Chapter 4  
RESEARCH METHODOLOGY

This chapter presents the research methodology used in the study in relation to the research design and the data collection process. The first section presents the study of the present research in detail. The next section includes a discussion on the sampling plan in which sampling procedure used in the study are discussed. The last section of the chapter presents the tools used for the data analysis of both the company and the customer survey are discussed.

4.1 Research Perspectives

Research methodology refers the procedural framework within which the research is conducted (Remenyi et al., 1998). Research methodology is characterized by procedures and methods for arriving at results and findings and tools for proofing or disproving such knowledge (Nachamias et al., 1996; Saunders approaches a researcher chooses to conduct a research which could be affected by the researcher’s philosophical perspectives and paradigm.

Research enables the researcher to develop theories and principles and to arrive at generalizations. Research in marketing is not only a fact finding process but also has tremendous utility for important decisions like allocation of scarce resources. It is not only needed to have more precise results at hand but it is also important for reducing uncertainty inherent in specific business situations.

4.2 Research Philosophy

Research philosophy refers to the assumptions and beliefs that govern the way we view the world (Saunders et al., 2007). Two main research philosophical views are Positivism or Phenomenological perspective. Positivism has to do with the situation where knowledge or the world is thought to exist independent of people’s perceptions of it and that science uses objective techniques to discover what exist in the world” (Sullivan, 2001 p.47). Positivism uses logical, quantitative, more objective scientific methods to test hypothetically-deductive generalizations. On the other hand, phenomenological or interpretive philosophy holds that “... reality of the world is thought to arise out of the creation and exchange of social meaning during the process
of social interactions” (Sullivan, 2001 p. 48). Phenomenological perspective uses qualitative, more subjective and naturalistic approaches to inductively and holistically understand human experiences in context-specific settings (Amaratunga, Baldry, Sarshar & Newton, 2002).

In this study we have chosen positivism more than phenomenological perspective because we believe that service quality and customer satisfaction constructs as pertaining in insurance industry can be examined objectively through the use of established theoretical frameworks and structured instruments to assess and analyze it, upon which generalizations can be made from the findings. The study is exploratory in nature and is employed for the data collection. Both primary and secondary data is used for the study.

4.3 Research Purpose

The research purpose is a broad statement of what the research hopes to achieve. According to purpose, research could be broadly divided into descriptive, exploratory and explanatory (Saunders et al., 2000, 2007; Cooper and Schindler 2006). A descriptive research is a study that seeks to “portray an accurate profile of persons, events or situations” (Robson 2002:59 in Saunders et al., 2007). It involves formalizing the study with definite structures in order to better describe or present facts about a phenomenon as it is perceived or as it is in reality.

An explanatory research tries to establish relationship that exists between variables. It aims at identifying how one variable affects the other; it seeks to provide an empirical explanation to the causality and causes and effects relationship between one or more variables (Saunders et al., 2000, 2007; Malhotra & Birks, 2007; Cooper & Schindler 2006). They are also used when the purpose of the study is to answer ‘why’ in a given context. Lastly, research may be exploratory where a study is conducted to explore and find out what is happening or to seek new insights about a phenomenon in a new light” (Robson, 2002). Mostly, it is used when a researcher wants to have a deeper understanding of a situation or a problem, or where the area of study is so new or vague that it becomes critically important to examine unknown variable that may affect a particular phenomenon. It, therefore, involves the use of methods like searching for library materials, asking for expert’s opinion, and conducting a focus group interviews.
Since the purpose of a study may involve both qualitative and quantitative results, mixed methodology has been proposed by many authors to be appropriate in some cases. This study combines all three: explanatory, descriptive and exploratory purposes. Firstly, the study is descriptive in that it seeks to describe in detail the state of customer satisfaction and marketing strategies in the insurance industry, thus giving an in-depth understanding of the reality of customer satisfaction with marketing strategies and to better understand relative importance of service quality dimensions to the customer. Secondly, the study is explanatory since it will seek to determine the impact of marketing strategies on overall satisfaction and the influence of customer demographic variables on overall satisfaction. It will also explore the relationships that exist between customer satisfaction and customer behavior intentions such as likelihood to recommend and repurchase services. Thirdly, study exploratory in that it is still unknown in the Insurance Industry, whether customer are satisfied and what are their perception of insurance marketing strategies in Indore.

4.4 Research Approach

Research may be deductive or inductive. Deductive research approach begins with the development of a theory or hypothesis and later a development of a strategy to test it in a context to verify or reject its claims. So it is thinking from general to specific. On the other hand, the approach is inductive where the research begins with an observation of a phenomenon in an environment, then data is collected upon which a theory is developed or generalization is made.

In this study, we have carefully selected existing empirical theories and models, applying and testing them in assessing the impact of marketing strategies on customer satisfaction in the context of Insurance Industry. Therefore, the study is deductive.

The marketing strategy is the study that implies marketing mix decisions and activities taken by the company and its management, whereas the satisfaction of the customer is for the insurance policies they have taken or is going to buy and from which insurance company. The present study is exploratory in nature. It examines and analyzes the relationship between marketing strategy and the manager’s perspective for the formulation and implementation of these strategies in their respective organizations. The study is also related to the customer experiences from the insurance services from
The study further identifies the gap between customer expectations and customer perceptions. It explores the relationship between customer satisfaction and customer expectations and customer perception and how they are affected by the different marketing strategies of various life insurance companies. It finally recommends suitable marketing strategies so as to increase the market for the insurance sellers and suggest scope for further research.

4.5 Time Horizon

In terms of time horizon, research design can be longitudinal or cross-sectional. A cross-sectional study examines a particular phenomenon at a specific period of time (Saunders et al., 2007). According to Malhotra and Birks (2007) one sample of a population can be taken and studied at a particular time as in a single cross-sectional study or two or more samples of a target population could be studied once as in multiple cross sectional study.

Conversely, in terms of time horizon, a study may be longitudinal where a particular phenomenon is studied at different periods of time. Longitudinal study can take the form of a single longitudinal study where only one sample is studied at different time periods or multi-longitudinal where two or more samples are studied at different periods of time (Malhotra & Birks, 2007). This study is typically a cross-sectional study in that data will be collected from a cross section of customers of insurance companies in Ghana once and not for different periods of time.

4.6 Research Strategy

Research strategy is a general plan of how a researcher intends to answer the research questions. A Researcher’s strategy will determine, to a large extent, the choice of data collection methods. The main research strategies are action research, ethnographic studies, experiment, survey, case study, grounded theory or archival research (Saunders et al., 2000, 2007; Cooper & Schindler, 2006; Malhotra & Birks, 2007).

**Action research:** The term “action research” was first used by Lewin in 1946. It is a study that investigates a specific problem in a specific environment and afterwards an appropriate intervention is designed and implemented to solve the problem or improve the situation.
It is diagnostic and evaluative, involves people or subjective of study in solving the problem and its more collaborative in nature.

**Experiment:** experiments are a type of causal study in which a researcher investigates changes in one variable while manipulating one or more other variables under controlled conditions. It is usually conducted in natural sciences and social psychology. Its main purpose is to study causal links in variables under given situations (Saunders *et al.*, 2007; Cooper & Schindler, 2006).

**Survey:** A survey is a type of method in which the opinions of the sample or population is sought by the researcher, usually with a more objective research instrument, say a structured questionnaire. It is usually associated with a deductive approach and is conducted usually in business and management research to prove or disprove certain assumed propositions and hypothesis. It allows for the collection of large amount of data from a large population economically. It is most frequently conducted to answer research questions relating to ‘who, what, how much and how many’ involved in a problem of study.

**Case study:** A case study involves a study of a particular situation and its impact in order to have a more accurate detail and in-depth of the nature of the phenomenon as it relates to a specific environment. It is mostly used where the purpose is to gain a rich and an in-depth understanding of the context of the research and the processes being enacted (Morris and Wood, 1991 in Saunders *et al.*, 2007). It therefore uses multiple data collection sources, termed triangulation. Mostly it is related explanatory and exploratory research that seeks to find out ‘why’, ‘what’ and ‘how’ issues in the case context. Yin (2003 in Saunders *et al*) maintains that case studies can be single or multiple, holistic or embedded.

**Archival research:** It refers to a study that uses administrative records and documents as the principal sources of data. It usually used when the purpose is to find out about the past and changes over time, and often forms the starting point for explanatory, exploratory or descriptive studies. These strategies can be combined in a single study for a particular purpose (Saunders 2007). In this study we chose basically survey strategy because it seeks the opinion of a population about a specific subject matter,
which is their perception of the service quality and their customer satisfaction and it combines the use of qualitative and quantitative.

4.7 The Universe
In the present study the universe includes all the employees and customers of the selected three organizations, ICICI Prudential Life Insurance, Birla Sun Life Insurance and HDFC Standard Life Insurance Company, Indore region. The service industry chosen is the Indore branches of the above three private life insurance companies. The choice is made for a number of reasons:

1. The employees and the customer base of these three organizations are very large.
2. Rapid changes and reforms in the insurance sector.
3. Intense competition of the private players in insurance sector and problem of customer retention.
4. Also for customer retention what marketing strategies the organizations are adopting.

4.8 The Sample
The sampling plan was consistent with the methodological guidelines provided for conducting the survey research in marketing. The simple random sampling method was used to select the employees and the customers for the survey. A sample of 450 & 150 respondents including the customers and employees (Insurance Service Providers) respectively from the selected three organizations was selected. The employees selected were sales manager, the area manager and the other persons on the managerial positions. The respondents –executives as well as the customers belong to different age groups ranging from 25 years to 40 years. They belonged to socio-economic class and their income range from below 20,000/- Rs. to above 1,00,000/- Rs. The respondents were from different occupations like students, service class, business, professionals etc. Out of these respondents some respondents were male and some females.
4.9 Description of Data Collection Tools

The questionnaire and the scale were introduced to the customers, assuring them that the data collected / information provided by them would be kept strictly confidential and will be used for research purpose only.

4.9.1 SERVQUAL (Parasuraman, Zeithmal & Berry, 1988)

Construct: The construct of quality as measured by this scale involves perceived quality (as opposed to objective quality). Perceived quality is the consumers’ judgment of an entity’s overall excellence or superiority similar to an overall attitude. Perceived service quality is defined as the degree and direction of discrepancy between consumer’s perception and expectations (Parasuraman, Zeithamal and Berry 1986, 1988). Quality is distinguished from satisfaction is that, the later is assumed to involve specific transactions. As part of conceptualization, expectations are viewed as desires or wants of consumers (not predictions of what will be provided).

Description: The scale is comprised of two matched sets of 22 items, each describing expectations for a particular service category and then perceptions of a particular service provider. Both sets of items are operationalised using five-place bipolar scales labeled “Strongly Agree” (5) to “Strongly Disagree” (1). Approximately half the items are worded negatively as marked + / - below. Scores for the total scale and each factor range from -6 to +6 where positive scores reflect perceptions exceeding expectations. Different scores for the scale 1 to 5 are computed and then averaged over the number of items in either the total scale or for each subscale. Furthermore, five factors comprise the two sub class: tangibility, reliability, responsiveness, assurance and empathy.

The ensuring scale was developed to contain items appropriate for the multiple service categories used in the construction of the present scale. “Therefore, while SERVQUAL can be used in its present form to assess and compare quality across a wide variety of firms, appropriate adaption of the instrument may be desirable when only a single service is investigated”. (Parasuraman et al., 1988, pp. 27-28).

The Tools

A non disguised structured questionnaire was used. The questionnaire framed was simple easy comprehendible and consistent of both open and closed ended questions.
Two types of questionnaires were framed, one for the individuals working in the insurance company and another for the customers. The focus of the questions was regarding the marketing strategies of the selected three organizations and their impact on the satisfaction, expectation and perception level of the customers. The questions focused on perceptions. Five points, Likert Scale was used in the questionnaires to know the responses of the executives and the customers. A pilot study was first undertaken to determine whether the questions and the scales are easily understood and responded by the respondents.

**Data Collection**- The data for the present study was personally collected by the researcher with the help of a structured non disguised questionnaire. Five points Likert Scale was used for the executives and the customers. This was followed by detailed discussions, with the authorities and experts of the insurance companies.

**Data Analysis**- Data collected with the help of structured questionnaire and the SERVQUAL Scale was classified, tabulated, analyzed and interpreted using suitable techniques including factor analysis, correlation, Gap analysis, T-test, averages, simple percentages and ANOVA. Elaborated tables, diagrams etc. have facilitated presentation of the data. The data was analyzed using the SPSS 17.0 (Statistical Package for Social Sciences).

Ninety seven items were originally developed to represent 10 dimensions, of service quality. Each was casted as an expectation and a perception statement. Responses (n =450) were pooled across three service categories; different scores were then used as input “within dimension” co-efficient alpha analysis. These tests resulted in a reduced set of 64 items after deleting those statements with low corrected item-to total correlation. Oblique factor analysis resulted in further reductions in the number of items and a revision in the dimensionally of the anticipated scale (i.e. 34 items reflecting 7 dimensions. Analysis of this initial data then revealed a seven factor measure comprised of 34 items. Data from the second development sample were used to reevaluate the dimensionality and reliability of the 34 item measure. Analysis of the factor loading (both the pattern and the loading values in addition to examination of corrected item-to-total correlations resulted in further revisions to the scale. Specifically, two pairs of factors were combined and several additional items were deleted. These analyses resulted then in final 22 item (actually pairs of items) five
factor scale as described above. Estimates of internal consistency and validity were gathered.

4.10 Validity and Reliability of Instruments

Reliability

Reliability refers to extent to which a measurement instrument is able to yield consistent results each time it is applied under similar conditions. It is the constituent of a measurement device that causes it to yield similar outcome or results for similar inputs. Statistically, reliability is defined as the percentage of the inconsistency in the responses to the survey that is the result of differences in the respondents. This implies that responses to a reliable survey will vary because respondents have different opinions, not because the questionnaire items are confusing or ambiguous.

Reliability could be estimated mathematically or through pre-testing of the instruments. In this study, since the questionnaire items were adopted from previous studies by Gyasi and Azumah (2009) but tailored to the insurance service context, it was prudent to conduct a pilot test to refine the instrument. As a result, the questionnaire items were pilot tested to remove confusing words and to improve upon the clarity of the questions items to strengthen its reliability. Again, statistically, the Cronbach’s alpha could also be used to assess the reliability of an instrument. A reliability values of 6.0 to 0.70 and above are considered by many researchers as acceptable (Cooper & Schindler, 2006; Malhotra & Birks, 2006). It indicates that the three overall satisfaction measures produced a composite alpha of 0.87, each of the service quality dimensions has reliability co-efficient 7.0 and above, except price which was 0.68, which is even adequately reliable. The composite reliability alpha for all items excluding the respondents’ background data is 0.971 which is very good for statistical analysis.

Validity: The estimates of internal consistency, reliability for both the factors and the total scale for the three service companies in the second study were consistently high. The total scale estimates of internal consistency reliability for a linear combination ranged from 0.87 to 0.90. Factor analysis of the second phase data supported the dimensionality and expected item loading for both data sets. Additional evidence of the validity of the scale was provided by mean difference tests across subject groups formed by overall quality ratings collected in phase 2) for the individual firms. As
expected, higher average SERVQUAL scores were obtained for subjects providing more positive responses to the overall rating. Relationships with questions about recommendations to friends “and” “reports of problems” also provided some evidence of the scales validity. Further supportive evidence was provided by the ability of the subscales to predict overall quality judgments (i.e. R-square estimates ranged from 0.27 to 0.52).

Scores: A series of mean scores are provided in the publication by Parasuraman et al, (1988) for the second sample. Across the three categories of services considered, the means are generally slightly negative suggesting that service expectations generally exceed consumer perceptions. As an example for the combined scale and across three categories of insurance firms (i.e. excellent, good and fair/poor), the corresponding mean scores were -0.22, -0.92 and -1.61 respectively.

Other Evidences: Caremen (1990) tested SERVQUAL in four different service setting, including a business school, placement center, a true store, a dental school patient clinic and an acute care hospital. The results provide collaborating evidence for the reliability of the scale. Some evidence regarding the need to vary item, wording across settings and several questions regarding the uniqueness or structure of the original 10 dimensions were raised.

The overall fit statistics from a confirmatory factor analysis study by Finn and Lamb (1991) using the responses from a telephone survey involving retail shopping experiences did not provide support for the multidimensional (i.e. five correlated factors) measurement model implied by the SERVQUAL scale. However, individual factor reliabilities ranged from 0.59 to 0.83.

The tool II for the satisfaction includes 22 items. The customers were asked to rate their satisfaction with these individual items on a scale of 1-5 where 1 was highly dissatisfied and 5 was highly satisfied.

4.11 Items to Study
1. To study and compare the relationship between marketing strategy and performance of life insurance policy sellers by-
   a) Investigating the impact of product strategies on the sale of insurance policies.
b) Finding the influence of pricing strategies on the sale of policies.
c) Analyzing the significance of distribution strategies and determining its sales impact on.
d) Determining the impact of promotion strategies on the sale of policies.
e) Examining the significance of sales and service team on the sales of policies.

2. To study the relationship between customer expectations and marketing strategy variables of life insurance sector.

3. To study the relationship between customer perception and marketing strategy variables of life insurance sector.

4. To study the relationship between customer satisfaction and marketing strategy variables of life insurance sector.

4.12 Variables Measured

4.12.1 Customer Satisfaction

Organizations need to retain existing customer while targeting non-customers. Measuring customer satisfaction provides an indication of how successful the organization is at providing products and/or services to the market place.

Customer satisfaction is measured at the individual level, but it is almost always reported at an aggregate level. It can be measured along various dimensions. Customer satisfaction is an ambiguous and abstract concept and the actual manifestation of the state of satisfaction will vary from person to person and product/service to product/service. Work done by Parasaraman, Zeithamal and Berry between 1985 and 1988 provides the basis for measurement of customer satisfaction with a service by using the gap between the customers’ expectation of performance and their perceived experience of performance.

Customer satisfaction is the most important criterion, which encompasses quality product and value addition through value evidence of what was implied to provide ultimate customer satisfaction. Customer satisfaction is cascading in nature and requires building relationship of confidence and trust with utmost commitment, internal accountability and a sense of care of customer.
Customer satisfaction in insurance means the use of a policy product purchased for a cost, to the ultimate satisfaction of the buyer, when a claim is paid. The satisfaction is not fully achieved only when a product so purchased gives its full use, but it also stipulates that the product bought by the buyer will give him the expected fruit i.e. peace of mind during the product cycle when it is use by the customer.

Customer satisfaction is central to the marketing concept. It is now common to find mission statements designed around the satisfaction concept, marketing plans and incentive programs that target satisfaction as a goal, and consumer communications that trumpet awards for satisfaction achievement in the market place (Fournier and Glenmick, 1999).

Delivering customer satisfaction is one of the most important objectives of marketing activities. It has been recognized as a key influencer in formation of customers’ future actions, intentions and loyalty.

The quality perceived is realized as the moment of truth, when the service providers and the service customer confront one another in the arena. It is the skill, the motivation and the tools employed by the firm’s representative and the expectations and the behavior of the client that together will create the service delivery process.

4.12.2 Customer Expectations

Customer Expectations is closely tied to an organization’s consistent and accurate ability to communicate. When there are poorly managed expectations and neglectful follow-up procedures, customers becomes confused, disappointed and frustrated. Basically the problems arise when a service, product, call back, or response has not been delivered or is not what the customer expected. Customer specific product or service features. Satisfaction is also influenced by customer’s emotional responses, their attributions and their perception of equity. On demographic basis, customers can be categorized on the basis of gender, age and income (monthly family income).

Customers (Insurance Service Users), on the basis of Gender can be categorized in two categories viz. male and female, both male and female respondents have different needs, wants, attitudes, perception and behavior according to their social or cultural environment or any other factor.
Customers (Insurance Service Users) can be categorized on the basis of age factor in three categories viz. Age group below 25 years, Age group between 25 to 40 years and Age group above 40 years. Age factor also influence the preference and requirement of the customers.

Customers (Insurance Service Providers) can also be categorized on the basis of income i.e. (monthly family income) into three categories viz. Below Rs. 20,000/-, Between Rs. 20,000/- to Rs. 50,000/- and above Rs. 50,000/-. Income factor also affects the preference of the customers.

**4.12.3 Service Quality and Satisfaction**

Quality can be applied to many products and processes. Traditionally management scientists apply quality to the product quality but now it is applied to service quality. Quality is usually defined in relation to a set of guidelines on criteria. Standards like ISO 9000 provide a framework for the implementation of quality management in an organization.

Quality is the expected product/service being realized. Before a customer makes a purchase (exchanges money for a product/service) he or she does a mental calculation: “Is the worth of the product/service (as I perceive and expect) equal to the money that I am about to exchange”. Research suggests that customers do not perceive quality in a one-dimensional way, but judge quality based on multiple factors. Researchers identified 10 criteria customers use in evaluating service quality. These were 10 Service Quality Determinants listed by Zeithamal et al (1990, pp 21-22).

1) Credibility: Trustworthiness, believability, honesty of the service provider.
2) Reliability: Ability to perform the promised service dependably and accurately.
3) Courtesy: Politeness, respect, consideration and friendliness of contact personnel.
4) Access: Approachability and ease of conduct.
5) Tangibles: Appearance of physical facilities, equipment, personnel and communication materials.
6) Responsiveness: Willingness to help customers and provide prompt service.
7) Security: Freedom from danger, risk or doubt.
8) Understanding the customer: Making the effort to known customers and their needs.

9) Communication: Listening to customers and keeping them informed in language they can understand.

10) Competence: Possession of the skills and knowledge required to perform the service.

In subsequent research, these dimensions were consolidated into five broad dimensions. These five dimensions are applied across a variety of service (Parsuraman, Zeithamal, Berry, 1988).

4.12.4 (Five Dimensions of Service Quality)

1. Tangibility
It means the things which are physically observed by the customers in the insurance branch including, personnel, physical facilities, materials and appearance. Able and skilled personnel, the quality of insurance products and services, brochures and cards may represent tangibles. These qualities provide concrete cues for customers to evaluate the capability of the service provider.

2. Reliability
Reliability refers to the trust in company’s ability of performing service in a proper way, such as acting according to promises and declarations. A reliable service means the insurance agent is able to provide internet connection that is working at desired level throughout the day without significant failures; employees should not misuse the cardholder information and there should be frequent update of new policies’ information and guidelines.

3. Responsiveness
It refers to service provider’s willingness to help customers and provide prompt service. It can be measured by the amount of time needed to deal with customers’ reported problems and the response duration once the customer filed a service request.

4. Assurance
Assurance is related to the knowledge and courtesy of employees and their ability to inspire trust and confidence. Insurance agents may demonstrate assurance to customers
by behaving courteously and by providing essential knowledge to guide customer’s problems.

5. Empathy
It refers to the caring, individualized attention the service provider gives to its customers. Furthermore, customers in the bank may come from different social background and hence the banker could emphasize personalized attention on customers and understand specific needs of customers based on their requirements.

4.13 Gap Analysis
In order to comprehend the service quality better, Parasuraman, Zeithaml and Berry developed Gap model of service quality. The model was first introduced in 1985 (Parasuraman et al, 1985). Its purpose was to analyze the source of problems in quality and to give support to management to simply understand the ways of improving the service quality.

According to Brown and Bond (1995), “The gap model is one of the best received and most heuristically valuable contributions to the services literature”. Gap analyses were used to identify the causes of service quality shortfalls in each or all of the dimensions. Customers build an expectation of the service to be received depending on four factors. These are, word of mouth communications obtained from friends and acquaintances, personal needs, past experience and communications put out by the service company create their own expectations.

4.14 Objectives of the Study
- To study the need and importance of marketing strategies in Life Insurance Industry
- To compare the marketing strategies of selected three insurance companies to promote their services
- To study the requirements of Life insurance policy holders pertaining to marketing strategies
- To study the satisfaction level of the customers towards various strategies of the selected insurance companies
- To offer suitable suggestions to improve marketing strategies in these three insurance companies.
4.15 Hypotheses Formulation

Hypotheses Related to Customers’ Expectations

H_{01}: There is no significant difference between male and female respondents with respect to expectations of customers towards marketing strategies of insurance sellers.

H_{11}: There is a significant difference between male and female respondents with respect to expectations of customers towards marketing strategies of insurance sellers.

H_{02}: There is no significant difference between age groups below 25 years, between 25-40 years and above 40 years with respect to expectations of customers towards marketing strategies of insurance sellers.

H_{12}: There is a significant difference between age groups below 25 years, between 25-40 years and above 40 years with respect to expectations of customers towards marketing strategies of insurance sellers.

H_{03}: There is no significant difference between income groups below 20,000, 20,000-50,000 and above 50,000 with respect to expectations of customers towards marketing strategies of insurance sellers.

H_{13}: There is a significant difference between income groups below 20,000, 20,000-50,000 and above 50,000 with respect to expectations of customers towards marketing strategies of insurance sellers.

H_{04}: There is no significant difference between educational qualifications viz., Graduate, PG and other qualifications with respect to expectations of customers towards marketing strategies of insurance sellers.

H_{14}: There is a significant difference between educational qualifications viz., Graduate, PG and other qualifications with respect to expectations of customers towards marketing strategies of insurance sellers.

H_{05}: There is no significant difference between different occupations viz., students, service class, business class and professionals with respect to expectations of customers towards marketing strategies of insurance sellers.

H_{15}: There is a significant difference between different occupations viz., students, service class, business class and professionals with respect to expectations of customers towards marketing strategies of insurance sellers.

Hypotheses Related to Customers’ Perceptions

H_{06}: There is no significant difference between male and female respondents with respect to perception of customers towards marketing strategies of insurance sellers.
H$_{16}$: There is a significant difference between male and female respondents with respect to perception of customers towards marketing strategies of insurance sellers.

H$_{07}$: There is no significant difference between age groups below 25 years, between 25-40 years and above 40 years with respect to perception of customers towards marketing strategies of insurance sellers.

H$_{17}$: There is a significant difference between age groups below 25 years, between 25-40 years and above 40 years with respect to perception of customers towards marketing strategies of insurance sellers.

H$_{08}$: There is no significant difference between income groups below 20,000, 20,000-50,000 and above 50,000 with respect to perception of customers towards marketing strategies of insurance sellers.

H$_{18}$: There is a significant difference between income groups below 20,000, 20,000-50,000 and above 50,000 with respect to perception of customers towards marketing strategies of insurance sellers.

H$_{09}$: There is no significant difference between educational qualifications viz., Graduate, PG and other qualifications with respect to perception of customers towards marketing strategies of insurance sellers.

H$_{19}$: There is a significant difference between educational qualifications viz., Graduate, PG and other qualifications with respect to perception of customers towards marketing strategies of insurance sellers.

H$_{10}$: There is no significant difference between different occupations viz., students, service class, business class and professionals with respect to perception of customers towards marketing strategies of insurance sellers.

H$_{11}$: There is a significant difference between different occupations viz., students, service class, business class and professionals with respect to perception of customers towards marketing strategies of insurance sellers.

**Hypothesis Related to Customers’ Satisfaction**

H$_{011}$: There is no significant association between customer satisfaction and marketing strategies.
\(H_{11}\): There is a significant association between customer satisfaction and marketing strategies.

**Satisfaction of Insurance Service providers towards Marketing Strategies**

\(H_{012}\): There is no significant difference between the male and female respondents (insurance service providers) and their perception towards marketing strategies.

\(H_{112}\): There is a significant difference between the male and female respondents (insurance service providers) and their perception towards marketing strategies.

\(H_{013}\): There is no significant difference between the age group (insurance service providers) and their perception towards marketing strategies.

\(H_{113}\): There is a significant difference between the age group (insurance service providers) and their perception towards marketing strategies.

\(H_{014}\): There is no significant difference between the education level (insurance service providers) and their perception towards marketing strategies.

\(H_{114}\): There is a significant difference between the education level (insurance service providers) and their perception towards marketing strategies.

\(H_{015}\): There is no significant difference between the income group (insurance service providers) and their perception towards marketing strategies.

\(H_{115}\): There is a significant difference between the income group (insurance service providers) and their perception towards marketing strategies.