Chapter-6

Discussions
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DISCUSSIONS

In this chapter the results of the investigation have been discussed in the light of statistical analysis. Various dimensions of service quality have been taken into consideration. Further, the moderating effects of various demographic factors on the perception of service quality and its various dimensions have been taken into account.

Besides, the relationship between service quality, its dimensions and customer satisfaction has been analyzed. Finally, significant differences were compared between the perception of public and private sector insurance customers with respect to service quality and customer satisfaction.

6.1 DESCRIPTIVE ANALYSES OF LIC CUSTOMERS AND HDFC LIFE CUSTOMERS

This section presents a comprehensive profile of the LIC and HDFC Life customers who had participated in the research study. Results of description showed (Table 5.1.1) that the LIC sample consisted of greater percentage of male customers (67.4%) than female customers. Table 5.1.2 showed that the majority of the respondents (58.5%) were in the age group of more than 35 years. Table 5.1.3 showed that the majority of the respondents (57.3%) belonged to the income group of more than 5 Lacs. Table 5.1.4 showed that most of the customers were graduates and below (52.5%). Table 5.1.5 showed that majority of the respondents was Govt. Employees (48.1%). Table 5.1.6 showed that the respondents of the LIC had a greater percentage of married customers (65%). For HDFC Life (Table 5.1.7) sample consisted of greater percentage of male customers (65.8%) than female customers. Table 5.1.8 showed that the majority of the respondents (52.3%) were in the age group of more than 35 years. Table 5.1.9 showed that the majority of the respondents (51.8%) belonged to the income group of more than 5 Lacs. Table 5.1.10 showed that most of the respondents were post graduates and higher (58.5%). Table 5.1.11 showed that majority of the respondents was Govt. Employees (62.5%). Table 5.1.12 showed that the respondents of the HDFC Life had a greater percentage of married customers (78%).
6.2 INFERENTIAL ANALYSES OF LIC CUSTOMERS

Difference in the perceived Service quality and its five dimensions namely: tangibility, reliability, responsiveness, assurance and empathy of LIC customers for different categories of demographic factors.

6.2.1 Difference in the perceived service quality and its dimensions for LIC customers on the basis of Gender

The findings on the basis of comparisons are summarized below. (Table 5.2.1)

The perception of male and female customers of LIC did not vary significantly for the tangibility and reliability dimension of service quality. However, the significant difference was observed in the perceptions of the service quality for responsiveness, assurance and empathy dimensions. The LIC male customers scored higher mean scores than the female customers for responsiveness dimension. The higher mean score of male respondents indicate that the male respondents found LIC to be more prompt and efficient in responding to their queries than the female respondents. When the assurance dimension of service quality was considered it was found that the female customers felt safer and secured while transacting with LIC employees than the male respondents. Similar results were obtained for empathy dimension where again the female respondents perceived that LIC provided them greater individual attention.

When the overall service quality was analyzed the results revealed that there was a significant difference in the perception of male and female respondents. The higher mean scores of female respondents indicated that their perception of service quality was more positive than the male respondents.

6.2.2 Difference in perceived service quality and its various dimensions for LIC customers on the basis of Age

Table 5.2.2, depicts that there was no significant difference in the perception of all the dimensions of service quality for different age groups. The calculate t-value is less than the table value for all the dimensions of service quality which means all the respondents from different age groups perceived the same service quality for all its dimensions.
6.2.3 Difference in perceived service quality and its various dimensions for LIC customers on the basis of Income

Table 5.2.3, depicts that there was no significant difference in the perception of all the dimensions of service quality for different income groups. The calculated value of T is less than the table value for all the dimensions of service quality. Since the difference in the mean values of the samples was not significant, it is indicative of the fact that the respondents of LIC with varying income profiles did not vary significantly in their perception of service quality and its dimensions.

6.2.4 Difference in perceived service quality and its various dimensions for LIC customers on the basis of Educational Qualification

Table 5.2.4, depicts that there was no significant difference in the perception of all the dimensions of service quality on the basis of different educational backgrounds. The calculated value of T is less than the table value for all the dimensions of service quality. Since the difference in the mean values of the samples was not significant, it is indicative of the fact that the respondents of LIC with varying educational backgrounds did not vary significantly in their perception of service quality and its dimensions.

6.2.5 Difference in perceived service quality and its various dimensions for LIC customers on the basis of Profession

Table 5.2.5a depicted the Analysis of Variance based on profession for service quality and its dimensions. The calculated value for F is more than the table value for all the dimensions of service quality except for the assurance dimension. Thus, the variance is significant for overall service quality and its dimensions; tangibility, reliability, responsiveness and empathy. The higher mean scores (Table 5.2.5b) of overall service quality for govt. employees and own business group indicated that they had a more positive perception as compared to private employees and the others group. The variance can be attributed to the fact that the different profession groups which include govt. employees, private employees, own business and others had varying needs and requirements and accordingly their perceptions differed for visual appeal, dependability in handling customer service problems, willingness to help customers and giving them individual attention. For assurance dimension the calculated value for F is less than the table value which indicates that all the LIC
respondents whether they were govt. employees, private employees, own business or others did not vary significantly in their perception for empathy dimension of service quality.

6.2.6 Difference in perceived service quality and its various dimensions for LIC customers on the basis of Marital Status

Table 5.2.6, depicts that there was no significant difference in the perception of all the dimensions of service quality on the basis of marital status. The calculated value of T is less than the table value for all the dimensions of service quality. Since the difference in the mean values of the samples was not significant, it is indicative of the fact that the married and unmarried respondents of LIC did not vary significantly in their perception of service quality and its dimensions.

6.3 Difference in the customer satisfaction of LIC customers for different categories of demographic factors

6.3.1 Difference in the customer satisfaction of LIC Customers on the basis of gender, age, income, educational qualification and Marital Status

The analysis revealed (Table 5.3.1) that there was a significant difference in the customer satisfaction of LIC respondents on the basis of gender. The higher mean scores of female customers of LIC indicated that they were more delighted and pleased with LIC as compared to male customers. This may be due to the fact that male customers had greater expectations from LIC when the service as value for money was considered.

The analysis revealed (Tables 5.3.2, 5.3.3, 5.3.4, 5.3.6) that there was no significant difference in the customer satisfaction of LIC respondents on the basis of age, income, educational qualification and marital status. The mean values of the samples were not significant for age, income, educational qualification and marital status. Hence, hypotheses related significance difference on the basis of age, income; educational qualification and marital status were rejected.

Many past studies have found that satisfaction of customers may be influenced by demographic variables such as gender, age group, income and educational qualification. There have been divergent views in the service literature regarding the impact of demographic variables on customer satisfaction. While some past studies
have suggested that men and women differ in their satisfaction of service encounter (Anderson, Pearo and Widener, 2008), others show that no such difference significantly exists (Tucker & Kelly, 2000). Previous studies have found that women are most likely to have greater overall satisfaction than men in many different industry contexts. (Bryant and Cha, 1996; Mittal & Kamakura, 2001). One explanation for this finding is that women may be more experienced shoppers with more skills at making attribute comparisons. Experience enables them to identify items that best fit their personal needs and leads to higher overall satisfaction than men (Bryant and Cha, 1996). However, these findings may not be the case for banking and insurance industry context (Lin et al., 2001; Tan & Kek, 2004).

Previous studies have found that elderly people are, on an average, slower in encoding new information and in retrieving information stored in memory, thus reducing information processing capability. According to Mittal and Kamakura (2001) older people may have lower “thresholds of acceptable satisfaction” because information search for a new provider is more costly. However, research also suggests that age-related differences in product or service evaluations may be due to different expectations, driven by differences in other service-specific factors such as culture at birth, maturation and the type of service patronised (Bryan and Cha, 1996). In general, past research has found that older people are more satisfied than younger people (Mittal and Kamakura 2001; Bryant & Cha, 1996). The influence of income and educational levels has been widely studied in many different industry contexts (Mittal and kamakura, 2001). Such studies have found that the low income earners and low levels of education positively correlate with lower satisfaction levels while higher income groups and higher education levels are associated with higher satisfaction levels.

6.3.2 Difference in the customer satisfaction of LIC customers on the basis of Profession

Table 5.3.5a revealed that there was a significant difference in the customer satisfaction of LIC customers on the basis of profession. The higher mean scores (Table 5.3.5b) of customer satisfaction for govt. employees and own business group indicated that they had a more positive perception as compared to private employees and the others group. The variance can be attributed to the fact that the different profession groups which include govt. employees, private employees, own business
and others had varying needs and requirements and accordingly their perceptions differed for visual appeal, dependability in handling customer service problems, willingness to help customers, courtesy and giving them individual attention.

6.4 RELATIONSHIP BETWEEN SERVICE QUALITY, ITS VARIOUS DIMENSIONS AND CUSTOMER SATISFACTION OF LIC CUSTOMERS FOR DIFFERENT CATEGORIES OF DEMOGRAPHIC VARIABLES

6.4.1 Relationship between service quality, its various dimensions and customer satisfaction for the entire group of LIC Customers

The correlation coefficients between service quality, its various dimensions and customer satisfaction indicated that there was a high degree of positive correlation between them (table 5.4.1a). The regression model (table 5.4.1b) for service quality and customer satisfaction was also found significant. This meant that increase in overall service quality increased the satisfaction of customers. Supportive evidence was given by researchers, Curry & Sinclair, 2002; van der Wal, pampallis & Bond, 2002; Nadiri & hussain, 2005 found that if services rendered meets the customer's expectations, then this leads to customer satisfaction and the opposite leads to customer dissatisfaction.

Further when the individual dimensions of service quality were analyzed it was observed that reliability and assurance played a very important role in satisfying customers of LIC. Reliability and assurance are the degrees of trust and confidence that the customer feels its service provider is competent to provide the service. A customer will not depend and rely upon if he/she does not feel assured about the competence of the service provider. Assurance shows a significant positive correlation with customer satisfaction in the current study. As mentioned earlier in the literature review, Kumar et al. (2010), and Lai (2004) also pointed out that assurance is one of the important factors for customer satisfaction.

Besides, responsiveness and empathy also played a significant role in satisfying the customers. Prompt and efficient service from the employees and concern about the individual needs of the customers resulted in the significant relationship with the customer satisfaction.
It was observed that tangibility dimension of service quality did not play a significant role in the customer satisfaction for LIC customers. The probable reason for this can be that insurance is not a walk-in business. Customer often visits the office of the insurer. Insurance agents provide services to the customers on behalf of the company. So, the customer mostly interacts with the agent only. So the décor, ambience, physical facilities and even appearance of the employees of the company did not make any significant difference in the perception of service quality as far as the tangibility dimension of service quality is concerned for the insurance sector.

6.4.2 Relationship between service quality, its various dimensions and customer satisfaction of LIC customers on the basis of Gender

The analysis, (table 5.4.2a, 5.4.2b, 5.4.2c) revealed that the relationships between overall service quality and customer satisfaction was significantly moderated by gender. The male customers of LIC were more satisfied as compared to the female customers of LIC.

For male respondents, reliability dimension was the main reason for their satisfaction followed by assurance, responsiveness and empathy dimensions. That meant that the satisfaction of male customer was significantly increased by the sincere and sympathetic interest by the employees in solving their problems. Further, the prompt and efficient services from the employees, their trust and confidence in ability and knowledge of employees and the individual attention they got from the employees also increased their satisfaction. For male customers, up to date equipments and machines and the other physical facilities of LIC did not satisfy them significantly.

For female respondents, the relationship between service quality and customer satisfaction was significant, majorly for reliability and responsiveness. This meant that the satisfaction of female customers was significantly increased by the sympathetic interest of the employees in solving their problems and prompt and efficient services from employees. Further, their trust and confidence in ability and knowledge of employees and the individual attention they got from the employees also increased their satisfaction. Up to date equipments and machines and the other physical facilities of LIC did not satisfy them significantly.
6.4.3 Relationship between service quality, its various dimensions and customer satisfaction of LIC customers on the basis of Age

When the different age groups were analyzed (Table 5.4.3a, 5.4.3b, 5.4.3c) revealed that there was a high degree of correlation between overall service quality and customer satisfaction. The age group that was ‘greater than 35 years’ were more satisfied with LIC as compared to the other group that was less than or equal to 35 years.

On analyzing the dimensions of service quality for different age groups it was observed that for age groups all the dimensions of service quality had a significant relationship with customer satisfaction. For both the age groups reliability was the most effective dimension for their satisfaction followed by assurance, responsiveness and empathy. It meant that the satisfaction of respondents for both the age groups was significantly increased by the sincere and sympathetic interest by the employees in solving their problems. Further, the prompt and efficient services from the employees, their trust and confidence in ability and knowledge of employees and the individual attention they got from the employees also increased their satisfaction. For both age groups, up to date equipments and machines and the other physical facilities of LIC did not satisfy them significantly.

6.4.4 Relationship between service quality, its various dimensions and customer satisfaction of LIC customers on the basis of Annual Household Income

The relationship between the overall service quality (Table 5.4.4a, 5.4.4b, 5.4.4c) and customer satisfaction was significant for the various income groups. It was observed that in LIC, the higher income group that is greater than 5 lacs. p.a. were relatively more satisfied as compared to the lower income group that is less than or equal to 5 lacs p.a.

When the individual dimensions of service quality were considered it was observed that for customer satisfaction results were significant for both the income groups for reliability, responsiveness, assurance and empathy dimensions of service quality. Meaning thereby the satisfaction of both the income group customers was increased by the sincere and sympathetic interest of the bank employees in solving their problems, employee’s prompt and efficient services, customer’s trust and
confidence in ability and knowledge of employees and the individual attention they got from the employees. It was observed that other than tangibility dimension all the other dimensions were significantly increasing their satisfaction.

### 6.4.5 Relationship between service quality, its various dimensions and customer satisfaction of LIC customers on the basis of Educational Qualification

As per the analysis (Table 5.4.5a, 5.4.5b, 5.4.5c), it was observed that relationship between overall service quality and customer satisfaction was significant for both the education groups. It was observed that respondents from ‘graduates and below’ group was more satisfied as compared to the ‘PG and higher group’. This may be due to the fact that with the increase in knowledge the expectations also increases, hence these customers demand more from the insurer to get satisfied (Ganesan-Lim, Russelt Bennelt & dagger, 2008).

When individual dimensions of service quality were compared for both the education groups it was observed that reliability seems to be the most effective dimension followed by assurance, responsiveness. Empathy showed least effect and tangibility had no effect on customer satisfaction for both the education groups. Meaning thereby, the satisfaction of customers was significantly increased by the sincere and sympathetic interest by the employees in solving their problems. Further, the prompt and efficient services from the employees, their trust and confidence in ability and knowledge of employees and the individual attention they got from the employees also increased their satisfaction.

### 6.4.6 Relationship between service quality, its various dimensions and customer satisfaction of LIC customers on the basis of Profession

The analysis vide Table No’s 5.4.6a, 5.4.6b, 5.4.6c revealed that the overall relationship of service quality and customer satisfaction was significant for all the respondents from different profession groups. For overall service quality, the respondents from govt. employees were most satisfied with the services of LIC followed by ‘own business’ respondents, private employees and respondents from the ‘others’ group.

When the individual dimensions were compared, reliability dimension was found to be most effective dimension followed by assurance, responsiveness, and
empathy dimensions for all the respondents whether they were govt. employees, private employees, own business or others. Meaning thereby, the satisfaction of customer was significantly increased by the sincere and sympathetic interest by the employees in solving their problems. Further, the prompt and efficient services from the employees, their trust and confidence in ability and knowledge of employees and the individual attention they got from the employees also increased their satisfaction. For all the respondents of LIC, up to date equipments & machines and the other physical facilities had no effect on their satisfaction levels.

6.4.7 Relationship between service quality, its various dimensions and customer satisfaction of LIC customers on the basis of Marital Status

The analysis vide table no’s 5.4.7a, 5.4.7b, 5.4.7c, has been summarized below:

It was observed that the relationship between service quality and customer satisfaction was significant for both married and unmarried customers of LIC. Overall the unmarried customers were more satisfied with the service quality as compared to married customers of LIC on all the parameters. It was found that the customer satisfaction of married customers was significantly influenced by reliability, assurance, responsiveness. The lower satisfaction of married customers can be attributed to the fact that they have higher expectations from LIC owing to greater responsibilities and requirements as compared to unmarried customers. Similar findings were reported by Odgen & Odgen, (2005), Venn and Fone (2005), Paulins (2005)

6.5 DESCRIPTIVE AND INFERENTIAL ANALYSES OF HDFC LIFE CUSTOMERS

6.5.1 Difference in the perceived service quality and its dimensions for HDFC Life customers on the basis of Gender

The findings on the basis of comparisons are summarized below (Table 5.5.1)

The perception of male and female respondents of HDFC Life vary significantly for tangibility, reliability, responsiveness and empathy dimensions of service quality. It was observed that female respondents scored high mean scores for tangibility, reliability and responsiveness dimension of service quality. The variance could be attributed to the fact that female respondents have more positive perception
of HDFC Life towards the professional appearance of their employees, the dependability of staff in handling customer’s service problems and the promptness in solving the queries as compared to their male counterparts.

When the empathy dimension of service quality was analyzed for male and female customers of HDFC Life, the male customers scored higher mean values which indicate that the male customers of HDFC Life receives more individual attention from the employees as compared to female customers.

Overall service quality and its responsiveness dimension did not vary significantly for the male and female respondents of HDFC Life customers.

These results are in line with the previous studies which have found that women are more likely to have greater overall satisfaction than men in many different industry contexts (Bryant and Cha, 1996; Mittal and Kamakura, 2001). Experience enables them to identify items that best fit their personal needs and leads to higher overall satisfaction than men (Bryant and Cha, 1996)

6.5.2 Difference in the perceived service quality and its dimensions for HDFC Life customers on the basis of Age

Table 5.5.2, depicts that there was no significant difference in the perception of all the dimensions of service quality for different age groups. The calculate t-value is less than the table value for all the dimensions of service quality which means all the respondents from different age groups perceived the same service quality for all its dimensions.

6.5.3 Difference in the perceived service quality and its dimensions for HDFC Life customers on the basis of Income

Table 5.5.3, depicts that, on the basis of different income groups, there was a significant difference in the perception of service quality and its dimensions namely reliability, assurance, and overall service quality. It was observed that the higher income group respondents had a more positive perception for the dimensions reliability, assurance and overall service quality.

For tangibility, responsiveness and empathy dimensions there was no significant difference in the perception of service quality and its dimensions for different income groups.
In line with the results of the study, supportive evidence was also given various researchers. Knowing customers is another important factor that needs to be considered because customers that have different levels of income might prefer to buy different products or services (Ogden & Ogden, 2005). Customers with high income might favor retailers with high levels of service quality while customers with low incomes might be more tolerant to lower levels of service quality (Sum & Hui, 2009). Also, there were income level differences in the physical appearance and promises dimension in a retail study in Hong Kong (Siu & Cheung, 2001).

6.5.4 Difference in the perceived service quality and its dimensions for HDFC Life customers on the basis of Educational Qualification

Table 5.5.4, depicts that, on the basis of different educational backgrounds, there was a significant difference in the dimensions of service quality for reliability, assurance and overall service quality. Higher mean scores, for the group Post graduates and above, means that this educational group had a more positive perception towards dependability of staff in handling customers service problems, trust and confidence they have in employees and in overall service quality.

When the tangibility, responsiveness and empathy dimensions were analyzed for different respondents on the basis of educational backgrounds, it was found that there was no significant difference in the perception of tangibility, responsiveness and empathy dimensions of service quality. Both the educational groups had the same level of tolerance for these dimensions.

6.5.5 Difference in the perceived service quality and its dimensions for HDFC Life customers on the basis of Profession

Table 5.5.5a, depicts that there was no significant difference in the perception of all the dimensions of service quality for different groups on the basis of profession. The calculate F-value is less than the table value for all the dimensions of service quality which means all the respondents from different profession groups perceived the same service quality for all its dimensions.

6.5.6 Difference in the perceived service quality and its dimensions for HDFC Life customers on the basis of Marital Status

Table 5.5.6 revealed that there was no significant difference in the perception of all the dimensions of service quality based on marital status. The calculate t-value
is less than the table value for all the dimensions of service quality which means both married and unmarried respondents of HDFC Life perceived the same service quality for all its dimensions.

Literature on the relationship between demographics and service quality revealed a picture of diversity in the results. It varies from non-relationship, partial relationship to complete relationships in all variables under the study. So, it is impossible to generalize the relationship between the demographic variables and perception/satisfaction of service quality across all service sectors.

6.6 DIFFERENCE IN THE CUSTOMER SATISFACTION OF HDFC LIFE CUSTOMERS FOR DIFFERENT CATEGORIES OF DEMOGRAPHIC FACTORS

6.6.1 Difference in the customer satisfaction of HDFC Life customers on the basis of Gender

Table 5.6.1, depicts that there was a significance difference in the customer satisfaction if HDFC Life customers on the basis of gender. The higher mean score of male customers indicated that they were more delighted and pleased with HDFC Life as compared to the female customers.

6.6.2 Difference in the customer satisfaction of HDFC Life customers on the basis of Age

Table 5.6.2, indicated that there was no significance difference in the customer satisfaction of HDFC Life customers on the basis of different age groups. The calculate t-value is less than the table value, which means that the respondents from both the age groups have the same level of customer satisfaction.

6.6.3 Difference in the customer satisfaction of HDFC Life customers on the basis of Income

Table 5.6.3, revealed that there was a significant difference in customer satisfaction of HDFC Life customers on the basis of different income groups. The higher mean scores of the respondents falling in the income group , Above 5 lacs were more satisfied as compared to the respondents falling in the other income group that is less than equal to 5 lacs.
6.6.4 Difference in the customer satisfaction of HDFC Life customers on the basis of Educational Backgrounds

Table 5.6.4 revealed that there was a significant difference in customer satisfaction of HDFC Life customers on the basis of different educational backgrounds. The higher mean scores of the respondents falling in the group, graduate and below were more satisfied as compared to the respondents falling in the other education group that is PG and above.

6.6.5 Difference in the customer satisfaction of HDFC Life customers on the basis of Profession

Table 5.6.5 ANOVA test revealed that there was no significant difference for the customers of HDFC Life on the basis of profession. The F value is less than the table value.

6.6.6 Difference in the customer satisfaction of HDFC Life customers on the basis of Marital Status

T-test revealed (Table 5.6.6) that there was no significant difference in the customer satisfaction of HDFC Life customers on the basis of marital status. The calculated value of T is less than the table value.

6.7 RELATIONSHIP BETWEEN SERVICE QUALITY, ITS VARIOUS DIMENSIONS AND CUSTOMER SATISFACTION OF HDFC LIFE CUSTOMERS FOR DIFFERENT CATEGORIES OF DEMOGRAPHIC VARIABLES

6.7.1 Relationship between service quality, its various dimensions and customer satisfaction for the entire group of HDFC Life Customers

The correlation coefficients between service quality, its various dimensions and customer satisfaction indicated that there was a high degree of positive correlation between them (table 5.7.1a). The regression model (table 5.7.1b) for service quality and customer satisfaction was also found significant. This meant that increase in overall service quality increased the satisfaction of customers.

Further when the individual dimensions of service quality were analyzed it was observed that reliability and responsiveness played a very important role in satisfying customers of HDFC Life. Reliability and responsiveness are the degrees of
sincere and sympathetic interest in solving the problems of customers and prompt and efficient services from employees. A customer will not depend and rely upon if he/she does not feel assured about the competence of the service provider. Besides, assurance, empathy and tangibility also played a significant role in satisfying the customers. Trust and confidence in ability and knowledge of employees, concern about the individual needs of the customers and insurer's up to date equipment and appealing physical facilities resulted in the significant relationship with the customer satisfaction.

6.7.2 Relationship between service quality, its various dimensions and customer satisfaction of HDFC Life customers on the basis of Gender

The analysis, (table 5.7.2a, 5.7.2b, 5.7.2c) revealed that the relationships between overall service quality and customer satisfaction was significantly moderated by gender. The male customers of HDFC LIFE were more satisfied as compared to the female customers of HDFC LIFE.

For male respondents, reliability dimension was the main reason for their satisfaction followed by responsiveness, assurance, empathy and tangibility dimensions. That meant that the satisfaction of male customer was significantly increased by the sincere and sympathetic interest by the employees in solving their problems. Further, the prompt and efficient services from the employees, their trust and confidence in ability and knowledge of employees, the individual attention they got from the employees and up to date equipment and machines and the other physical facilities of HDFC LIFE also increased their satisfaction.

For female respondents, the relationship between service quality and customer satisfaction was significant, majorly for reliability dimension followed by responsiveness, empathy, assurance and tangibility. This meant that the satisfaction of female customers was significantly increased by the sympathetic interest of the employees in solving their problems and prompt and efficient services from employees. Further, their trust and confidence in ability and knowledge of employees, the individual attention they got from the employees and insurer's up to date equipment and machines and their professional appearance also increased their satisfaction levels.
6.7.3 Relationship between service quality, its various dimensions and customer satisfaction of HDFC LIFE customers on the basis of Age

When the different age groups were analyzed (Table 5.7.3a, 5.7.3b, 5.7.3c) revealed that there was a high degree of correlation between overall service quality and customer satisfaction. The age group that was ‘greater than 35 years’ were more satisfied with HDFC LIFE as compared to the other group that was less than or equal to 35 years.

On analyzing the dimensions of service quality for different age groups it was observed that for age groups all the dimensions of service quality had a significant relationship with customer satisfaction. For both the age groups reliability was the most effective dimension for their satisfaction followed by responsiveness, assurance, empathy and tangibility. It meant that the satisfaction of respondents for both the age groups was significantly increased by the sincere and sympathetic interest by the employees in solving their problems. Further, the prompt and efficient services from the employees, their trust and confidence in ability and knowledge of employees, individual attention they got from the employees and up to date equipment and machines and the other physical facilities of HDFC Life also increased their satisfaction.

6.7.4 Relationship between service quality, its various dimensions and customer satisfaction of HDFC Life customers on the basis of Annual Household Income

The relationship between the overall service quality (Table 5.7.4a, 5.7.4b, 5.7.4c) and customer satisfaction was significant for the various income groups. It was observed that in HDFC LIFE, the lower income group that is less than or equal to 5 lacs p.a. was relatively more satisfied as compared to the higher income group that is greater than 5 lacs p.a.

When the individual dimensions of service quality were considered it was observed that for customer satisfaction, results were significant for both the income groups for all the dimensions of service quality. Meaning thereby the satisfaction of both the income group customers was increased by the sincere and sympathetic interest of the bank employees in solving their problems, employee’s prompt and efficient services, customer’s trust and confidence in ability and knowledge of
employees, the individual attention they got from the employees and the professional appearance of employees and up to date equipment and machines were significantly increasing their satisfaction.

6.7.5 Relationship between service quality, its various dimensions and customer satisfaction of HDFC Life customers on the basis of Educational Qualification

As per the analysis (Table 5.7.5a, 5.7.5b, 5.7.5c), it was observed that relationship between overall service quality and customer satisfaction was significant for both the education groups. It was observed that respondents from ‘PG and higher group’ were more satisfied as compared to the ‘graduates and below’ group.

When individual dimensions of service quality were compared for both the education groups it was observed that reliability was the most effective dimension followed by responsiveness, empathy, assurance and tangibility for both the education groups. Meaning thereby, the satisfaction of customers was significantly increased by the sincere and sympathetic interest by the employees in solving their problems. Further, the prompt and efficient services from the employees, their trust and confidence in ability and knowledge of employees, the individual attention they got from the employees and up to date equipment and machines and physical appearance of employees also increased their satisfaction.

6.7.6 Relationship between service quality, its various dimensions and customer satisfaction of HDFC Life customers on the basis of Profession

The analysis vide Table No’s 5.7.6a, 5.7.6b, 5.7.6c revealed that the overall relationship of service quality and customer satisfaction was significant for all the respondents from different profession groups. For overall service quality, the respondents from govt. employees were most satisfied with the services of HDFC Life followed by private employees, ‘own business’ respondents, and respondents from the ‘others’ group.

When the individual dimensions were compared, reliability dimension was found to be most effective dimension followed by responsiveness, empathy, assurance and tangibility dimensions for all the respondents whether they were govt. employees, private employees, own business or others. Meaning thereby, the satisfaction of customer was significantly increased by the sincere and sympathetic interest by the
employees in solving their problems. Further, the prompt and efficient services from the employees, their trust and confidence in ability and knowledge of employees, the individual attention they got from the employees and up to date equipment & machines and the other physical facilities also increased their satisfaction.

6.7.7 Relationship between service quality, its various dimensions and customer satisfaction of HDFC Life customers on the basis of Marital Status

The analysis vide table no’s 5.7.7a, 5.7.7b, 5.7.7c, has been summarized below:

It was observed that the relationship between service quality and customer satisfaction was significant for both married and unmarried customers of HDFC Life. Overall the unmarried customers were more satisfied with the service quality as compared to married customers of HDFC Life on all the parameters. It was found that the customer satisfaction of married customers was significantly influenced by reliability, responsiveness, assurance and tangibility. Meaning thereby, the satisfaction of customer was significantly increased by the sincere and sympathetic interest by the employees in solving their problems. Further, the prompt and efficient services from the employees, their trust and confidence in ability and knowledge of employees, the individual attention they got from the employees and up to date equipment & machines and the other physical facilities also increased their satisfaction.

The lower satisfaction of married customers can be attributed to the fact that they have higher expectations from HDFC Life owing to greater responsibilities and requirements as compared to unmarried customers. Similar findings were reported by Odgen & Odgen, (2005), Venn and Fone (2005), Paulins (2005)

6.8 COMPARISON OF LIC AND HDFC LIFE CUSTOMERS

6.8.1 Difference in the perceived service quality and its dimensions for the entire sample of LIC and HDFC Life Customers

The t-test (Table 5.8.1) indicated that the higher mean score of HDFC Life customers as compared to LIC customers for tangibility and empathy dimensions were indicative of the fact that their perception of the visually appealing facilities, professional appearance, and individual attention were more positive than the LIC counterparts. The significant difference may be due to the up-to-date equipment &
machines, appealing facilities and the individual attention they got from the employees of HDFC Life.

When reliability and assurance dimensions were compared, LIC customers scored higher mean scores as compared to HDFC Life customers, which indicated that they found LIC to be more dependable and they feel safe and secure while transacting with the employees of LIC.

For prompt and efficient services from the employees and overall service quality, the customers of LIC and HDFC Life did not vary significantly.

6.8.2 Difference in the perceived service quality and its dimensions for LIC and HDFC Life customers on the basis of Gender

The t-test (Table 5.8.2) indicated that there was a significant difference in the perception of service quality for male customers of LIC and HDFC Life for all the dimensions of service quality. For the female customers there is a significant difference for all the dimensions of service quality, but when overall service quality was considered there was no significant difference in the perception of female customers of LIC and HDFC Life.

The higher mean score of HDFC Life male customers as compared to LIC male customers for tangibility, empathy and overall service quality was indicative of the fact that their perception of the visually appealing facilities, professional appearance, and individual attention were more positive than the LIC counterparts. The significant difference may be due to the up-to-date equipment & machines, appealing facilities and the individual attention they got from the employees of HDFC Life.

When reliability, responsiveness and assurance dimensions were compared, LIC male customers scored higher mean scores as compared to HDFC Life male customers, which indicated that they found LIC to be more dependable, efficient service provider and they feel safe and secure while transacting with the employees of LIC.
When the results were analyzed for LIC female customers and HDFC Life female customers, there was a significant difference in the perception of all the dimensions of service quality except the overall service quality.

When tangibility, responsiveness and empathy dimensions was compared for LIC and HDFC Life female customers, HDFC Life female respondents scored higher mean scores, which indicated that HDFC Life female respondents had a positive perception about the up-to-date equipment & machines, prompt services and the individual attention they got from the employees of HDFC Life.

In case of reliability and assurance dimensions the female respondents of LIC scored higher means which indicated that they found LIC more dependable, trusted and have confidence in ability of LIC employees.

### 6.8.3 Difference in the perceived service quality and its dimensions for LIC and HDFC Life customers on the basis of Age

The t-test (Table 5.8.3) indicated that there was a significant difference in the perception of service quality for both the age groups of LIC and HDFC Life for tangibility, reliability, assurance and empathy dimensions of service quality. In case of overall service quality and responsiveness dimension of service quality there was no significance difference in the perception of both the age groups.

When tangibility and empathy dimensions of service quality was considered, for the younger age group that is less than or equal to 35 years, it was found that the mean scores for these dimensions were higher for HDFC Life younger age group, which was indicative of the fact that their perception for visually appealing facilities, professional appearance and the individual attention they got from the employees of HDFC Life were more positive than LIC employees. The probable reason for this could be the better infrastructure, professional appearance and the company's convenient service conditions.

When the reliability, responsiveness and assurance dimensions were considered for the same group that is less than or equal to 35 years, of LIC and HDFC Life customers, it was observed that the LIC respondents scored higher mean scores which indicated that the respondents of this age group found LIC to be more dependable, prompt and efficient in responding to their queries, and have confidence in the ability of LIC employees as compare to HDFC Life.
When the other age group that is greater than or equal to 35 years of LIC and HDFC Life was compared, it was found that LIC respondents for this age group scored higher mean scores for reliability and assurance dimensions. This indicates that the LIC respondents for this age group found LIC to be more dependable, trusted and secured as compared to HDFC Life. The probable reason for this could be that LIC being a public sector company, the older age group trusted more as compared to HDFC Life.

When the tangibility, responsiveness and empathy dimensions for LIC and HDFC Life were compared for this age group that is greater than or equal to 35 years, it was found HDFC Life respondents scored higher means which indicated that for professional appearance, promptness in services and in individual attention, this age group had a more positive perception for these dimensions of service quality as compared to LIC.

**6.8.4 Difference in the perceived service quality and its dimensions for LIC and HDFC Life customers on the basis of Annual Household Income**

On comparing the individual income groups of LIC and HDFC Life (Table 5.8.4), the t-test indicated that there was a significant difference in all the dimensions of service quality for the first income group that is less than or equal to 5 lacs p.a. for overall service quality there was no significant difference in the perception of service quality. For the other income group that is more than or equal to 5 lacs p.a. there was a significant difference for overall service quality and all its dimensions other than responsiveness dimension.

When tangibility, responsiveness and empathy dimensions of service quality were considered, the mean scores of HDFC Life respondents were higher than the mean scores of LIC respondents for the first income group. This indicated that this income group had a positive perception regarding physical appearance of the employees, prompt and efficient services and the individual attention they got from the employees of HDFC Life as compared to LIC employees.

When reliability and assurance dimensions of service quality were considered, the mean scores of LIC respondents were higher than the mean scores of HDFC Life for the first income group. This indicated that this income group found LIC to be more dependable and secure as compared to HDFC Life.
For the second income group, when tangibility and empathy dimensions of service quality were considered, the mean scores of HDFC Life respondents were higher than the mean scores of LIC respondents for the second income group that is more than or equal to 5 lacs. This indicated that this income group had a positive perception regarding physical appearance of the employees, and the individual attention they got from the employees of HDFC Life as compared to LIC employees.

For the second income group, when reliability, responsiveness and assurance dimensions of service quality were considered, the mean scores of LIC respondents were higher than the mean scores of HDFC Life for the second income group. This indicated that this income group found LIC to be more dependable, employee’s willingness to respond to customer requests and felt safer and secure during transactions with employees of LIC as compared to HDFC Life.

6.8.5 Difference in the perceived service quality and its dimensions for LIC and HDFC Life customers on the basis of Educational Qualification

The t-test (Table 5.8.5) revealed that there was a significant difference in the perception of some dimensions of service quality for the first group based on educational qualification that is graduates and below. Similarly significant difference was found in the perception of some dimensions of service quality for the other group based on educational background that is PG and Higher. For overall service quality there was no significant difference in the perception of service quality for both the educational groups.

When tangibility dimension of service quality was analyzed, it was observed that for each of the education groups, the mean scores were higher for HDFC Life customers as compared to LIC customers. Both the graduates and post graduates found the modern equipment, visually appealing facilities and the professional appearance of the employees of HDFC Life to be more impressive than the LIC customers of similar education groups.

When the reliability dimension was considered the variance in mean scores was significant for both the education groups. In both the cases, higher mean scores of LIC customers indicated that they found LIC to be more promising, efficient and dependable in handling customer service problems as compared to the HDFC Life counterparts.
For the responsiveness dimension of service quality, there was no significant difference in the perception of both the groups based on education. Both Graduates and below group and PG and above group had the same perception towards the responsiveness dimension of service quality for both LIC and HDFC respondents.

When the assurance dimension of service quality was compared, it was observed that in case of graduates and below group there was no significant in the perception of both LIC and HDFC Life customers. For the other group the difference was significant. The higher mean scores of LIC in PG and above group indicated that they trust LIC and felt safe and secure while transacting with the employees of LIC.

When the empathy dimension of service quality was compared, it was found that both graduates and below and PG and above customers of HDFC Life scored higher mean scores which indicated that HDFC life customers had a positive perception towards the individual attention they got from the company and the convenient service conditions of the company.

When the perception of overall service quality for both LIC and HDFC Life were compared it was found that there was no significant difference in the perception of overall service quality for both the income groups of LIC and HDFC Life customers. Both the income groups had the same perceptions for overall service quality of LIC and HDFC Life.

**6.8.6 Difference in the perceived service quality and its dimensions for LIC and HDFC Life customers on the basis of Profession**

The t-test (Table 5.8.6) revealed that there was a significant difference in the perception of some dimensions of service quality for govt. employees, private employees, own business and others category of LIC and HDFC Life respondents. For overall service quality there was no significant difference in the perception of service quality for govt. employees, own business and others category. Significant difference was observed for private employee's category of both LIC and HDFC Life customers.

When tangibility dimension of service quality was compared, significant difference in the perception of service quality was observed for govt. employees and private employees. Higher mean score of revealed that the Govt. employees found modern equipment, visual appealing facilities of LIC to be more impressive than HDFC Life. In case of private employees for the same dimension HDFC Life
respondents scored higher mean score which indicated that they found HDFC Life more equipped with modern and up to date equipment as compared to LIC customers. Both in own business category and others the difference was not significant for the tangibility dimension of service quality.

When the reliability dimension of service quality was compared, significant difference was observed in govt. employees and in others category. Higher mean scores of govt. employees and others category of LIC respondents indicated that they found LIC to be more promising, efficient and dependable in handling customer service problems as compared to HDFC Life. In case of private employees and own business category, no significant difference was observed for the reliability dimension of service quality.

When the responsiveness dimension of service quality was compared, no significant difference was observed in govt. employees, own business and others category of LIC and HDFC Life. In case of private employees significant difference was observed. The higher mean score of LIC respondents indicated that they found readiness and the willingness of LIC to respond to the customer queries was more than HDFC Life.

When the assurance dimension of service quality was compared, significant difference was observed in govt. employees and in others category only. Higher mean scores of govt. employees and others category of LIC respondents indicated that they trust LIC and have confidence in ability and knowledge of their employees and feel safe and secure while transacting with the employees of LIC as compared to HDFC Life. In case of private employees and own business category, no significant difference was observed for the reliability dimension of service quality.

When the empathy dimension of service quality was compared, significant difference in the perception of service quality was found. Higher mean scores of HDFC Life for govt. employees, private employees; own business and others indicated that HDFC Life provided them individual attention, convenient service conditions as compared to LIC.

When overall service quality was compared, significant difference was observed for private employees and others category. The higher mean score of LIC respondents indicated that they found LIC better in overall service quality as
compared to HDFC Life where as in case of Others category HDFC Life respondents found HDFC Life to be better in overall service quality as compared to LIC.

### 6.8.7 Difference in the perceived service quality and its dimensions for LIC and HDFC Life customers on the basis of Marital Status

Table 5.8.7, revealed that there was a significant difference in the perception of the various dimensions of service quality for married and unmarried customers. For overall service quality for both married and unmarried respondents no significant difference was observed.

When the tangibility, dimension of service quality was compared, significant difference was observed. The higher mean scores of HDFC life respondents indicated that they found HDFC life to be more equipped with modern and up to date equipment, professional appearance of staff to be more impressive than LIC.

For reliability dimension of service quality, significant difference was observed for married respondents of LIC and HDFC Life. Higher mean scores of LIC respondents indicated that they found LIC to be more dependable and promising as compared to HDFC Life. For unmarried customers no significant difference was observed.

For assurance dimension of service quality, significant difference was observed for married customers. Higher mean score of LIC married respondents indicated that they found LIC to be more trusted and feel secure and safe while transacting with the employees of LIC as compared to HDFC Life. For unmarried customers no significant difference was observed for the assurance dimension.

When empathy dimension of service quality was compared, significant difference was found for both married and unmarried customers of LIC and HDFC Life. The higher mean scores of married and unmarried customers indicated that HDFC Life provided them individual attention, convenient service conditions as compared to LIC.

For responsiveness and overall service quality dimension, for both married and unmarried customers of LIC and HDFC Life, there was no significant difference in the perception of service quality.
6.9 DIFFERENCE IN THE CUSTOMER SATISFACTION FOR THE ENTIRE GROUP OF LIC AND HDFC LIFE CUSTOMERS

6.9.1 Difference in the customer satisfaction for the entire group of LIC and HDFC Life Customers

To compare the customer satisfaction levels of LIC and HDFC Life customers' independent t-test was performed. (Table 5.9.1) revealed that there was significant difference in the customer satisfaction of LIC and HDFC Life customers.

The higher mean scores of HDFC life customers can be attributed to the fact that they were more pleased and delighted with HDFC Life. The concern for customer need, the clarity in procedures and service as value for money satisfied the private sector customers more as compared to public sector. Similar findings have been reported by Mishra and Jain (2006-2007), Jham V & Kaleem Mohd Khan, (2008), Khatri & Ahuja (2008). Tiko and Lace (2009) stated that competitive power and survival of a bank lies in the degree of customer satisfaction and therefore banks should pay attention to customer satisfaction.

6.9.2 Difference in the customer satisfaction of LIC and HDFC Life customers on the basis of Gender

The test analysis (Table 5.9.2) found that when the individual insurers were compared with each other, it was found that the mean scores of both the male and female customers of LIC was higher than the mean scores of HDFC Life customers which indicates that LIC male and female customers were more satisfied than the HDFC Life male and female customers.

6.9.3 Difference in the customer satisfaction of LIC and HDFC Life customers on the basis of Age

(Table 5.9.3) depicted the comparison of customer satisfaction of LIC and HDFC Life customer for both the age groups. LIC customers scored higher mean scores which indicated that the LIC customers of both the age groups that is less than or equal to 35 years and customers of the other age group that is greater than 35 years, were more satisfied than the customers of both the age groups of HDFC Life.
6.9.4 Difference in the customer satisfaction of LIC and HDFC Life customers on the basis of Income

(Table 5.9.4), revealed that there was no significance difference in the customer satisfaction for the income group greater than 5 lacs p.a. For the other income group that is less than or equal to 5 lacs p.a., significant difference was observed. Higher mean score of LIC respondents for the income group less than or equal to 5 lacs p.a. indicated that they are more satisfied than HDFC Life.

6.9.5 Difference in the customer satisfaction of LIC and HDFC Life customers on the basis of Educational Backgrounds

(Table 5.9.5) revealed that in case of Graduates and below Income group, no significant difference was observed in customer satisfaction, as the t-value is less than the table value. In the other category of educational background that is PG and above, significant difference in the customer satisfaction was observed. The higher mean values of LIC customers indicated that they were more satisfied than the HDFC Life customers.

6.9.6 Difference in the customer satisfaction of LIC and HDFC Life customers on the basis of Profession

(Table 5.9.6), the t-test revealed that there was a significant difference in customer satisfaction of govt. employees and the other group based on profession that is others. The higher mean scores of LIC respondents indicated that the govt. employees and the others are more satisfied with LIC as compared to HDFC Life. For the other two categories based on profession that are private employees and own business did not vary significantly in customer satisfaction.

6.9.7 Difference in the customer satisfaction of LIC and HDFC Life customers on the basis of Marital Status

(Table 5.9.7) indicated that there was a significant difference in customer satisfaction of married respondents of LIC and HDFC Life. The higher mean score of LIC married customers indicated that they are more satisfied with LIC as compared to HDFC Life. For the unmarried customers no significant difference was observed which may be due to the fact that they have lesser responsibilities and therefore did not lay much importance on the satisfaction parameter. (Oyewole, 2001), (Ogden & Ogden, 2005)
The probable reason for the higher customer satisfaction almost for all the parameters for LIC may be due to; LIC is the only public sector company and has been working in India for the last sixty years whereas the private life insurance companies started their operations in the year 2000. As an only public sector company people trust LIC more as compared to the private Life Insurance companies.

6.10 RELATIONSHIP BETWEEN SERVICE QUALITY ITS VARIOUS DIMENSIONS AND CUSTOMER SATISFACTION OF LIC AND HDFC LIFE CUSTOMERS FOR DIFFERENT CATEGORIES OF DEMOGRAPHIC FACTORS

6.10.1 Relationship between service quality its various dimensions and customer satisfaction for the entire sample of LIC and HDFC Life Customers

When the overall service quality was analyzed for the entire respondents of LIC and HDFC Life (Table 5.10.1) it was found that for over service quality LIC respondents were more satisfied as compared to HDFC LIFE customers. For tangibility dimension, HDFC Life customers were more satisfied. LIC customers expected better décor and physical facilities to increase their satisfaction levels. Respondents from both the companies found their insurer reliable and dependable. LIC respondents were more satisfied for responsiveness and assurance dimensions whereas HDFC Life respondents were more satisfied by the empathy dimension of service quality as compared to LIC respondents.

6.10.2 Relationship between service quality its various dimensions and customer satisfaction of LIC and HDFC Life customers on the basis of Gender

When overall service quality was analyzed for male and female customers of LIC and HDFC Life (Table 5.10.2) it was found that male respondents were more satisfied than the female respondents of both the insurers.

When the customer satisfaction levels were checked for tangibility dimension of service quality, the scores indicated that for both the insurers LIC and HDFC Life, female respondents were more satisfied with the physical appearance than the male customers. Male customers expected better décor and physical facilities to increase their satisfaction levels.

When individual insurers were checked, female found their insurer more dependable than the male respondents. Thus to increase the satisfaction levels of male
respondents, insurers had to be more reliable in performing their services. In both the insurance companies females respondents were more satisfied on the responsiveness dimension of service quality. Females found their insurer to be more responsive as compared to the male respondents. In case of LIC female respondents were highly satisfied with the ability and knowledge of the employees of their insurers and felt more secure and safe while transacting with them as compared to male employees. In case of HDFC Life male respondents were more satisfied with the assurance of the insurer as compared to female respondents.

In LIC and HDFC Life both, for empathy dimension of service quality, the empathy scores for female respondents were more than the scores of male respondents. This indicated that female respondents were more satisfied with the personal attention they got from the staff as compared to the male respondents.

When the overall service quality was analyzed with customer satisfaction, it was observed that the LIC customers, males and females both were more satisfied as compared to the male and female customers of HDFC life.

6.10.3 Relationship between service quality its various dimensions and customer satisfaction of LIC and HDFC Life customers on the basis of Age

When the overall service quality was analyzed (Table 5.10.3), for different age groups it was found that the LIC respondents from both the age groups that is less than or equal to 35 years and more than 35 years, were more satisfied with the services they are getting from LIC as compared to the HDFC Life respondents for both the age groups.

It was observed that, for HDFC Life the younger group that is less than or equal to 35 years of age, was more satisfied with the physical appearance and up to date equipment of the insurer as compared to the older group that is more than 35 years of age. In case of LIC again the respondents from the younger group are more satisfied with the tangibles as compared to the older group.

For the reliability dimension when the younger group of LIC and HDFC Life respondents were compared it was found that the younger group found HDFC Life to be more dependable and sincere in solving customer’s service problems than LIC. On the other hand when the older group was compared for the same dimension it was
found that this group found LIC to be more dependable and sincere in solving customer’s service problems.

When the responsiveness dimension was considered for LIC and HDFC Life respondents for different age groups, it was found that the younger group was more satisfied with HDFC Life. They received prompt and efficient services from HDFC Life employees; whereas the older group was more satisfied with the prompt and efficient services of LIC.

It was observed that for assurance dimension, respondents from both the age groups were more satisfied with LIC. They trust LIC and have confidence in ability and knowledge of employees.

For empathy dimension, respondents from both the age groups were more satisfied with HDFC Life as compared to LIC. They are pleased with the individual attention they got from the employees of HDFC Life.

6.10.4 Relationship between service quality its various dimensions and customer satisfaction of LIC and HDFC Life customers on the basis of Income

When the overall service quality was considered (Table 5.10.4) for different income groups it was found that the respondents from both the income groups, first income group is less than or equal to 5 lacs p.a. and the other income group is greater than 5 lacs p.a. were more satisfied with the services they are receiving from LIC.

When tangibility dimension for LIC and HDFC Life respondents for different income groups were considered, it was found that respondents from both the income groups were more satisfied with professional appearance and up to date equipment of HDFC Life.

For reliability dimension, the first income group that is less than or equal to 5 lacs p.a. was more satisfied with LIC. They found LIC to be more dependable. For the other income group that is greater than 5 lacs p.a. found HDFC Life to be more dependable for the same dimension.

For responsiveness dimension of service quality, both the income groups found LIC to be prompt and efficient service provider.
For assurance dimension, both the groups based on income felt safe and secure while transacting with the employees of LIC and have confidence in ability and knowledge of the employees.

When the empathy dimension was considered, all the respondents from the different income groups were pleased with the individual attention they got from the employees of HDC Life.

6.10.5 Relationship between service quality its various dimensions and customer satisfaction of LIC and HDFC Life customers on the basis of Educational Qualification

When the overall service quality was considered (Table 5.10.5) for the two groups based on educational qualification, it was found that the respondents from both the groups that are graduates and below and the other group that is PG and higher, were more satisfied with the services they are receiving from LIC as compared to the respondents of HDFC Life.

In case of tangibility dimension of service quality, respondents of both the groups were more satisfied with company’s decor and physical facilities and professional appearance of the employees of HDFC Life as compared to LIC. LIC customers demanded enhanced physical facilities, equipment and machines to increase their level of satisfaction.

For reliability dimension, respondents from both the groups based on educational qualification found LIC to be more reliable and dependable as compared to HDFC Life. HDFC Life customers demanded the insurer to be more reliable and dependable.

When responsiveness and assurance dimensions of service quality were considered for different groups based on educational backgrounds, it was observed that LIC respondents from both the groups were more satisfied than the HDFC Life respondents. They found LIC employees prompt and efficient service providers and feel safe and secure while transacting with the employees of the company.

For empathy dimension of service quality, graduates and below found HDFC better in providing them convenient service conditions and the individual attention they got from the company. On the other hand for PG and above respondents, it was
observed that they found LIC better in providing them convenient service conditions and personal attention.

6.10.6 Relationship between service quality its various dimensions and customer satisfaction of LIC and HDFC Life customers on the basis of Profession

(Table 5.10.6) revealed that for overall service quality, respondents from govt. employees and own business group were more satisfied with the service quality of LIC. Whereas private employees and the others group found HDFC Life was a better service provider and they were more satisfied with HDFC Life as compared to LIC.

For the tangibility dimension of service quality, all the respondents from govt. employees, private employees, own business and others group found HDFC Life better in décor, has up to date equipment and appealing physical facilities. The LIC respondents had higher expectations from LIC on this dimension.

For reliability dimension of service quality, govt. employees and private employees were more satisfied with LIC. They found LIC reliable and dependable. On the other hand respondents from own business group and others found HDFC Life more dependable and reliable.

For responsiveness dimension of service quality, respondents from govt. employees, private employees and own business groups found that the services they are receiving from LIC are prompt and efficient. For the others group they found HDFC Life was better in prompt and efficient services.

When the assurance dimension of service quality was considered, all the profession groups were more satisfied with LIC. They trust LIC and have confidence in the ability and knowledge of the employees of LIC and feel secure while transacting with them.

For empathy dimension, respondents from all the profession groups were more satisfied with HDFC Life. They were pleased with the individual attention and convenient service conditions they got from the employees of HDFC Life.
6.10.7 Relationship between service quality its various dimensions and customer satisfaction of LIC and HDFC Life customers on the basis of Marital Status

(Table 5.10.7) Higher scores for service quality for married and unmarried respondents of LIC revealed that they were more satisfied with LIC.

When the tangibility dimension of service quality was considered it was found that both the married and unmarried respondents were more satisfied with the décor and appealing physical facilities of HDFC Life.

For reliability dimension of service quality for married and unmarried respondents they found LIC more reliable and dependable as compared to HDFC life.

For responsiveness dimension, married respondents were more satisfied with LIC whereas unmarried respondents were more satisfied with HDFC Life. Married respondents found LIC to be more prompt and efficient as compared to HDFC Life where as unmarried customers found HDFC Life to be more prompt service provider than LIC.

For assurance dimension of service quality, both married and unmarried customers were satisfied from LIC as compared to HDFC Life. They felt safe and secure while transacting with the employees of LIC.

When empathy dimension was considered it was found that both married and unmarried customers found HDFC Life better in the individual attention they got from the employees and the convenient service conditions.
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