ in respect to the item *The branches of insurance*

*companies are easily available* is found to be minimum (-0.4375) (as reported in Table No. 6.12).

- (d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Expected' with respect to the item *The branches of insurance companies are easily available* ranges between -0.5781 to -0.2839 (as reported in Table No. 6.12).

**(B) Experience Dimension**

- (a) In the sample, the mean analysis of the 'Degree of Customer Convenience Dimension Experienced' in respect of the item *Difficulty in selecting the channel to buy the LI product* is found to be maximum (.8203) (as reported in Table No. 6.12), 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 Convenience Dimension Experienced' with respect to the item *Difficulty in selecting the channel to buy the LI product* ranges between .7006 to .9375 (as reported in Table No. 6.12).
- (c) In the sample, the mean analysis of the 'Degree of Customer Convenience Dimension Experienced' in respect to the item *The branches of insurance companies are easily available* is found to be minimum -0.4635 (as reported in Table No. 6.12).
- (d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Experienced' with respect to the item *The branches of insurance*

companies are easily available ranges between -0.6068 to -0.3203 (as reported in

Table No. 6.12).

**Table No. 6.12 Descriptive Statistics of Customer Convenience Items (Guwahati)**

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
The branches of insurance companies are easily available	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	<b>-4375</b>	.0741	-.5781	-.2839	<b>-4635</b>	.0728	-.6068	-.3203
	Std. Deviation	1.45651	.03245	1.38589	1.51442	1.43937	.03468	1.36931	1.50193
The Branches are easily accessible	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.2708	.0734	-.4088	-.1172	-.2604	.0738	-.4114	-.1225
	Std. Deviation	1.45232	.02879	1.39445	1.50309	1.43979	.02894	1.37608	1.49021
The Branches are providing speedy services	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1875	.0711	.0521	.3229	.1380	.0720	-.0078	.2734
	Std. Deviation	1.41652	.02973	1.35469	1.47380	1.40837	.02717	1.35047	1.45840
The Branches are able to address to the complains and any other issue	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2344	.0748	.0860	.3723	.2109	.0728	.0626	.3438
	Std. Deviation	1.45328	.03158	1.38558	1.50759	1.45239	.02835	1.39279	1.50399
The Branch provides a pleasant service	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2604	.0691	.1198	.3880	.2526	.0676	.1146	.3827
	Std. Deviation	1.35573	.03275	1.28913	1.41969	1.34076	.03178	1.27385	1.39923
All life insurance products are locally available.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2604	.0670	.1276	.3906	.2526	.0655	.1198	.3697
	Std. Deviation	1.32259	.03380	1.25289	1.38525	1.31123	.03251	1.24666	1.37131
There is an office of the company locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2500	.0669	.1068	.3776	.2786	.0642	.1510	.3932
	Std. Deviation	1.32263	.03345	1.25261	1.38594	1.30192	.03355	1.22973	1.36248

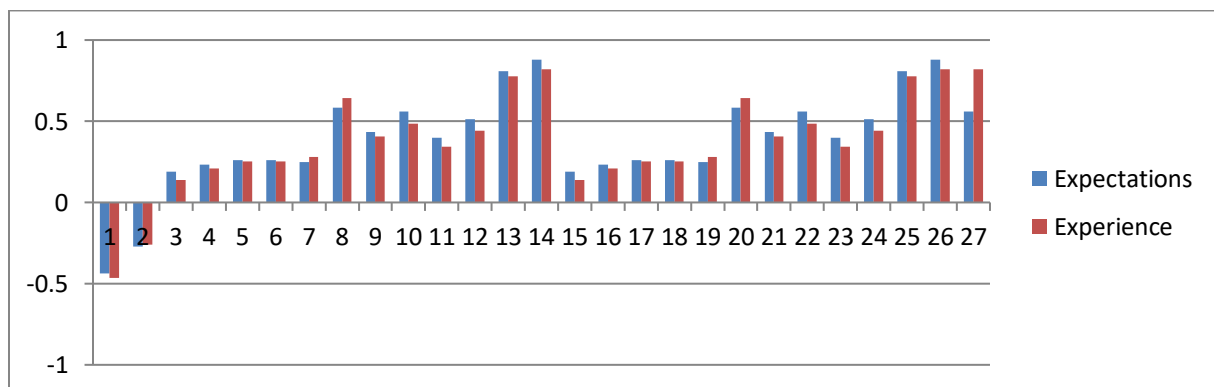
Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
Doubt about the integrity of the local agent	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5833	.0644	.4635	.7057	.6432	.0626	.5261	.7682
	Std. Deviation	1.29805	.03505	1.22288	1.36281	1.25384	.03624	1.17597	1.31806
Knowledge about where to register my protest and get my grievance redressed.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4349	.0691	.2969	.5754	.4063	.0688	.2760	.5391
	Std. Deviation	1.39598	.03178	1.33308	1.45737	1.36214	.03048	1.30015	1.41886
Services of postal/Courier services influences my decision making in investment in life insurance	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5599	.0557	.4479	.6667	.4844	.0569	.3724	.5990
	Std. Deviation	1.13181	.03577	1.06124	1.20225	1.13559	.03411	1.06370	1.20196
Confidence of the Information Technology mode of availing Life Insurance Investment	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3984	.0687	.2605	.5339	.3438	.0678	.2161	.4791
	Std. Deviation	1.35002	.02573	1.30042	1.40025	1.36405	.02487	1.31624	1.41599
Knowledge of availing Life Insurance Service from my home using e-mode of services	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5130	.0647	.3880	.6380	.4427	.0656	.3151	.5755
	Std. Deviation	1.28654	.02896	1.22477	1.34197	1.31544	.02659	1.26340	1.36447
The Postal Life Insurance Service is good	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.8099	.0542	.7031	.9114	.7760	.0576	.6563	.8932
	Std. Deviation	1.08770	.03806	1.01190	1.15659	1.11568	.03596	1.04302	1.18130
The opening up of the branches at the major towns helps the business of Life Insurance grow	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.8776	.0550	.7682	.9792	.8203	.0601	.7006	.9375
	Std. Deviation	1.10924	.04241	1.02416	1.18946	1.17258	.03894	1.09276	1.24362
The opening up of the branches at the major towns helps	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1875	.0711	.0521	.3229	.1380	.0720	-.0078	.2734

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
customer to buy locally	Std. Deviation	1.41652	.02973	1.35469	1.47380	1.40837	.02717	1.35047	1.45840
The opening up of the branches at the major towns helps customer to sell locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2344	.0748	.0860	.3723	.2109	.0728	.0626	.3438
	Std. Deviation	1.45328	.03158	1.38558	1.50759	1.45239	.02835	1.39279	1.50399
The opening up of the branches at the major towns helps customer to pay renewal locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2604	.0691	.1198	.3880	.2526	.0676	.1146	.3827
	Std. Deviation	1.35573	.03275	1.28913	1.41969	1.34076	.03178	1.27385	1.39923
The opening up of the branches at the major towns helps customer to do alterations in policy locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2604	.0670	.1276	.3906	.2526	.0655	.1198	.3697
	Std. Deviation	1.32259	.03380	1.25289	1.38525	1.31123	.03251	1.24666	1.37131
The online e-mode of buying Life Insurance has given the way to commit frauds	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2500	.0669	.1068	.3776	.2786	.0642	.1510	.3932
	Std. Deviation	1.32263	.03345	1.25261	1.38594	1.30192	.03355	1.22973	1.36248
The Bancassurance & other channels of Life Insurance have made it easily available.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5833	.0644	.4635	.7057	.6432	.0626	.5261	.7682
	Std. Deviation	1.29805	.03505	1.22288	1.36281	1.25384	.03624	1.17597	1.31806
The Agent can provide sufficient information about the product	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4349	.0691	.2969	.5754	.4063	.0688	.2760	.5391
	Std. Deviation	1.39598	.03178	1.33308	1.45737	1.36214	.03048	1.30015	1.41886
The application forms are available locally at the branch	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5599	.0557	.4479	.6667	.4844	.0569	.3724	.5990
	Std. Deviation	1.13181	.03577	1.06124	1.20225	1.13559	.03411	1.06370	1.20196
The Form of Endowment	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
Plan is easy to understand	Maximum	2.00				2.00			
	Mean	.3984	.0687	.2605	.5339	.3438	.0678	.2161	.4791
	Std. Deviation	1.35002	.02573	1.30042	1.40025	1.36405	.02487	1.31624	1.41599
Surrender form are easily available at the branch	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5130	.0647	.3880	.6380	.4427	.0656	.3151	.5755
	Std. Deviation	1.28654	.02896	1.22477	1.34197	1.31544	.02659	1.26340	1.36447
Branch helps in smooth surrender of policy	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.8099	.0542	.7031	.9114	.7760	.0576	.6563	.8932
	Std. Deviation	1.08770	.03806	1.01190	1.15659	1.11568	.03596	1.04302	1.18130
Branch helps in smooth modifications in policy	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.8776	.0550	.7682	.9792	.8203	.0601	.7006	.9375
	Std. Deviation	1.10924	.04241	1.02416	1.18946	1.17258	.03894	1.09276	1.24362
Difficulty in selecting the channel to buy the LI product	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5599	.0557	.4479	.6667	.8203	.0601	.7006	.9375
	Std. Deviation	1.13181	.03577	1.06124	1.20225	1.17258	.03894	1.09276	1.24362
Valid (listwise)	N	384	0	384	384	384	0	384	384

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

**Chart 6.6 : Descriptive statistics of Customer Convenience Items (Guwahati)**



Source: Compiled from Survey data based on Table No. 6.12

The graphical representation brings into light that in most of the cases (except item number 8, 19, 20 and 27) 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.

**(ii) 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 6.13) describes the mean scores of all the twenty seven items used to measure the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience 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 Convenience Dimension Expected’ in respect of the item *Branch helps in smooth modifications in policy* is found to be maximum (.0573) (as reported in Table No. 6.13), amongst all the items.
- (b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average ‘Degree of Customer Convenience Dimension Expected’ with respect to the item *Branch helps in smooth modifications in policy* ranges between -0.0807 to .1951 (as reported in Table No. 6.13).
- (c) In the sample, the mean analysis of the ‘Degree of Customer Convenience Dimension Expected’ in respect to the item *The Bancassurance & other*



*channels of Life Insurance has made it easily available* is found to be minimum (-0.0859) (as reported in Table No. 6.13).

- (d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Expected' with respect to the item *The branches of insurance companies are easily available* ranges between -0.2213 to .0443 (as reported in Table No. 6.13).

### **(B) Experience Dimension**

- (a) In the sample, the mean analysis of the 'Degree of Customer Convenience Dimension Experienced' in respect of the item *The opening up of the branches at the major towns helps customer to do alterations in policy locally* is found to be maximum (.0677) (as reported in Table No. 6.13), amongst all the items.
- (b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Experienced' with respect to the item *The opening up of the branches at the major towns helps customer to do alterations in policy locally* ranges between -0.0572 to .2057 (as reported in Table No. 6.13).
- (c) In the sample, the mean analysis of the 'Degree of Customer Convenience Dimension Experienced' in respect to the item *Surrender form are easily availbale at the branch* is found to be minimum -0.0234 (as reported in Table No. 6.13).
- (d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Experienced' with respect to the item *Surrender form are easily*

availbale at the branch ranges between -0.2214 to .0260 (as reported in Table No. 6.13).

**Table No. 6.13 Descriptive Statistics of Customer Convenience Items (Tezpur)**

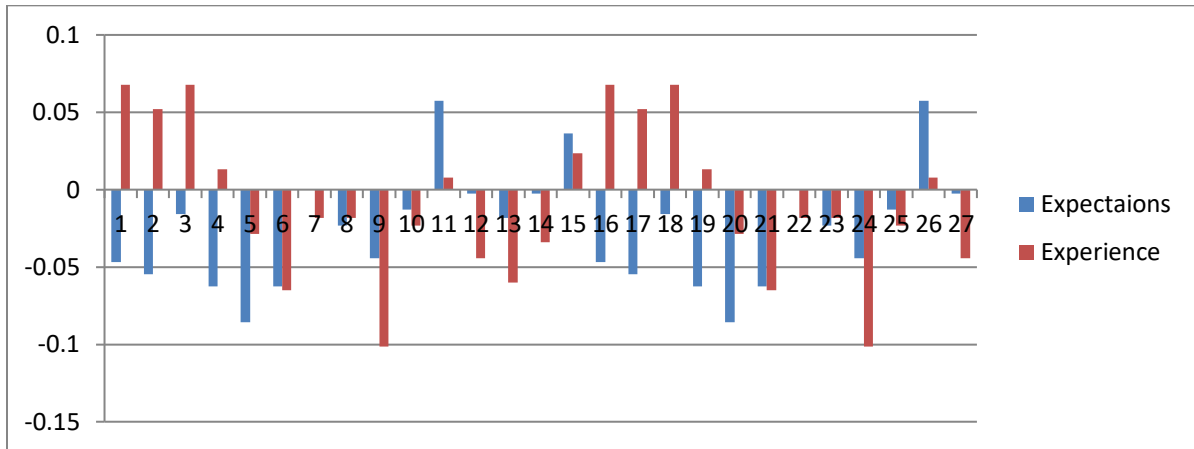
Item	Customer Convenience Expected				Customer Convenience Experienced			
	Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
			Lower	Upper			Lower	Upper
The branches of insurance companies are easily available	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0469	.0688	-.1823	.0859	.0677	.0648	-.0547	.1979
	1.33555	.02850	1.27516	1.39039	1.34246	.02956	1.28325	1.40010
The Branches are easily accessible	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0547	.0701	-.1953	.0807	.0521	.0667	-.0729	.1900
	1.36140	.02845	1.30026	1.41494	1.39465	.02979	1.33428	1.45199
The Branches are providing speedy services	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0156	.0690	-.1510	.1119	.0677	.0661	-.0572	.2057
	1.34213	.02920	1.27943	1.39819	1.37702	.02977	1.31802	1.43614
The Branches are able to address to the complains and any other issue	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0625	.0686	-.2005	.0677	.0130	.0667	-.1119	.1510
	1.34076	.02850	1.27988	1.39650	1.39088	.02874	1.33448	1.44750
The Branch provides a pleasant service	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0859	.0676	-.2213	.0443	-.0286	.0658	-.1614	.1119
	1.31288	.02815	1.25036	1.36451	1.35643	.02852	1.30240	1.41049
All life insurance products are locally available.	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0625	.0657	-.1979	.0702	-.0651	.0630	-.1900	.0599
	1.27488	.02927	1.21420	1.33184	1.30211	.03031	1.24603	1.36151
There is an office of the company locally	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	.0000	.0678	-.1432	.1328	-.0182	.0649	-.1509	.1146
	1.30674	.02835	1.24852	1.36135	1.33332	.02947	1.27748	1.39053
Doubt about the integrity of the local agent	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0234	.0688	-.1563	.1120	-.0182	.0661	-.1510	.1171
	1.32735	.02839	1.26920	1.37853	1.34502	.03022	1.28423	1.40304
Knowledge about where to register my protest and get	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			

Item	Customer Convenience Expected				Customer Convenience Experienced			
	Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
			Lower	Upper			Lower	Upper
my grievance redressed.	-.0443	.0663	-.1719	.0859	-.1016	.0637	-.2214	.0260
	1.29091	.02859	1.23152	1.34246	1.31375	.03012	1.25396	1.37131
Services of postal/Courier services influences my decision making in investment in life insurance	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0130	.0670	-.1431	.1171	-.0234	.0658	-.1536	.1041
	1.30967	.02840	1.25189	1.36328	1.35846	.02920	1.30298	1.41628
Confidence of the Information Technology mode of availing Life Insurance Investment	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	.0573	.0688	-.0807	.1951	.0078	.0675	-.1249	.1432
	1.34100	.02897	1.28068	1.39747	1.39280	.02877	1.33785	1.44878
Knowledge of availing Life Insurance Service from my home using e-mode of services	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0026	.0733	-.1536	.1380	-.0443	.0716	-.1849	.0911
	1.43710	.02737	1.38043	1.48795	1.44187	.02849	1.38232	1.49791
The Postal Life Insurance Service is good	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0182	.0726	-.1641	.1198	-.0599	.0704	-.2005	.0755
	1.42054	.02773	1.36329	1.47092	1.42490	.02814	1.36665	1.47646
The opening up of the branches at the major towns helps the business of Life Insurance grow	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0026	.0692	-.1406	.1302	-.0339	.0690	-.1693	.0990
	1.36441	.02802	1.30848	1.41541	1.39802	.02773	1.33896	1.45088
The opening up of the branches at the major towns helps customer to buy locally	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	.0365	.0695	-.1016	.1693	.0234	.0707	-.1171	.1562
	1.37821	.02783	1.32152	1.43046	1.41125	.02825	1.35209	1.46618
The opening up of the branches at the major towns helps customer to sell locally	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0469	.0688	-.1823	.0859	.0677	.0648	-.0547	.1979
	1.33555	.02850	1.27516	1.39039	1.34246	.02956	1.28325	1.40010
The opening up of the branches at the major towns helps customer to pay renewal locally	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0547	.0701	-.1953	.0807	.0521	.0667	-.0729	.1900
	1.36140	.02845	1.30026	1.41494	1.39465	.02979	1.33428	1.45199
The opening up of the branches at the major towns helps customer to do	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0156	.0690	-.1510	.1119	.0677	.0661	-.0572	.2057

Item	Customer Convenience Expected				Customer Convenience Experienced			
	Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
			Lower	Upper			Lower	Upper
alterations in policy locally	1.34213	.02920	1.27943	1.39819	1.37702	.02977	1.31802	1.43614
The online e-mode of buying Life Insurance has given the way to commit frauds	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0625	.0686	-.2005	.0677	.0130	.0667	-.1119	.1510
	1.34076	.02850	1.27988	1.39650	1.39088	.02874	1.33448	1.44750
The Bancassurance & other channels of Life Insurance have made it easily available.	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0859	.0676	-.2213	.0443	-.0286	.0658	-.1614	.1119
	1.31288	.02815	1.25036	1.36451	1.35643	.02852	1.30240	1.41049
The Agent can provide sufficient information about the product	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0625	.0657	-.1979	.0702	-.0651	.0630	-.1900	.0599
	1.27488	.02927	1.21420	1.33184	1.30211	.03031	1.24603	1.36151
The application forms are available locally at the branch	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	.0000	.0678	-.1432	.1328	-.0182	.0649	-.1509	.1146
	1.30674	.02835	1.24852	1.36135	1.33332	.02947	1.27748	1.39053
The Form of Endowment Plan is easy to understand	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0234	.0688	-.1563	.1120	-.0182	.0661	-.1510	.1171
	1.32735	.02839	1.26920	1.37853	1.34502	.03022	1.28423	1.40304
Surrender form are easily available at the branch	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0443	.0663	-.1719	.0859	-.1016	.0637	-.2214	.0260
	1.29091	.02859	1.23152	1.34246	1.31375	.03012	1.25396	1.37131
Branch helps in smooth surrender of policy	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0130	.0670	-.1431	.1171	-.0234	.0658	-.1536	.1041
	1.30967	.02840	1.25189	1.36328	1.35846	.02920	1.30298	1.41628
Branch helps in smooth modifications in policy	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	.0573	.0688	-.0807	.1951	.0078	.0675	-.1249	.1432
	1.34100	.02897	1.28068	1.39747	1.39280	.02877	1.33785	1.44878
Difficulty in selecting the channel to buy the LI product	384	0	384	384	384	0	384	384
	-2.00				-2.00			
	2.00				2.00			
	-.0026	.0733	-.1536	.1380	-.0443	.0716	-.1849	.0911
	1.43710	.02737	1.38043	1.48795	1.44187	.02849	1.38232	1.49791
Valid N (listwise)	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 6.7 : Descriptive statistics of Customer Convenience Items (Tezpur)**



Source: Compiled from Survey data based on Table No. 6.13

The graphical representation brings into light that in most of the cases (except item number 1 to 4 and 16 to 19) 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.

**(iii) Analysis for Sivasagar- the District Headquarter of Sivasagar District.**

Item-wise analysis of the data pertaining to Sivasagar – the District Headquarter of Sivasagar District (as reported in table no 6.14) describes the mean scores of all the twenty seven items used to measure the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience 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 Convenience Dimension Expected’ in respect of the item *The Postal Life Insurance Service is*

*good* is found to be maximum (1.4688) (as reported in Table No. 6.14), amongst all the items.

- (b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Expected' with respect to the item *The Postal Life Insurance Service is good* ranges between 1.4010 to 1.5390 (as reported in Table No. 6.14).
- (c) In the sample, the mean analysis of the 'Degree of Customer Convenience Dimension Expected' in respect to the item *Confidence of the Information Technology mode of availing Life Insurance Investment* is found to be minimum (-0.1641) (as reported in Table No. 6.14).
- (d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Expected' with respect to the item *Confidence of the Information Technology mode of availing Life Insurance Investment* ranges between -0.2864 to -0.0391 (as reported in Table No. 6.14).

#### **(B) Experience Dimension**

- (a) In the sample, the mean analysis of the 'Degree of Customer Convenience Dimension Experienced' in respect of the item *Branch helps in smooth modifications in policy* is found to be maximum (1.4531) (as reported in Table No. 6.14), amongst all the items.
- (b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Experienced' with respect to the item *Branch helps in smooth*

*modifications in policy* ranges between 1.3880 to 1.5156 (as reported in Table No. 6.14).

(c) In the sample, the mean analysis of the ‘Degree of Customer Convenience Dimension Experienced’ in respect to the item *Confidence of the Information Technology mode of availing Life Insurance Investment* is found to be minimum -0.1667 (as reported in Table No. 6.14).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average ‘Degree of Customer Convenience Dimension Experienced’ with respect to the item *Confidence of the Information Technology mode of availing Life Insurance Investment* ranges between -0.2864 to -0.0521 (as reported in Table No. 6.14).

**Table No. 6.14 Descriptive Statistics of Customer Convenience Items (Sivasagar)**

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
The branches of insurance companies are easily available	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.8438	.0559	.7422	.9479	.8229	.0542	.7135	.9193
	Std. Deviation	1.09189	.04142	1.00372	1.16324	1.07664	.03992	.99491	1.15545
The Branches are easily accessible	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.8229	.0594	.7135	.9401	.8099	.0587	.6901	.9192
	Std. Deviation	1.16292	.04235	1.06664	1.24095	1.14842	.04335	1.06361	1.23622
The Branches are providing speedy services	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3958	.0677	.2656	.5286	.4010	.0706	.2630	.5390
	Std. Deviation	1.39173	.02793	1.33197	1.44103	1.37322	.02753	1.31639	1.42519
The Branches are able to address to the complains and any other issue	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1120	.0732	-.0338	.2526	.0859	.0776	-.0625	.2422

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
				Std. Deviation					
		1.50559	.02432	1.45174	1.55308	1.50731	.02528	1.45612	1.55654
The Branch provides a pleasant service	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2891	.0666	.1538	.4193	.2813	.0670	.1510	.4140
	Std. Deviation	1.31164	.02788	1.25749	1.36660	1.29230	.02657	1.23655	1.34034
All life insurance products are locally available.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2005	.0664	.0703	.3333	.2135	.0667	.0860	.3438
	Std. Deviation	1.30029	.02671	1.24632	1.35125	1.28100	.02763	1.22138	1.33348
There is an office of the company locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3385	.0830	.1771	.5025	.3255	.0798	.1745	.4844
	Std. Deviation	1.61584	.02484	1.56773	1.66175	1.63057	.02523	1.57811	1.67528
Doubt about the integrity of the local agent	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4193	.0776	.2657	.5676	.3828	.0763	.2396	.5313
	Std. Deviation	1.53420	.02971	1.46879	1.58990	1.54879	.02836	1.48610	1.60281
Knowledge about where to register my protest and get my grievance redressed.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.6458	.0568	.5288	.7578	.6042	.0586	.4870	.7135
	Std. Deviation	1.13090	.03075	1.06728	1.19003	1.13781	.02954	1.08040	1.19431
Services of postal/Courier services influences my decision making in investment in life insurance	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0078	.0605	-.1172	.1094	-.0339	.0585	-.1406	.0807
	Std. Deviation	1.18847	.03218	1.12532	1.25123	1.17253	.03254	1.10747	1.23465
Confidence of the Information Technology mode of availing Life Insurance Investment	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1641	.0616	-.2864	-.0391	-.1667	.0600	-.2864	-.0521
	Std. Deviation	1.21851	.03473	1.14991	1.28422	1.19762	.03485	1.12524	1.26059
Knowledge of availing Life Insurance Service from my home	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2188	.0524	.1120	.3229	.1693	.0487	.0704	.2682



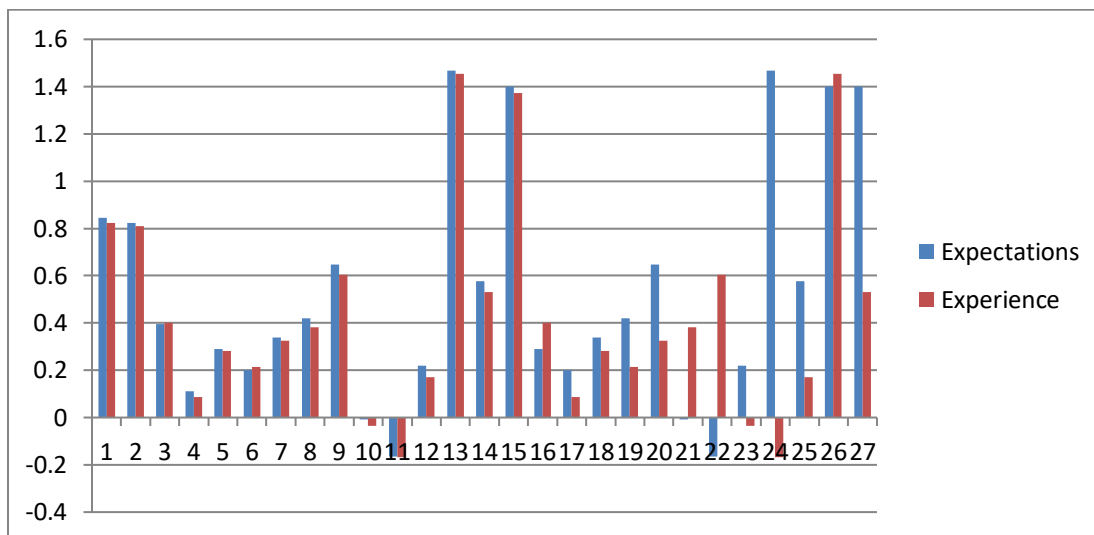
Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
				Std. Deviation				Std. Deviation	
using e-mode of services	Std. Deviation	.98769	.03267	.92421	1.04809	.97219	.03234	.90416	1.03462
The Postal Life Insurance Service is good	N	384	0	384	384	384	0	384	384
	Minimum	-1.00				-1.00			
	Maximum	2.00				2.00			
	Mean	1.4688	.0347	1.4010	1.5390	1.4531	.0338	1.3880	1.5156
	Std. Deviation	.67716	.03219	.61297	.74133	.67239	.03182	.60876	.73415
The opening up of the branches at the major towns helps the business of Life Insurance grow	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5755	.0613	.4479	.6901	.5313	.0589	.4141	.6510
	Std. Deviation	1.20466	.03486	1.13250	1.26813	1.18479	.03319	1.11691	1.24684
The opening up of the branches at the major towns helps customer to buy locally	N	384	0	384	384	384	0	384	384
	Minimum	-1.00				-1.00			
	Maximum	2.00				2.00			
	Mean	1.4010	.0475	1.3074	1.4922	1.3724	.0454	1.2839	1.4557
	Std. Deviation	.89419	.04384	.80732	.97693	.88761	.04098	.80509	.96261
The opening up of the branches at the major towns helps customer to sell locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2891	.0666	.1538	.4193	.4010	.0706	.2630	.5390
	Std. Deviation	1.31164	.02788	1.25749	1.36660	1.37322	.02753	1.31639	1.42519
The opening up of the branches at the major towns helps customer to pay renewal locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2005	.0664	.0703	.3333	.0859	.0776	-.0625	.2422
	Std. Deviation	1.30029	.02671	1.24632	1.35125	1.50731	.02528	1.45612	1.55654
The opening up of the branches at the major towns helps customer to do alterations in policy locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.3385	.0830	.1771	.5025	.2813	.0670	.1510	.4140
	Std. Deviation	1.61584	.02484	1.56773	1.66175	1.29230	.02657	1.23655	1.34034
The online e-mode of buying Life Insurance has given the way to commit frauds	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.4193	.0776	.2657	.5676	.2135	.0667	.0860	.3438
	Std. Deviation	1.53420	.02971	1.46879	1.58990	1.28100	.02763	1.22138	1.33348
The Bancassurance & other channels of Life Insurance	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.6458	.0568	.5288	.7578	.3255	.0798	.1745	.4844

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
have made it easily available.	Std. Deviation	1.13090	.03075	1.06728	1.19003	1.63057	.02523	1.57811	1.67528
The Agent can provide sufficient information about the product	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.0078	.0605	-.1172	.1094	.3828	.0763	.2396	.5313
	Std. Deviation	1.18847	.03218	1.12532	1.25123	1.54879	.02836	1.48610	1.60281
The application forms are available locally at the branch	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	-.1641	.0616	-.2864	-.0391	.6042	.0586	.4870	.7135
	Std. Deviation	1.21851	.03473	1.14991	1.28422	1.13781	.02954	1.08040	1.19431
The Form of Endowment Plan is easy to understand	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.2188	.0524	.1120	.3229	-.0339	.0585	-.1406	.0807
	Std. Deviation	.98769	.03267	.92421	1.04809	1.17253	.03254	1.10747	1.23465
Surrender form are easily available at the branch	N	384	0	384	384	384	0	384	384
	Minimum	-1.00				-2.00			
	Maximum	2.00				2.00			
	Mean	1.4688	.0347	1.4010	1.5390	-.1667	.0600	-.2864	-.0521
	Std. Deviation	.67716	.03219	.61297	.74133	1.19762	.03485	1.12524	1.26059
Branch helps in smooth surrender of policy	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.5755	.0613	.4479	.6901	.1693	.0487	.0704	.2682
	Std. Deviation	1.20466	.03486	1.13250	1.26813	.97219	.03234	.90416	1.03462
Branch helps in smooth modifications in policy	N	384	0	384	384	384	0	384	384
	Minimum	-1.00				-1.00			
	Maximum	2.00				2.00			
	Mean	1.4010	.0475	1.3074	1.4922	1.4531	.0338	1.3880	1.5156
	Std. Deviation	.89419	.04384	.80732	.97693	.67239	.03182	.60876	.73415
Difficulty in selecting the channel to buy the LI product	N	384	0	384	384	384	0	384	384
	Minimum	-1.00				-2.00			
	Maximum	2.00				2.00			
	Mean	1.4010	.0475	1.3074	1.4922	.5313	.0589	.4141	.6510
	Std. Deviation	.89419	.04384	.80732	.97693	1.18479	.03319	1.11691	1.24684
Valid N (listwise)	N	384	0	384	384	384	0	384	384

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

The graphical representation brings into light that in most of the cases (except item number 16, 21, 22 and 26) Gap between Expectations and Experience exists, and collectively contributed to the overall Negative Image of Life Insurance at Sivasagar – the district headquarter of Sivasagar District.

**Chart 6.8 : Descriptive statistics of Customer Convenience Items (Sivasagar)**



Source: Compiled from Survey data based on Table No. 6.14

**(iv) 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 6.15) describes the mean scores of all the twenty seven items used to measure the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience 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 Convenience Dimension Expected’ in respect of the item *The opening up of the branches at*

*the major towns helps customer to do alterations in policy locally* is found to be maximum (.1667) (as reported in Table No. 6.15), amongst all the items.

- (b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Expected' with respect to the item *The opening up of the branches at the major towns helps customer to do alterations in policy locally* ranges between .0286 to .2995 (as reported in Table No. 6.15).
- (c) In the sample, the mean analysis of the 'Degree of Customer Convenience Dimension Expected' in respect to the item *The Agent can provide sufficient information about the product* is found to be minimum (.0313) (as reported in Table No. 6.15).
- (d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience Dimension Expected' with respect to the item *The Agent can provide sufficient information about the product* ranges between -0.1146 to .1667 (as reported in Table No. 6.15).

#### **(B) Experience Dimension**

- (a) In the sample, the mean analysis of the 'Degree of Customer Convenience Dimension Experienced' in respect of the item *There is an office of the company locally* is found to be maximum (.1745) (as reported in Table No. 6.15), amongst all the items.
- (b) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average 'Degree of Customer Convenience

Dimension Experienced’ with respect to the item *There is an office of the company locally* ranges between .0469 to .3047 (as reported in Table No. 6.15).

(c) In the sample, the mean analysis of the ‘Degree of Customer Convenience Dimension Experienced’ in respect to the item *The opening up of the branches at the major towns helps customer to buy locally* is found to be minimum .0339 (as reported in Table No. 6.15).

(d) In the sample, bootstrap analysis, at 95% confidence level, showed that, the lower limit and upper limit of the average ‘Degree of Customer Convenience Dimension Experienced’ with respect to the item *The opening up of the branches at the major towns helps customer to buy locally* ranges between -0.1093 to .1589 (as reported in Table No. 6.15).

**Table No. 6.15 Descriptive Statistics of Customer Convenience Items (Jorhat)**

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
The branches of insurance companies are easily available	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0703	.0675	-.0651	.2005	.0755	.0692	-.0599	.2057
	Std. Deviation	1.35683	.02865	1.29954	1.41522	1.35848	.03062	1.29117	1.41881
The Branches are easily accessible	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0599	.0717	-.0833	.1901	.0651	.0704	-.0729	.2005
	Std. Deviation	1.39153	.02897	1.33119	1.45102	1.39317	.03006	1.32903	1.44698
The Branches are providing speedy services	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1536	.0680	.0183	.2865	.1589	.0689	.0260	.2865
	Std. Deviation	1.35763	.03077	1.29171	1.41674	1.35896	.03105	1.29367	1.41662
The Branches are able to address to the complains and	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0859	.0697	-.0495	.2187	.0911	.0679	-.0469	.2161

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
any other issue	Std. Deviation	1.36744	.02970	1.30536	1.42053	1.36519	.03008	1.30123	1.42410
The Branch provides a pleasant service	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0391	.0680	-.0911	.1718	.0495	.0685	-.0833	.1848
	Std. Deviation	1.36385	.02943	1.30500	1.41956	1.36543	.02967	1.30813	1.42142
All life insurance products are locally available.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1458	.0680	.0078	.2786	.1510	.0657	.0235	.2812
	Std. Deviation	1.31653	.03057	1.25281	1.37535	1.31990	.03067	1.26073	1.37803
There is an office of the company locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1667	.0683	.0286	.2995	.1745	.0668	.0469	.3047
	Std. Deviation	1.33181	.02974	1.26672	1.38683	1.33375	.03022	1.27680	1.39158
Doubt about the integrity of the local agent	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1484	.0680	.0183	.2813	.1563	.0677	.0234	.2863
	Std. Deviation	1.34663	.02923	1.28778	1.40421	1.34865	.03006	1.28680	1.40479
Knowledge about where to register my protest and get my grievance redressed.	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0339	.0674	-.0989	.1563	.0469	.0651	-.0859	.1615
	Std. Deviation	1.34471	.02834	1.28939	1.40209	1.34723	.02875	1.29058	1.40098
Services of postal/Courier services influences my decision making in investment in life insurance	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0313	.0716	-.1146	.1667	.0365	.0677	-.1042	.1666
	Std. Deviation	1.38212	.02775	1.32649	1.43636	1.38199	.02864	1.32558	1.43615
Confidence of the Information Technology mode of availing Life Insurance Investment	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1120	.0738	-.0390	.2577	.1146	.0705	-.0286	.2448
	Std. Deviation	1.41069	.02749	1.35157	1.46671	1.40955	.02828	1.34880	1.46418
Knowledge of availing Life	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			

Item		Customer Convenience Expected				Customer Convenience Experienced			
		Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
				Lower	Upper			Lower	Upper
Insurance Service from my home using e-mode of services	Maximum	2.00				2.00			
	Mean	.1120	.0701	-.0338	.2448	.1224	.0699	-.0208	.2499
	Std. Deviation	1.40884	.02822	1.35384	1.46418	1.41352	.02954	1.35493	1.46662
	N	384	0	384	384	384	0	384	384
The Postal Life Insurance Service is good	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1406	.0716	.0104	.2838	.1510	.0700	.0078	.2838
	Std. Deviation	1.42379	.02772	1.36903	1.47619	1.42821	.03018	1.36820	1.48414
The opening up of the branches at the major towns helps the business of Life Insurance grow	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0443	.0715	-.0911	.1900	.0547	.0692	-.0807	.1823
The opening up of the branches at the major towns helps customer to buy locally	Std. Deviation	1.39024	.02736	1.33409	1.44281	1.39549	.02921	1.33504	1.45005
	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
The opening up of the branches at the major towns helps customer to sell locally	Mean	.0313	.0710	-.1016	.1770	.0339	.0710	-.1093	.1589
	Std. Deviation	1.39528	.02715	1.34027	1.44675	1.39802	.02839	1.34031	1.44970
	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
The opening up of the branches at the major towns helps customer to pay renewal locally	Maximum	2.00				2.00			
	Mean	.0391	.0680	-.0911	.1718	.0651	.0704	-.0729	.2005
	Std. Deviation	1.36385	.02943	1.30500	1.41956	1.39317	.03006	1.32903	1.44698
	N	384	0	384	384	384	0	384	384
The opening up of the branches at the major towns helps customer to do alterations in policy locally	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1458	.0680	.0078	.2786	.1589	.0689	.0260	.2865
	Std. Deviation	1.31653	.03057	1.25281	1.37535	1.35896	.03105	1.29367	1.41662
The opening up of the branches at the major towns helps customer to do alterations in policy locally	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1667	.0683	.0286	.2995	.0911	.0679	-.0469	.2161
The online e-mode of buying Life Insurance has given the way to commit frauds	Std. Deviation	1.33181	.02974	1.26672	1.38683	1.36519	.03008	1.30123	1.42410
	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
The	Mean	.1484	.0680	.0183	.2813	.0495	.0685	-.0833	.1848
	Std. Deviation	1.34663	.02923	1.28778	1.40421	1.36543	.02967	1.30813	1.42142
	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			

Item	Customer Convenience Expected					Customer Convenience Experienced			
	Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval		
			Lower	Upper			Lower	Upper	
			Minimum	Maximum			Minimum	Maximum	
Bancassurance & other channels of Life Insurance have made it easily available.	Mean	.0339	.0674	-.0989	.1563	.1510	.0657	.0235	.2812
	Std. Deviation	1.34471	.02834	1.28939	1.40209	1.31990	.03067	1.26073	1.37803
The Agent can provide sufficient information about the product	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0313	.0716	-.1146	.1667	.1745	.0668	.0469	.3047
	Std. Deviation	1.38212	.02775	1.32649	1.43636	1.33375	.03022	1.27680	1.39158
The application forms are available locally at the branch	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1120	.0738	-.0390	.2577	.1563	.0677	.0234	.2863
	Std. Deviation	1.41069	.02749	1.35157	1.46671	1.34865	.03006	1.28680	1.40479
The Form of Endowment Plan is easy to understand	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1120	.0701	-.0338	.2448	.0469	.0651	-.0859	.1615
	Std. Deviation	1.40884	.02822	1.35384	1.46418	1.34723	.02875	1.29058	1.40098
Surrender form are easily available at the branch	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.1406	.0716	.0104	.2838	.0365	.0677	-.1042	.1666
	Std. Deviation	1.42379	.02772	1.36903	1.47619	1.38199	.02864	1.32558	1.43615
Branch helps in smooth surrender of policy	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0443	.0715	-.0911	.1900	.1146	.0705	-.0286	.2448
	Std. Deviation	1.39024	.02736	1.33409	1.44281	1.40955	.02828	1.34880	1.46418
Branch helps in smooth modifications in policy	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0313	.0710	-.1016	.1770	.1224	.0699	-.0208	.2499
	Std. Deviation	1.39528	.02715	1.34027	1.44675	1.41352	.02954	1.35493	1.46662
Difficulty in selecting the channel to buy the LI product	N	384	0	384	384	384	0	384	384
	Minimum	-2.00				-2.00			
	Maximum	2.00				2.00			
	Mean	.0313	.0710	-.1016	.1770	.1510	.0700	.0078	.2838
	Std. Deviation	1.39528	.02715	1.34027	1.44675	1.42821	.03018	1.36820	1.48414
Valid N	N	384	0	384	384	384	0	384	384

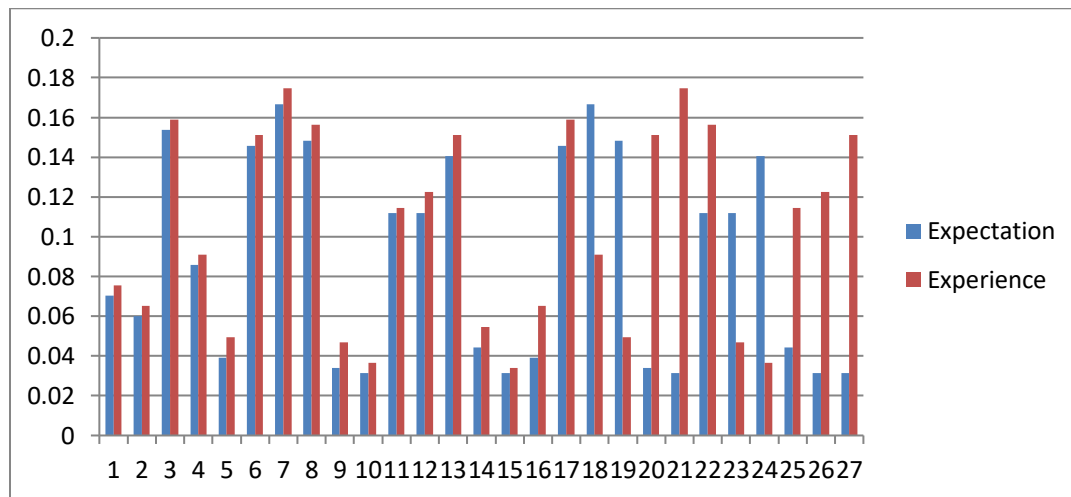


Item	Customer Convenience Expected				Customer Convenience Experienced			
	Statistic [Mean]	Std. Error	95% Confidence Interval		Statistic [Mean]	Std. Error	95% Confidence Interval	
			Lower	Upper			Lower	Upper
(listwise)								

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 18, 19, 23, & 24) Gap between Expectations and Experience does not exist stating differently Experience is greater than Expectation, and this collectively contributed to the overall Image of Life Insurance at Jorhat – the district headquarter of Jorhat District.

**Chart 6.9 : Descriptive statistics of Customer Convenience Items (Jorhat)**



Source: Compiled from Survey data based on Table No. 6.15

The comparison of area-wise descriptive statistics revealed that the ‘Degree of Customer Convenience Dimension Expected’ is higher or lower than the ‘Degree of Customer Convenience Dimension Experienced’ and there exists a gap.

### 6.6.2 Cross-Sectional-Image Gap Analysis on Customer Convenience Dimension

Cross Sectional analysis of the data on the ‘Degree of Customer Convenience Dimension Expected’ and the ‘Degree of Customer Convenience Dimension Experienced’ was done to assess the “Image Gap” of Life Insurance from the perspective of Customer

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

#### **6.6.2.1 Cross Sectional Analysis and Tool Development on Customer Convenience Dimension**

For the purpose of Gap study of Life Insurance from the perspective of Customer Convenience Dimension of 4C of Marketing Mix, the total scores of the 'Degree of Customer Convenience Expected' and the 'Degree of Customer Convenience 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 6.2) were used to measure the 'Degree of Customer Convenience Dimension Expected' and the 'Degree of Customer Convenience 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 Convenience Dimension Expected' scores are greater than the 'Degree of Customer Convenience Dimension Experienced' were considered as Customer with Relatively Negative Image for Life Insurance from the perspective of Customer Convenience Dimension of 4C based

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

**Table No. 6.16: Cross Tabulation for identifying the gap in image on Customer Convenience Dimension**

DEGREE OF EXPECTATIONS * DEGREE OF EXPERIENCE		DEGREE OF EXPERIENCE (CUSTOMER CONVENIENCE BASED)				
		Very Low	Low	Moderate or Neutral	High	Very High
DEGREE OF EXPECTATIONS (CUSTOMER CONVENIENCE 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 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. 6.16). They include the investors with:

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

- ii) Low Expectations in one hand and Moderate or Neutral , High, and Very High Experiences from Life Insurance on the other hand (which is represented by P5, P6 & P7);
- iii) Moderate or Neutral Expectations in one hand and High and Very High Experiences from Life Insurance on the other hand (which is represented by P8 & P9);
- iv) High Expectations in one hand and Very High Experiences from Life Insurance on the other hand (which is represented by P10).

**b) Investors with 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. 6.16). They include the investors with:

- i) Very low Expectations in one hand and Low, Very Low Experiences from Life Insurance on the other hand (Represented by M1);
- ii) Low Expectations in one hand and Low Experiences from Life Insurance on the other hand (Represented by M2);
- iii) Moderate or Neutral Expectations in one hand and Moderate or Neutral Experiences from Life Insurance on the other hand (Represented by M3);
- iv) High Expectations in one hand and High Experiences from Life Insurance on the other hand (Represented by M4);
- v) Very High Expectations in one hand and Very High Experiences from Life Insurance on the other hand (Represented by M5).

**c) Investors with 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. 6.16). They include the investors with:

- i) Very low Experiences in one hand and Low, Moderate or Neutral, High, and Very High Expectations from Life Insurance on the other hand (which is represented by N1, N2, N4 & N7);
- ii) Low Experiences in one hand and Moderate or Neutral , High, and Very High Expectations from Life Insurance on the other hand (which is represented by N3, N5 & N8);
- iii) Moderate or Neutral Experiences in one hand and High and Very High Expectations from Life Insurance on the other hand (which is represented by N6 & N9);
- iv) High Experiences in one hand and Very High Expectations from Life Insurance on the other hand (which is represented by N10).

### 6.6.2.2 Cross Sectional Analysis and Interpretations of Gaps on Customer Convenience Dimension

Given the above, the following cross sectional analysis of the ‘Degree of Customer Convenience Expected’ and the ‘Degree of Customer Convenience Experienced’ represented the following:

**Table No. 6.17 (i) : Cross Tabulation for identifying the gap in image of Customer Convenience Dimension**

Level of Customer Expectations * Level of Customer Experience (Convenience Based) Crosstabulation								
Place			Level of Customer Convenience Experienced					Total
			Very Low	Low	Moderate or Neutral	High	Very High	
Silchar	Level of Customer	Very Low	13	8	15	11	12	59
		Low	11	5	15	11	13	55

Level of Customer Expectations * Level of Customer Experience (Convenience Based) Crosstabulation								
Place			Level of Customer Convenience Experienced					Total
			Very Low	Low	Moderate or Neutral	High	Very High	
	Convenience Expected	Moderate or Neutral	22	15	32	17	16	102
		High	7	13	28	20	14	82
		Very High	11	6	12	12	19	60
	Total		64	47	102	71	74	358
Guwahati	Level of Customer Convenience Expected	Very Low	0	0	5	3	0	8
		Low	0	1	7	8	2	18
		Moderate or Neutral	3	9	68	52	17	149
		High	2	5	56	36	14	113
		Very High	3	5	18	10	10	46
Total		8	20	154	109	43	334	
Tezpur	Level of Customer Convenience Expected	Very Low	3	12	20	6	13	54
		Low	17	20	27	21	9	94
		Moderate or Neutral	17	27	25	24	6	99
		High	17	24	12	10	14	77
		Very High	3	14	10	7	17	51
Total		57	97	94	68	59	375	
Sivasagar	Level of Customer Convenience Expected	Very Low	0	0	0	0	0	0
		Low	0	2	0	6	0	8
		Moderate or Neutral	0	4	89	44	9	146
		High	0	5	80	78	9	172
		Very High	0	1	14	26	5	46
Total		0	12	183	154	23	372	
Jorhat	Level of Customer Convenience Expected	Very Low	28	8	8	9	0	53
		Low	12	24	20	0	8	64
		Moderate or Neutral	4	12	59	23	17	115
		High	13	8	15	40	8	84
		Very High	4	8	4	8	36	60
Total		61	60	106	80	69	376	
Overall	Level of Customer Convenience Expected	Very Low	44	28	48	29	25	174
		Low	40	52	69	46	32	239
		Moderate or Neutral	46	67	273	160	65	611
		High	39	55	191	184	59	528
		Very High	21	34	58	63	87	263
Total		190	236	639	482	268	1815	

Source: Compiled from survey data (Based on Table 6.16)

**Table No. 6.17 (ii): Gap in image on Customer Convenience Dimension of 4C based Marketing Mix of Life Insurance**

District Headquarter	Count	Image of Life Insurance			Total
		Negative	Neutral	Positive	
Silchar	Number of Respondents	137	89	132	358

District Headquarter	Count	Image of Life Insurance			Total
		Negative	Neutral	Positive	
	%	38.26816	24.86034	36.87151	100
Guwahati	Number of Respondents	111	115	108	334
	%	33.23353	34.43114	32.33533	100
Tezpur	Number of Respondents	148	75	152	375
	%	39.46667	20	40.53333	100
Sibsagar	Number of Respondents	130	174	68	372
	%	34.94624	46.77419	18.27957	100
Jorhat	Number of Respondents	88	187	101	376
	%	23.40426	49.73404	26.8617	100
Overall	Number of Respondents	614	640	561	1815
	%	33.8292	35.26171	30.90909	100

*Source: Compiled from survey data [Based on Table 6.17 (i)]*

Based on the above analysis [as reported in Table No. 6.17(ii)] based on Customer Convenience Dimension of 4C based Marketing Mix, it was observed that:

- a) Out of the total respondents, 35% of the investors of Life Insurance have Neutral Image about Life Insurance from the perspective of Customer Convenience Dimension of 4C based Marketing Mix.
- b) Out of the total respondents, 34% of the respondents have Negative and 31% of the respondents have Positive Image about Life Insurance from the perspective of Customer Convenience Dimension of 4C based Marketing Mix.
- c) The highest contributors to the Negative group are the respondents from Tezpur – the districts headquarter of Sonitpur district with a number of 148 respondents constituting 40% of the total respondents from Tezpur.
- d) Interestingly the highest contributors to the Positive group are also from Tezpur – the districts headquarter of Sonitpur district with a number of 152 respondents constituting 41% of the total respondents from Tezpur.

- e) Jorhat – the districts headquarter of Jorhat district contributed majorly to the group Neutral or Moderate with a total of 187 respondents constituting 50% of the total respondents from Jorhat.

**Table: 6.17 (iii) Image Gap on Customer Convenience Dimension**

Symmetric Measures					
Place				Value	Approx. Sig.
Silchar	Silchar	Nominal by	Phi	.219	.376
		Nominal	Cramer's V	.109	.376
		N of Valid Cases			358
Guwahati	Guwahati	Nominal by	Phi	.214	.502
		Nominal	Cramer's V	.107	.502
		N of Valid Cases			334
Tezpur	Tezpur	Nominal by	Phi	.348	.000
		Nominal	Cramer's V	.174	.000
		N of Valid Cases			375
Sivasagar	Sivasagar	Nominal by	Phi	.311	.000
		Nominal	Cramer's V	.179	.000
		N of Valid Cases			372
Jorhat	Jorhat	Nominal by	Phi	.792	.000
		Nominal	Cramer's V	.396	.000
		N of Valid Cases			376
Overall	Overall	Nominal by	Phi	.339	.000
		Nominal	Cramer's V	.169	.000
		N of Valid Cases			1815
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. 6.17 (iii)**].

## 6.7 Conclusion

Given the Objectives, Hypotheses, and Methodology considered in this Chapter, it may concluded that there is hardly any gap between the 'Degree of Customer Convenience



Expected' and the 'Degree of Customer Convenience Experienced' of 4C based Marketing Mix with respect to Life Insurance in Assam. The area-wise analysis also revealed similar results with respect to the each of the area considered in the study. Moreover, the Cross-Sectional analysis revealed that there is predominance of Insurance Investors with Negative Image; Investors with Positive and Neutral Image are in the minority.

The Wilcoxon Signed-rank test revealed that the null hypothesis i.e., "There is no significant difference between the 'Degree of Customer Convenience Dimension Expected' and the 'Degree of Customer Convenience 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 Convenience Dimension Expected' and the 'Degree of Customer Convenience Dimension Experienced'. The same holds good for all the district headquarters except Sivasagar the district headquarters of Sibsagar districts.

The findings if the current chapter suggests that the Customer Convenience dimension is the most important factor specially for Life Insurance where the actual product is sold at an place that is not the place which is stipulated for sales, the actual sales is done at a place of Customer's Convenience. Today's competitive era of marketing orientation the Customer Convenience (Place) is the must to be factored into. Also the Insurance is majorly sold by Agents of Life Insurance Companies, and the Office (place of sales is mostly irrelevant for the purchaser).